



REPORT

LEGISLATIVE REFERENCE BUREAU

WWW.MILWAUKEE.GOV/LRB

4.

City Clerk's Office, 2015

This page intentionally left blank.

4. City Clerk's Office

\$8,634,053

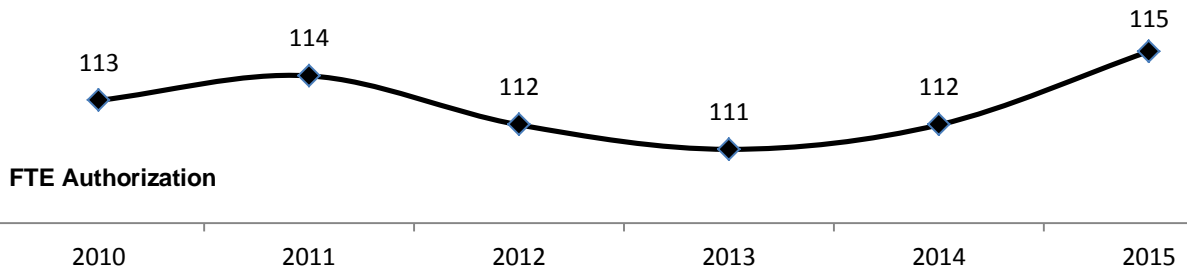
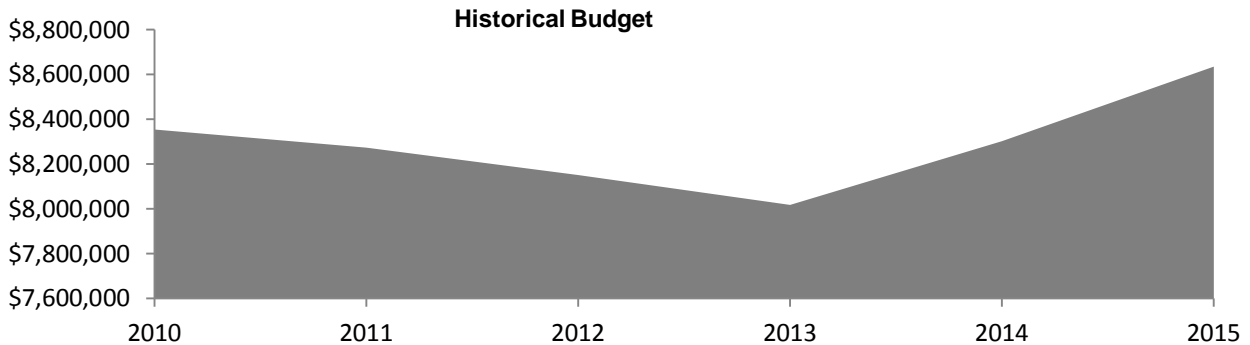
Proposed Department Budget

\$332,882

Nominal Change in Proposed
Department Budget

4.01%

Percent Change in
Proposed Department
Budget



2.6%

Percent Change in FTE
2014 to 2015 Proposed

3

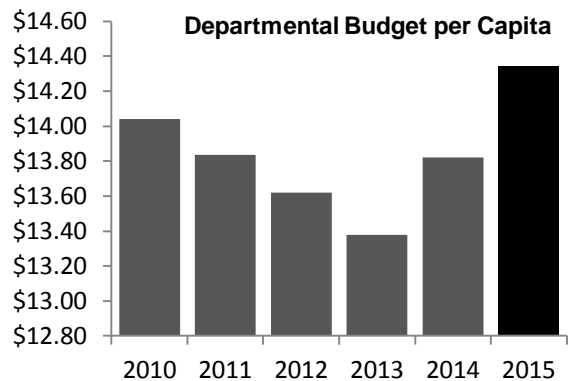
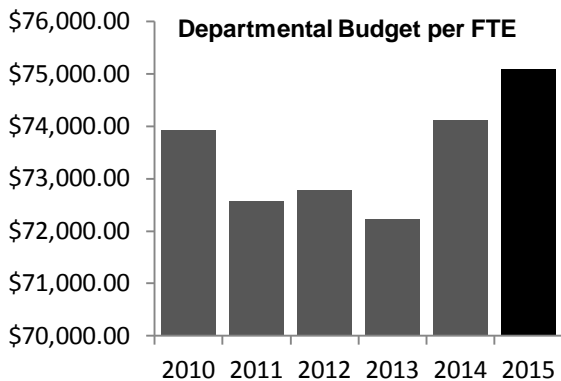
Nominal Change in FTE
2014 to 2015 Proposed

2

Vacant Positions

55%

% Eligible for Retirement
within 10 years



3.2%

The percent decrease in estimated revenues, largely attributable to reduction in revenue from Cable Franchise Fee.

