

**FISCAL YEAR 2025-26 ANNUAL WORK PROGRAM  
GENERAL GOVERNMENT DEPARTMENT**



Adopted March 18, 2025

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## **EXECUTIVE SUMMARY**

### **Introduction and Purpose**

The FY 2025-26 Annual Work Program summarizes projects and work efforts proposed for the general administration and organizational oversight functions of the General Government Department (Department) for the upcoming fiscal year, considering both ongoing, existing commitments and potential new projects. It is intended to provide the City Council with an overview of the current work of the Department and an opportunity to consider and give direction concerning the Department's future work. The Annual Work Program creates a regular mechanism for Council to share ideas for new work efforts and discuss the work priorities. It encompasses the work of the department's divisions, which includes the City Manager's Office, the City Clerk Division, the Community Relations Division and the Human Resources/Risk Management Division.

The Annual Work Program considers how the work of the General Government proposed for the upcoming year will support the City's Mission Statement and Core Values, as articulated in the City's Strategic Plan. It furthermore is intended to serve as a basis for budget plan development.

### **Department Staffing and Organizational Structure**

#### **Recent Changes**

The General Government Department underwent several staffing changes during FY 2024-25.

The Department began the fiscal year with the retirement of the City's long-time front desk Office Specialist. The position was filled in August of 2024, and the new Office Specialist has now been onboarded by the City Clerk's Division. This role was previously staffed as a part-time position (0.9 full-time equivalent, (FTE)) but is now full-time (1.0 FTE) since October of 2024.

Previously, the Department shared a full-time Management Assistant position with the General Services Department. The position was considered a 0.25 FTE in the City Manager's Office which historically provided support to the City Manager's Office Division. The position is now assigned solely to the General Services Department and is no longer assigned to the City Manager's Office as of March 2025.

Shortly before the beginning of FY 2024-25 in May of 2024, the former Management Analyst was promoted into the role of Assistant to the City Manager. The former Assistant to the City Manager had been serving as the Public Works Business and Administration Manager for the prior 6 months. The vacancy caused by the former Management Analyst's promotion was filled in February 2025 by the Department's Public Records Specialist, leaving a new vacancy in the City Clerk's Division.

The Human Resources/Risk Management Division currently has one vacancy due to the retirement of the long-standing Human Resources Analyst, which was filled by the Department's Human Resources Technician. The now vacant Human Resources Technician position was a full-time position shared with the City Attorney's Office budgeted as 0.5 FTE. For FY 2025-26 and FY 2026-27, the position is proposed to be budgeted as 1.0 FTE in the General Government Department.

Finally, as of February of 2025, the City Clerk recently assumed supervision of the Planning Commission Clerk (1.0 FTE), previously overseen by the Planning and Environmental Review Department.

### Current Staffing

Available staff capacity is a fundamental constraint on the work that the General Government Department can undertake at any given time. Many projects are multi-year efforts, which are still in process and require a continued commitment of resources. Taking on new projects is possible only to the extent that staff capacity becomes available through the completion of existing commitments or new staffing resources are dedicated. When fully staffed, the Department consists of a total of 18.0 FTEs. The staffing of these divisions is further detailed below. Figure 1 below shows the organization structure of the whole Department.

The Annual Work Program is preliminary to the City's two-year budget plan adoption. It assumes a total of 18.0 FTEs available, consisting of 5.0 FTEs in the City Manager's Office, 6.0 FTEs in the City Clerk's Division, 4.0 FTEs in the Human Resources/Risk Management Division, and 3.0 FTEs in the Community Relations Division.

**City Manager's Office**

<b>POSITION TITLE</b>	<b>FTE</b>
City Manager	1.0
Assistant City Manager	1.0
Assistant to the City Manager	1.0
Management Analyst	1.0
Executive Assistant	1.0
<b>TOTAL FTEs</b>	<b>5.0</b>

**City Clerk's Division**

<b>POSITIONSTITLE</b>	<b>FTE</b>
City Clerk	1.0
Deputy City Clerks	2.0
Public Records Specialist	1.0
Planning Commission Clerk	1.0
Office Specialist	1.0
<b>TOTAL FTEs</b>	<b>6.0</b>

