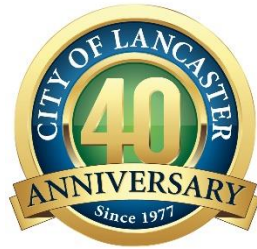


ADMINISTRATIVE SERVICES / NON DEPARTMENTAL



CITY OF LANCASTER

Administration & Non-Departmental

Budget Summary

	Actuals FY 2016	Year End Estimates FY 2017	Adopted Budget FY 2018
Dollars by Division			
Communications	673,444	781,725	988,920
Economic Development	438,491	758,245	802,725
Central Services	4,176,301	6,816,185	5,758,450
TractionSeal™	424,662	186,600	87,000
Public Transit	1,712,333	2,849,844	3,114,005
Administration & Non-Departmental	\$ 7,425,231	\$ 11,392,599	\$ 10,751,100
Dollars by Category			
Personnel	3,366,948	3,955,885	3,982,765
Operations & Maintenance	3,950,999	7,406,714	6,568,335
Capital Outlay	107,284	30,000	200,000
Total Dollars by Category	\$ 7,425,231	\$ 11,392,599	\$ 10,751,100
Dollars by Funding Source			
General Fund	2,492,083	3,895,570	4,235,645
Community Services Foundation	20,850	62,830	36,600
City Special Reserves	3,153,715	3,977,850	3,277,850
Gas Tax	-	186,600	87,000
Air Quality Management District	46,250	28,000	-
Proposition A	1,712,333	2,849,844	3,114,005
Proposition C	-	391,905	-
Total Dollars by Fund	\$ 7,425,231	\$ 11,392,599	\$ 10,751,100

Description

The Administrative Services Department is responsible for the following functions:

COMMUNICATIONS (Division no. 4305)

The Communications division under direction of the Communications Manager is responsible for all internal and external City communications, including: media relations, event publicity, press releases, City publications, website management, social media management, and employee communications.

ECONOMIC DEVELOPMENT (Division no. 4540)

The Economic Development Division seeks to improve the economic well-being and quality of life for the Lancaster community by creating/retaining jobs that facilitate growth and provide a stable tax-base. To achieve this ultimate goal, ED Staff focuses its efforts on such items as business retention/expansion, marketing, community and workforce development, infrastructure and real estate development, business finance, industrial rehabilitation, international trade, entrepreneurship and tourism development.

Accomplishments

COMMUNICATIONS (Division no. 4305)

- The recently upgraded City Council Chambers television system incorporates much higher resolution cameras, as well as an improved graphical-look for meetings televised in the City Council Chamber. The system features a much more robust playback unit, which also incorporates an improved ‘look and feel’ for City-produced programs
- The City now receives Public, Education and Government (PEG) fees, which are being utilized for the operation of the City’s Government Channel. The City also began broadcasting the Government Channel over the AT&T U-Verse network (in addition to the pre-existing Spectrum Channel 28). As such, the City’s Government Channel can now be viewed throughout the entire Southern California region
- The Communications department developed the campaign strategy for the City’s 2017 year-round 40th Anniversary celebration. This celebration continues through the end of calendar year 2017
- The City continued to organize and host the North Los Angeles County Regional Public Information Officer Group meetings, which focus on emergency preparedness. Highlights have included a presentation from the Los Angeles County Sheriff’s Department regarding the proper use of social media by governmental agencies. The group also heard from the two main PIO’s during the recent San Bernardino terrorist tragedy
- In conjunction with Antelope Valley Partners for Health (AVPH), the City implemented a yearlong Lancaster Wellness Challenge. This was the first campaign to be launched as part of an overarching Wellness PACT (Prevention, Advocacy, Commitment and Teaching). The Wellness PACT calls upon partner organizations in the community to provide healthy options, which will make healthy habits fun, simple and attainable for all. The Wellness Challenge urges residents to get the most out of life by making healthy choices and cultivating healthy habits at every opportunity

ECONOMIC DEVELOPMENT (Division no. 4540)

