

Community Academy Session 2: Finance, Tech & Sustainability

1. Speakers: Emily Jackson, Josh Erquiaga, Molly Cano, Bobbi Lee, Chris Read

2. Moderator: Natalie Barnett



AGENDA

- Welcome & Icebreaker
- Finance Department
- Information Technology
- Economic Development & Tourism
- Sustainability & Natural Resources





Emily Jackson
Finance Director / City Treasurer



Finance Overview

Department Mission: Safeguard the City's resources and fiscal health – to implement financial policies, procedures, and reporting systems to maximize return-on-investment and enable operating departments achieve their objectives”

I've long argued that you can't take care of the people if you don't take care of the money.

– Mark Funkhouser, former Mayor of Kansas City, MO

...But how do we “take care” of the money?

Long-term financial planning

- Two-year Financial Plan
- Long-term forecast
- Policies that focus on near and long-term

Maintaining a balanced budget

- Funding sources = funding uses
- One-time revenue should be used for one-time purposes

Focus on financial sustainability

- Maintaining adequate reserves to address unforeseen circumstances and challenges

Accurate and transparent financial reporting



This Is What Our Policies and Procedures Are Designed to Prevent

CALIFORNIA

Former Pasadena city employee gets 14 years in prison for embezzling \$3.6 million

PRESS RELEASE

Oakland-Based Government Finance Director Pleads Guilty To Embezzling Public Funds

CRIME & COURTS

Beaumont officials plead guilty in \$43M embezzlement case, get probation and fines

Colin Atagi Palm Springs Desert Sun

Published 11:17 a.m. PT Dec. 19, 2017 | Updated 10:38 a.m. PT Dec. 20, 2017

NEWS > CRIME & PUBLIC SAFETY

Ex-Lynwood worker accused of embezzling employee union funds

8 current and former officials from Bell, California, arrested

By the CNN Wire Staff

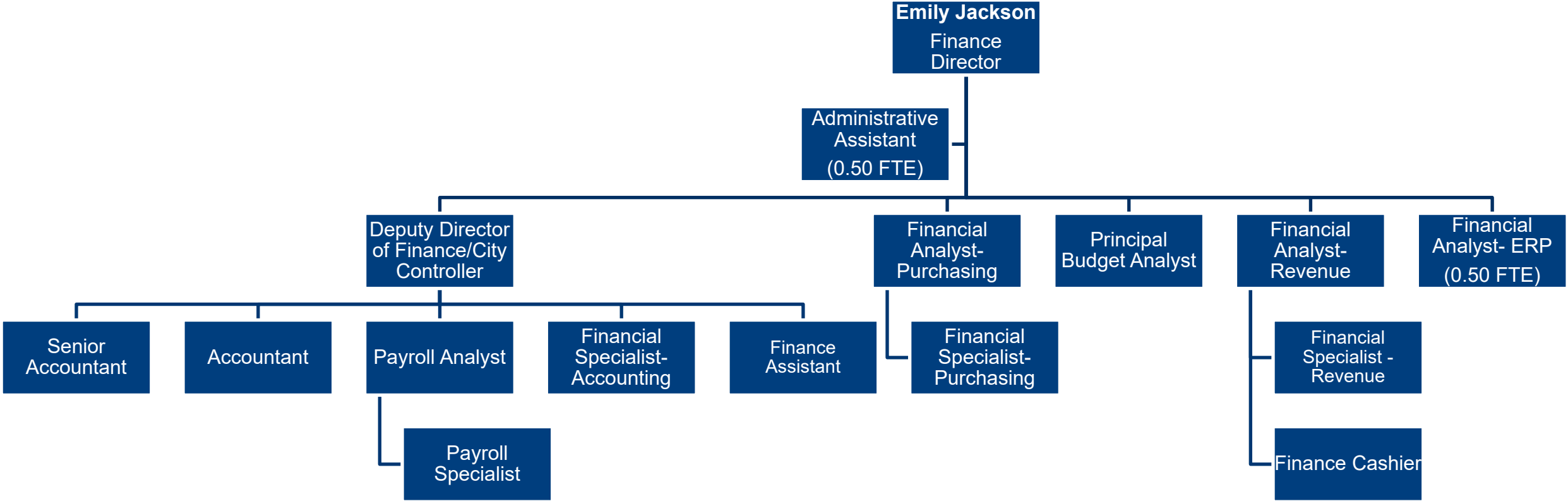
September 21, 2010 10:39 p.m. EDT

LOCAL NEWS

Former Placentia finance manager gets 25 years in prison for embezzling more than \$5 million



Finance Overview – Who We Are



15.00 Full Time Equivalent (FTE) employees



Finance Department Overview – Programs & Funding

<p>Accounting 7.00 FTE</p>	<p>Administration 1.50 FTE</p>	<p>Budget 1.00 FTE</p>
<p>Prepares Citywide financial statements, ensures integrity of financial data, processes AP and Payroll. Financial reports must be compliant with State & Federal regulations.</p>	<p>Plans, organizes, leads, and monitors the department. Responsible for Treasury functions including debt and investments.</p>	<p>Coordinates Citywide development, preparation, and reporting on the City’s budget. Provides staff support to Revenue Enhancement Oversight Commission.</p>
<p>Oracle (ERP) Implementation and Configuration 0.50 FTE</p>	<p>Purchasing 2.00 FTE</p>	<p>Revenue 3.00 FTE</p>
<p>Responsible for ongoing implementation and configuration of City’s ERP to maximize functionality.</p>	<p>Administers purchasing and contracting policies to effectuate efficient procurement. Leads efforts to secure maximum FEMA and CalOES reimbursement for 2023 storm events.</p>	<p>Administers the City’s revenue operations including accounts receivable, in accordance with established fiscal policies.</p>

FY 2023-24 Budget: \$2.4 million



Recent Accomplishments

- Secured financing for the Cultural Arts District Parking Structure
- Completed FY 2022-23 Audit process and developed Annual Comprehensive Financial Report and Popular Annual Financial Report
- Submitted over \$9M in eligible storm related costs to FEMA for review and consideration of reimbursement
- Assured ongoing funding for core services while addressing unbudgeted storm expenditures
 - Activation of Fiscal Health Contingency Plan to control expenditures
- Onboarded six new employees in the last year!



