



# CitiSmart

*City employees using  
accountability measures  
to deliver results  
for Mobile's citizens!*



# Celebrate Mobile!

## City of Mobile Mission Statement

"We **respect the dignity and worth of our citizens** and value the diversity of culture, heritage and history within our community.

We **pledge to strive to improve the quality of life and opportunity for economic prosperity of all our residents** by working to attract more visitors and industries and **assuring all of our citizens a clean, safe, economically viable and progressive city that is responsive to changing needs."**



# CitiSmart Goals

**Effective  
Efficiency**



**Accountability**



# 84 Departmental Briefs in 2011

## 581 Total Departmental Briefs Since 2006

### First Brief – 9 Nov '06

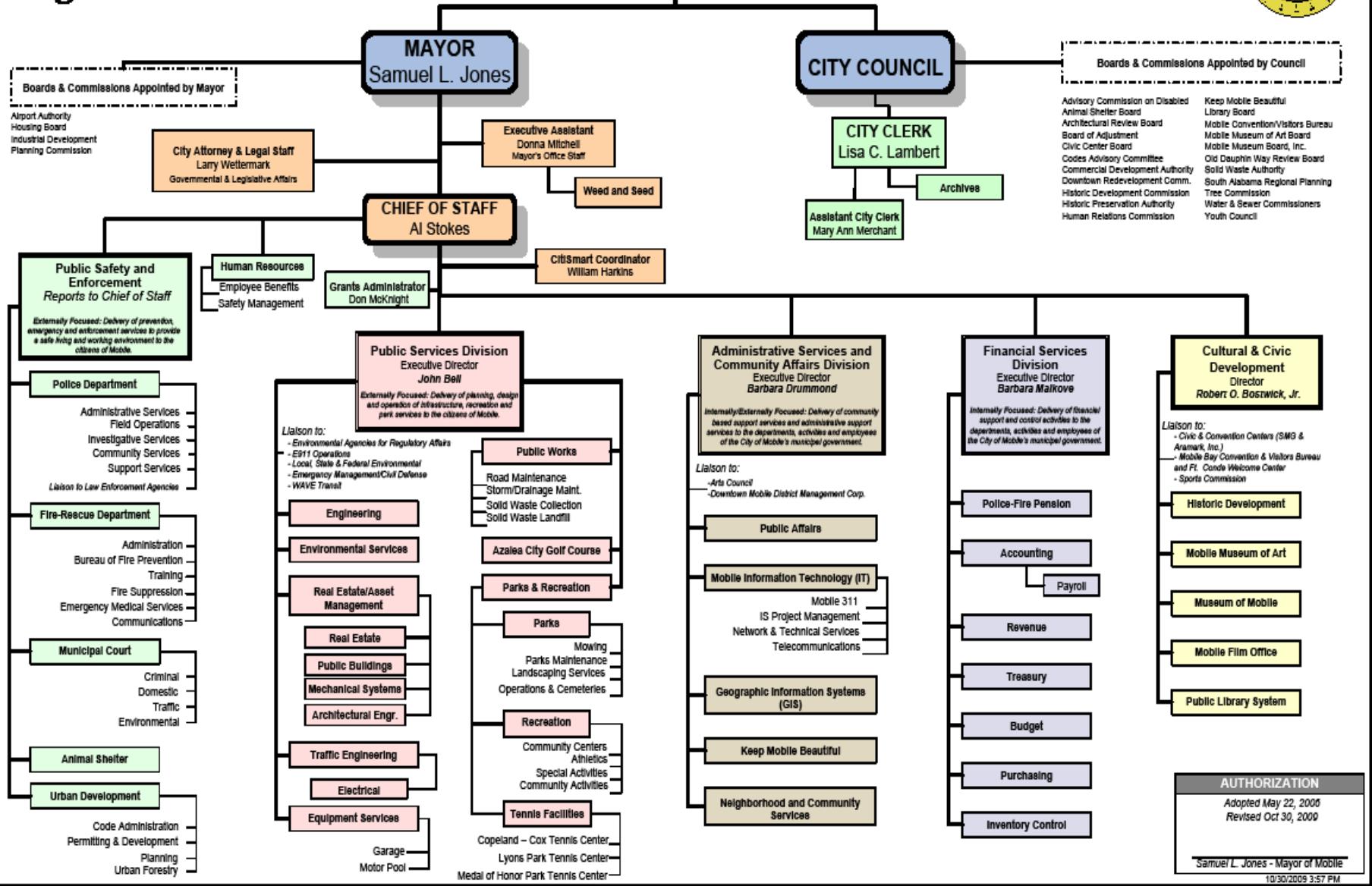


- ✦ Urban Development
- ✦ Municipal Court
- ✦ Police Department
- ✦ Fire Department
- ✦ Public Works
- ✦ Parks and Recreation
- ✦ City Engineer
- ✦ Traffic Engineer
- ✦ Animal Control
- ✦ City Garage
- ✦ Real Estate/Asset Mgt.
- ✦ Azalea Golf Course
- ✦ Geographic Info. Systems
- ✦ Library
- ✦ Historic Development Comm.
- ✦ KMB
- ✦ Museum of Mobile
- ✦ Public Affairs
- ✦ CPD
- ✦ MIT
- ✦ CitiSmart
- ✦ Revenue Office
- ✦ Budget Office
- ✦ Purchasing
- ✦ Neighborhood & Community Services
- ✦ WAVE
- ✦ Legal
- ✦ Accounting
- ✦ Film Office
- ✦ Human Resources
- ✦ Inventory Control
- ✦ Police & Fire Pension
- ✦ Treasury
- ✦ Office of Strategic Initiatives
- ✦ Environmental
- ✦ Court Referral Office
- ✦ Museum of Art

# City of Mobile Organization Chart



## CITY OF MOBILE CITIZENS



**AUTHORIZATION**  
 Adopted May 22, 2006  
 Revised Oct 30, 2009  
 Samuel L. Jones - Mayor of Mobile  
 10/30/2009 3:57 PM



# ***What has My Department Accomplished Using CitiSmart Methods ?***





# Human Resources

## Leslie Westerberg

- ▶ **Completed audit of Health Plan deductions.** Fixed discrepancies, collected additional funds.
- ▶ **Collaborated with Personnel Board and OLIN Corporation**
