

ORDINANCE NUMBER O- 17997 (NEW SERIES)

ADOPTED ON OCT 25 1993

AN ORDINANCE AMENDING ORDINANCE NO. O-17915 (NEW SERIES), AS AMENDED, ENTITLED "AN ORDINANCE ESTABLISHING A SCHEDULE OF COMPENSATION FOR OFFICERS AND EMPLOYEES OF THE CITY OF SAN DIEGO FOR THE FISCAL YEAR 1993-94" TO CREATE THE NEW POSITION OF NEIGHBORHOOD SERVICES COORDINATOR; EXEMPTING SAID NEW POSITION FROM THE CLASSIFIED SERVICE; AMENDING EXHIBIT "C" TO SAID ORDINANCE TO INCLUDE SAID POSITION IN MANAGERIAL CATEGORY B; AND ESTABLISHING A SALARY RATE THEREFOR; AND AMENDING RESOLUTION NO. R-281923 TO ADD SAID POSITION TO BE ELIGIBLE FOR THE MANAGEMENT BENEFIT PLAN.

WHEREAS, on May 24, 1993, the City Council authorized the establishment of a new position entitled "Neighborhood Services Coordinator" to be funded out of Community Development Block Grant (CDBG) funds; and

WHEREAS, these Neighborhood Services Coordinators will oversee the Neighborhood Service Centers being established in the Normal Heights, City Heights, and Golden Hill communities; and

WHEREAS, the City Manager is requesting that the position be established in the unclassified service and assigned to the Office of Neighborhoods; and

WHEREAS, the Civil Service Commission has reviewed the justification for the positions on September 2, 1993 and has commented favorably thereon; and

WHEREAS, it is necessary to amend the annual salary ordinance to create said position if Council should deem it

appropriate and establish an appropriate rate of compensation therefor; NOW, THEREFORE,

BE IT ORDAINED, by the Council of The City of San Diego, as follows:

Section 1. That Ordinance No. O-17915 (New Series), as amended entitled "AN ORDINANCE ESTABLISHING A SCHEDULE OF COMPENSATION FOR OFFICERS AND EMPLOYEES OF THE CITY OF SAN DIEGO FOR THE FISCAL YEAR 1993-94" be and the same is hereby amended by creating and establishing the position of NEIGHBORHOOD SERVICES COORDINATOR.

Section 2. That pursuant to section 117(a)17 of the City Charter, after having been reviewed and commented upon favorably by the Civil Service Commission on September 2, 1993 as meeting the Charter criterion for exemption from the classified service, and after having considered and reviewed the report thereon from the Civil Service Commission, attached hereto as Attachment A, the Council deems exemption appropriate and the position created in section 1 above be and the same is exempted from the classified service and declared to be in the unclassified service of The City of San Diego.

Section 3. That said Ordinance No. O-17915 (New Series) be and it is hereby further amended to amend Exhibit C thereto so as to reflect said position of Neighborhood Services Coordinator in Managerial Category B.

Section 4. That as a schedule of compensation for the above unclassified position enumerated in sections 1 and 2 above, the position of Neighborhood Services Coordinator is hereby

authorized and at salary ranges 07.3, 07.4, 07.5 and 07.6.

Section 5. That Resolution No. R-281923 be and it is hereby amended by adding the position of Neighborhood Services Coordinator to be eligible for the Management Benefit Plan.

Section 6. This ordinance shall take effect and be in force on the thirtieth day from and after its passage.

