



MISSION STATEMENT

The City Manager's Office is committed to providing on-going quality municipal services and to promoting the overall safety, health and general well-being of the community through the teamwork of the City Council, City Boards and Commissions, City Staff and all of Burbank's citizenry.

ABOUT THE CITY MANAGER

Appointed by the City Council to serve as the City's Chief Executive Officer, the City Manager is responsible for setting goals and providing administrative direction for all City departments in full accordance with the policies established by the City Council. The overall departmental objective is to carry out the policies established by the City Council, in an effort to maintain and improve the quality of life in Burbank.

The City Manager's Office incorporates the Public Information Office, which provides the City with a comprehensive communication program, including dissemination of information about City services and activities using print, internet, video and other emerging technology.

OBJECTIVES

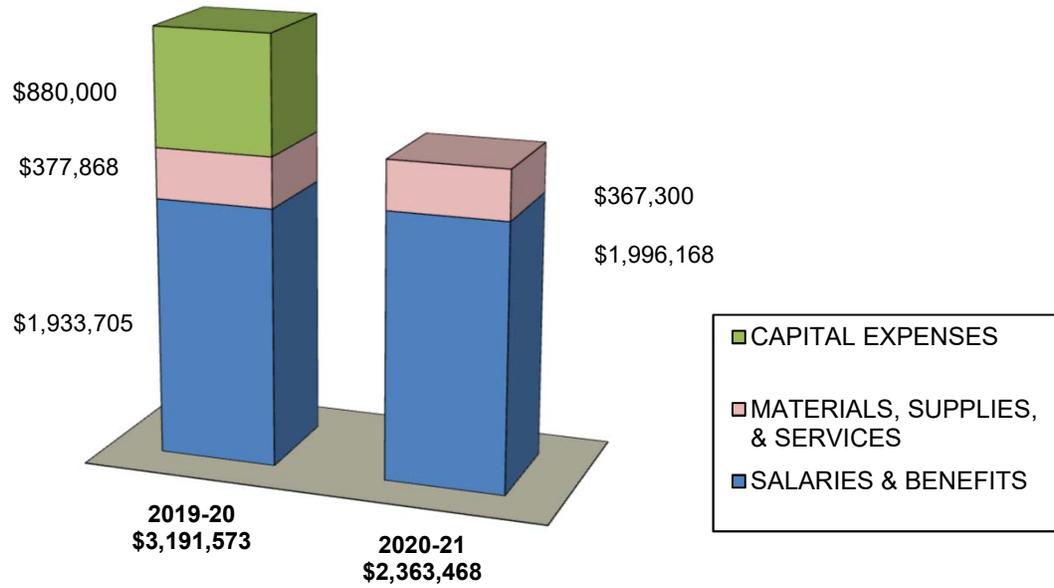
- Oversee the creation and implementation of the City Council's Citywide Goals and Objectives, and provide on-going support to City Council.
- Serve as Chief Executive Officer for the City of Burbank, overseeing 1,400 employees and collaborating with department executives to ensure employees are equipped with the proper tools to provide high quality services to residents.
- In alignment with the City's adopted Legislative Platform, pro-actively monitor and lobby legislation affecting the City of Burbank, and collaborate with elected representatives to promote Burbank's interests.
- Continue to meet regularly with employee associations and unions to maintain positive management-labor relations.
- Together with the City Council, ensure adherence to fiscal policies and maintenance of a healthy financial outlook.
- Engage with the community through events, activities, and programs, and be responsive to community needs.

DEPARTMENT SUMMARY

	EXPENDITURES FY2018-19	BUDGET FY2019-20	BUDGET FY2020-21	CHANGE FROM PRIOR YEAR
Staff Years				
Salaries & Benefits	\$ 1,814,776	\$ 1,933,705	\$ 1,996,168	\$ 62,463
Materials, Supplies & Services	347,073	377,868	367,300	(10,568)
Capital Expenses	4,581	880,000	-	(880,000)
TOTAL	\$ 2,166,429	\$ 3,191,573	\$ 2,363,468	\$ (828,105)



DEPARTMENT SUMMARY



Operations Division

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The primary function of the Operations Division is to carry out the administrative policies established by the City Council in their endeavor to maintain and improve the quality of life in Burbank.