  - Used internal resources to provide training
  - Arranged use of Skid Car for law enforcement training
  - Used free / low cost grant-sponsored training
- ▶ **Convened Injury Task Force with Public Works Trash Division**
- ▶ **Attended training by federal Immigration Customs Enforcement (ICE)**
- ▶ **Collaborated with Mobile County, Springhill Hospital & American Heart Association Wellness Week activities**
  - Ribbon cutting for downtown walking trail
- ▶ **Ongoing successes:**
  - Fitness Center Reimbursement
  - Annual Employee Health Fair
  - DriveCam installation & monitoring
  - Employee recognition programs (Crystal Ball Awards, Employee Suggestion Program, Service Pins)
  - Safety Manager's involvement in departments' Accident Review committees
  - Drug & Alcohol testing





# Legal Larry Wettermark



- **Neighborhood Renewal Program**

Collaborated with MHDC, Engineering, Real Estate, Finance, GIS and Administrative Services and Community Affairs.

Quiet Title Act creates a new statutory procedure: city can secure marketable title to tax sale properties.

- **Transition of HUD programs from Mobile Housing Board to City Administration**

Real Estate, PAE and Engineering managed millions of dollars worth of projects to meet HUD deadlines.

Now supporting newly formed Community Planning Department which serves as program administrators.





# Public Safety & Enforcement

**Chief of Staff, Al Stokes**

**Police Department**

**Chief Williams**

**Fire-Rescue Department**

**Chief Dean**

**Municipal Court**

**Urban Development**

**Laura Clarke**

**Animal Shelter**

**Ellen Lursen**





# Fire-Rescue Department Chief Dean



- Returned **\$3,785,031.81** to City  
Mainly OT /attrition  
10.14% of overall budget

Result of very close management / supervision during challenging financial situation





# Municipal Court

## Amnesty:

Collaboration w/MIT and PD  
Court personnel handled 3506 cases  
Collected over **\$650,000**



Capability to E-swear to E-Citations

Opening of WAC office (Magistrate onsite for e-swear)