Key Projects Currently Underway

Preparation of FY 2024-25 Cost Allocation Plan

Preparation of FY 2023-24 Q3 budget report

Preparation of FY 2024-25 Budget Supplement (2nd year of Financial Plan)

Preparation for FY 2023-24 audit

Continued implementation of City's Enterprise Resource Planning system

Work with FEMA and CalOES to secure reimbursement for unbudgeted costs related to the 2023 storms

Ongoing monitoring and reporting to US Treasury on use of ARPA funding

Development of program to ensure compliance for short-term vacation rentals

Staff onboarding and succession planning



Top Issues in Finance Department

- California Business Roundtable measure
- General inflation
- Funding to support growth of the community
- Financing for upcoming large scale capital projects
- Employee labor relations
- Continued implementation of Oracle ERP
- Coordination with Public Works to maximize reimbursement of January and March Storm related projects through FEMA and CalOES
- Citywide User Fee Study
- Ongoing review of policies and procedures to ensure proper internal controls



Opportunities for Public Engagement

Ongoing

- Public Meetings
- Advisory Bodies supported by Finance:
 - Investment Oversight Committee
 - Revenue Enhancement Oversight Committee

Financial Plan Development

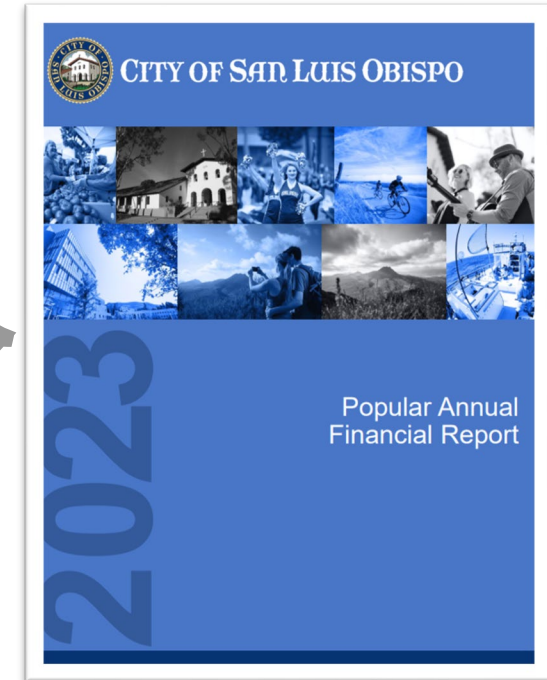
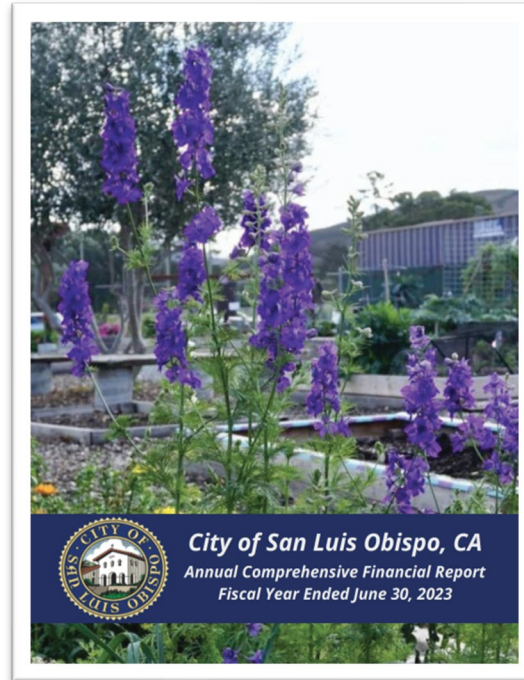
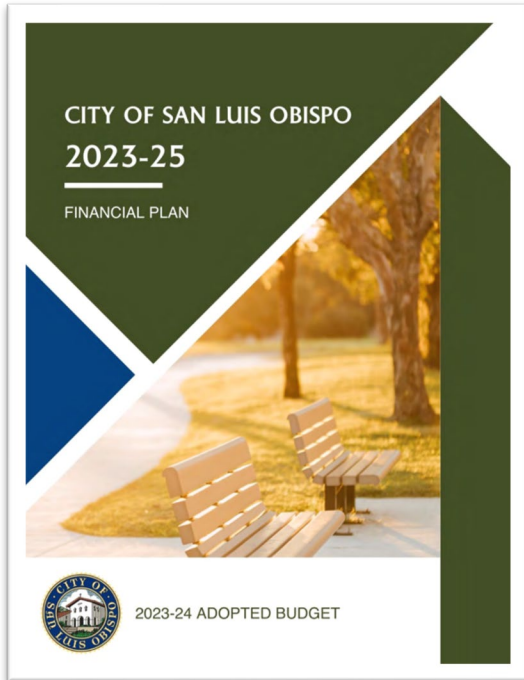


What Would You Ask?