	EXPENDITURES FY2018-19	BUDGET FY2019-20	BUDGET FY2020-21	CHANGE FROM PRIOR YEAR
Staff Years	5,000	5,000	5,000	
60001.0000 Salaries & Wages	\$ 837,729	\$ 782,171	\$ 803,979	\$ 21,808
60012.0000 Fringe Benefits	120,882	126,096	121,734	(4,362)
60012.1008 Fringe Benefits:Retiree Benefits	3,380	3,882	3,781	(101)
60012.1509 Fringe Benefits:Employer Paid PERS	64,564	75,777	75,695	(82)
60012.1528 Fringe Benefits:Workers Comp	11,954	10,769	11,365	596
60012.1531 Fringe Benefits:PERS UAL	126,756	145,957	155,945	9,988
60015.0000 Wellness Program Reimbursement	1,000	-	-	
60022.0000 Car Allowance	10,488	8,977	8,977	
60027.0000 Payroll Taxes Non-Safety	11,275	11,341	11,658	317
60031.0000 Payroll Adjustments	1,503	-	-	
Salaries & Benefits	1,189,532	1,164,970	1,193,134	28,164
62170.0000 Private Contractual Services	127,677	29,000	29,000	
62220.0000 Insurance	17,680	14,579	15,385	806
62300.0000 Special Dept Supplies	469	1,500	1,500	
62300.1016 Sp Dept Supplies:Burbank Channel	274	-	-	
62310.0000 Office Supplies, Postage & Printing	2,542	4,000	4,000	
62420.0000 Books & Periodicals	159	500	350	(150)
62440.0000 Office Equip Maint & Repair	5,515	6,000	6,000	
62475.0000 Fund 532 Vehicle Equip Rental Rate	18,041	16,347	11,476	(4,871)
62485.0000 Fund 535 Communications Rental Rate	10,978	8,959	8,949	(10)
62496.0000 Fund 537 Computer System Rental	27,810	57,752	44,532	(13,220)
62700.0000 Memberships & Dues	3,025	10,000	10,000	
62710.0000 Travel	6,782	1,200	1,200	
62755.0000 Training	99	12,000	12,000	
62895.0000 Miscellaneous Expenses	3,095	2,722	2,872	150
Materials, Supplies & Services	224,146	164,559	147,264	(17,295)
Total Expenses	\$ 1,413,678	\$ 1,329,529	\$ 1,340,398	\$ 10,869

Public Information Office

001.CM02A



The Public Information Office (PIO) strives to provide clear, concise, proactive, transparent and timely information to our residents, businesses, media outlets and employees. Additionally, the PIO works with the Economic Development team assisting with visitor and tourist communications. As such, the Office has established Guiding Principles that are incorporated into all of its efforts. These include:

- Providing Transparent and Truthful Information to Burbank stakeholders with complete, accurate and timely news that helps make informed decisions.
- Offering Open Two-Way Communication ensuring information is accessible throughout the community. Additionally, the Office solicits and listens to feedback along with providing timely and accurate responses to questions.
- Proactively Communicating to supply regular updates on information, major developments and concerns while striving to explain why things are occurring.
- Creating Engagement offering platforms where the community has the opportunity to provide input to City concerns.
- Helping to ensure Safety and Crisis Management by coordinating with City and partnering safety agencies to provide emergency information.
- Creating Inclusiveness by striving to ensure everyone who wishes to participate has a chance to do so.

The Public Information Office continues to provide the community with live and recorded access to various public meetings, community forums, local events, public service announcements, and other significant updates through television, YouTube, social media, and a popular segment called "What's New in Burbank".

The Public Information Office encourages a positive relationship with a variety of news media outlets by releasing notable updates and information promptly and accurately through media advisories, press releases, press conferences, and press tours.

OBJECTIVES

The Public Information Office is committed to being original, creative and innovative in our communication design. The following goals for the Office have been established and are in alignment with City Council goals and policies.

- Continue to be a leading source of Burbank information.
- Provide clear and transparent access to city information and happenings.
- Develop media/social campaigns that entice and engage the community.
- Increase communication with internal employees.
- Continue to provide and interact with the media supplying timely and accurate information.
- Create high quality production content.
- Work towards developing a professional city brand, look and feel.
- Increase interaction with other departments along with the Burbank community.
- Create internal planning and systems to guide the PIO team.

Public Information Office

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CHANGES FROM PRIOR YEAR

In order to meet increased workload demands while maintaining expertise and quality of videography output, a part time Video Production Associate position has been eliminated while a budgeted Senior Video Production Associate position has been upgraded from part time to full time.