Carpeting of courtrooms and painting / carpeting of clerk's office





# Urban Development

## Laura Clarke



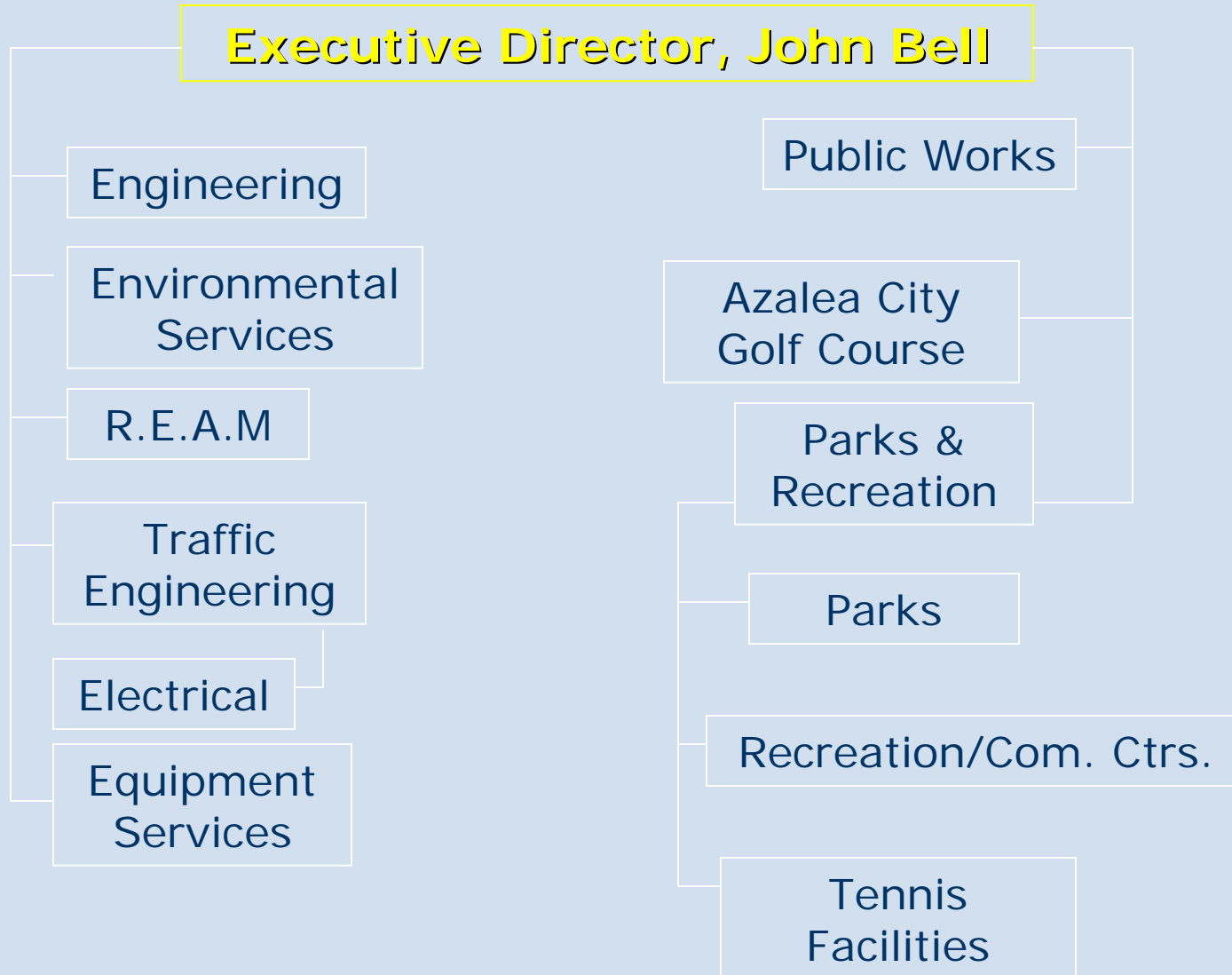
**Overall Performance Standards averaged  
98% - 100% for each Reporting Period**

**Critical equipment replaced:  
crane**



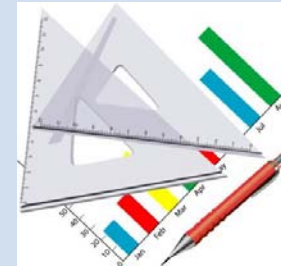


# Public Services





# Engineering Nick Amberger



## + CitiSmart process:

Continues to help Engineering refine presentations to better communicate activities/needs relative to City's infrastructure.

## + Development Web Portal:

Collaborative effort to reorganize City's website relative to permitting/developing will pay dividends to development community.

Should reduce city staffers' time/expense in answering permitting/development questions.