- Context:
 - Safety issues on South Broad Street
 - Transportation improvements to South Broad Street were envisioned in 2014 South Broad Area Plan and 2021 Active Transportation Plan
 - Approximately \$30M worth of active transportation/transportation safety projects have recently been completed or are in progress and more are on the way
 - Broad Street improvements project is not fully scoped, but is estimated to cost \$12-15M
 - Planning, public outreach and design would take approximately 3 years
 - Current staff resources are at full capacity
 - Advancing work on South Broad Street would require approximately \$800K:
 - \$400K for staff- recruitment takes 4 months, training takes 1-2 years
 - \$400K for consultant services



Wrap Up & Important Documents to Learn More



<https://www.slocity.org/government/department-directory/finance/online-documents/-folder-307>



How to Contact Us

Emily Jackson – Director of Finance

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ejackson@slocity.org

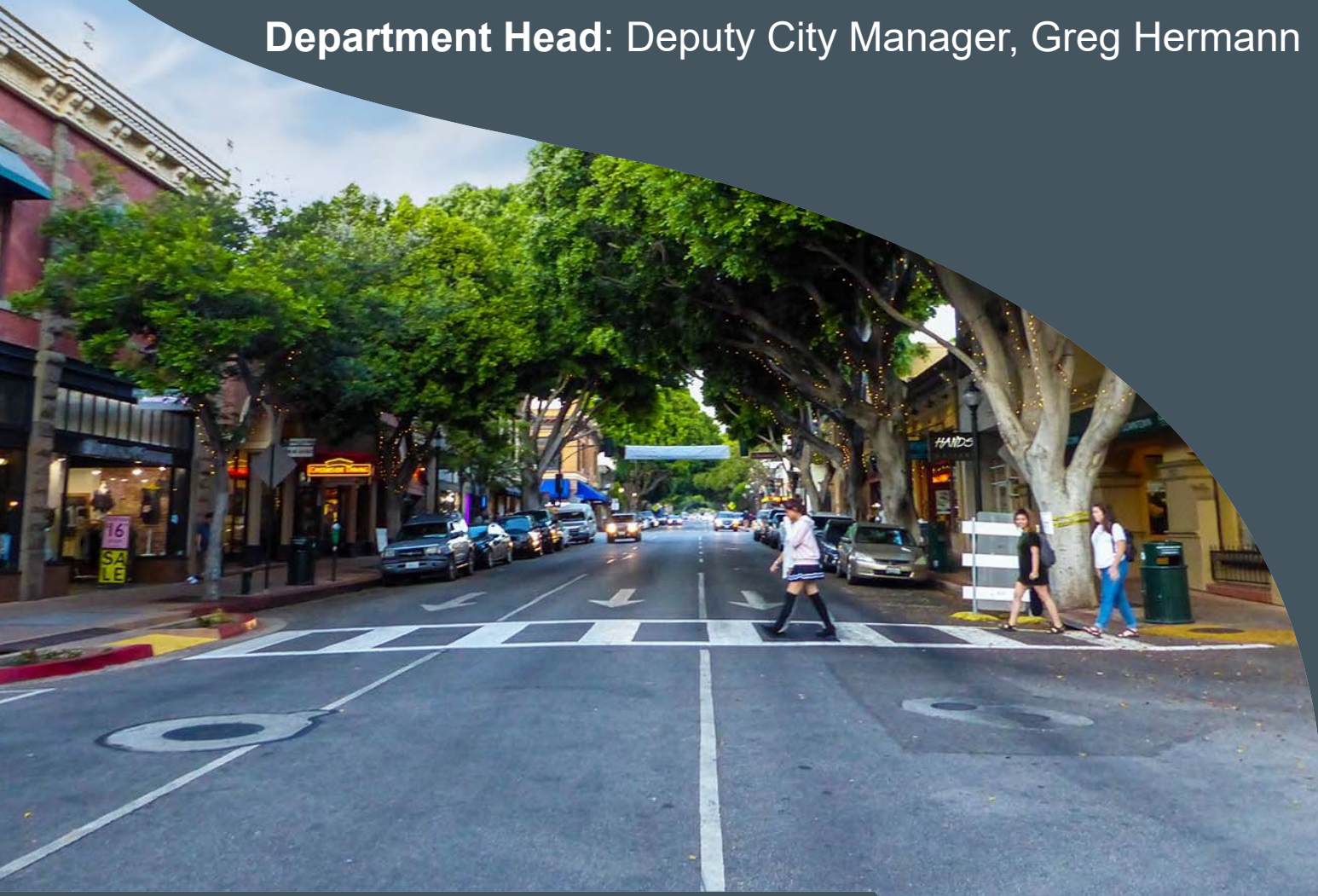
www.slocity.org/Finance

805-781-7144



Administration and Information Technology Department

Department Head: Deputy City Manager, Greg Hermann



Administration and Information Technology

Office of the City
Manager

Office of the City
Clerk

Office of
Diversity, Equity
and Inclusion

Information
Technology

Office of
Sustainability
and Natural
Resources

Office of
Economic
Development
and Tourism



Administration and IT



Josh Erquiaga
Information Technology Manager



Information Technology Overview – Staff & Funding

Administration 4 FTE

- Management
- Budget
- Project Management
- Administrative Coordination

Network Services 7 FTE

- Help Desk
- Network Infrastructure
- Public Safety Support
- Utilities Telemetry Support

Information Services 8.5 FTE

- Database Administration
- Geographic Information Systems (GIS)
- Finance and Human Resources Support
- Permitting
- Asset Management