17.4%

The percent decrease in Equipment budget for new PC hardware, etc. Planned purchases include an audio disk archive system, audio equipment in Council

3.9%

Increase in total operating budget, primarily due to increases to Salaries and Wages.

26.7%

The percent reduction in total SPA funding due to reduced allocation to the Audit Fund.

4.5%

The projected increase in revenues generated from licenses and permits, up \$198,500 over previous year.

513

The number of public passenger vehicle license applications processed since new regulations eliminating PPV cap took effect.

6.6%

The percent increase in Operating Expenditures due to increase in General Office Expense.

\$150,000

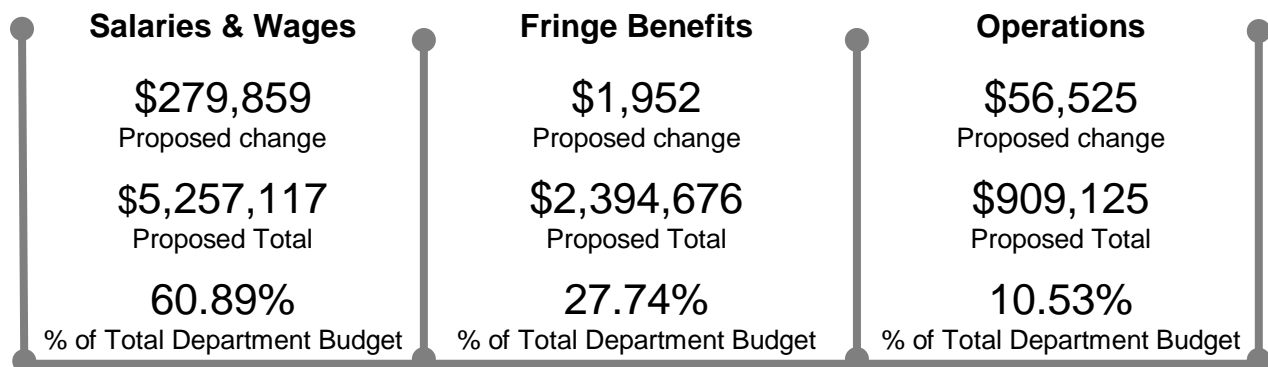
The amount of funding proposed in 2015 for the multi-phase \$550,000 Channel 25 digital conversion project.

13.5%

Increase in Special Fund allocation, up \$5,000.

\$413,000

Amount of increase in capital funding, up from \$175,000 allocated for 2014.



I. INITIATIVES AND PROGRAMS.

Following are some of the initiatives and programs undertaken by the City Clerk's Office in 2014 and planned for 2015, as well as efforts to reduce overall costs and improve efficiency:

Central Administration

- Formalization of "on-boarding" procedure for all new employees to improve integration with office policies and procedures.
- Quarterly goal-setting meetings with each division.
- Regularization of training for auxiliary aides to improve service to council members during the absence of legislative assistants.

Council Records Section

- Continued review of notification procedures with the eventual goal of ending paper-based hearing notification; related to this is the continued development of the Legistar alert system to permit granular, personalized notifications for selected legislative items.
- With the deployment of the iLegislate e-book system now completed (as concerns all council and committee meetings), continue to reach out to other departments and agencies that might be able to take advantage of our Granicus site license.

Legislative Reference Bureau

- Potential renovation of office spaces depending upon the recommendations of and actions taken regarding a space needs study in progress.
- Distribution of updates to the Code of Ordinances online and via E-notify to eliminate the need for printing by outside vendors and hard-copy distribution by the department. An Office Assistant position previously assisting code distribution has been reassigned from LRB to the Administrative Services Division.
- Limited realignment and reclassification of positions to meet the needs of the department and provide for succession planning.