# Environmental Services

## Ray Richardson

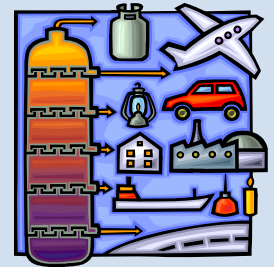
### Propane Conversions EECBG Grant

**\$1,928,000** for all projects

Retrofitted at this time:

15 Public Works vehicles (Ford F150)

2 Crown Victoria



### Departmental Drive

Important documents and forms now posted for viewing both departmentally and interdepartmentally.

### Modifying project slide

Include more comprehensive documentation  
Allowing more precise tracking of projects  
Provides outside links related to project





# Equipment Services/ Motor Pool Richard Aikens

## Door Jack

Collaboration with CitiSmart Team

Holds door for technician

Replaces person holding door, frees  
2d technician to work another project





# Public Works John Windley

**CitiSmart Presentations led to:**

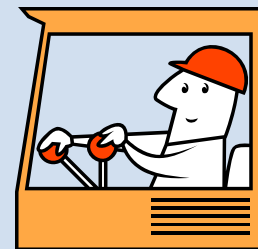
**Purchase of trash trucks**

**Enhanced safety due to DriveCam purchase**

**Hiring of temporary laborers (some now permanent)**



WE PURCHASED OUR HINO'S BECAUSE OF THE LOW COST OF OPERATION. —CITY OF MOBILE, MOBILE, ALABAMA





# Parks and Recreation

## Rick Rambeau



### Collaboration:

With Keep Mobile Beautiful for recycle bags, saving up to several thousand dollars per year.

### Successes:

- Ditch mowing cycle time dropped from 208 to 121 days
- Disciplinary actions at lowest level since records started in 2007
- SROs received dropped 26% from 1202 to 890
- New work order system enables performance measurement





# Admin. Services and Community Affairs

Executive Director, Barbara Drummond

Mobile Information  
Technology (MIT)

Geographic Information  
Systems (GIS)

Neighborhood and  
Community Services

Keep Mobile Beautiful

Public Affairs



# MIT/Telecommunications

## Sue Farni

### Online Sales Tax filing (e-Mobile)

Completed July

April added ability for county business filers



### Executed Frequency Reconfiguration Agreement

Rebanding 800 MHz Public Safety Radio System

First payment received last April

### Implemented call recording system in the 311 Center





# GIS

## Scott Kearney



### **Collaboration w/ UDD on Land Use Survey**

Over 90,000 addresses verified and inventoried utilizing mobile mapping devices.

### **2010 Census Challenge**

Working w/ U.S. Census Bureau in challenging official population count of the City, 12,673 households not counted.

### **Neighborhood Renewal Program**

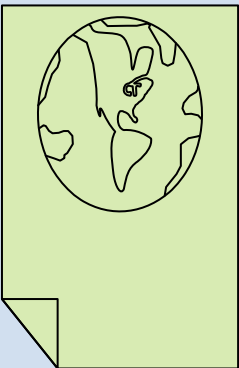
Coordinated w/ Legal Department and Administrative Services and Community Affairs Division to identify and map properties eligible for the Neighborhood Renewal Program (NRP).

GIS developed a web service that supports the public NRP website.

### **Web Mapping Applications**

Upgraded and consolidated existing web mapping applications for the following benefits:

- More interactive interface
- Faster (utilize cached data)
- More tools
- Streamlines maintenance
- Increases usage
- Consolidates 6 existing apps into 1



### **iPad Web Mapping Application**

Created our first public web mapping application designed for iPad / tablet users



# Neighborhood & Community Services

## Ann Rambeau



### Marketing, Participation and Awareness

- Increased participation in produced events –  
Art Walk averaged more than 1,000 participants per month without paid advertising
- Continued use of Facebook as free marketing, adding 400 friends of the Art Walk in a single month as an anniversary promotion
- Increased website hits by 50,000
- Increased venues and ticket sales for BeerFest resulted in significant hotel room- night increase





