

City Department Missions, Visions, and Objectives

Draft

2012-13 Fiscal Year

References

City Mission Statement: The City of Albany is dedicated to maintaining its small town ambience, responding to the needs of a diverse community, and providing a safe, healthy, and sustainable environment.

City Vision Statement: The City of Albany is environmentally and fiscally strong, champions a healthy local economy, fosters safe, diverse and engaged neighborhoods, and treasures its unique waterfront.

City Goals and Abbreviations

- Environmentally strong: “Environmental”
- Fiscally strong: “Fiscal”
- A healthy local economy: “Economy”
- Safe, diverse, and engaged neighborhood: “Neighborhoods”
- Treasured waterfront: “Waterfront”
- Efficient, effective, and productive organization. “Organization”

City Manager Department

City Manager Department Mission Statement
The City Manager Department advises the City Council, manages the implementation of Council direction, listens to community interests, and holds employees accountable for their service to the community.

City Manager Department Vision
The City Manager Department provides well-grounded advice to the City Council, fulfills Council direction, responds to community needs and desires, and hires and retains employees who provide excellent service.

	City Manager
Goal	Objectives
Economy	Manage the dissolution of the Albany Community Reinvestment Agency and explore potential replacement programs created by the State or region for applicability in Albany
Economy	Continue to implement the Economic Development Strategy and Action Plan
Environment	Find mechanisms to support the implementation of the Climate Action Plan
Fiscal	Identify and pursue opportunities for additional resources to meet community needs, such as through potential tax measure(s), grants, development, fees, efficiency through technology, and shared services
Neighborhoods	Continue to experiment with and expand community communications & engagement
Organization	Conduct Strategic Planning to establish goals, priorities and core values with the seating of the new City Council

	City Manager, cont.
Organization	Find mechanisms to support the implementation of the Information Technology Master Plan
Waterfront	Facilitate the city’s participation in a community effort to reduce homelessness in Albany
Waterfront	Pursue continued conversation about the future of the Golden Gate Fields property

City Clerk

City Clerk’s Office Mission Statement
The Mission of the City Clerk’s Office is to serve the City Council, City staff and Albany Citizens as an accessible and responsive representative of transparent, ethical, and open government, while promoting community participation and awareness. The Clerk maintains the legislative history; manages the records system and all official records; administers fair, impartial, open elections; serves as filing officer for the Fair Political Practices Commission and complies with all applicable Federal, State, and Municipal Statutes.

City Clerk’s Office Vision Statement	
The City Clerk’s Office provides consistent, respectful service with the highest standards of integrity, professionalism and accuracy. We seek out innovative and creative solutions that advance the ability to deliver services more effectively and efficiently. We engage the community at large and ensure governmental transparency and openness in matters related to the Clerk’s Office.	
	City Clerk
Goal	Objectives
Environmental	Research available technology to determine opportunities for initiating a program to maintain records electronically.
Neighborhoods	Continue social media advancements to increase accessibility of information for the community and encourage open government.
Neighborhoods	Enhance mechanisms for delivering public information including maintaining collaborative media relations, and developing standardized press release templates, public notices, and related documents.

City Clerk, cont.	
Organization	Administer fair and open municipal elections in accordance with all applicable laws, effectively coordinate with the School District and the Alameda County Registrar of Voters regarding elections.
Organization	Develop internal guidelines and outline procedures for responding to public records requests to ensure consistent and timely response to requesting parties.
Organization	Provide continued support to elected officials, Committees/Commissions/Boards including orientations, ethics and associated trainings. Help ensure any vacancies are filled in accordance with Maddy Act.
Organization	Ensure the continued capability and competence of the City Clerk’s Office by conducting cross training of staff and attending applicable trainings.
Organization	Formalize guidelines and outline procedures for conducting requests for Bids. Coordinate intra-departmentally to confirm staff roles to ensure the process is collaborative and consistent.
Organization	Identify guidelines for elected officials, Committee/Commission/Board members and City staff regarding partaking in social media as related to City affairs.
Organization	Review and update agenda templates for the City’s Boards/Committees/Commissions and Council to ensure standardization, transparency and compliance with the Brown Act.

Fire/Emergency Medical Services

Fire /EMS Mission Statement
The Albany Fire Department is dedicated to enhancing the quality of life of our community by providing life and fire safety services through education, innovation, commitment, and compassion.