Towards the end of FY 2019-20, as a result of the COVID-19 crisis and protests, the Public Information Office focused its efforts on communicating closures, specific orders, and re-opening guidelines along with documenting events in film for future use. Such efforts will continue into FY 2020-21. This has required that other activities have been placed on hold. In the coming Fiscal Year, the Public Information Office will complete the film studio, launch a new look for the City website, and continue to create informative videos, social media posts, and press releases, and develop materials for City events such as State of the City.

	EXPENDITURES FY2018-19	BUDGET FY2019-20	BUDGET FY2020-21	CHANGE FROM PRIOR YEAR
Staff Years	6,850	6,850	6,550	(0,300)
60001.0000 Salaries & Wages	\$ 418,078	\$ 507,499	\$ 534,677	\$ 27,178
60006.0000 Overtime - Non-Safety	1,167	629	629	
60012.0000 Fringe Benefits	62,866	110,685	106,904	(3,781)
60012.1008 Fringe Benefits:Retiree Benefits	4,503	5,318	5,180	(138)
60012.1509 Fringe Benefits:Employer Paid PERS	36,614	48,725	53,368	4,643
60012.1528 Fringe Benefits:Workers Comp	7,319	6,158	6,088	(70)
60012.1531 Fringe Benefits:PERS UAL	87,240	82,428	88,435	6,007
60027.0000 Payroll Taxes Non-Safety	6,098	7,293	7,753	460
60031.0000 Payroll Adjustments	1,359	-	-	
Salaries & Benefits	625,244	768,735	803,034	34,299
62170.0000 Private Contractual Services	\$ 7,284	\$ 44,500	\$ 44,500	
62300.0000 Special Dept Supplies	1,595	2,500	2,500	
62300.1016 Sp Dept Supplies:Burbank Channel	25,847	50,000	50,000	
62310.0000 Office Supplies, Postage & Printing	3,521	5,200	2,500	(2,700)
62316.0000 Software & Hardware	239	320	320	
62420.0000 Books & Periodicals	-	300	100	(200)
62435.0000 General Equipment Maint & Repair	-	900	900	
62440.0000 Office Equip Maint & Repair	1,470	2,300	2,300	
62485.0000 Fund 535 Communications Rental Rate	8,475	12,356	12,342	(14)
62496.0000 Fund 537 Computer System Rental	64,796	73,540	85,281	11,741
62615.1004 Econ Dev:Marketing & Advertising	345	6,500	6,400	(100)
62620.0000 Burbank Civic Pride Committee	869	1,600	1,600	
62700.0000 Memberships & Dues	2,620	4,000	4,000	
62710.0000 Travel	1,043	2,500	1,500	(1,000)
62755.0000 Training	3,670	5,100	4,100	(1,000)
62895.0000 Miscellaneous Expenses	1,152	1,693	1,693	
Materials, Supplies & Services	122,927	213,309	220,036	6,727
70011.0000 Operating Equipment	\$ 4,581	\$ 880,000	\$ -	\$ (880,000)
Capital Expenses	4,581	880,000	-	(880,000)
Total Expenses	\$ 752,752	\$ 1,862,044	\$ 1,023,070	\$ (838,974)

CITY MANAGER

Authorized Positions



CLASSIFICATION TITLES	STAFF YEARS FY2018-19	STAFF YEARS FY2019-20	STAFF YEARS FY2020-21	CHANGE FROM PRIOR YEAR
ADM ANALYST I (M)	1.000	1.000	1.000	
ADM ANALYST II (M)	1.000	1.000	1.000	
ADM ANALYST II (Z)	1.000	1.000	1.000	
AST CTY MGR	1.000	1.000	1.000	
CLERICAL WKR	0.500	0.500	0.500	
COMM MGR*	0.000	0.000	0.000	
CTY MGR	1.000	1.000	1.000	
EXEC AST	1.000	1.000	1.000	
GRAPHICS MEDIA DESIGNER	1.000	1.000	1.000	
PUBLIC INFO SPECIALIST	1.000	1.000	1.000	
SEC TO CTY MGR	1.000	1.000	1.000	
SR VIDEO PROD ASSOC	1.800	1.800	2.000	0.200
VIDEO PROD ASSOC	0.500	0.500	0.000	-0.500
TOTAL STAFF YEARS	11.850	11.850	11.550	-0.300

* The Communications Manager position is being filled by the Assistant CDD Director-Business & Economic Development