License Division

- Enforcement of the public passenger vehicle regulations.
- License expiration date alignments and processing business licenses at one point during the year.
- Business Owner Training program.
- Career ladder progression.
- Credit Card Payments in Lobby.
- Online drivers' test.
- Processed a significant number of Taxicab Notice of Intent forms.
- Continued development of Standard Operating Procedures manual.

- Lobbyist reporting on webpage.
- Automation of monthly and annual reporting requirements.
- Provisional renewal licenses.
- Business plan of operation.
- Automation of credit card payments update records in LIRA.
- Migration of the LIRA, its data and processes, to the LMS with Common Council.

In July 2014, the Common Council adopted an ordinance (CCFN 131800), which eliminated the cap and the number of taxicabs licensed in the city. Since effective date of this ordinance, September 1, 2014, the License Division has processed the following:

- 513 new public passenger vehicle applications.
- 221 provisional PPV licenses issued.
- 175 new PPV licenses issued.
- 326 new public passenger driver license applications.
- 245 provisional PPV driver licenses issued.
- 222 new PPV driver licenses issued.

Public Information Division – City Channel

- The digital conversion of the City Channel facilities began in 2014 and will continue in 2015 with the conversion of the City Hall facilities. In addition, the web stream to Granicus will be upgraded in 2015 to improve the quality of the video stream for meetings.
- The division is working to better integrate video – the preferred method of content delivery for many customers – into all products and making these products available in more accessible formats, notably YouTube. The division is exploring ways of offering on-site web-casting as an alternative to traditional hard-wired or satellite broadcasting. In a related measure, it is exploring the availability of connectivity to Time-Warner Cable in all City facilities currently served by fiber – particularly the Milwaukee Central Library, but others as well.
- The City Channel initiated an expanded use of the City's FTP site for internal and external use in 2014 and will continue in 2015. This allows video-sharing and access via the FTP site and greatly reduces/eliminates need for time-consuming and costly DVD copying or dubs.
- The overall quality of the "Council Rewind" program (new set, standardized format) improved in 2014, has seen concomitant growth in viewership.

Public Information Division – Public Relations

- The division completed the Common Council – City Clerk's web migration.
- The division was instrumental with planning and logistics for the City's first ever Taxicab Permit Lottery event.
- The division's services were used for the first-ever regional symposium titled "Heroin:

Not on Our Watch — Protecting Our Communities.”

- The division’s design and content editing skills were tapped for the creation of the St. Mary’s Convent historic preservation website. This effort will be used as a model for creating additional historic preservation websites in future – including at least one in 2015.
- The division’s office remodeling created a more “customer-friendly” environment, at no cost to City Clerk’s Office.
- The division facilitated the acquisition of the @cityofmilwaukee Twitter account with minimal attention or issues, and at no cost to the City.
- The division used provisional graphic designers for more than 8 months during the recruitment process to fill 2 Graphic Designer II positions. Hiring the provisional designers created a cost savings versus hiring temporary designers from a vendor/agency.
- The division’s staff has provided design and cost options for Historic Preservation Commission’s historic plaque program which is in progress.

II. EXPENDITURES.

Table 4.1 Changes in Expenditure Amounts by Account.

Expenditure Account	2013 Actual Budget	2014 Adopted Budget	% Chng.	2015 Proposed Budget	% Chng.
Salaries and Wages	\$4,900,607	\$4,977,258	1.0%	\$5,257,117	5.6%
Fringe Benefits	\$2,330,148	\$2,396,628	2.9%	\$2,394,676	---
Operating Expenditures	\$721,374	\$852,600	18.2%	\$909,125	6.6%
Equipment Purchases	\$25,378	\$37,650	48.4%	\$31,100	-17.4%
Special Funds	\$39,106	\$37,035	-5.3%	\$42,035	13.5%
Total Operating Budget	\$8,016,613	\$8,301,171	3.5%	\$8,634,053	3.9%

1. Budget Summary.

The total 2015 Proposed Budget for the City Clerk’s Office is \$8,634,053, an increase of \$332,882 or 4% over the amount budgeted for 2014.

2. Personnel Costs.

Personnel costs in the 2015 Proposed Budget are \$7,651,793, up 3.8% from the \$7,373,886 amount provided in 2014. Salaries and wages increase from \$4,977,258 to \$5,257,117 or 5.6%. Fringe benefits are virtually unchanged from the 2014 amount.

