



## REPORT TO COUNCIL City of Sacramento

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www. CityofSacramento.org

PUBLIC HEARING  
June 13, 2006

Honorable Mayor and  
Members of the City Council

**Subject:** FY2006/07 Budget Special Presentation: Neighborhood Services Department Enhancements

**Location/Council District:** Citywide (All)

**Recommendation:**

This report provides information on an initiative for enhancements and potential reorganization in the Neighborhood Services Department. This is an opportunity for the department to provide program and operational information and request a Council planning session to discuss organizational changes.

**Contacts:** Cassandra Jennings, Assistant City Manager, 808-5704; Leyne Milstein, Budget Manager, 808-8491

**Presenters:** Cassandra Jennings, Leyne Milstein

**Department:** City Manager's Office; Finance

**Division:** Executive Office, Budget

**Organization No:** 0310, 1140

**Description/Analysis:**

Since the formation of the Neighborhood Services Department in 1993, its division into four geographic service areas and the roles of the "area team" have changed. In addition the recent transfer of Code Enforcement operations out of Neighborhood Services and into its own department has created an opportunity to redefine the role of Neighborhood Services and its linkage to the City's strategic planning efforts.

The opportunity for enhanced services will allow the Neighborhood Services department to be more "resource" oriented; will strengthen the delivery of service and provide efficiencies to better serve the community, City departments and the Mayor and

Council Districts. A reorganization of existing staff to expand services within the community will strengthen and connect Sacramento's diverse neighborhoods to city municipal services. Implementing new concepts and programs such as the Neighborhood MATRIX resource team, Justice for Neighbors (a multidiscipline task force to address complex neighborhood issues) and establishing Neighborhood Resource Centers within existing Community Centers are key to customer success.

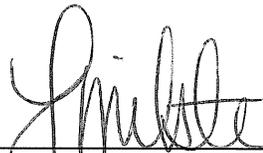
**Policy Considerations:** This information is consistent with the City Council's adopted budget principles and objectives.

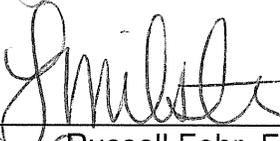
**Environmental Considerations:** This report concerns administrative activities that will not have any significant effect on the environment, and that do not constitute a "project" as defined by the California Environmental Quality Act (CEQA) [CEQA Guidelines Sections 15061(b)(3); 15378(b)(2)].

**Rationale for Recommendation:** The City is transforming its existing way of doing business. In the process we will be reorganizing components of the City's organizational needs to reflect our ability to respond to our customers and begin changing the culture of the City to "get the customer to success."

**Financial Considerations:** The source of funding for any recommendations related to these presentations is the \$7.5 million growth initiatives reserve that was established with the FY2004/05 Comprehensive Annual Financial Report (CAFR).

**Emerging Small Business Development (ESBD):** None.

Respectfully Submitted by:   
Leyne Milstein, Budget Manager

Approved by:   
for Russell Fehr, Finance Director

Recommendation Approved:

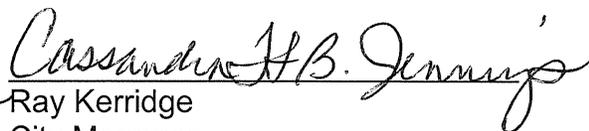
  
for Ray Kerridge  
City Manager

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**NEIGHBORHOOD SERVICES DEPARTMENT  
A STRATEGY FOR ENHANCED SERVICES**

# **Outreach to Our “Customers”**

- **Mayor / Council**
- **Members & Staff**
- **City Executive Team**
- **Neighborhood Associations**
- **Community Leaders**

**NEIGHBORHOOD SERVICES DEPARTMENT  
A STRATEGY FOR ENHANCED SERVICES**

## **What We Heard: How Are We Doing?**

- **NSD is doing a good job**
- **Neighborhood link to City services**
- **Depend on NSD for Community Outreach**
- **Neighborhood Response Team works!**
- **“Go to” for problem solving**

# **What We Heard: Opportunities for Improvement**

- **Invest in Neighborhood Development**
- **Enhance City Department Relations**
- **Improve Communication to Community**
- **Update/Improve City Website**
  - **“User friendly”**
- **Expand Code Enforcement**

**NEIGHBORHOOD SERVICES DEPARTMENT  
A STRATEGY FOR ENHANCED SERVICES**

# **Strategy for Discussion**

- **Focus NSD to be “resource” oriented**
- **Define role and purpose**
  - For Community**
  - For City Departments**
  - For Mayor and Council**
- **Restructure to increase services**
- **Enhance customer connections**
- **Integrate Mayor/Council Strategic Objectives and City Manager operating principles**

# **Focus: Enhancing Internal Operations**

- **Neighborhood MATRIX  
resource team**
- **Improve Communication  
to our “customers”**
- **Focus on “One Department”  
concept**
- **Staff Training**
- **Launch “Justice for Neighbors”**

# **Staff Recommendation**

- **Conduct off-site Workshop  
with Mayor / Council**
- **Schedule in August 2006**