Fire /EMS Vision Statement
It is the vision of the Albany Fire Department is to continually challenge ourselves to give our community the best services at the highest professional level.

	Fire/Emergency Medical Services
Goal	Objectives
Fiscal	Identify an ambulance that meets our needs and provides the level of service that we are committed to providing to our community and pursue funding venues to accomplish this purchase.
Neighborhoods	Create a computer generated database of apartment, condo, & townhouse buildings that can be available in all of our apparatus for emergency use.
Neighborhoods	Emergency Operations Center (EOC) Program – edit the existing emergency plan, create standardized forms, develop a more concise and user friendly format, and continue internal training for city staff.
Neighborhoods	Identify funding for ePCR equipment for the fire department vehicles that are not provided by ALCO EMS.
Neighborhoods	Continue to conduct CERT training for citizens. Continue to use the Community Engagement Specialist as the in house instructor for CERT training with staff as adjunct technical assistants.
Organization	Implement the ALCO EMS ePCR tablets and reporting system requirements so all Alameda County fire agencies are standardized in their format and implementation.
Organization	Develop a plan to train and prepare future leaders in light of the anticipated retirement fire department supervisors

Police Department

Police Department Mission Statement
<p>The mission of the Albany Police Department is to provide the highest quality police services to the community of Albany through efficient and professional policing. We believe that in order to accomplish our mission it is necessary to build and maintain a foundation of trust and cooperation with the public we serve. We embrace our core values and are dedicated to providing competent and professional police services to the public, which will allow for all citizens to fully enjoy the benefits of our unique city.</p>

Police Department Vision Statement
<p>The Albany Police Department recognizes that public safety begins with a strong bond with the community we serve. The department will be open, friendly and responsive to the needs of the community while optimizing the use of our police resources to respond to all forms of crime. We will use technology and modern law enforcement techniques to address community problems and prevent crime.</p>

Police Department	
Goal	Objectives
Fiscal	Discontinue the use of a contracted vendor for mobile computing infrastructure. Establish a dedicated police department information technology infrastructure to support this operational necessity at lower annual cost.
Fiscal	Implement fee based fingerprinting services for the public.
Neighborhoods	Pursue a Selected Traffic Enforcement Program (STEP) grant from the California Office of Traffic Safety to fund personnel and equipment costs associated with traffic enforcement (aggressive driving, speeding, seat belt compliance and DUI).

	Police, cont.
Neighborhoods	Increase neighborhood participation in our annual National Night Out event by 25% (5 neighborhoods).
Neighborhoods	Increase participation in our Neighborhood Watch program by 25% (4 neighborhoods).
Neighborhoods	Conduct a one-day neighborhood Watch Block Captain Academy.
Neighborhoods	Conduct one Police Youth Academy in association with the Albany Police Activities League
Neighborhoods	Conduct one Youth Bicycle and Helmet Safety event in association with the Albany Police Activities League
Neighborhoods	Move Police/Fire/Medical Public Safety radio service to the East Bay Regional Communications System.

Finance/Treasurer

Finance/Treasury Departments Mission Statement
The Finance and Treasury Departments manage the financial transactions within the City, provide accounting safeguards for the City’s assets, and produce financial reports as required by internal management, regulatory bodies, and citizens of the City.

Finance/Treasury Departments Vision Statement
The Finance and Treasury Departments efficiently and effectively record and report all financial transactions occurring in the City, manage the financial resources of the City with an optimum balance of safety and financial return, and are viewed by both internal and external clients as highly competent and helpful in all functions performed within the departments.

	Finance/Treasury Departments
Goal	Objectives
Fiscal	Integrate financial and operations management, with emphasis on capital projects, through the use of user friendly accounting tools
Fiscal	Provide more accessible, timely and meaningful public financial information on the City website
Fiscal	Assist in the analysis of alternatives for Library Services.
Fiscal	Pursue revenue opportunities and cost saving measures to maintain a balanced budget in a constrained economy
Fiscal	Process liability claims in a timely and efficient manner, in close coordination with the affected departments and the claims adjustor.
Fiscal	Negotiate a successor MOU (memorandum of understanding) with the Albany Peace Officers’ Association.