3. Operating Expenditures.

Operating Expenditures in the 2015 Proposed Budget are \$909,125, an increase of \$56,625 or 6.6% over the 2014 Adopted Budget amount of \$852,600.

The major categories in Operating Expenditures are General Office Expense, Information Technology Services and Other Operating Services Account.

The Proposed Budget allocates \$110,900 for Information Technology Services, which is a marginal increase (\$4,400) over the amount allocated in 2014.

The Proposed Budget provides \$175,000 for Other Operating Services, which is down \$25,000 from the amount budgeted for 2014. The Proposed Budget also allocates \$296,300 for General Office Expense, an increase of \$82,100 from the 2014 budgeted amount.

The increase in the "General Office Expense" account is largely for postage for council members' newsletters. This is based on prior years' usage and the fact that the members tend to have more newsletters produced in the year prior to an election year. It should be noted that council members are not allowed to send out newsletters from Dec. 1, 2015, until April 2016. The remaining allocation (\$4,200) will be used for additional paper, mailing, postage and stickers needed for the cost associated with the changes in public passenger vehicle license regulations that were adopted in 2014.

4. Equipment Purchases.

The Equipment Purchases account is allocated \$31,000, which is 17.4% less than the amount provided in 2014. Planned activities include: optical disk archive system (\$9,500), security system – studio area (\$2,000), audio equipment replacement in Council Chambers (\$5,500) and TV replacement in Room 301-A and hallway (\$2,100) and books and maps for LRB (\$12,000).

5. Special Funds.

The 2015 Proposed Budget provides \$42,035 for Special Funds, an increase of \$5,000 from the 2014 Budget amount. Included in Special Funds are: Expense Fund for the Common Council President, Legislative Expense Fund, Computer System Upgrades and Aldermanic Travel. Two of the Special Funds accounts, the Expense Fund for the Common Council President (\$3,035), the Legislative Expense Fund (\$4,000) are funded at 2014 levels.

The Other Operating Services Account is used for aldermanic travel purposes. Over the years, Council members have begun using the Other Operating Services Account and the Community and Economic Development Fund for travel purposes. This has created occasional imbalances, especially when waiting for carryover from previous years to "hit" the Special Fund. This is an effort to unify and simplify the accounting. The Aldermanic Travel Account remains unfunded separately in the Proposed Budget.

The Computer System Upgrades account is funded at \$20,000, which is \$10,000 less than the amount budgeted in 2014. This fund is intended for the replacement of outdated computer equipment and software.

III. PERSONNEL.

Table 4.2. Changes in Full-Time Equivalent (FTE) and Authorized Positions.

Position Category	2013 Actual	2014 Adopted Budget	Change	2015 Propose Budget	Change
O&M FTEs	90.90	91.63	0.73	94.90	2.37
Non-O&M FTEs	2.00	1.00	-1	1	0
Total Authorized Positions	111	112	1	115	3

1. Personnel Changes.

The total number of authorized positions in the department under the 2015 Proposed Budget is 115, one more than the number authorized in the 2014 Adopted Budget. A position of Enforcement Officer is proposed to be added in the License Division to ensure compliance with the City's new taxicab regulations. A position of Fiscal Planning Specialist is added to the Legislative Reference Bureau, and a License Specialist II position is also added to the License Division.

2. Vacancies.

- License Division Manager: This position has been vacant since Ms. Rebecca Grill became Deputy City Clerk. The department expects to fill this position within the next month.
- Assistant License Division Manager: This position became vacant a week ago. The department plans to fill the position in the next few months through a transfer/promotion opportunity through the Department of Employee Relations.

IV. SPECIAL PURPOSE ACCOUNTS (SPAs).

SPAs are budgeted outside of departmental operating accounts, and control over SPAs is provided to departments by resolution. The 2015 Proposed Budget includes funding for the SPAs identified in Table 3.4.

Table 4.3. Changes in Special Purpose Accounts by Account.

