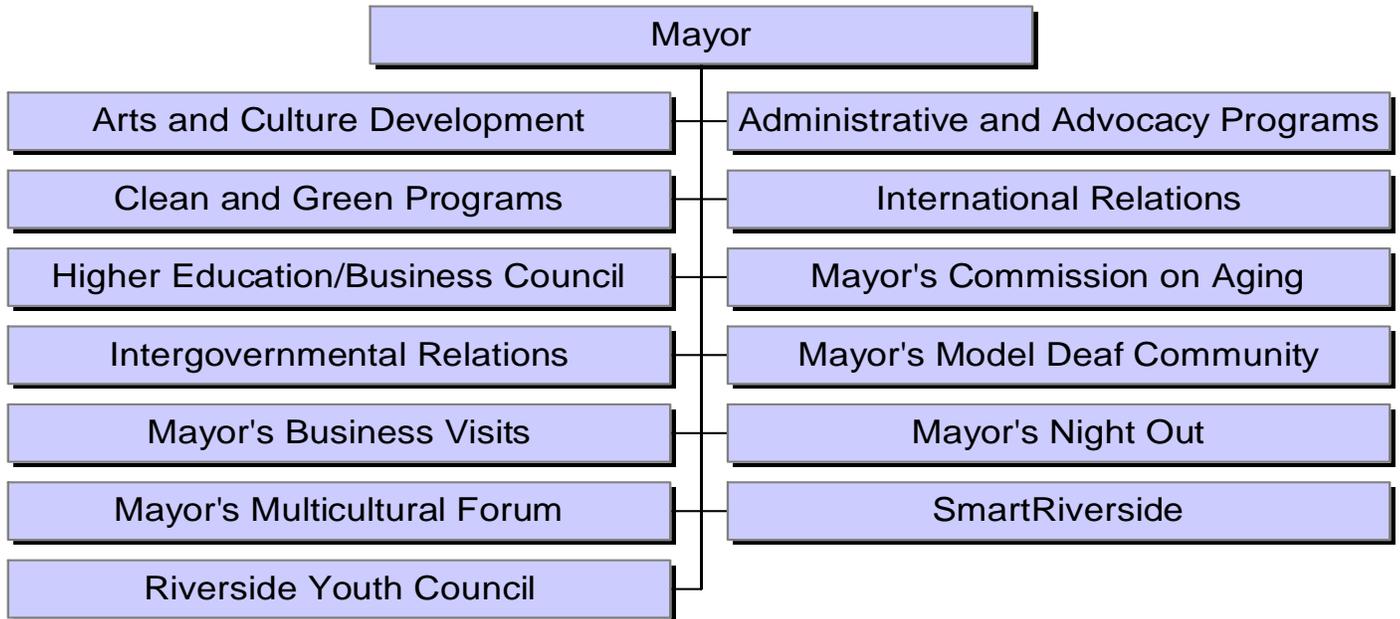


# Mayor



## Description of the Service

The Office of the Mayor is a central point for diverse requests for assistance from residents, businesses, government agencies, and private nonprofits, as well as the City Council. The Mayor represents the City at numerous ceremonial and other official affairs. Riverside is an exciting, diverse, urban and successful city and the Office of the Mayor has established programs aimed at accomplishing objectives in each of the Mayor's major priority areas keyed on the five vision themes of the General Plan: How We Work, How We Play, How We Live, How We Get Around, and How We Learn.

## Mayor

### Mission Statement

The mission of the Mayor's Office is to provide leadership and support to the City Council and to develop public policy that furthers the vision of Riverside as an exciting, diverse, urban and successful city. The Mayor's Office provides leadership and support to residents by representing their interests within the city organization and communicating with them towards the shared vision.