**Community Relations Division**

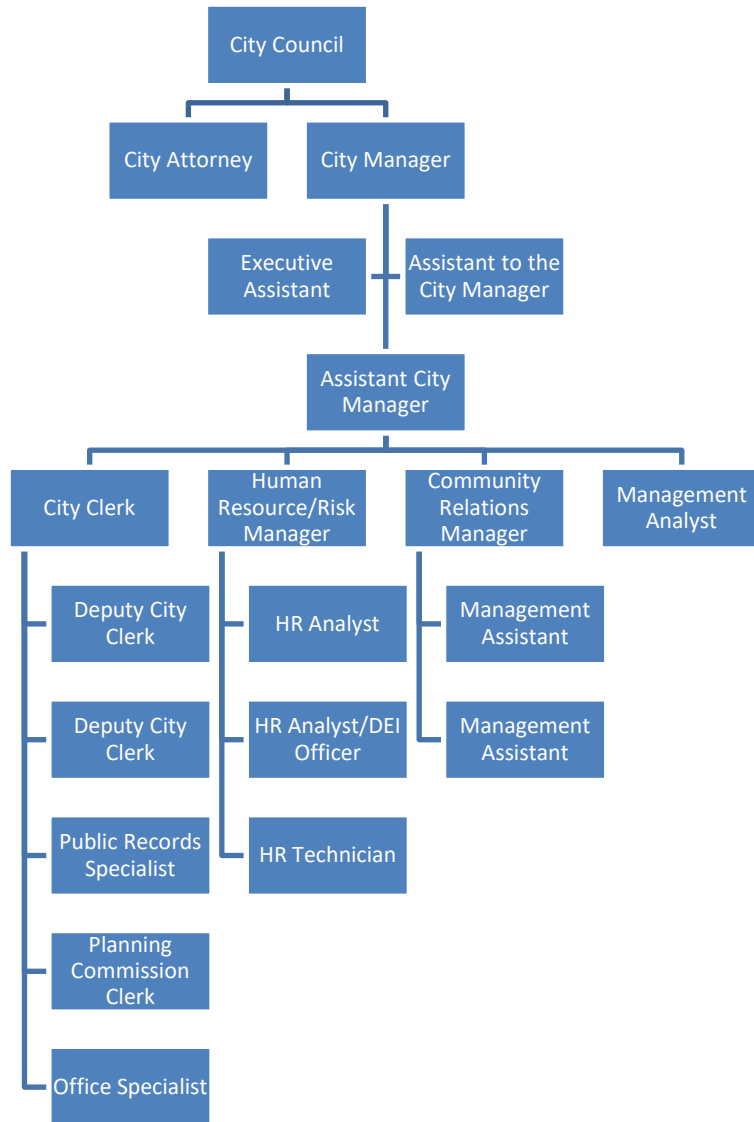
<b>FULL-TIME POSITIONS</b>	<b>FULL-TIME EQUIVALENT (FTE)</b>
Community Relations Manager	1.0
Management Assistant	2.0
<b>TOTAL FTEs</b>	<b>3.0</b>

**Human Resources/Risk Management Division**

<b>FULL-TIME POSITIONS</b>	<b>FULL-TIME EQUIVALENT (FTE)</b>
Human Resources/Risk Manager	1.0
Human Resources Analyst	1.0
Human Resources Analyst/DEI Officer	1.0
Human Resources Technician	1.0
<b>TOTAL FTEs</b>	<b>4.0</b>

Department Total: 18.0 FTEs

**Figure 1: General Government Division organizational chart**



**Workload Considerations**

As the projects and initiatives of other departments increase, so does the workload of all Divisions of the General Government Department. For the City Manager’s Office, the workload also varies as unplanned events occur that require immediate, and sometimes prolonged, response. The division has limited clerical support, with one (1) position supporting nine (9) people (five councilmembers, two executive managers, and two additional management and professional staff) and many administrative functions of the division.

For the City Clerk’s division, more special meetings and workshops of the City Council and its boards, commissions and committees in response to the growing workload across

the organization directly correlate with an increase in volume of work for the Clerk Division. Additionally, more staff in City Hall means a greater support services workload, as well.

The Community Relations Division supports the City as it continues to increase its outreach efforts. Like the City Manager's Office, the workload also varies as unplanned events occur. This includes natural disasters, public health emergencies, and other potential crisis situations. In addition, the Community Relations Division workload is affected as outreach needs arise across City departments.

As other departments have vacancies and bring on additional staff, there is a corresponding increase in Human Resources/Risk Management's workload. The number of City staff has been increasing as the City matures. Finally, as additional vehicles, facilities and operations are added, Risk Management responsibilities increase, too.

## **CITY MANAGER’S OFFICE**

### **Role of the Division**

The City Manager’s Office is responsible for providing direct support to the City Council in developing and executing policy by directing and coordinating the operations of the City and providing leadership and direction to all City Departments. The City Manager is responsible for managing day-to-day operations of the City.

Several significant programs are also run from the City Manager’s Office. The Public Safety Program includes direct oversight of the Santa Barbara County Sheriff and Animal Services Contracts (and the associated responsibilities such as contract negotiation, invoicing and compliance reporting), coordination with the County Fire District, and staffing the Public Safety and Emergency Preparedness Committee. The Economic Development Program involves implementation of the Economic Development Strategic Plan and staffing the Economic Development and Revitalization Committee. The Legislation Program involves recommending an annual Legislative Platform and engaging in legislative advocacy throughout the year. The City Manager’s Office also oversees the development and tracking of the City’s Strategic Plan initiatives, strategies, and objectives in the City’s Two-Year Strategic Plan. Additionally, the division oversees and provides guidance for the Annual Work Program development and presentation process for each City Department.

### **Programs/Ongoing Work Efforts**

Table 1 below lists the ongoing responsibilities and programs that the City Manager’s General Government Division carries out on a day-to-day basis. The table also does not reflect any work efforts associated with responding to and managing unplanned or emergency events.