Account	2013 Actual Budget	2014 Adopted Budget	% Change	2015 Proposed Budget	% Change
Audit Fund	\$451,294	\$380,000	-15.8%	\$250,000	-34.2%
Economic Development Committee Fund	\$21,054	\$20,000	-5%	\$20,000	0%
Memberships, City	\$83,649	\$88,000	5.2%	\$88,000	0%
Total	\$555,997	\$488,000	-12%	\$358,000	-26.7%

1. Audit Fund, \$250,000.

The Audit Fund provides funding for the annual financial audit of the City that assesses the accuracy of the City's financial data, including the private audit of the City's Annual Financial Report (CAFR). The Proposed Budget allocates \$250,000 to the Audit Fund, down from \$380,000 allocated in the 2014 Adopted Budget. This is due to a new audit contract with a new firm, Clifton LarsonAllen, LLP, which provided the lowest bid.

It should be noted that this is a pass-through account for the City Clerk's Office over which it exercises no discretion.

2. Economic Development Committee Fund, \$20,000.

This account, assigned to the Common Council under the purview of the Council's Community and Economic Development Committee, funds activities related to economic development, including marketing the City for industrial and commercial development, business attraction and retention, tourism and support of small business enterprises. Activities typically funded are those not funded by other departments, and the types of activities funded change annually. Appropriations from this account so far in 2014 include travel expenses related to attendance of meetings of the National League of Cities (\$7,818) and an appropriation to the Hispanic Chamber of Commerce of Wisconsin Advanced Manufacturing Partnership for the Hispanic Training Initiative.

3. City Memberships, \$88,000.

The 2015 Proposed Budget allocates \$88,000 for City memberships, the same amount allocated for this account in the 2014 Adopted Budget. The City Memberships account provides funding for memberships to various organizations that support the City's lobbying, policy research and professional development programs. In addition, membership in these organizations provides Council members and City personnel discounts and lower rates for conference attendance and lodging.

Table 4.4. Estimated Cost for City Memberships, 2015.

Membership	Estimated Cost
League of WI Municipalities	\$51,341
Government Finance Officers Association	\$1,775
Public Policy Forum	\$1,155
National League of Cities	\$23,631
ICLEI – Local Government for Sustainability	\$3,500
Sister Cities International	\$1,665
NATOA (National PEG channel organization)	\$990
Wisconsin Community Media	\$275
Total	\$84,332

V. REVENUES.

The 2015 Proposed Budget estimates that \$9,575,000 will be generated in revenues by the City Clerk's Office. This is a 3.2% decrease from the 2014 Budget estimate. The largest source of revenue is the Cable Franchise Fee, which is estimated to provide \$4.8 million, decreasing from the \$5.3 million estimated for 2014, and is included in Charges for Services. The revenue from the Cable Franchise Fee is based on Time-Warner's gross revenues. Revenues from Licenses and Permits are estimated at \$4,626,000, an increase of 1.3% from the 2014 Budget estimate. The increase in revenue from Licenses and Permits is based on new taxicab licensing and a small increase in food license fees.

Table 4.5. Changes in Revenue by Category.

Revenue Account	2013 Actual Budget	2014 Adopted Budget	% Change	2015 Proposed Budget	% Change
Charges for Services	\$5,152,443	\$5,460,000	6%	\$4,949,700	-9.3%
Licenses and Permits	\$4,369,276	\$4,427,500	1.3%	\$4,626,000	4.5%
Total	\$9,511,719	\$9,887,500	4%	\$9,575,700	-3.2%

VI. CAPITAL PROJECTS.

The 2015 Proposed Budget includes \$588,000 for 2 capital projects, an increase of \$413,000 (236%) from the 2014 Budget. Capital projects for 2015 are summarized in Table 3.7 and the discussion that follows.

Table 4.6. Capital Program Summary, 2015.

Program	2015 Proposed Budget	2014 Actual Budget	Increase (decrease)	% Chng.	6-year Request
Channel 25 Digital Conversion	\$150,000	\$175,000	(\$25,000)	-14.3%	\$375,000
LRB Research Office Upgrade	\$438,000	\$0	\$438,000	----	\$438,000
Total	\$588,000	\$175,000	\$413,000	236%	\$813,000 ¹

¹Total does not include projects that are not funded in 2015. The total 6-year capital request for the City Clerk's Office is \$2,728,000.

1. Currently-Funded Projects.

Channel 25 Digital Conversion, \$150,000.

Funding for the conversion of Channel 25 equipment from analog to digital was first provided in 2014. The conversion is necessary because the broadcasting and cable industry's conversion to digital format is making analog equipment more difficult to acquire and maintain. If critical components cannot be replaced or repaired, the City may be unable to televise its meetings.