- Over the past year, ED has worked with Development Services to facilitate BYD’s 340,000 SF expansion, construction of which is now nearing completion. This project will bring the facility to more than 450,000 SF, enabling them to reach 1,500 employees by the end of 2018.
- Hunter Dodge this year announced their plans to develop Ram of the West, the largest Dodge truck center in North America, across from the Lancaster Auto Mall on 10th Street West. Since this announcement, ED Staff and Development services have worked to bring the deal to life, and construction on the new dealership is expected to begin in the coming months.
- Lance Camper recently purchased the 61,000 SF former Signature Fundraising building, bringing their total facility square footage to more than 200,000 SF and providing enough space to create 150 new manufacturing jobs. This will increase their employment to 650 workers. ED Staff and Development Services have worked closely with them to ensure their expansion plans move forward smoothly.
- Medical Main Street has made significant progress, with an Environmental Impact Report currently underway. A number of stakeholder meetings have taken place in the last year to ensure that the vision of the 300-acre district is clearly understood and agreed upon by all property owners involved. In addition to funding the EIR, the \$675,000 that has been raised toward the effort so far will go toward the development of a Health District and Use Plan, Infrastructure Analysis, Parking Analysis, and Sales and Marketing Proposal.
- ED Staff and Development Services have worked with Valencia-based Intertex Companies to assist in the development of the shopping center on 10th Street West and Avenue K. Construction is expected to begin in the coming months, and tenants confirmed so far include Blaze Pizza, Dunkin’ Donuts, and The Habit.
- Since the 2013 inception of the Destination Lancaster Convention and Visitors Bureau, Lancaster’s transient occupancy tax has risen 29%. In the past year alone, Average Daily Rate for hotel room prices has

increased by 10%. Additionally, the redesigned Destination Lancaster website that was unveiled last year has had 1.7 million visitors since its relaunch.

- The BLVD association has been invited to participate in a survey in June 2017 to identify and quantify the true value that downtowns bring to a community. Conducted by the International Downtown Association (IDA), Lancaster is one of only 13 cities that will be included in the study. Others include Pittsburgh, PA, Seattle Washington, and San Antonio, TX. The BLVD will be representing California alongside such major downtown destinations as Union Square in San Francisco and the Third Street Promenade in Santa Monica.
- Just over 6 months ago, The BLVD Ambassador Program was launched in downtown Lancaster in partnership with The BLVD Association and the Public Safety Division. In the mere months that the program has existed, business owners have already reported reduced instances of vagrancy, greater access to resources, reduced response time, and better connectivity to patrons because of the ambassador's presence.
- In partnership with The BLVD Association, more than nineteen new businesses have opened on The BLVD in the last six months, alone. Additionally, two popular BLVD restaurants, Olives Mediterranean Cafe and Rio Brazilian Grill, have both doubled their square footage in the past year to accommodate high customer volumes. Pedestrian counts are also up 11-18% on parts of The BLVD.

Budget Goals / Performance Objectives

COMMUNICATIONS (Division no. 4305)

- Increase community engagement through a variety of marketing and media outlets
- Ensure a number of City accomplishments and information receives placements throughout the Regional and National Media
- Continue marketing, public relations and outreach efforts for the many upcoming and ongoing Economic Development initiatives, including: Lancaster Choice Energy; Destination Lancaster; and the Lancaster Health District
- Implement the City's new Government Television Channel strategic plan, which will increase offerings on the City's Channel 28
- Utilize PEG funding to further improve the production capabilities of the City's Government Television Channel
- Improve City Council Chambers equipment related to Government Television Channel productions
- Increase traffic/viewership of the City's Website, Government Television Channel, E-Newsletter, and all Social Media sites
- Implement additional upgrades to the City's website
- Provide marketing, public relations and outreach efforts for the City's priority initiatives such as Revive 25 and Zero Net Energy efforts

ECONOMIC DEVELOPMENT (Division no. 4540)