**Table 1: Day-to-Day Staff Responsibilities**

<b>ADMINISTRATIVE</b>
Providing administrative support to the City Council
Providing management and oversight of all City departments and functions
Department staff supervision
Citywide budget oversight and management
Tracking, managing and reporting City Council requests
Contract management
Coordinating/Scheduling meetings
Ensuring transparency of City finances, communications, operations, policies and programs
City Council meeting agenda forecasting, management and production
Managing organizational needs and ensuring a positive, productive, transparent and responsive organizational culture
Public Safety and Emergency Preparedness Committee oversight
Economic Development and Revitalization Committee oversight

Grant Management
<b>PROGRAMS</b>
Economic Development - Implement the objectives identified in the Economic Development Strategic Plan (Meet Me in Old Town Events Series)
Public Safety (Law Enforcement, Animal Services, Fire Liaison)
Performance Measurement Program oversight and updates
Strategic Plan oversight and updates
Oversight of the City's Legislative Advocacy Program, Legislative Platform and lobbyists
Oversight of outside agency issues impacting Goleta
Oversight of departmental and agency-wide work programs
Actively collaborate and participate in regional initiatives or partnership such as economic vitality and childcare efforts
<b>SPECIAL PROJECTS</b>
Conducting special analyses, studies, assessments and surveys as directed by the City Council
Drafting of policies, programs, resolutions and ordinances as needed to carry out City Council direction
Development and implementation of various policies per City Council direction
Oversight of the LEAD Goleta Program
Oversight of emergency response in the City as needed

**Key Accomplishments and Milestones**

Over the past year, the General Government Division of the City Manager's Department can point to several complete and near-complete initiatives as shown in Table 2 below.

**Table 2: Key Accomplishments and Project Milestones, FY 2024-25**

<b>PROJECT</b>	<b>STATUS</b>
Recruited, hired, and onboarded a new Public Works Director	Completed
Oversaw November 2024 Election for two (2) City Council seats (District 3 and 4), Mayor's seat, and local Measure, and the associated education campaign in coordination with the City Clerk and Community Relations Division	Completed
In coordination with a professional consultant, the Human Resources/Risk Management Division, and a DEI Team comprised of City department representatives, developed a citywide Diversity, Equity and Inclusion initiative.	Completed
Developed options for childcare initiatives, and oversaw execution of grant funding agreements with various agencies to fund childcare efforts	Completed
In coordination with the South Coast Chamber of Commerce, Public Works, and the Community Relations Division, conducted Meet Me In Old Town Events in alignment with in with the Economic Development Strategic Plan	Completed

In coordination with the South Coast Chamber of Commerce, implemented TechTopia marketing and branding initiative in alignment with the Economic Development Strategic Plan	Project May 2025
Developed and implemented Old Town Pride of Place (POP) Grant Program in alignment with the Economic Development Strategic Plan	Projected May 2025
Updated the 2025 Legislative Platform.	Completed
In coordination with Neighborhood Services negotiated a shared use agreement for recreation resources with the local school districts	Completed
Coordinated Mexican Independence Day Festival which took place at Goleta Community Center for the first time.	Completed
In coordination with the Finance Department, successfully issued bonds and secured favorable financing terms to support critical local projects	Completed
Carried out groundbreaking ceremony for the Goleta Train Depot construction project	Completed
Phase 2 – STVR Program - Review and analyze STVR data and work with consultants and City staff in evaluating the overall STVR program and discuss results and findings with City Council. Receive feedback on policy direction and potential STVR ordinance updates from City Council (In coordination with the Finance department).	Projected April 2025
Conduct negotiations with labor representatives over a master Project Labor Agreement in coordination with the General Services Department.	In Progress
Host CycleMAYnia Mayor’s ride	Projected May 2025
Issue RFP for Legislative Consultant	Projected May 2025
Update Naming Policy	Projected June 2025

**Fiscal Year 2025-26 Projects**

Throughout FY 2025-26, the City Manager’s Office will continue to support the ongoing work efforts as described above in Table 1. However, several new work efforts, projects and programs have been identified, either by the City Council or the City Manager, and have been included in Table 3 below. These items are proposed as additions to the Division’s work program for FY 2025-26. Resources will be prioritized to complete current projects to free up capacity to take on new projects and work efforts as the fiscal year progresses.

**Table 3: Fiscal Year 2025-26 Projects**

	PROJECT	ESTIMATED COMPLETION
1	Support the delivery of Project Connect, Cathedral Oaks Crib Wall, the San Jose Creek Multi-Purpose Trail, Goleta Train Depot, and Library ADA Improvements Projects	June 2026
2	In collaboration with Public Works, incorporate the Vision Zero approach in all CIP and maintenance project and specific techniques to achieve Vision Zero	October 2025
3	Review defined contribution plan options (Plan 457b) to further diversify investment options for staff and ensure fiduciary duty is met in coordination with HR and Finance	August 2025
4	Research process for enrollment in AARP Age-Friendly Community Network	June 2026
5	Issue an RFP for the café concessions at the Goleta Train Depot	September 2025
6	Develop public art installation policy	June 2026
7	Strengthen parking enforcement and make adjustments to parking regulations Citywide as deemed necessary.	October 2025
8	Provide oversight to Public Works and Finance to evaluate the City's streetlighting assessment rates	June 2026
9	Renegotiation of MOU for Fire Station 10	June 2026
10	Continue implementation of childcare and grants and develop other childcare initiatives	June 2026

**Long Range Projects Contingent on Staff Capacity**

The following prospective projects in Table 4 below represent long-range work efforts that exceed the division's expected FTE capacity for Fiscal Year 2025-26. However, in the event staff capacity becomes available, then new projects will be taken up in the priority shown below.