Information Technology Overview



5
Building & Mountaintop
Repeater sites



70TB
Network Data Stored and
Backed-up



82
Network Switches



Survey Grade GPS Base/
Rover Receivers



175
Software Applications



30
City Facility Sites
Supported



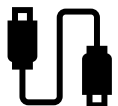
500
PCs and Laptops



50
Databases



250
Servers



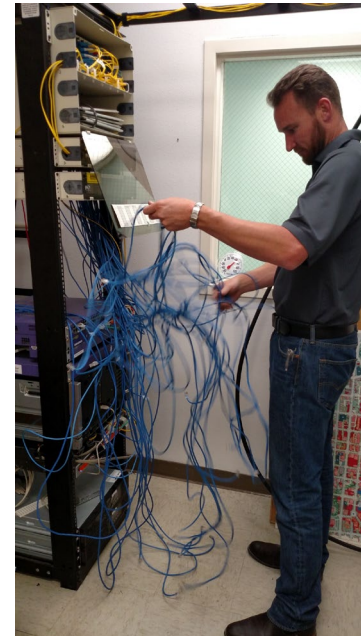
32
Miles of Fiber Optic Cable



3,050
Help Desk Tickets in 2023

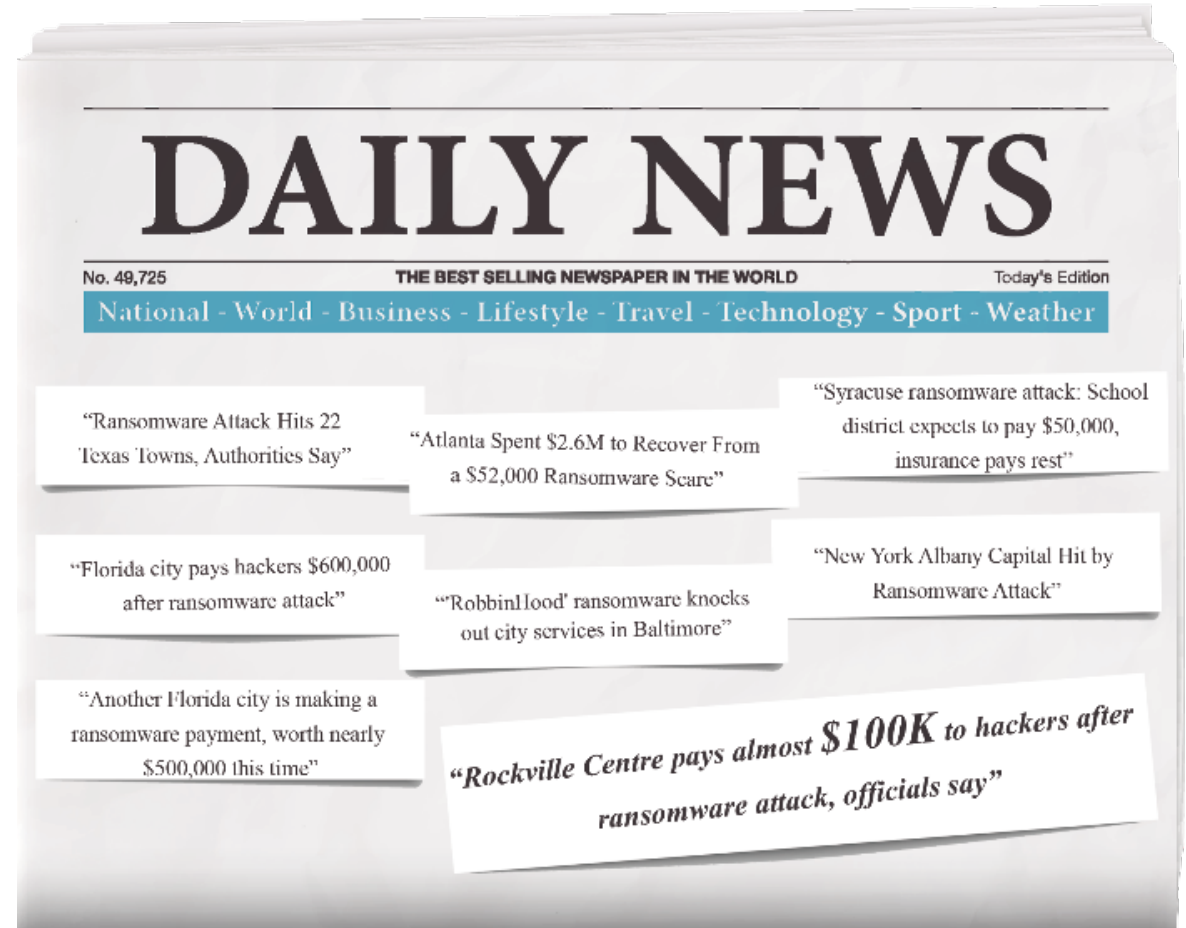


Information Technology in Action!



Focus Area in Information Technology – Cyber Security

- Ransomware and other attacks are increasingly targeting cities and counties.
- San Luis Obispo has additional targets in the form of water and wastewater utilities.



Focus Area in Information Technology – Cyber Security

The image shows a screenshot of an email from 'office-365@security.onmicrosoft.com' with the subject 'Re: Your Office 365 account is about to be deleted'. The email contains an attachment 'Invoice.pdf' (2 MB) and a link to 'http://67.167.145.165/invoice'. Annotations with arrows point to various parts of the email: 'Fake Email, Easy to Miss' points to the sender's address; 'Contains Virus' points to the attachment; 'Generic Greeting' points to 'Dear Customer'; 'Demanding' points to 'pay your invoice due now!'; 'Poor Grammar' points to 'whats included'; and 'Suspicious Link' points to the URL. The email also includes the Office 365 and Microsoft logos, a 'Privacy Statement' link, and an 'Unsubscribe' link.



Stay Safe Online
National Cybersecurity Alliance
www.staysafeonline.org



Focus Area in Information Technology – Broadband

- Council directed City staff to look at Broadband in the City and recommend ways that the City can improve access and affordability Citywide.