APPROVED: JOHN W. WITT, City Attorney

By Stuart H. Swett
Stuart H. Swett
Senior Chief Deputy

SHS:smm
09/14/93
Or.Dept:Mgr./Comm.Serv.
O-94-34
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CITY OF SAN DIEGO
MEMORANDUM

DATE: September 3, 1993

TO: Honorable Mayor and Council

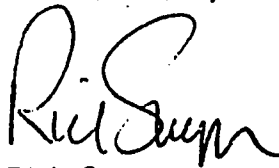
FROM: Rich Snapper, Personnel Director

SUBJECT: Exemption of Three New Neighborhood Services Coordinator Positions
from the Classified Service

On September 2, 1993, the Civil Service Commission reviewed a request of the City Manager's Office to exempt three new Neighborhood Services Coordinator positions from the Classified Service. These positions will work in the Manager's Office to activate the first three of eight Neighborhood Service Centers which the City Council has approved for the City's Council Districts. They will act as a liaison between City departments, citizens and neighborhood groups to secure effective services for neighborhoods, and will work closely with council representatives within their districts.

Charter Section 117 states that the Unclassified Service shall include "managerial employees having significant responsibilities for formulating and administering department policies and programs. Each such position shall be exempted from the Classified Service by ordinance, upon the initiation of the appropriate appointing authority and after receiving the advisory review and comment of the Civil Service Commission and the approval of the City Council."

Upon review of the duties and responsibilities of these positions, the Commission finds that they meet the intent of Charter Section 117. If additional information would be of assistance in your consideration of this matter, staff is available to respond with details as necessary.


Rich Snapper

RS:FG:wp
003290

Attachment

cc: Bruce Herring, Deputy City Manager
Ross McCollum, Community Program Administrator
Financial Management Department (Attn: Cindy Graciano)

0-17997

ATTACHMENT A

CITY OF SAN DIEGO
MEMORANDUM

DATE: August 31, 1993
TO: Civil Service Commission
FROM: Rich Snapper, Personnel Director
SUBJECT: Request to Exempt Three New Neighborhood Services Coordinator
Positions from the Classified Service

The City Manager's Office has requested that three new Neighborhood Services Coordinator positions be exempted from the Classified Service. These positions will work in the Manager's Office to activate the first three of eight Neighborhood Service Centers which the City Council has approved for the City's Council Districts.

These proposed positions will be responsible for coordinating the formulation and administration of a politically sensitive and highly visible program to decentralize the provision of City services through Neighborhood Service Centers. A "Neighborhood Service Center" is a physical place in the Community where citizens can come to request services and to seek information. It is a concept that will allow government to come closer to the people, thereby making it more convenient and more responsive to community needs. These positions will act as a liaison between City departments, citizens and neighborhood groups to secure effective services for neighborhoods, and will work closely with council representatives within their districts.

Charter Section 117 states that the Unclassified Service shall include "managerial employees having significant responsibilities for formulating and administering department policies and programs. Each such position shall be exempted from the Classified Service by ordinance, upon the initiation of the appropriate appointing authority and after receiving the advisory review and comment of the Civil Service Commission and the approval of the City Council."

Upon review of the administrative and managerial duties and responsibilities of these positions, staff finds that they meet the intent of Charter Section 117. Based on the above, it is recommended that this request be approved.


Rich Snapper

RS:FG:wp
Attachment

cc: Bruce Herring

0-17997

CITY OF SAN DIEGO
MEMORANDUM

DATE: August 26, 1993
TO: Alan Ziehaus, President of the Civil Service Commission
FROM: Ross McCollum, Community Program Administrator
SUBJECT: Neighborhood Services Coordinators

Attached is a description of responsibilities for three newly created positions to be called "Neighborhood Services Coordinators." The Neighborhood Services Coordinators will coordinate services at Neighborhood Service Centers. A Neighborhood Service Center is a physical place in the community where citizens can come to request services and seek information. It is a concept that will allow government to come closer to the people, thereby making it more convenient and more responsive to community needs. The creation of Neighborhood Service Centers was approved by the City Council on March 15, 1993 (see attached City Manager Report No. 93-62 for additional information).

We are requesting that the Neighborhood Services Coordinator positions be exempted from the Classified Service because they will have significant responsibility for formulating and administering policies and programs. The three positions will work independently providing coordination in the City Heights, Normal Heights, and Golden Hill communities of Council District Three. The positions will be funded through grant funds, and will report to a Deputy City Manager.