**Table 4: Long-Range Projects Contingent on Staff Capacity**

	PROJECT	ESTIMATED COMPLETION
11	Explore RFP to analyze the best use of the triangle property.	TBD
12	Explore a deeper re-envisioning of the City's 2-Year Strategic Plan.	TBD
13	Explore potential acquisition of the MOT site in coordination with the Neighborhood Services and General Services departments.	TBD
14	Develop Broadband Initiatives (i.e., community Wi-Fi at GCC).	TBD

15	In coordination with Parks and Open Space (PW) encourage and help facilitate public trail access from the community to the rural foothills and mountainous areas of the Los Padres National Forest.	TBD
16	Coordinate and oversee the effort to encourage and/or provide incentives for Goleta employers to provide new housing for their employees near the employers' workplace (in coordination with the Planning and Environmental Review Department).	TBD
17	In coordination with the Planning and Environmental Review Department, explore options to support organizations, programs, and policies that facilitate affordable housing for members of the Goleta workforce, such as first responders, teachers, and nurses.	TBD
18	Evaluate potential revenue enhancement options in coordination with Finance.	TBD
19	Plan for negotiations for the upcoming expirations in FY 2026-27 of the multi-year agreements with the County Sheriff's Department for law enforcement and County Animal Services' Department.	TBD
20	Econ Dev - Analyze the City permitting process to identify and implement opportunities to improve efficiency and ensure appropriate staffing levels.	TBD
21	Oversight of Old Town Visioning Process in coordination with the Planning and Public Works.	TBD
22	Explore new avenues to enhance Spanish language access of council meetings	TBD
23	Explore opportunities to further address Revenue Neutrality Agreement with the County	TBD

## **CITY CLERK DIVISION**

### **Role of the Division**

The City Clerk is the local public official who administers democratic processes such as elections, access to City records, and all legislative actions ensuring transparency to the public. The City Clerk serves on the City's executive management team. The City Clerk acts as a compliance officer for federal, state, and local statutes including the Political Reform Act, the Brown Act, and the Public Records Act. The City Clerk Division provides administrative support to all departments for the City Council agenda process, records management, and commission liaison training. The City Clerk's Division also manages the citywide records retention program.

The City Clerk serves as the election official for the City and oversees all duties related to candidate nomination, ballot measure arguments, as well as the initiative, referendum and recall processes. The Division also manages the City's Conflict of Interest Code which includes serving as the filing officer for over one hundred Form 700 filers.

The City Clerk serves as a liaison between the public and the City Council to provide easy access to information and serve as a guide to open participation in the decision- and policymaking process. The City Clerk is often the first person a member of the public contacts when seeking assistance from City Hall.

The City Clerk also oversees the support services functions in City Hall, including City Hall reception and administrative support, purchase of office supplies, business services and equipment, and other citywide administrative functions.

Effective February 2025, the City Clerk assumed supervision of the Planning Commission Clerk, which had previously been overseen by the Planning and Environmental Review Department's Administrative Division. The Planning Commission Clerk assists with the activities and operations of the City Clerk's Office including producing agenda packets, clerking, and preparing minutes for the Planning Commission, Design Review Board, and Historic Preservation Commission. This position also provides administrative support and performs related duties as required.

### **Programs/Ongoing Work Efforts**

The table below lists ongoing projects and programs within the current scope of the Division.

**Table 5: Day-to-Day Staff Responsibilities**

<b>MEETINGS/BOARDS/COMMISSIONS/COMMITTEES</b>
Monitor/review Council reports in the Agenda Review Workflow System.
Produce City Council agenda packets including early release packets.

Translate City Council agendas into Spanish in collaboration with the Community Relations Division
Produce the City Council meeting Agenda Forecast for City Manager/Mayor and Mayor Pro Tempore Agenda Review.
Clerk and Prepare Minutes for City Council, Goleta RDA Successor Agency, and Goleta Facilities Financing Authority meetings.
Produce agenda packets for Design Review Board, Historic Preservation Commission, and Planning Commission Meetings
Clerk and Prepare Minutes for Design Review Board, Historic Preservation Commission, and Planning Commission Meetings
Provide guidance and ongoing training to staff in clerking boards and commissions and in the production of minutes for the Planning Commission, Historic Preservation Commission, Design Review Board, Parks and Recreation Commission, Public Engagement Commission, Public Tree Advisory Commission and the Library Advisory Commission.
<b>ADMINISTRATION</b>
Coordinate the execution and record keeping of ordinances, resolutions, contracts, agreements, and other official documents approved by the City Council.
Accept service of summons, subpoenas, claims, and other legal documents on behalf of the City and its officials.
Oversee the Goleta Municipal Code updates/supplements.
Oversee the publication of and posting of legal notices as mandated by State law for all city departments.
Oversee Recruitments for Commission Appointments.
Oversee Government Access Channel 19, airing the meetings of City Council and applicable boards and commissions, and coordinating other content and information programming with Community Relations
Oversee City Council Chamber audio visual equipment and schedule maintenance and upgrades of equipment as necessary.
In coordination with the Mayor and Mayor Pro Tempore administer and schedule requests for recognition.
Standing Committee Administration – provide support for Committee liaisons: web posting, community calendar posting, Brown Act compliance, and proper meeting procedures.
Conflict of Interest Code - Fulfill the state requirement to maintain and update the City's Conflict of Interest Code which designates the employees, elected officials, commissioners and consultants that are required to file Form 700 Statements of Economic Interests. There are over one hundred elected officials, employees, commissioners, and consultants who file a Form 700 with the City Clerk. The City Clerk administers the E-filing system and conducts compliance audits.
Agenda Support – The City Clerk's Division trains new hires and current employees and liaisons to City boards and commissions on how to utilize our agenda management software including Legistar, Media Manager, GovDelivery, Vision Live, Channel 19 scroll and Adobe Acrobat.
Budget - The Clerk manages the division budget throughout the fiscal year.