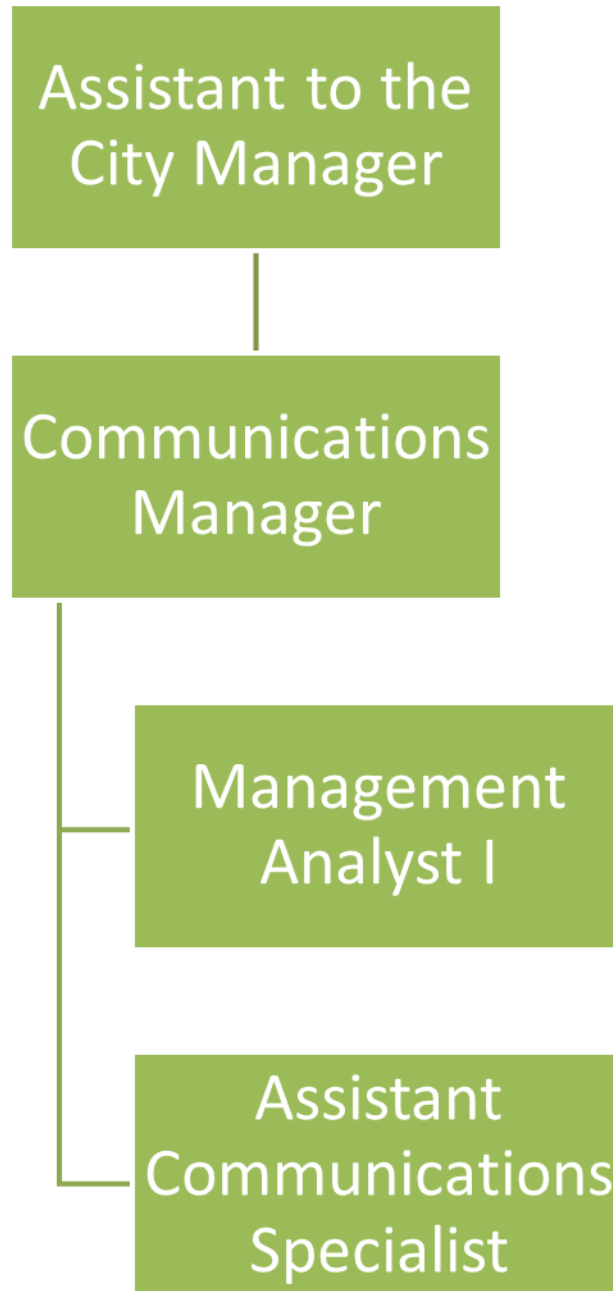
- Work with the nine Destination Lancaster hotel partners to renew the Tourism-Business Improvement District (TBID), and The BLVD Association to renew the Property-Based Improvement District (PBID). Renewal of these BIDs will ensure the continued existence of both Destination Lancaster and The BLVD Association, enabling each entity to continue generating funds that will enhance Lancaster's sales tax base by generating over-night stays, as well as creating general tourism and downtown spending opportunities.
- Use the results of the IDA survey, which will establish metrics in such categories as Economy, Density, Identity, Inclusion, and Resilience, to evaluate what has been achieved thus far in the downtown, as well as what areas could be further explored and improved upon. ED will also work with The BLVD Association

to establish benchmark figures for the Ambassador program that can be used to track and ensure its continued success in improving safety and increasing business owner satisfaction.

- Produce marketing brochures and other materials to help raise awareness of and attract health-oriented uses to Medical Main Street. We will also work to establish a governing process to help guide the Medical Main Street effort as it evolves.
- Partner with Development Services and the Auto Mall Association to enhance the Lancaster Auto Mall by working to address traffic and pedestrian concerns, improve aesthetics, and create an environment in which the dealers can continue to flourish and generate sales tax revenue.
- Continue working to sell the under-utilized City-owned properties under the Property Management Plan so that they can be developed into tax-base enhancing uses.
- Partner with brokers and developers to find ways to stimulate development in the City's underutilized commercial centers.
- Continue working hand in hand with local businesses, as well as businesses interested in coming to the area, by helping them identify potential expansion sites in Lancaster.