	Finance/Treasurer, cont.
Fiscal	Evaluate upcoming job vacancies to determine appropriate department staffing levels, position levels, hours, and pay ranges.
Organization	Transition the bi-annual budget cycle to follow the City Council elections.
	City Treasurer's Department
Fiscal	Begin implementation of using shared taxpayer information from the Franchise Tax Board to find and license unlicensed businesses in Albany, including businesses run from homes
Fiscal	Perform triennial actuarial analysis of the Police & Fire Pension Fund in order to determine funding status
Fiscal	Continue monitoring investments for City and Pension Fund to ensure compliance with established policies.

Community Development Department

Community Development Department Mission Statement
<p>The purpose of the Community Development Department is to facilitate public and private investment in the City that focuses on ensuring that improvements in the City:</p> <p>(1) are consistent with long term policy goals and objectives, and are high quality, safe, and sustainable for the environment; and</p> <p>(2) strike a balance between maintaining the quality of life for existing residents, businesses, and institutions, while striving to meet community aspirations to improve residential, commercial, and public facilities.</p>

Community Development Department Vision Statement
<p>The Community Development Department works as a team to engage the entire spectrum of the community to develop and implement policies and projects. We facilitate a transparent decision-making process and open communications with citizens. We base our actions and recommendations on established standards and guidelines, and seek policy guidance for unique situations. We invest in training and technology to improve our customer service, productivity, and quality of work.</p>

Community Development Department	
Goal	Objectives
Economy	Complete the review process for key community-serving development projects including UC Village Mixed Use project and a new Safeway store;
Economy	Prepare a Complete Streets strategy for San Pablo Avenue.
Economy	Review City regulations for parking and for personal services business uses in commercial areas

	Community Development, cont.
Environmental	Implement projects and initiatives identified in the Climate Action Plan and Active Transportation Plan.
Environmental	Incorporate Climate Action Plan and Active Transportation Plan policies into a new General Plan
Environmental	Update Green Building standards and policies
Neighborhoods	Begin the preparation of a new General Plan.
Neighborhoods	Complete the City review of the St. Mary's College High School application for a conditional use permit.
Neighborhoods	Collaborate with the Police Department, Fire Department, and City Attorney to prioritize code enforcement on situations involving significant life safety hazards, environmental risks, or public nuisances.
Organization	Implement electronic permitting software to improve customer service and productivity.
Waterfront	Support implementation of the EBRPD Beach and Bay Trail project.
Waterfront	Enhance the Cove gateway area to the Albany Waterfront

Recreation & Community Services

Recreation & Community Services Mission Statement
The Recreation and Community Services Department is responsible for developing and implementing recreation and community services that provide diverse programs, events, and activities that reflect the desires of the community.

Recreation & Community Services Vision Statement
The Recreation and Community Services Department is a leader in providing innovative and creative programs that promote community, health and wellness, and sustainability.

Recreation & Community Services	
Goal	Objectives
Economy	Work with local businesses on promotional and advertising opportunities.
Environmental	Continue to develop and implement waste-free facilities and events
Fiscal	Create fee structure and expenditures strategies that maximize cost recovery.
Neighborhoods	Through the staff Community Engagement Working Group, create and foster community engagement programs such as <i>Nextdoor</i> and the <i>Albany Civics Academy</i> .

Public Works

Public Works Mission Statement
The Public Works Division operates and maintains Albany’s fixed and organic infrastructures including streets, sewers, storm drains, urban forest, parks, landscaping, open space, and facilities.
Public Works Vision Statement
The Public Works Division executes its responsibility to ensure the reliable and safe continuity of Albany’s infrastructure through prudent inspection and renewal programs that support the community’s commitment to long-term financial health and to the environment.

	Public Works
Goal	Objectives
Environment	Community commitment to achieving the sanitary and stormwater quality standards established by the US EPA and the California Regional Water Quality Control Board.
Fiscal	Structure the sewer stormwater enterprise funding to support the long-term reliability of Albany’s drainage infrastructure.
Fiscal	Establish a long-range profile of the maintenance and capital requirements of the city buildings.
Neighborhoods	Improve the community’s understanding and engagement with Public Works’ projects and activities by increasing the Division’s profile on the city website, and the “Around The Block” e-notification feature.