AB1234 Ethics Training Compliance - Ethics training is required under state law for certain elected or appointed officials. The City Clerk is responsible for the notification, filing, tracking, and follow up enforcement related to the biennial ethics training requirement.
Participate in the bid opening process by ensuring transparency and proper documentation throughout the bidding process; maintain records of bonds received for various City projects.
Notarize documents on an as-needed basis.
Virtual Council Chambers – provide virtual meeting training and support as needed for City Council, Planning Commission, Historic Preservation, Design Review Board, Public Tree Advisory Commission, Parks and Recreation Commission, Public Engagement Commission, and Library Advisory Commission using the City’s virtual meeting platform.
Coordinate scheduling of Spanish language interpreters for all City Council meetings.
<b>RECORDS MANAGEMENT</b>
Update the city’s records retention policies, train employees on records policies and oversee records destruction processes.
Respond to internal and external information and research queries and Public Records Act requests.
Maintain records of all City contracts - processing, imaging and storage.
Maintain the master paper and electronic filing of City projects and property development records.
<b>ELECTIONS</b>
Effectively administer and coordinate Municipal Elections - The City Clerk has numerous official duties that are required by the State Elections Code.
<b>SUPPORT SERVICES</b>
Supervise the Office Specialist /Front Desk Coverage
Oversee the Centralized Office Supplies Ordering/Inventory.
Oversee the Division’s Invoice Processing; Budget Support.
Oversee Leases for Contracted Business Services – Printers/copiers, mail.

Table 6 below provides a list of the City’s Boards, Commissions, and Standing Committees.

**Table 6: City Boards, Commissions and Standing Committees**

<b>BOARDS, COMMISSIONS, COMMITTEES</b>	<b>DEPARTMENT/LIAISON</b>
Design Review Board	Planning and Environmental Review
Historic Preservation Commission	Planning and Environmental Review
Planning Commission	Planning and Environmental Review
Library Advisory Commission	Neighborhood Services/Library
Parks and Recreation Commission	Neighborhood Services/Parks and Recreation

Public Engagement Commission	City Manager/Community Relations
Public Tree Advisory Commission	Public Works
Mosquito and Vector Management District of Santa Barbara County	Public Works
Santa Barbara Airport Commission (Endorsee)	City Clerk Division
Santa Barbara County Library Advisory Committee	Neighborhood Services/Library
Economic Development and Revitalization Standing Committee	City Manager
Energy/Green Issues Standing Committee	Planning and Environmental Review/Sustainability
Finance and Audit Standing Committee	City Manager/Finance
Goleta Beach Park Standing Committee	City Manager/Neighborhood Services/Planning and Environmental Review
Homelessness Issues Standing Committee	Neighborhood Services
Human Services Standing Committee	Neighborhood Services
Naming Standing Committee	City Manager/Public Works
Ordinance Review Standing Committee	City Manager/City Clerk
Public Safety & Emergency Preparedness Standing Committee	City Manager
Town and Gown Standing Committee	City Manager
Watersheds and Waste Reduction Standing Committee	Public Works/Environmental Services

**Key Accomplishments and Milestones**

Over the past year, the City Clerk Division of the City Manager Department can point to several complete and near-complete initiatives:

**Table 7: Key Accomplishments and Project Milestones, FY 2024-25**

<b>PROJECT</b>	<b>STATUS</b>
In coordination with the Community Relations Division, implemented translation of City Council Meeting agendas into Spanish	Completed
In coordination with the Community Relations Division, implemented live Spanish language interpretation at City Council Meetings	Completed
Coordinated recruitment of the City Council’s endorsement to the Santa Barbara Airport Commission	Completed
Recruited and onboarded new front desk Office Specialist	Completed
Coordinated 2024 City Council candidate orientations	Completed

Conducted 2024 Election for (2) City Council seats (District 3 and 4), Mayor's seat, and local Measure	Completed
Onboarded newly elected Councilmember	Completed
Distributed iPads to members of all City Boards and Commissions to reduce waste and promote best practices in sustainability	Completed
Working with the City Attorney, schedule bi-annual Brown Act Training for City Council, Boards and Commissions	Projected March 2025
In coordination with the Assistant City Manager, review and update the City Council Rules of Decorum and Procedure (last updated September 2018)	Projected April 2025
Improved Government transparency by adding all past City Standing Committee archives and agendas to the City website's Meetings and Agendas page	Projected June 2025
Upgraded equipment in the Chamber to include YouTube options that can include closed captioning in video playback and a digital archive for residents to access meetings after they end.	Completed

**Fiscal Year 2025-26 Projects**

Throughout FY 2025-26, the City Clerk Division will continue to support the ongoing work efforts as described above in Table 5. As time and staff capacity allow, staff will prioritize its resources to complete current projects to free up capacity to take on other projects and work efforts as the fiscal year progresses. Table 8 below contains new work efforts that the Division plans to complete.