Org Detail- Communications

Division no. 4305



Budget Detail- Communications

Division no. 4305

Div.	Obj.	Description	Actuals FY 2016	Year End Estimates FY 2017	Adopted Budget FY 2018
Personnel					
4305	101	SALARIES-PERMANENT	207,565	247,190	258,725
4305	104	SALARIES-OVERTIME	63	-	-
4305	112	SALARIES-TEMPORARY	37,903	50,000	80,000
4305	121	FRINGE BENEFITS	36,388	14,140	11,865
4305	122	PERS	62,845	65,680	62,355
4305	124	HEALTH INSURANCE	40,076	42,600	42,700
4305	125	WORKER'S COMP	11,637	13,080	13,665
4305	129	DEFERRED COMP	20,260	24,800	31,210
Personnel Total			\$ 416,737	\$ 457,490	\$ 500,520
Operations & Maintenance					
4305	201	TRAVEL EXPENSE	-	95	-
4305	202	LOCAL & REGIONAL EVENTS	551	750	750
4305	203	MILEAGE	-	-	175
4305	205	CITY PROMOTION & ADVERTISING	16,987	26,760	22,000
4305	206	PUBLICATIONS & DUES	1,287	725	725
4305	211	POSTAGE	29,775	33,000	33,000
4305	251	SPECIAL ACTIVITY SUPPLIES	621	810	750
4305	253	REPROGRAPHICS	63,939	75,185	75,000
4305	259	OFFICE SUPPLIES	1,560	1,500	1,500
4305	301	PROFESSIONAL SERVICES	77,179	88,195	87,830
4305	302	COMPUTER SOFTWARE AND SUPPORT	43,772	45,615	45,070
4305	402	MAINTENANCE SERVICE-PRIVATE	21,036	21,600	21,600
Operations & Maintenance Total			\$ 256,707	\$ 294,235	\$ 288,400
Capital Outlay					
4305	753	EQUIPMENT & MACHINERY	-	30,000	200,000
Capital Outlay Total			\$ -	\$ 30,000	\$ 200,000
GRAND TOTAL			\$ 673,444	\$ 781,725	\$ 988,920
Funding Sources					
	101	GENERAL FUND	673,444	781,725	988,920
GRAND TOTAL			\$ 673,444	\$ 781,725	\$ 988,920