City Broadband Page
www.slocity.org/broadband



Take a speed test!
www.speedtest.net



How to Contact Us

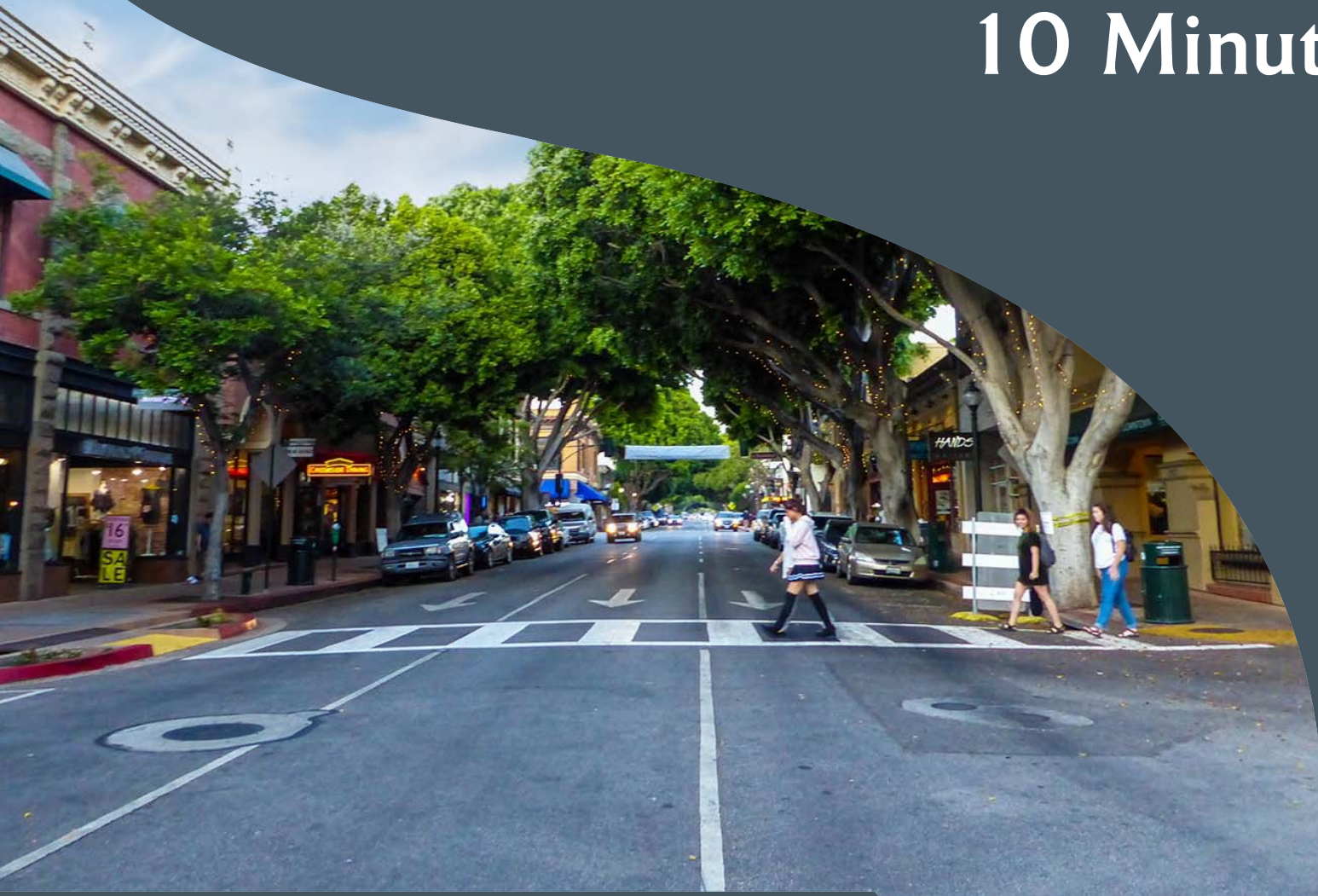
Website: <https://www.slocity.org/government/department-directory/city-administration>