Please call me at 236-6172 if you have any questions.



Ross McCollum

RM:ks

Attachments

File:nscmem8

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NEIGHBORHOOD SERVICES COORDINATOR

Starting Salary: \$35,000 - \$45,000 annually depending on qualifications

The Neighborhood Services Coordinator will plan, organize, and coordinate services at a Neighborhood Service Center which will encompass services within a specified council district.

Candidates must have and will be evaluated on education, training, and experience which demonstrates their ability to perform at this management level. This includes, but is not limited to:

Assess the community's needs through the creation, administration, and evaluation of a needs assessment.

Develop and implement a comprehensive neighborhood services plan to address community needs.

Meet with public, private, and community organizations to discuss neighborhood issues, policies, programs, and initiatives to include evening and weekend meetings.

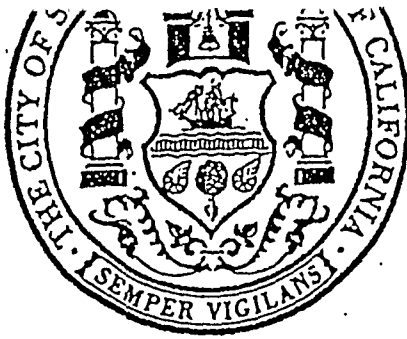
Empower businesses and residents to take pride and ownership in neighborhood activities.

Act as a liaison between City departments, citizens and neighborhood groups to secure effective services for neighborhoods.

Work closely with council representatives within the district.

Research, prepare and present written and oral reports on neighborhood service center issues to the City Council and other public and private sector bodies as appropriate.

Supervise the work assignments of assigned personnel and volunteers.



MANAGER'S REPORT

RECEIVED

MAR 11 REC'D

DATE ISSUED: March 8, 1993 REPORT NO. 93-62 COMMUNITY SERVICES
ATTENTION: Honorable Mayor and City Council TAM
 Agenda of March 15, 1993
SUBJECT: Neighborhood Service Centers
REFERENCE: City Manager's Report No. 91-488 Dated 11-12-91

SUMMARY

Issue: Should the City Council endorse the concept of establishing Neighborhood Service Centers, and should four such centers be established on or about July 1, 1993?

Manager's Recommendation: That the City Council approve the concept of establishing Neighborhood Service Centers, and that they direct the City Manager to set up four centers on or about July 1, 1993.

Other Recommendations: None.

Fiscal Impact: The creation of Neighborhood Service Centers in eligible Community Development Block Grant (CDBG) areas would allow Federal dollars to be used to test the concept being proposed. A CDBG proposal for \$200,000 has been submitted to establish initial sites and begin the expansion of the project to other communities. The expansion of the project to other communities may require General Fund dollars and/or other funding, and would be the subject of budget priority setting by the City Council.

BACKGROUND

The Mayor has requested that staff aggressively look at how to provide better services to our citizens. This is similar to a request from Councilmember Hartley. One of the Mayor's major priorities is to take government to its citizens and provide improved customer service. The Mayor's goal is to provide our customers with information concerning our services in a manner that is more efficient, and to improve accessibility to those services. On December 8, 1992, at the request of the Mayor, the City Council requested that the concept of creating "Neighborhood

0-17997

Service Centers" be evaluated. This report responds to that request.

DISCUSSION

San Diego City government has centralized its services to keep it efficient yet effective. Government in San Diego is traditionally thought of as being "downtown." Our centralized government has failed to acknowledge that our citizens no longer live in proximity to downtown, but are spread out over 400 square miles. There is an increased demand for services coupled with shrinking resources. "Neighborhood Service Centers" are a way to help government become more responsive to the changing needs of our city and to the specialized needs of a particular community.

A "Neighborhood Service Center" is a physical place in the community where citizens can come to request services and to seek information. It is a concept that will allow government to come closer to the people, thereby making it more convenient and more responsive to community needs.