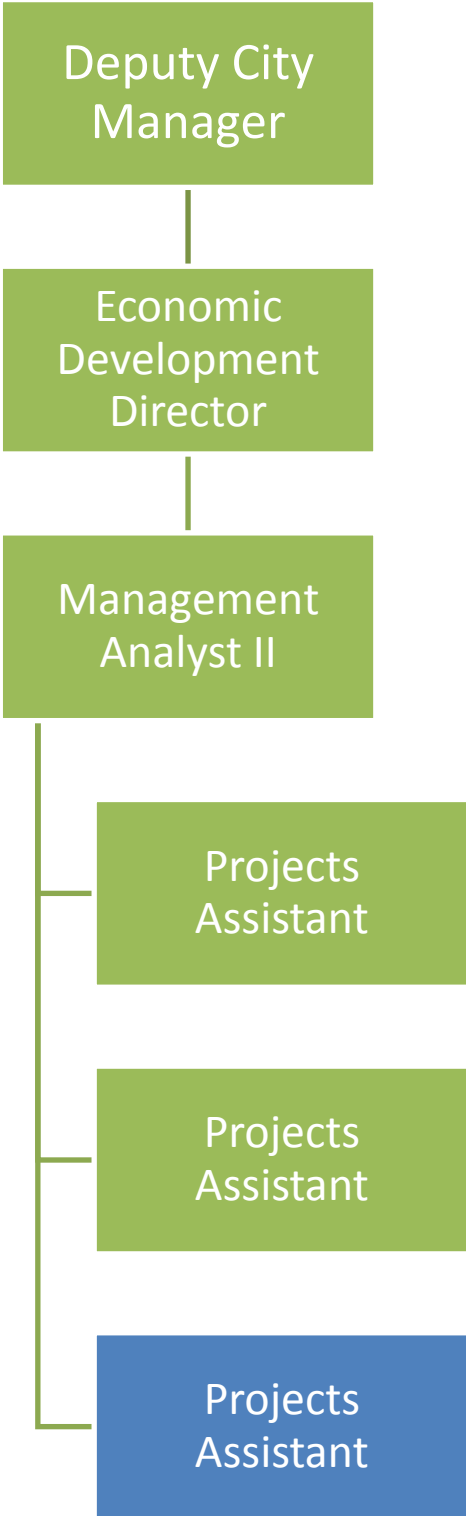
Budget Detail- Traction Seal

Division no. 4306

Div.	Obj.	Description	Actuals FY 2016	Year End Estimates FY 2017	Adopted Budget FY 2018
Operations & Maintenance					
4306	208	SMALL TOOLS	2,460	-	-
4306	209	UNIFORMS	425	-	-
4306	260	INSURANCE EXPENSE	46,744	74,485	74,500
4306	301	PROFESSIONAL SERVICES	168,431	108,355	8,740
4306	311	GOVERNMENT FILING FEES	1,188	-	-
4306	410	STREET MATERIALS	95,590	-	-
4306	603	RENT - BUILDINGS & GROUNDS	2,540	3,760	3,760
Operations & Maintenance Total			\$ 317,378	\$ 186,600	\$ 87,000
Capital Outlay					
4306	753	Equipment and Machinery	\$107,284	-	-
Capital Outlay Total			\$ 107,284	\$ -	\$ -
GRAND TOTAL			\$ 424,662	\$ 186,600	\$ 87,000
Funding Sources					
	101	GENERAL FUND	424,662	-	
	203	GAS TAX	-	186,600	87,000
GRAND TOTAL			\$ 424,662	\$ 186,600	\$ 87,000

Org Detail- Economic Development

Division no. 4540



Budget Detail- Economic Development

Division no. 4540

Div.	Obj.	Description	Actuals FY 2016	Year End Estimates FY 2017	Adopted Budget FY 2018
Personnel					
4540	101	SALARIES-PERMANENT	208,083	341,510	404,840
4540	112	SALARIES-TEMPORARY	24	16,215	15,000
4540	121	FRINGE BENEFITS	10,193	20,330	97,565
4540	122	PERS	50,487	83,240	66,400
4540	124	HEALTH INSURANCE	27,712	54,970	15,790
4540	125	WORKER'S COMP	9,298	15,590	37,930
4540	129	DEFERRED COMP	20,762	28,780	11,305
Personnel Costs Total			\$ 326,559	\$ 560,635	\$ 648,830
Operations & Maintenance					
4540	200	REGISTRATION	-	1,100	1,100
4540	201	TRAVEL EXPENSE	-	900	900
4540	202	LOCAL & REGIONAL EVENTS	261	245	-
4540	205	CITY PROMOTION & ADVERTISING	1,503	-	-
4540	206	PUBLICATIONS & DUES	31,840	32,005	32,005
4540	212	POSTAGE-SPECIAL MAILING	148	200	390
4540	259	OFFICE SUPPLIES	866	200	500
4540	291	FURN & OFFICE EQUIP (NON CAP)	7,227	-	-
4540	301	PROFESSIONAL SERVICES	6,120	22,505	21,500
4540	340	BUSINESS ATTRACTION	63,967	140,455	97,500
Operations & Maintenance Total			\$ 111,932	\$ 197,610	\$ 153,895
GRAND TOTAL			\$ 438,491	\$ 758,245	\$ 802,725
Funding Sources					
	101	GENERAL FUND	438,491	758,245	802,725
GRAND TOTAL			\$ 438,491	\$ 758,245	\$ 802,725