Josh Erquiaga, Information Technology Manager

- jerquiag@slocity.org
- Office: 805.781.7526



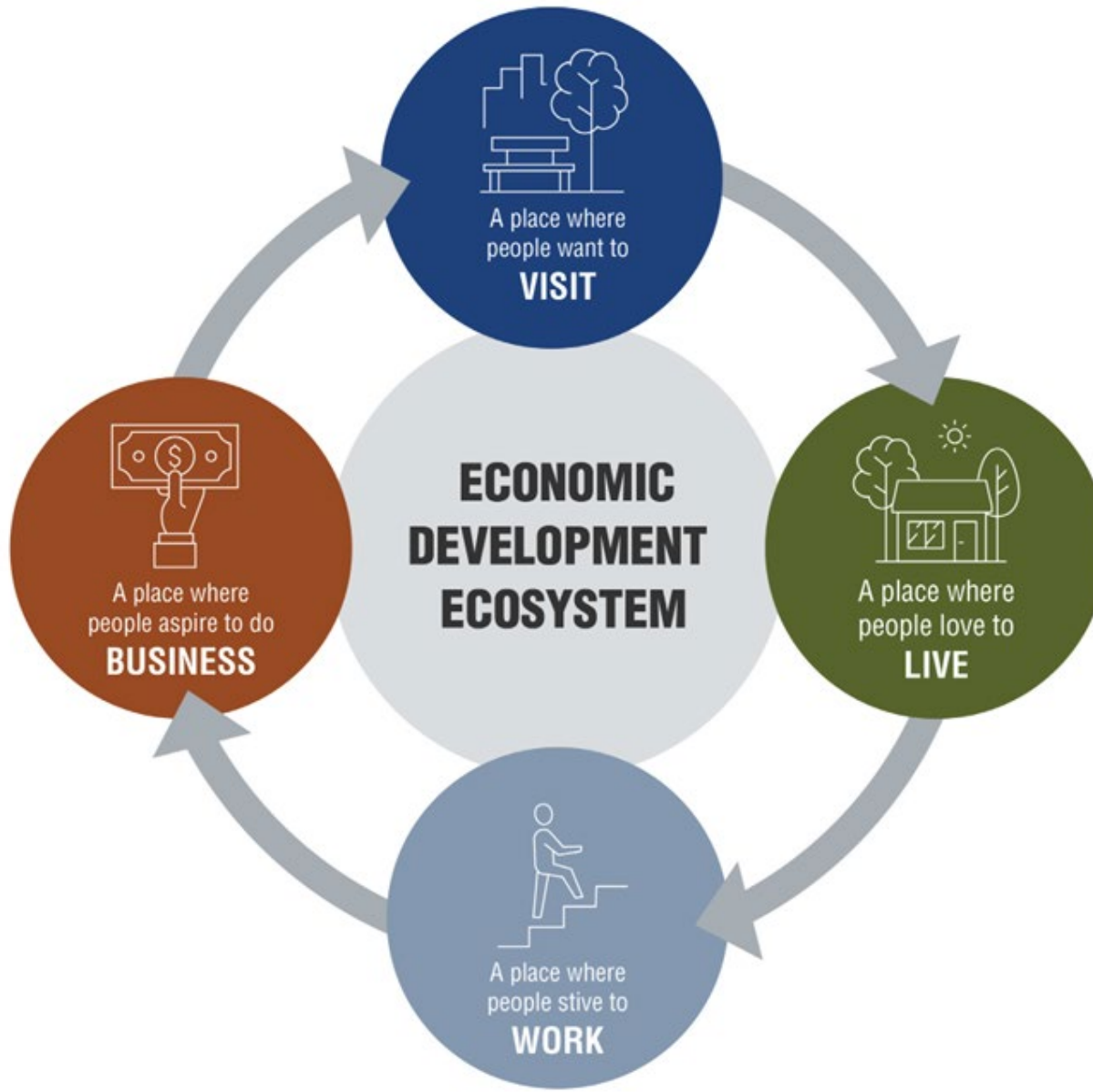
10 Minute Break





Molly Cano
Economic Development & Tourism
Manager





Economic Development

- Business retention and expansion assistance
- Site selection assistance for new and existing businesses
- Management of a current Major City Goal
- Implementation of the EDSP
- Participation in county, regional and state programs through REACH Central Coast

Tourism

- Marketing & promotion of San Luis Obispo to visitors
- Brand Management for Visit San Luis Obispo
- Development & implementation of POEM marketing strategies
- Collaboration through partnerships at the local, regional and state level

Community Promotions

- Enhance the Quality of Life of residents & the experience for visitors
- Development, support and implementation of community activations
- Funding for local event support through grant programs and sponsorships
- Management of promotional programs



Office of Economic Development & Tourism



History of Economic Development in the City



PLAN FRAMEWORK

MISSION STATEMENT

Promote, encourage, and enhance an economic environment that is dynamic and resilient with a focus on sustainable and equitable policies, programs, and processes.

GUIDING PRINCIPLES



MAJOR PILLARS



Major City Goal – Economic Resiliency

In collaboration with local partners, implement initiatives that reinforce a thriving and sustainable local economy, support a diverse, inclusive, and vibrant community, preserve arts and culture, and ensure fiscally responsible and sustainable city operations.

Strategies

- Sustainable, Diverse, and Inclusive
- Business Support
- Downtown Vitality
- Support Arts & Culture
- Ensuring Fiscal Responsibility and Sustainable Operations



Economic Development Projects & Activities

- Support of Economic Development Local Partnerships like Cal Poly Hothouse
- Funding for Downtown Clean and Safe Program
- Arts, Culture and Community Partner Support
- Community Activations including lighting for the holiday, citywide banners, programs like Lunar New Year
- Shop Local Business Promotion including Buy Local Bonus & Eat Local Bonus
- Childcare Grants through CAPSLO
- Maintaining a Transparent Data Center



Tourism & Community Promotions

The City's Community Promotions Program – comprised of the Tourism Business Improvement District and Promotional Coordinating Committee - is responsible for promotion of San Luis Obispo locally, regionally, nationally, and internationally.



TBID



PCC



Tourism Business Improvement District (TBID)

- Established in 2008
- Funded through a 2% special assessment charged on hotel stays
- Administered by a 7-member Board of hoteliers
- Program Highlights:
 - Comprehensive Destination Marketing Program
 - VisitSLO.com + ShareSLO
 - Sustainable SLO & Keys For Trees initiative
- Work effort results in the transient occupancy tax (TOT) contribution to the City's General Fund (approx. \$11 million in FY23)



THAT'S THE
SLO LIFE





Promotional Coordinating Committee (PCC)

- **Funded through general fund**
- **Purpose is to enhance quality of life for residents & quality of experience for visitors**
- **Directed by an advisory committee of 6-residents + 1-TBID liaison**
- **Program Functions:**
 - Cultural Arts & Community Promotions Grant Programs
 - Community Placemaking Projects
 - Community Promotion
 - Visitor Services
 - Support Local Promotion



How to Contact Us

Website:

Economic Development: *SLOcity.org/business*

Tourism: *VisitSLO.com*

Contact Info:

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Economic Development & Tourism Manager

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Mobile: 805.431.0454



CITY OF SAN LUIS OBISPO



Sustainability & Natural Resources





Bob Hill

Sustainability & Natural Resources Official



Chris Read

Sustainability Manager



Sustainability & Natural Resources Overview

Greenbelt & Natural Resources

Climate Action & Resilience

Creeks & Watersheds

Community Partnerships



Major City Goal

Climate Action, Open Space, and Sustainable Transportation

2023-25 Financial Plan

Strategic Approach:

1. Implement the Climate Action Plan and Lead by Example 2023-25 Work Plans
2. Sustain, Manage, and Enhance the City's Greenbelt and Make Progress on Planting 10,000 trees by 2035
3. Preserve and Enhance Convenient and Equitable Alternative and Sustainable Transportation Options
4. Increase Community Resiliency
5. Continue to Build City and Community Capacity for Transformational Climate Action