**Table 8: Fiscal Year 2025-26 Projects**

	PROJECT	ESTIMATED COMPLETION
1	In coordination with General Services, research options for a Citywide Enterprise Content Management System (ECM) including contract management workflows and secure record storage to improve City staff efficiency and ensure best practices for records management.	October 2025
2	In coordination with General Services and IT, institute records request automatization through a request management system	July 2025
3	Coordinate Appreciation Event for all City Boards and Commissions	July 2025

**Long-Range Projects Contingent on Staff Capacity**

The following prospective projects represent long-range work efforts that exceed the division’s expected FTE capacity for Fiscal Year 2025-26. However, in the event staff capacity becomes available, then new projects will be taken up in the priority shown below.

**Table 9: Long-Range Projects Contingent on Staff Capacity**

	<b>PROJECT</b>	<b>ESTIMATED COMPLETION</b>
4	Update the Citywide Records Retention Program last adopted 2013	TBD

## COMMUNITY RELATIONS DIVISION

### Role of the Division

The purpose of the Community Relations Division is to provide accurate and timely information and education for the City of Goleta’s many programs, projects and events to all internal and external constituencies and the media. The Division executes the City’s messaging in various forms of communication and seeks to use new technologies as available. The Division is also responsible for supporting community participation, providing emergency public information and creating content for all the City’s informational tools, including the website and social media. The Community Relations Manager serves as the City’s spokesperson. The Division provides support to the City Manager, City Staff, Mayor and City Council through community outreach activities for City projects and programs. The Division strives to ensure Goleta’s diverse community is connected – one way is through Spanish-language outreach. Other responsibilities include managing community events, implementing the employee engagement activities, research and preparation of Public Engagement Commission materials, and special projects for the City Manager and Assistant City Manager.

The Community Relations Manager supports the City Manager as the direct point of contact for routine incident communications with the Santa Barbara County Sheriff’s Office and the Santa Barbara County Fire Department. Timely information is then relayed internally and, if needed, to the City Council and the public. The Division’s Spanish Engagement Specialist provides overall support to the division with an emphasis on engaging the Spanish community. The Management Assistant also provides overall support to the Division with a focus on the website.

### Programs/Ongoing Work Efforts

The table below lists programs within the current scope of the Division. This table does not include unplanned work, e.g., efforts in support of emergency operations and unanticipated events. It is a pivotal time in the City’s history with many projects years in the making coming to fruition. Every department has a strong need for community outreach to inform the public in English and Spanish about all the great progress happening in Goleta.

**Table 10: Day-to-Day Staff Responsibilities**

<b>ADMINISTRATIVE</b>
Interdepartmental coordination and support
Provide website training and support to staff
Manage agreements (e.g., design, banner program, videography, interpretation services, etc.)
Coordination of event giveaways
<b>PUBLIC OUTREACH &amp; COMMUNITY ENGAGEMENT</b>
Create compelling content messaging and visuals for City projects, programs, and events

Share press releases with media and stakeholders, and on all City platforms to the community
Monthly Newsletter (Monarch Press)
Videos for specific projects, community messages and public safety
Goleta TV/Channel 19 videos and slides
Outreach Campaigns to increase community engagement
CIP Outreach
City Council Agenda Summaries
Public Engagement Commission (PEC)
Website Design and Content Management
Management of public outreach tools including the City's websites, GovDelivery (email/text notifications), Nextdoor, social media, and Blackboard Connect (phone notifications)
Coordinating A-Frame signs and light post banners
Creating and posting flyers around town
Library support: press releases, <i>Reading Corner</i> e-newsletter, and website
City Program Outreach: i.e. Coffee & Community, LEAD Goleta Community Academy, Project Connect, Board and Commission Recruitment, Beautify Goleta, Creek Week, Ellwood Mesa Monarch Butterfly Grove, Community Disaster Education course, Goleta CERT Parks and Recreation Month, Go Green Goleta, etc.
Spanish stakeholder agency meetings
Media Relations: available and responsive to media requests - providing informative, timely and thoughtful responses to meet news cycle deadlines
Response to public inquiries
Design and deliver community-specific outreach programs for Goleta's Spanish-speaking community.
Manage and promote GoodlandGoodShopping online business directory
<b>ANNUAL SPECIAL EVENTS</b>
Community State of the City and Chamber State of the Cities
Dam Dinner
Support Other Agency Community Events (Goleta Holiday Parade, Lemon Festival, Mexican Independence Day, Meet Me In Old Town Events, etc.)
Project-related Special Events (e.g., informational events, ribbon-cutting ceremonies, groundbreakings, etc.)
LEAD Goleta Bilingual Community Academy
Coffee & Community / Café y Comunidad
Goleta Old Town Holiday Parade Window Decorating Contest
Annual E-Bike Safety Awareness Week
NatureTrack Film Festival
Lights, Camera, Stroll Holiday Event
<b>OTHER DUTIES</b>
Emergency public information planning and crisis communications for City, and in coordination with the County
Employee engagement and recognition events and efforts
Special projects for the City Manager and Assistant City Manager
Emergency on-call City of Goleta contact

DEI Team member and language initiative coordination
Council meeting events and recognition
Staff recognition (hires, promotions, retirements, City Tiles...)