Budget Detail- Central Services

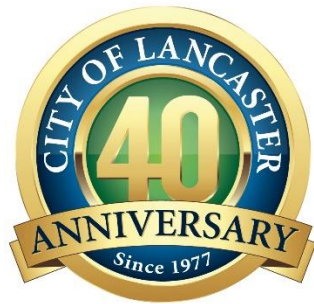
Division no. 4330

Div.	Obj.	Description	Actuals FY 2016	Year End Estimates FY 2017	Adopted Budget FY 2018
Personnel					
4330	101	VACATION PAYOUTS	463,531	550,000	400,000
4330	122	PARS CONTRIBUTION	-	-	50,000
4330	124	OPEB	2,123,735	2,359,850	2,359,850
4330	136	LONG TERM CARE - RETIREES	18,000	18,000	18,000
Personnel Costs Total			\$ 2,605,266	\$ 2,927,850	\$ 2,827,850
Operations & Maintenance					
4330	200	MAYORS SCHOLARSHIP EXPENSES	3,000	29,980	14,000
4330	201	MAYORS HEALTH/WELLNESS PROGRAM	17,850	32,250	22,000
4330	260	INSURANCE EXPENSE	(11,290)	1,380,000	1,380,000
4330	287	BAD DEBT EXPENSE	-	-	-
4330	300	LEGAL CLAIMS	548,449	1,050,000	500,000
4330	301	PROFESSIONAL SERVICES	-	392,505	600
4330	311	GOVERNMENT FILING FEES	79,502	37,800	37,800
4330	355	SPECIAL PROGRAMS	-	-	35,000
4330	603	RENT - BUILDINGS & GROUNDS	887,274	937,800	941,200
4330	652	ELECTRICITY	-	-	-
4330	770	GRANT EXPENSES	46,250	28,000	-
Operations & Maintenance Total			\$ 1,571,035	\$ 3,888,335	\$ 2,930,600
GRAND TOTAL			\$ 4,176,301	\$ 6,816,185	\$ 5,758,450
Funding Sources					
	101	GENERAL FUND	955,486	2,355,600	2,444,000
	106	COMMUNITY SERVICES FOUNDATION	20,850	62,830	36,600
	109	CITY SPECIAL RESERVES	3,153,715	3,977,850	3,277,850
	204	AIR QUALITY MANAGEMENT	46,250	28,000	-
	209	PROPOSITION C	0	391,905	-
GRAND TOTAL			\$ 4,176,301	\$ 6,816,185	\$ 5,758,450

Budget Detail- Public Transit/ Proposition A

Division no. 4330

Div.	Obj.	Description	Actuals FY 2016	Year End Estimates FY 2017	Adopted Budget FY 2018
Personnel					
4330	101	SALARIES-PERMANENT	11,605	6,170	-
4330	121	FRINGE BENEFITS	467	380	515
4330	122	PERS	2,900	1,530	2,125
4330	124	HEALTH INSURANCE	1,502	820	1,430
4330	125	WORKER'S COMP	519	270	395
4330	129	DEFERRED COMP	1,393	740	1,100
Personnel Costs Total			18,386	9,910	5,565
Operations & Maintenance					
4330	301	ANTELOPE VALLEY TRANSIT AUTHORITY	1,615,460	1,251,084	1,550,525
4330	308	CONTRACT SERVICES	20,000	30,000	30,000
4330	404	GROUNDS MAINTENANCE	22,042	96,675	65,000
4330	779	GENERAL FUND OVERHEAD	36,445	37,175	37,915
4330	991	TRANS/EXCH W OTHER AGENCIES	-	1,425,000	1,425,000
Operations & Maintenance Total			1,693,947	2,839,934	3,108,440
GRAND TOTAL			1,712,333	2,849,844	3,114,005
Funding Sources					
	207	PROPOSITION A	1,712,333	2,849,844	3,114,005
GRAND TOTAL			1,712,333	2,849,844	3,114,005



City of Lancaster