# Keep Mobile Beautiful Bob Haskins

## Bulb Eater:

Operational as of July 1, 2011

Collaboration w/ Electrical Department

Filled one 55 gal. drum

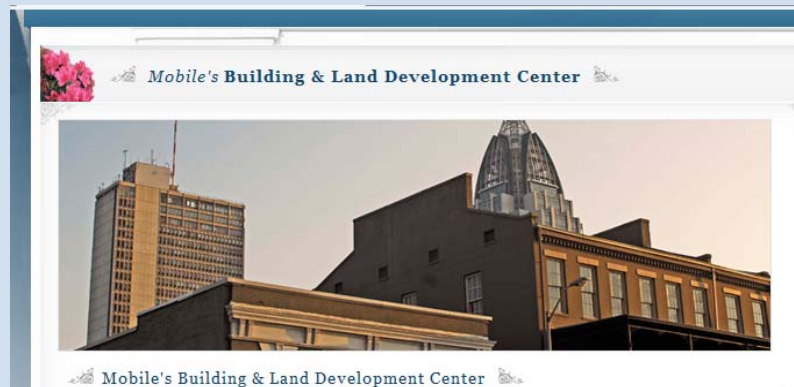
959 bulbs "eaten"





# Public Affairs Adam Buck

- ② Coordinating update to city's online event calendar (ongoing)
- ② Completed NIMSCAST certification process
- ② Completed and implemented Building & Land Development Center webpage





# Financial Services



Executive Director, Barbara Malkove

**Police-Fire  
Pension**

**Accounting**

**Revenue**

**Treasury**

**Budget**

**Purchasing**

**Inventory  
Control**



# Accounting/Payroll

## Pat Aldrich



### E-Checks

Partnered with MIT, developed paperless application for payroll check stubs

**Saving @ \$4,000** in blank check stock and many man hours

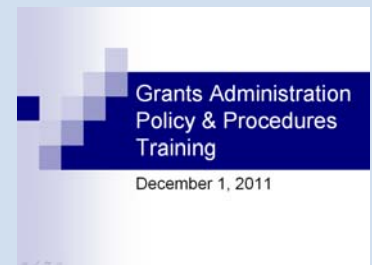
Reduced by 68% number of returned checks from FY10 to FY11

Successfully assumed accounting for five major entitlement programs (HUD)

Drafted new accounting polices on Fund Balance, Fixed Assets and Grants Administration.

Prepared / taught Grants Administration Policy class

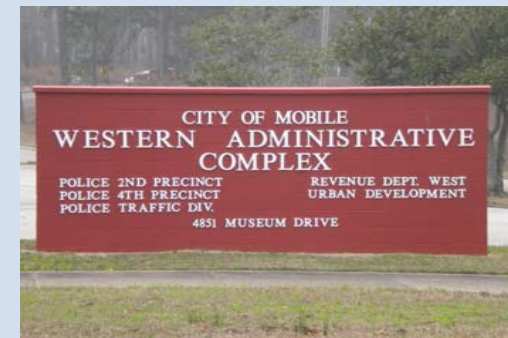
Received *Certificate of Achievement for Excellence* in Financial Reporting for Comprehensive Annual Financial Report





# Revenue Gwen Hall

- **Continued critical mission accomplishment despite reductions in personnel and budget**
- **Collaborated w/ MIT, Treasury, and Accounting:**
  - On-Line Filing (E-Mobile)
  - Tax Payments
- **Increased Businesses visiting Satellite office**
  - Excellent customer service
  - Convenience





# Treasury

## Pandora Cunningham

**Online check stubs:**

Increased efficiency

Time reduced from hours to @ 30 minutes





# Budget Bubba Young

Collaborated with CitiSmart Team to prepare presentations regarding budget issues.





# Purchasing John Paine

**Single contact number for  
auctions 208-6285 :**

**Increased efficiency**

Number of calls handled by PD dropped  
from 15-20 per day to 1-2 per month





# Cultural & Civic Development

Executive Director, Robert O. Bostwick, Jr.

**Public Library  
System**

**Historic  
Development**

**Mobile Museum of  
Art**

**Museum of Mobile**

**Mobile Film Office**



# Public Library Spencer Watts

- **Revitalization / Resurgence in Registrations for Summer Library Program:**  
22.38% increase in registrations. On-site registrations increased by 33%
- **Continuing to Meet Robust Demand:**  
Active library card registrations grew to over 190,000
- **Introduction of Low Cost Services:**  
Instituted a new Xpress collection  
Installed a Facebook Page, averaging over 600 unique users per week
- **E-books: Received first order of e-books in December**
- **Continuing Effort to Improve Processes:**  
Streamlined and re-engineered return routines at West Regional Branch  
Media case conversions (increased efficiency and decreased repetitive stress problems)
- **Ongoing Benefits from Cross-Training: Able to do a better job with fewer people**
- **Safety: New safety meetings, helped reduced injuries**
- **Upgrade of Network Internet Connection and Library WAN:**  
Upgraded Internet connection, increasing bandwidth to 20 Mgb  
Improved WAN, and increased capacity at Main and Toulminville  
Upgraded integrated circulation system
- **Grant Funds:**  
Have helped with a number of projects:  
Public service computers at three branches  
Lego building blocks.