The only way to keep our commitment of not only providing good customer service but "outstanding" customer service is to acknowledge that "service is our first priority." Our goal must be to make "City Hall" more accessible. Our challenge must be to develop better means of communicating with our customers, and to be able to accomplish this during a time of shrinking budgets.

The concept of bringing government closer to the people is not a new one. The City of San Diego has decentralized services in several areas, such as:

- Branch Libraries
- Community and Neighborhood Parks
- Community Fire Stations
- Police Area and Storefront Operations

The concept has also been dealt with by other cities who have set up mini city halls, services centers, etc. in their communities. If San Diego wants to improve its customer service, we should not copy what others are doing, but develop the "San Diego approach" to improved customer service by treating every citizen like a valued customer.

The Neighborhood Service Center would be a partial answer to keeping the communication lines open between downtown and the neighborhoods by disseminating information and allowing services to be requested. Improving access to City Hall and to our services will hopefully improve the trust between government and our communities, and will also assist communities in learning how to help themselves.

Although a number of municipal services could be provided in a neighborhood setting, it is important for the City to work with the community in identifying the types of services they want and need. In order to have access to services, several Neighborhood Service Centers would need to be set up. A basic assumption is that at least one Center per Council District would need to be established. Because each Council District has its own individual needs based on the age of the community, population diversity, physical infrastructure, etc., each Center's array of services would be unique; but in all likelihood, each Center would have a core set of services available, with other services added as needed. Based on a survey of City departments, the following services could be provided in a neighborhood setting, and could be located in a "service center" if the Neighborhood Service Center concept is approved.

- Police Services
 - Security/Neighborhood Watch
 - Complaints
 - Requests for Services
- Employment
 - Job Information/Announcements
 - Pick Up and Drop Off of Applications
- Housing Services
- Treasury Services
 - Water and Sewer Bills
- Building Inspection
 - Minor Permit Processing and Inspection Services
- Economic Development
 - Enterprise/Redevelopment Services
- Planning
 - Permit Processing
 - Community Planning
- Fire
 - Dissemination of Smoke Detectors to the Elderly
 - Youth Programs

- Fire (Continued)
 - Blood Pressure Checks
- Neighborhood Code Enforcement

In addition, the Center could provide space for the following activities to occur:

- Voter Registration
- Small Business Assistance
- Summer Youth Hiring Halls
- Space for Community Nonprofit Groups
- Sign-up for Services
- Distribution of Information, i.e., Council Reports and Docket Information.
- Contract Bid Information
- Hotline and/or Fax to City Hall
- Place to Lodge Complaints
- Suggestion Box
- Computer Access to the Municipal Code, etc.
- Hotlines to United Way's Info Line
- Neighborhood Meetings
- Homework Centers

Site Location

In order to utilize CDBG funds, we would have to select a community that is CDBG eligible. CDBG financing can only be used in areas with a high concentration of low income persons. It would be our ultimate goal to place a Neighborhood Service Center in each City Council District. The ideal site would be one which could be shared with other municipal functions, such as libraries, fire stations, police storefronts, or park and recreation centers. All new municipal facilities would be encouraged to consider the opportunity to build space for a Neighborhood Service Center, community meeting rooms, etc. into their design. Future Centers could co-locate with schools, County and/or other government type facilities which are currently located in the neighborhoods. This concept could enhance the utilization of those facilities. The City has already contacted the County and

the School District to solicit their participation, either now or in the future.

It is proposed that three staffed sites and one "volunteer" site be established in the first phase of implementation. Due to financing restrictions, it is suggested that the first staffed sites go into Council Districts 3, 4, and 8. These three areas are also involved with the Neighborhood Pride and Protection Program. The neighborhood Service Center concept is a logical step in expanding already increased neighborhood involvement and participation, and in many cases they have a pool of volunteers ready to assist in the implementation of the project. Other sites would be added as financing becomes available.

An additional site in Rancho Bernardo is also proposed, which would rely primarily on the use of volunteers. The volunteer concept, if it proves workable, may be a way to expand the Neighborhood Service Center to other communities at little or no cost.