**Key Accomplishments and Milestones**

Over the past year, the Community Relations Division of the City Manager Department can point to several complete and near-complete initiatives as shown in Table 11 below. Community events are now a larger part of the Community Relations Division’s responsibilities with new events being added, and annual events being improved and expanded upon.

**Table 11: Key Accomplishments and Project Milestones, FY 2024-25**

<b>PROJECT</b>	<b>STATUS</b>
Started Spanish interpretation at City Council meetings in coordination with the City Clerk’s Division	Completed
Launched Old Town Open for Business Campaign	Ongoing
Ellwood Mesa 20 <sup>th</sup> Anniversary event in coordination with Parks and Open Spaces (Public Works) to include ceremony, video, activities, branding, outreach / promotion, etc.	Projected May 2025
Applied for and received a Helen Putman Award for Excellence for LEAD Goleta	Completed
Helped organize Mexican Independence Day Festival and turn it into a larger event	Completed
Helped promote NatureTrack Film Festival at new location	Completed
Secure transportation and decor for City Council Goleta Holiday Parade entries	Completed
Holiday Lights in Old Town – secured donation from Lions Club / GVCC and coordinated installment with Goleta Public Works and Main Street Banners	Completed
Held first Lights, Camera, Stroll event to kick off new Holiday Lights in Old Town	Completed
Started social media spotlights for businesses listed on GoodLandGoodShopping.com	Ongoing
Project Connect education and outreach	Ongoing
Held Coffee & Community events in each district	Ongoing
Promote new Goleta Valley Library temporary location	Ongoing
CycleMAYnia Mayor’s Ride in Old Town	May 2025
Splash Pad ribbon cutting	Projected May 2025
Buena Tierra Ribbon Cutting	Completed
Train Depot Groundbreaking	Completed
City Hall EV Charging Station Ribbon Cutting	Completed
Relaunched Know Your District campaign for 2024 Election	Completed
Continue Old Town Open for Business Campaign	Ongoing

Every year the Community Relations division increases our outreach. Table 12 below provides a summary of the outreach tools data over the last 3 fiscal years.

**Table 12: Fiscal Year Outreach Comparison**

	<b>FY 2023/24</b>	<b>FY 2022/23</b>	<b>FY 2021/22</b>
<b>GovDelivery Subscribers</b>	48,598	41,260*	42,996
<b>GovDelivery Bulletins sent</b>	860	926	925
<b>Website Users</b>	221,068	167,248	191,774
<b>Desktop Traffic</b>	50.86%	52.00%	61.44%
<b>Mobile Traffic</b>	36.09%	46.03%	36.71%
<b>Press Releases</b>	215	217	215
<b>Monarch Press Total Articles</b>	301 (11 issues)	322 (11 issues)	314 (11 issues)
<b>Facebook Followers</b>	6,063	5,758	5,577
<b>Facebook Posts</b>	1,396	1,279	995
<b>Twitter Followers</b>	4,431	4,228	4,009
<b>Tweets/ Retweets</b>	1,224	1,211	996
<b>Instagram Followers</b>	3,277	2,493	1,998
<b>Instagram Posts</b>	1,066	878	233
<b>Nextdoor Bulletins</b>	509	614	557
<b>Videos</b>	55	35	34

\*GovDelivery subscribers decreased slightly from FY 21/22 to 22/23 because we cleaned up the lists.

**Fiscal Year 2025-26 Projects**

Throughout FY 2025-26, the Community Relations Division will continue to support the ongoing work efforts as described above in Table 10. However, several new work efforts, projects and programs have been identified, either by the City Council or staff, and have been assembled in Table 13 below. These items are proposed as additions to the Division’s work program for FY 2025-26. Resources will be prioritized to complete current projects and to free up capacity to take on new projects and work efforts as the fiscal year progresses.

**Table 13: Fiscal Year 2025-26 Projects**

	<b>PROJECT</b>	<b>ESTIMATED COMPLETION</b>
1	Fourth of July Drone Show	July 2025
2	Know Your Zone (emergency info)	December 2025
3	Know Your District Education	June 2026
4	Elevate Old Town Open for Business campaign	Ongoing
5	Support economic development efforts in Old Town / citywide	Ongoing
6	Project Connect videos, outreach and education	Ongoing
7	City Assist: promote and educate community on how to use	June 2026
8	Update LEAD Goleta Community Academy	February 2026
9	MTD Bus Promotion of City Council Meetings	December 2025
10	Vision Zero Initiative – promotion, education, and logo creation	Ongoing
11	Public education on 100-year earthquake anniversary (in coordination with SB County)	Ongoing
12	Partner with Goleta Valley Historical Society to promote GVHS and its events	Ongoing

**Long Range Projects Contingent on Staff Capacity**

The following prospective projects will be priorities in FY 2026-27.