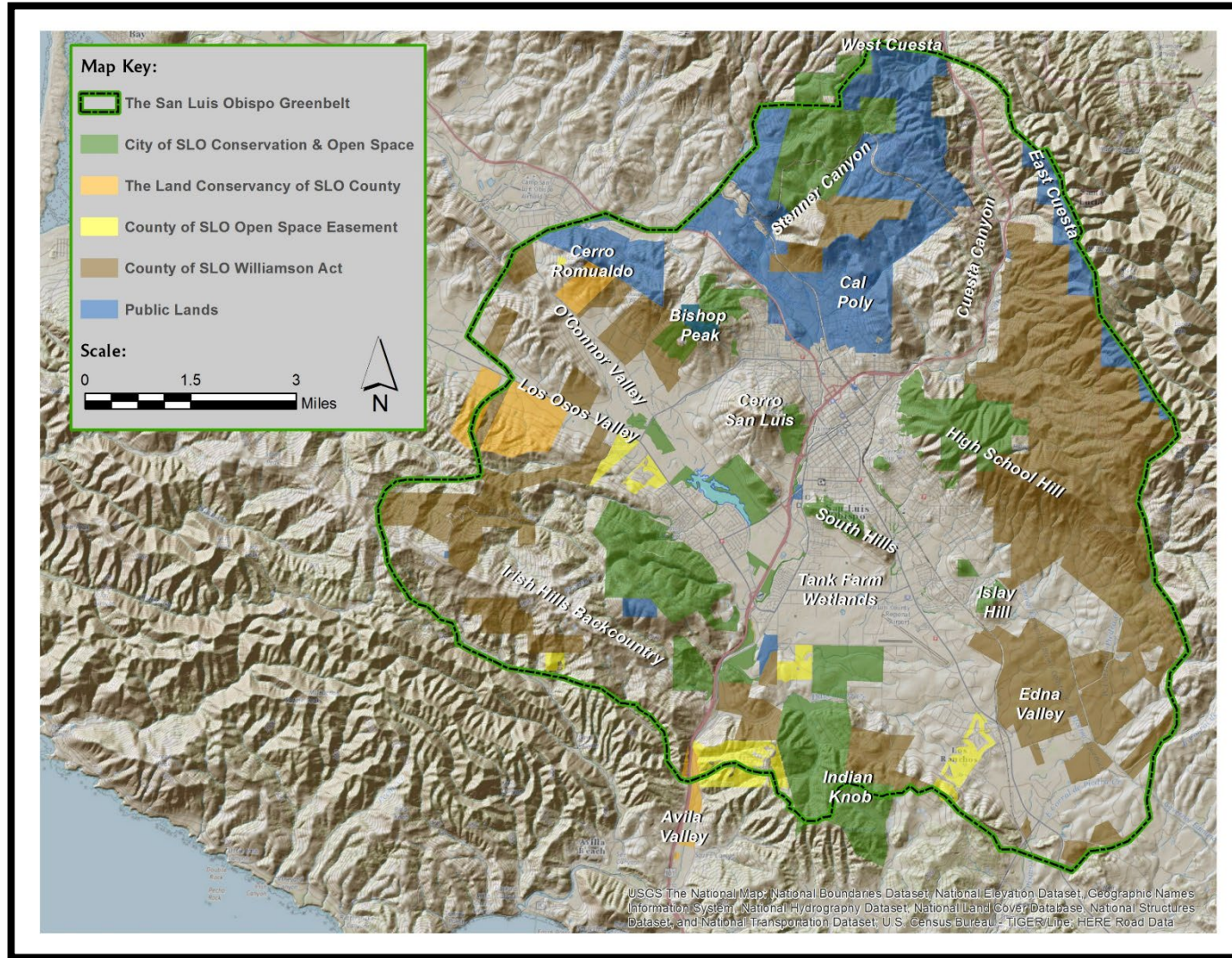


Greenbelt & Open Space Protection

What is your favorite trail or most memorable wildlife sighting?



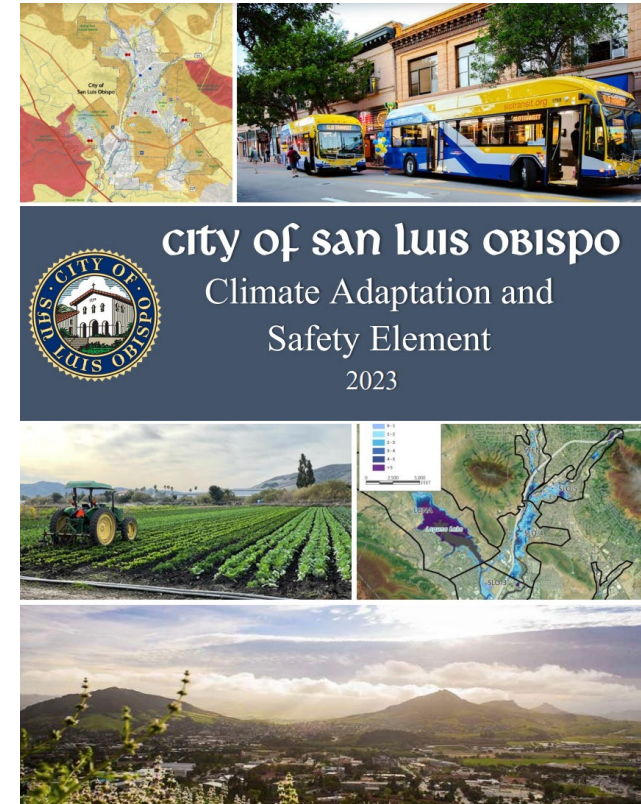
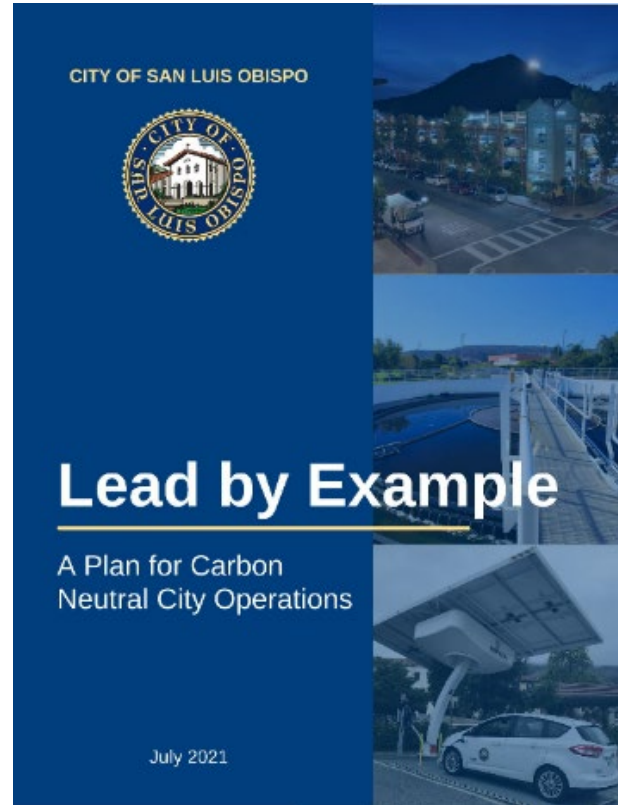
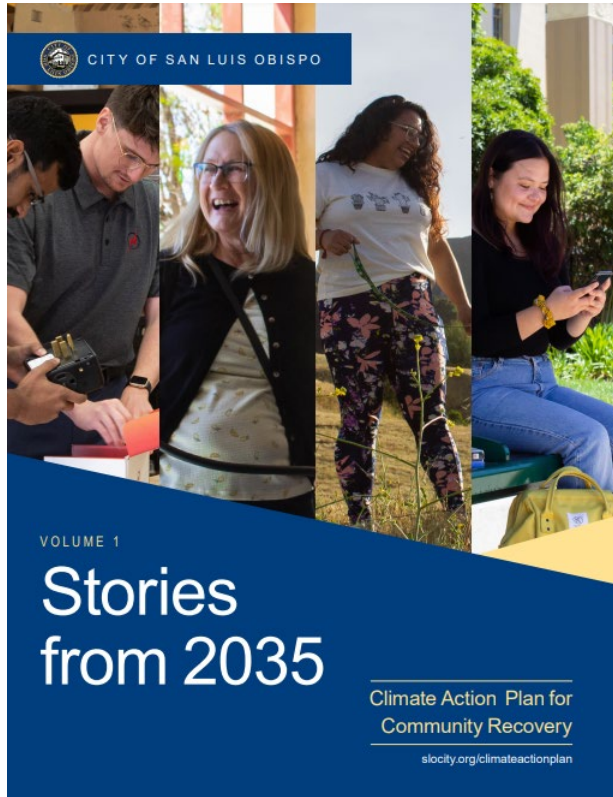
Greenbelt & Open Space Protection