# Historic Development Devereaux Bemis

With CitiSmart Staff, **hosted a series of webinars** on Archives and working with the public. Every archive in the City had representation for at least one session.

## Taught Preservation Leadership Class

30+ attendees  
6 week course





# Mobile Museum of Art



## Significant decrease in electrical expense since 2009.

From FY2009 to FY2010: \$71,394 decrease in electrical costs

**FY2011: another \$70,949 decrease**

**Overall 33% decrease**

Key Collaborators:

**J. Bradley Christensen – A&E**

**Richard Safin – Mechanical Maintenance**

**Mark Thomas – Electrical**

**Doug Jones – Electrical**

**Brian Holmes – Mechanical Maintenance**



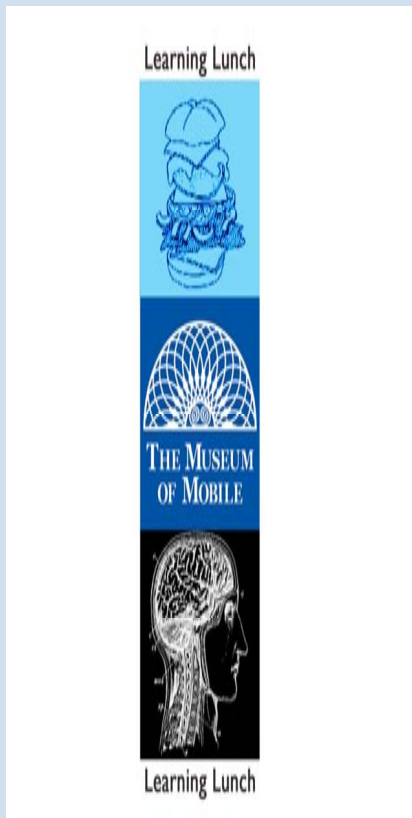


# Museum of Mobile

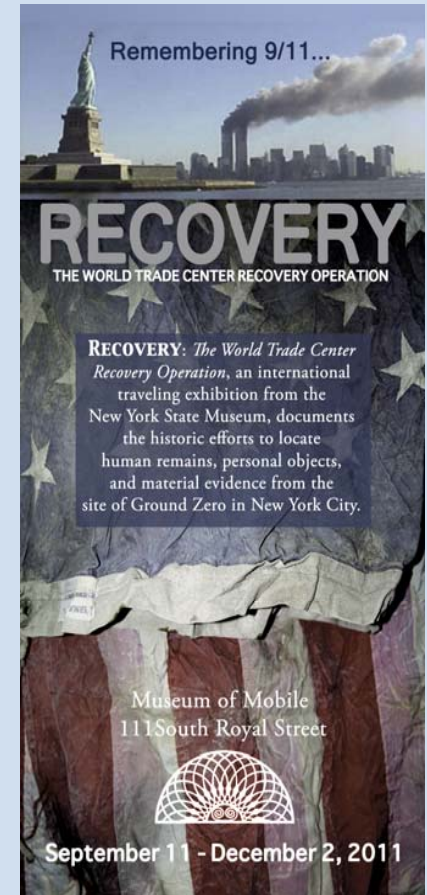
## David Alsobrook

Launched new free scholars' program,  
**Learning Lunch**

Working with Police, Fire Depts and local EMT services,  
opened ten-year anniversary of 9/11 with exhibit:  
**Recovery**



**Fort Conde**  
Renovations  
continue





# Film Office Eva Golson



Record year:  
72 projects





# CitiSmart

## Bill Harkins

### Websites:

- Intranet improvement
- CitiSmart site on City's site
- Web Portal for Development Info

### P.A.R.C.A.'s

### Smart Budget/ Performance Plans:

- Used Critical Issues in every CitiSmart Brief
- Executive Director level with Mayor





# Thank You!!!