**Table 14: Long Range Projects Contingent on Staff Capacity**

	<b>Project</b>	<b>ESTIMATED COMPLETION</b>
13	City’s 25-Year Anniversary	February 2027
14	Goleta Community Center Turns 100	2027
15	Train Depot Opening	Summer 2026
16	Project Connect Completion	2026/2027
17	San Jose Creek Project	2026/2027
18	Explore feasibility of a city sponsored community event such as the Old Town Community Dinner	TBD

## **HUMAN RESOURCES/RISK MANAGEMENT DIVISION**

### **Role of the Division**

The Human Resources/Risk Management Division provides operational support to all departments in the areas of human resources and risk management.

Human Resources is responsible for maintaining equitable systems of classification and compensation, administering employee health and welfare programs, conducting recruitments and employee selection and orientation, providing the workforce with internal and external training and development opportunities, monitoring performance management, ensuring compliance with employment laws, supporting labor negotiations and administering labor agreements, and maintaining positive employee and labor relations. Human Resources also administers and updates formal policy documents such as the Personnel Rules and the Classification and Compensation Plan.

The Division assists the Assistant City Manager in implementing the City's Diversity, Equity and Inclusion (DEI) programs citywide, including employment initiatives, but also community-related initiatives touching all City departments and divisions. Staff in this division coordinate the citywide staff Diversity, Equity and Inclusion Team.

Risk management provides for the protection of the City's assets through risk identification, avoidance, resolution, and evaluation of public liability insurance, safety, and loss prevention activities and programs. The Risk Management function includes the worker's compensation program, employee safety programs and CalOSHA compliance, and administering and updating formal policy documents such as the Injury and Illness Prevention Program (IIPP). The Risk Management function also oversees general liability programs, including ensuring appropriate liability insurance policies and administering claims. Risk Management also coordinates the Employee Safety Committee.

### **Programs/Ongoing Work Efforts**

The table below lists programs within the current scope of the Division. This table does not include unplanned work.

**Table 15: Day-to-Day Staff Responsibilities**

<b>HUMAN RESOURCES ADMINISTRATION</b>
<b>PERSONNEL ADMINISTRATION</b>
Benefits Administration – Health & Welfare, CalPERS, EAP
Recruiting & Onboarding
Compliance with state and federal reporting regulations
Payroll Coordination
Performance Management/Annual Evaluations Program
<b>TRAINING AND DEVELOPMENT</b>
New Employee Orientation
Employee Development Training

Supervisory Training
Statutorily Required Training
<b>EMPLOYEE AND LABOR RELATIONS</b>
Classification System and Salary Plan Maintenance
Policy Development/Implementation
Personnel Rules maintenance
Employee Relations (Negotiations, Grievance Resolution, Discipline)
Attendance, Leaves of Absence, Accommodations
<b>DIVERSITY, EQUITY AND INCLUSION</b>
Diversity, Equity, and Inclusion Officer duties
<b>RISK MANAGEMENT</b>
CJPIA Risk Management Evaluation/Loss Cap Program
Advise Departments on Risk Avoidance/Transfer/Mitigation
Claims Process: Track/Manage/Coordinate with Contract Claims Adjustor
Insurance Certificates Processing
Contracts/Agreements Review – insurance requirements
Employee Safety Program/Injury and Illness Prevention Program (IIPP)/Employee Safety Committee
Audit/Update Property Schedule
Annual Renewals for All Lines of Insurance Coverage
Workers' Compensation Program
CJPIA Training Programs

**Key Accomplishments and Project Milestones**

Over the past year, the Human Resources/Risk Management (formerly “Support Services”) Division of the City Manager Department accomplished several complete and near-complete initiatives:

**Table 16: Key Accomplishments and Project Milestones, FY 2024-25**

<b>PROJECT</b>	<b>STATUS</b>
Redesign the Human Resources website to be a better resource for job seekers and current employees alike.	Completed
Revise and update Oral Board Guidelines for the City’s recruitment process.	Completed
Research and select an online benefits enrollment portal.	Completed
Develop/rollout management training program.	Completed
Establish employee Benefits Committee in coordination with the Finance Department to solicit feedback on City offered health benefits and deferred compensation provider and plan.	Completed
<b>RISK MANAGEMENT</b>	
Coordinated Risk Management Evaluation (RME) with CJPIA.	Completed

Develop a Workplace Violence Prevention Plan; educate and train all employees on the plan (as required in California under SB 553).	Completed
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**Fiscal Year 2025-26 Projects**

The Human Resources/Risk Management Division will continue to support the existing projects and initiatives throughout FY 2025-26 and will complete and/or initiate additional phases of work efforts currently underway. Many of these projects have been planned for some time but delayed by staff turnover.

**Table 17: Fiscal Year 2025-26 Projects**

	PROJECTS	ESTIMATED COMPLETION
1	Develop a Retired Annuitant Employment Policy in coordination with Finance Department	In Progress
2	Review and revise the City’s Injury and Illness Prevention Policy (IIPP).	In Progress
3	Review and implement defined contribution plan options (Plan 457b and 401a) to further diversify investment options for staff and ensure the fiduciary duty is met in coordination with CM and Finance.	August 2025