### City Council Priorities Addressed

- Economic Development
- Annexations/Growth Impact
- Transportation/Transit
- Liveable Community/Neighborhoods

### Major 2005/06 Priorities

- How We Work: Increase Economic Development, with a focus on the new economy and high paying jobs; implement the High Technology Taskforce recommendations through the SmartRiverside initiative.
- How We Play: Continue to promote our parks, libraries, and arts and cultural opportunities; look to the creation of a first-class sports complex as well as the creative reuse of the Santa Ana River area.
- How We Live: Increase Riverside's quality of life by promoting and developing Riverside as a City of Choices distinguished by good neighborhoods, safe streets, and a diverse and inclusive community.
- How We Get Around: Decrease traffic congestion and increase transit options and ridership; promote Riverside as a walkable community.
- How We Learn: promote Riverside as a community of higher education with four colleges and universities and tell the story of our high schools as the signatures of the community.

# Mayor

## Programs and Program Goals

### FY 2005/06

**Arts and Culture Development:** Make Riverside a center for arts, culture, arts education and entertainment and to further develop the Arts and Cultural district in downtown Riverside in order to enhance our City's reputation as a renowned center for arts and culture.

**Business Visits:** Help foster a business-friendly climate in Riverside that assists in the growth and prosperity of local companies. The Mayor's Business Visitation Team, through monthly Business Visits and TLC luncheons, addresses concerns of businesses and assesses short and long-term business needs in the City so as to retain and expand our local businesses.

**Clean and Green:** Develop Riverside as a model clean and green city, which promotes clean air and environmentally friendly practices.

**Higher Education/Business Council:** Promote Riverside as a community of colleges and universities; enhance the quality of life through better community awareness of the intellectual, cultural, economic and human resources benefits generated by the four colleges and universities; and encourage economic development and higher education partnerships.

**Intergovernmental Relations:** Provide a comprehensive approach to regional, state and federal issues and to represent and lobby for the City of Riverside's advantage.

**International Relations:** Create a world class city that augments economic development, educational opportunities and cultural ties for the residents and businesses of Riverside and to develop our international relationships.

**Mayor's Commission on Aging:** Involve senior residents in recommending initiatives and policies that benefit the senior community and promote Riverside as a senior-friendly place to be.

**Mayor's Model Deaf Community:** Continue to advocate for the improvement of access to services and greater involvement in the community for the deaf and hard of hearing.

**Mayor's Night Out:** Bring City Hall to Riverside's 26 neighborhoods in order to listen and respond to citizen concerns thus creating an awareness of city resources available to residents and increasing the visibility and responsiveness of City Hall. Respond to 100% of resident's inquiries.

**Mayor's Multicultural Forum:** Serve as a place for discussion about diversity and multiculturalism, advise the Mayor on presenting cultural differences as economic, educational, and civic strengths, and undertake projects in order to help build a more inclusive community.

**Riverside Youth Council:** Involve youth in advising the Mayor and City Council on a variety of issues that affect youth in the City of Riverside and to promote increased involvement and leadership of youth.

**SmartRiverside:** Implement the recommendations of the High Tech Taskforce and to attract high technology businesses and residents to the City through targeted innovative technology initiatives.

## Mayor

### Recent Accomplishments

- Co-initiated the High Tech Taskforce which crafted eight key strategic recommendations to attract high technology businesses and employees to the City.
- Continued the Mayor's Night Out program, fulfilling a commitment to visiting one of the 26 neighborhoods nearly every month since 1994. More than 100 visits have now been conducted! To date, approximately 107 visits have allowed for much community input. Responses to community members' questions are now posted on the City's website to allow for easier access.
- Initiated the Santa Ana River Taskforce which examined and then provided a vision and action agenda for rehabilitation of the River.
- Visited new and existing businesses in the City of Riverside as a part of the Mayor's Business Visitation Program, continuing an eight-year commitment to this program. Applied for and the City was awarded the League of California Cities' prestigious Helen Putnam Award for effective advocacy for business expansion and retention.
- Called together a Neighborhood Governance Taskforce which proposed a neighborhood involvement and governance approach.
- Spearheaded the 2<sup>nd</sup> annual "2005 Top 25 Riverside Restaurants" pamphlet which highlights Riverside's diverse and delicious restaurants.
- Lead the development of the International Strategic Plan and its implementation. Also lead the successful Trade Mission to our four Asian Sister Cities for the purpose of economic development opportunities.
- Assisted the Mayor's Youth Advisory Board in becoming a city-wide Youth Council, giving youth an even stronger voice in city issues and in developing leadership.
- Represented the City of Riverside and all California cities as the President of the League of California Cities including spearheading a ballot measure that protects local revenues.
- Spearheaded the creation of the Senior Housing Taskforce which examined and made excellent recommendations to address the housing needs of senior residents in Riverside.