- Total Greenbelt Area = 54,400 acres
- City of San Luis Obispo Open Space = 4,100 acres
- City of San Luis Obispo Conservation Easements = 3,800 acres
- Public Lands = 9,500 acres
- Williamson Act = 15,000 acres
- Over 33,000 acres, or 60%, of the Greenbelt is in conservation status



Climate Action & Climate Resilience

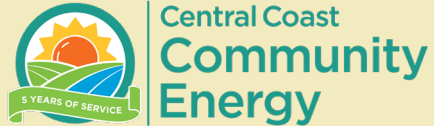


Climate Action & Climate Resilience

Goals & Actions

- Communitywide Carbon Neutrality by 2035
 - 100% Clean Electricity.
 - Zero emissions new buildings; 50% reduction in existing building emissions.
 - More walking, biking, bus riding, and EV chargers.
 - Less organic waste in the landfill.
 - 10,000 new trees and “climate smart” open space management.
- Municipal Operations Carbon Neutrality by 2030
 - All-electric light duty fleet.
 - Transition away from fossil fueled buildings and facilities.
 - And more!

Resources



2035 Story Activity

The year is 2035. The place I live has _____.

To get home from my job, I _____.

In 2024, _____ was an issue in San Luis Obispo.

Now that has changed because _____.

In 2035, I finally get to _____,

Because _____.



Busy Afternoon

Passing through the door at 1:00 pm sharp,

the office is bustling this Monday afternoon. I barely have the chance to dock the bike (1) I used for lunch and set my bag down at my desk before a notification appears on my computer that contracts are ready for signature. I open the contract with a developer whose latest project is bringing two hundred all-electric (3) new residential units to San Luis Obispo; I sign my name on the "CEO" line. As the head of a company that designs and manufactures (4) residential charging devices for electric vehicles, our operations have expanded in a way I could have never imagined. Electric car ownership —along with demand for our product— continually grows each quarter as the City expands its EV infrastructure (2). As boxes of our product are wheeled back to the loading dock to start off today's deliveries, I weave through the workspace - an old warehouse the team acquired in 2028 and was able to completely retrofit (5) a year later. I pluck a small box off the top of the stack as it moves past me and run my hands over the textured cardboard - the company, along with a few other local manufacturers, jointly committed to using all recycled packaging a few years back when we joined the community climate collaborative (6). Admiring the bustling workspace, I feel grateful knowing that my business and so many others can thrive in the ever-expanding green local economy.

10 | CLIMATE ACTION PLAN FOR COMMUNITY RECOVERY



How We Got Here

CONNECTED COMMUNITY

- 1 By 2021, the City plans to launch a micro mobility program. Learn more about Connected 2.2 on page 48 in Volume 2.
- 2 The City will develop and begin implementing an electric mobility plan to achieve a goal of 40 percent electric vehicle miles traveled by 2035. Learn more about Connected 6.1 on page 57 in Volume 2.

GREEN BUILDINGS

- 3 In 2020, the City will begin implementing the Clean Energy Choice Program for New Buildings. Learn more about Buildings 1.1 on page 36 in Volume 2.
- 4 The City plans to develop and implement a strategic and equity-focused building retrofit program in 2021. Learn more about Buildings 2.1 on page 38 in Volume 2.

LEAD BY EXAMPLE

- 5 The City plans to include carbon neutrality, social equity, and a focus on developing a green local economy in the updated Economic Development Strategic Plan. Learn more about Leadership 2.1 on page 25 in Volume 2.
- 6 The City will continue supporting and empowering community collaboration for climate action. Learn more about Leadership 3.1 on page 28 of Volume 2.

VOLUME 1: STORIES FROM 2035 | 11



How to Contact Us

Website: <https://www.slocity.org/sustainability>

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Chris Read, Sustainability Manager

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Office: 805.781.7151



Community Academy Reminders

- Next Session: Monday, March 25
 - Ludwick Center, 864 Santa Rosa Street



Questions and Answers