It is envisioned that each site could take on and represent the character of the community. We envision local contests in designing the building signage, letterhead, etc. where neighborhood residents and groups would become involved to the greatest degree possible.

Staffing

Providing access to City staff is an important concept of the Neighborhood Service Center. For the initial test sites, it is proposed that existing City staff rotate between downtown offices and neighborhood sites on a scheduled basis. Depending on the need in a particular neighborhood, staff may spend one or two days per week in the community. Different departments would have different assigned days at each of the proposed centers. Another important concept in the establishment of Neighborhood Service Centers is the use of volunteers. By using volunteers from the neighborhood, we ensure that the needs of that neighborhood are being met, and that we are able to keep costs to a minimum.

In order to provide a central focus, it is believed that in addition to using volunteers and rotating existing staff, at least one person would need to be assigned to a Center on a full-time basis. This person would be an existing staffer who is knowledgeable of City services, and able to disseminate information and route requests for services. Because we anticipate the need to reduce staff in Fiscal Year 1994, these positions will be filled from among the ranks of existing staff. All of the departments whose services were noted earlier in this report are willing and anxious to participate in the project, and to outstation staff on a rotating basis.

Not all Centers would necessarily need to be staffed on a full time basis. Computer technology is available with "touch screen" displays to speak in languages other than English, and which give and receive information. This technology is currently being

tested, and has met with great success throughout the state. This technology could easily be designed for future dissemination of information and could be used to further augment the Neighborhood Service Centers.

FISCAL IMPACT

The approach presented in this report in establishing Neighborhood Service Centers is to rely on existing staff who rotate between Centers, use volunteers, and utilize one permanent staff position. The out-of-pocket expenditures for each site will primarily be for the acquisition of computers and telephone installation. The staff to fill the permanent staff position at each Center will come from reduced staff positions in the General Fund. The cost for four sites is estimated to be approximately \$200,000.

It would be our intent to use the first year of the project to seek other grants and contributions in order to expand the concept to other neighborhoods. There is a high probability that private businesses or local community-based organizations may want to assist us by providing free or low cost office space, furniture, computers, etc.

CONCLUSION

The concept of creating "Neighborhood Service Centers" is a new way of doing business for San Diego. The concept should not be adopted unless this is a priority for the Council, and a commitment can be made to reallocate resources to make it successful. A caution is in order to not raise community expectations then not deliver the goods and services. "Neighborhood Service Centers" are a way to improve communication and coordination with our citizens, and between City departments. There will be improved personal involvement with City workers and the community, and with the citizens who live in the project area. Neighborhood Service Centers are a way to make municipal services more efficient, and at the same time "user friendly" by locating them in our neighborhoods. We believe that Neighborhood Service Centers will allow quicker resolution to community problems, de-mystify government procedures, and could ultimately reduce the number of complaints to the Mayor and Council offices.

The recommendation is to approve the concept of establishing Neighborhood Service Centers, to authorize the City Manager to proceed with the establishment of four Centers in the first phase of the project, and to approve the \$200,000 request for CDBG funds to implement the concept.

ALTERNATIVES

Do not approve the Neighborhood Service Center concept at this time.

Respectfully submitted,

Approved: Bruce Herring
Bruce Herring
Deputy City Manager

Submitted By: Ross McCollum
Ross McCollum
Community Program Administrator
236-6172

BH:RM

File:nscl

Passed and adopted by the Council of The City of San Diego on **OCT 25 1993**
 by the following vote:

Council Members	Yeas	Nays	Not Present	Ineligible
Abbe Wolfsheimer	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ron Roberts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
John Hartley	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
George Stevens	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tom Behr	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Valerie Stallings	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Judy McCarty	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Juan Vargas	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Susan Golding	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

(Seal)

SUSAN GOLDING
 Mayor of The City of San Diego, California.

CHARLES G. ABDELNOUR
 City Clerk of The City of San Diego, California.

By *Mary Cepeda*, Deputy.