Mayor

# Department Summary

Budget Summary	Actual 2003/04	Budget 2004/05	Approved 2005/06	Projected 2006/07	Change
Personnel Services	468,705	519,686	560,312	571,172	7.8%
Non-Personnel	167,348	198,383	36,335	36,435	-81.7%
Special Projects	24,712	12,000	13,000	13,000	8.3%
Equipment Outlay	0	0	0	0	---
<i>Direct Operating</i>	<u>660,765</u>	<u>730,069</u>	<u>609,647</u>	<u>620,607</u>	<u>-16.5%</u>
Debt Service	0	0	0	0	---
Capital Outlay	0	0	0	0	---
Charge From Others	<u>228,012</u>	<u>171,863</u>	<u>238,999</u>	<u>257,573</u>	<u>39.1%</u>
<i>Gross Budget</i>	<u>888,777</u>	<u>901,932</u>	<u>848,646</u>	<u>878,180</u>	<u>-5.9%</u>
Charge To Others	<u>(468,963)</u>	<u>(442,524)</u>	<u>(403,617)</u>	<u>(417,712)</u>	<u>-8.8%</u>
<b>Net Budget</b>	<b>419,814</b>	<b>459,408</b>	<b>445,029</b>	<b>460,468</b>	<b>-3.1%</b>

## Expenditure Summary (Gross Budget)

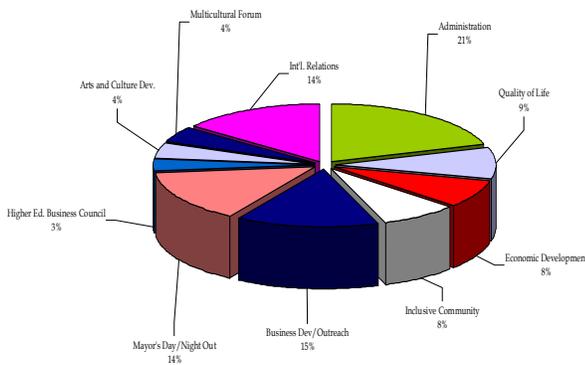
Mayor	888,777	901,932	848,646	878,180	-5.9%
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<b>Expenditure Total</b>	<b>888,777</b>	<b>901,932</b>	<b>848,646</b>	<b>878,180</b>	<b>-5.9%</b>
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<b>Personnel Summary</b>	<b>6.15</b>	<b>6.15</b>	<b>5.92</b>	<b>5.92</b>	<b>(0.23)</b>
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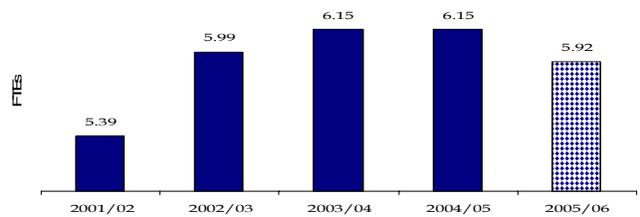
## Program Summary

Spending Distribution



Spending distributions are an approximation.

Personnel Summary



Historical Budget Expenditures

