



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: NOVEMBER 17, 2015

FROM: INNOVATION AND TECHNOLOGY WARDS: ALL
DEPARTMENT

SUBJECT: ADDITION OF ONE FULL-TIME POSITION FOR THE COMMUNICATION
DIVISION OF THE CITY MANAGER'S OFFICE – FUNDS TRANSFER

ISSUE:

The issue for City Council consideration is addition of one full-time web designer position to the Communications Division of the City Manager's Office.

RECOMMENDATION:

That the City Council:

1. Amend the Fiscal Year 2015-16 Personnel Detail for the City Manager's Office (11), Communications Division (1140000) to add one full-time (FTE) web designer position (CM359161F); and
2. Authorize a budget transfer of \$40,000 from the Innovation & Technology Department to the City Manager's Office to fund the salary and benefits for the remaining portion of the current fiscal year.

BACKGROUND:

From the recently adopted Sunshine Ordinance, the Customer Relationship Management System/311 improvements, the Open Data Portal, and the newly created and amended Administrative Polices, the City has undertaken a number of actions to increase citizen/business engagement and responsiveness. As the City continues to position itself to enhance citizen/business engagement and responsiveness, staff recommends shifting certain website responsibilities from the Innovation and Technology Department to the Communications Division of the City Manager's Office.

Historically, the Innovation and Technology Department has been responsible for the day-to-day management of the City's website, which includes development of new features, ensuring content continuity, and controlling the look and feel of the website.

Under the proposed restructuring of duties, the Innovation and Technology Department will continue to implement or develop online services for City's website, while the Communications Division would gain responsibility for the brand management of the City's website. For

clarification, examples online services include, electronic plan review, parks activities registration, permit inspection scheduling, vendor bidding, citation payments, utilities bill payments, and data-driven functionality, such as the EngageRiverside.com open data portal. Brand management of the City's website includes content management and controlling the look/feel and user experience.

While the City has been recognized by the Center for Digital Government as having one of the best websites for cities over a population of 250,000 for ten consecutive years, streamlining the areas of expertise will allow the City to more efficiently and effectively increase citizen/business engagement and responsiveness.

In addition to allowing the Innovation and Technology Department to focus on its core duties, the action would leverage the Communication Division's assets and expertise to allow website updates to happen more quickly. Additionally, the Communication Division is already responsible for the City's Social Media outreach and tying the two areas of responsibility together will ensure a consistent look and feel to the City's online presence. The action will not have a fiscal impact on the General Fund, as funding will be transferred from the Innovation and Technology Office to the Communications Division of the City Manager's Office.

The City Manager concurs with the recommendations in this report.

FISCAL IMPACT:

The estimated impact to the General Fund from the addition of one FTE to the Communications Division of the City Manager's Office represents a savings of approximately \$6,500. The total cost of the current position performing website updates (paid to Xerox) is approximately \$76,700, while the estimated cost, including salaries and benefits for the mid-point of the web designer position is approximately \$70,200. The Innovation and Technology Department will work with the Finance Department and City Manager's Office to ensure budget transfers are completed upon the hire of the position, moving funding from account 2400000-421202, Information Systems Outsourcing, to the appropriate personnel related accounts of the Communications Division.

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