I HEREBY CERTIFY that the foregoing ordinance was not finally passed until twelve calendar days had elapsed between the day of its introduction and the day of its final passage, to wit, on **OCT 04 1993**, and on **OCT 25 1993**.

~~I FURTHER CERTIFY that said ordinance was read in full prior to its final passage.~~

I FURTHER CERTIFY that the reading of said ordinance in full was dispensed with by a vote of not less than a majority of the members elected to the Council, and that there was available for the consideration of each member of the Council and the public prior to the day of its passage a written or printed copy of said ordinance.

(Seal)

CHARLES G. ABDELNOUR
 City Clerk of The City of San Diego, California.

By *Mary Cepeda*, Deputy.

Office of the City Clerk, San Diego, California

Ordinance Number **17997** Adopted **OCT 25 1993**

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SAN DIEGO, CA

SEP 22 1993

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CERTIFICATE OF PUBLICATION

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SAN DIEGO, CA

P.

OFFICE OF THE CITY CLERK
2ND FLOOR
CITY ADMINISTRATION BUILDING
202 C STREET
SAN DIEGO, CA 92101

IN THE MATTER OF

NO.

AN ORDINANCE AMENDING ORDINANCE NO. 0-17915 (NEW)...

I, Corey Donahue, am a citizen of the United States and a resident of the county aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the San Diego Daily Transcript, a newspaper of general circulation, printed and published daily, except Saturdays and Sundays, in the City of San Diego, County of San Diego and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of San Diego, State of California, under the date of January 23, 1909, Decree No. 14894; and the

ORDINANCE NUMBER 0-17997 (NEW SERIES)
AN ORDINANCE AMENDING ORDINANCE NO. 0-17915 (NEW SERIES), AS AMENDED, ENTITLED "AN ORDINANCE ESTABLISHING A SCHEDULE OF COMPENSATION FOR OFFICERS AND EMPLOYEES OF THE CITY OF SAN DIEGO FOR THE FISCAL YEAR 1993-94" TO CREATE THE NEW POSITION OF NEIGHBORHOOD SERVICES COORDINATOR; EXEMPTING SAID NEW POSITION FROM THE CLASSIFIED SERVICE; AMENDING EXHIBIT "C" TO SAID ORDINANCE TO INCLUDE SAID POSITION IN MANAGERIAL CATEGORY B; AND ESTABLISHING A SALARY RATE THEREFOR; AND AMENDING RESOLUTION NO. R-281923 TO ADD SAID POSITION TO BE ELIGIBLE FOR THE MANAGEMENT BENEFIT PLAN.
This ordinance amends the annual salary ordinance for fiscal year 1993-94 to create and establish a new class entitled "Neighborhood Services Coordinator," exempts new class from the classified service and incorporates it in Exhibit "C" to the salary ordinance. This ordinance also places the new class in Managerial Category B and establishes the salary range at 07.3, 07.4, 07.5, and 07.6, and also amends Resolution No. R-281923 to add new position to be eligible for the Management Benefit Plan.
A complete copy of the ordinance is available for inspection in the Office of the City Clerk of the City of San Diego, 2nd floor, City Administration Building, 202 "C" Street, San Diego, CA 92101.
INTRODUCED ON October 4, 1993
Passed and adopted by the Council of the City of San Diego on October 25, 1993
AUTHENTICATED BY:
SUSAN GOLDING
Mayor of The City of San Diego, CA
CHARLES G. ABDELNOUR
City Clerk of The City of San Diego, CA
(SEAL)
By MARY CEPEDA, Deputy
Pub. Nov. 8 284518

ORDINANCE NUMBER 0-17997 (NEW SERIES)

is a true and correct copy of which the annexed is a printed copy and was published in said newspaper on the following date(s), to wit:

NOV. 8

I certify under penalty of perjury that the foregoing is true and correct.

Dated at San Diego, California this 8th day of NOV., 19 93.

Corey Donahue

(Signature)

3 1/4" x 2 = \$ 89.60