The project was originally designed in 2 phases -- Phase I to convert the master Control area in the 809 Building and Phase II to convert Room 301 in City Hall. The project now has a third phase which will upgrade the studio facilities in the 809 Building. Phase III will increase the cost of the project by \$260,000. The total project cost estimate is \$550,000. The Capital Improvement Committee has supported this project.

Phase I is currently underway. Staff is working with the vendor, AVI-Midwest, to establish the project timeline. It is anticipated that Phase I will be completed in Q1 of 2015.

Legislative Reference Bureau Office Upgrade, \$438,000.

This one-year project was first requested for inclusion in the 2011 Budget (\$435,000). The space (2,650 SF) was formerly used by the Division of Budget and Management Analysis. The timing of a personnel shift in 2010 did not allow for the renovation of Room 307 prior to LRB staff being assigned there. The room is in need of substantial renovation as well as an HVAC upgrade. Carpeting, ceiling tiles and workstations are in extremely poor condition. The lighting is substandard. The outdated HVAC system makes it difficult to regulate temperature throughout the office. Leaks from the HVAC system into workspaces are becoming more frequent, and mold has been found in employee workspaces.

The request was revised for 2012, removing several items (walls, cabinets, painting, plumbing, separate furnishings and security) resulting in over \$42,000 in cost savings. The updated estimate from DPW Facilities for 2015 is \$438,000. The scope of the project has not changed from the 2012 request. The cost estimate includes the HVAC and electrical system. Because the space is already occupied, there are no efficiencies to be gained by phasing the project over multiple years.

The Capital Improvements Committee recommended that renovation projects within the City Hall complex be undertaken as part of a comprehensive building and space allocation plan.

2. Unfunded Capital Requests.

City Hall Room 205 Renovation, \$1,915,000.

The 2015 Proposed Budget provides no funding for this project. The project would update the electrical and HVAC systems in Room 205 of City Hall. It would also reconfigure office and conference room space and enhance security for reception personnel. The HVAC and electrical systems in Room 205 have not been updated in nearly 40 years and are not in compliance with current building and fire codes. This project was first requested for 2014.

The Capital Improvements Committee recommended that renovation projects within the City Hall complex be undertaken as part of a comprehensive building and space allocation plan.

3. Project Updates.

Public Face of LIRA.

The License Information Reporting and Administration (LIRA) system went online in October of 2010. In 2013, \$117,500 was budgeted to develop an external public face for the LIRA system which would allow public access to licensing information, online application and tracking, and other functionalities. Approximately \$11,000 was expended to do an analysis of the desired functionalities.

The City Clerk was also working DOA-ITMD to interface the new Land Management System (LMS) with the LIRA to give Neighborhood Services staff access to licensing information. It has been determined the most cost-effective and efficient way of accomplishing both goals was to migrate the licensing information from the LIRA to the LMS system. Funds for that purpose (\$850,000) were included in the special capital section of the 2015 Proposed Budget. Unexpended funds from the LIRA Public Face project may be available to support the migration project.

4. Future Capital Requests.

The only out-year requests for the City Clerk's Office relate to the Channel 25 Digital Conversion project, which is expected to require \$225,000 of additional funding in 2016, and staffing for the Capital Improvements Committee.

VII. ISSUES TO CONSIDER.

There are a number of departments, including the City Clerk's Office, that have made requests to have their offices remodeled, reconfigured or relocated. At this time, there is no authoritative body that monitors departmental needs and no comprehensive plan to allocate space in the City's facilities. The Capital Improvements Committee has recommended that renovation projects within the City Hall complex be evaluated and undertaken as part of a comprehensive building and space allocation plan.

In addition, as the City Hall Foundation project continues to move forward, the extent and timing of staff relocations remains unclear. A study to evaluate staff space needs during and after the foundation project is expected to be completed by year-end. Regardless of the results of the space study, the mechanical and electrical systems in Room 307 need to be replaced. If necessary, some portions of the project could be delayed until a comprehensive staff location plan is formulated.

Prepared by: Teodros W. Medhin, Ph.D., Research Supervisor

Contributor: Kathy Brengosz, Fiscal Planning Specialist

Budget Hearing Date: October 8, 2014

Last Updated: October 4, 2014