



Priority Budgeting

Ranking Programs based on Relevance to Objectives

December 4, 2012

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2020
CHAPEL HILL
OUR TOWN. OUR VISION.

Agenda

- Update on progress of priority budgeting
- Discuss next steps in the process
 - Program Relevance Matrix
- Discuss Revenue Projections and Fee Schedule

Why are we doing this?

- To build a better decision support system



- To Align our Budgeting Process with Community Values (2020 Vision)



Where are we in the process?

- **Budget Programs** have been defined
- **Budget Goals** have been established
- **Budget Objectives** have been drafted



Budget Programs

(What we do as a Town)

Parking

Program	Description	FTE's	Cost
1 On-Street Parking	Maintain on-street parking inventory, parking meters and pay-stations. Collect meter revenue and monitor utilization and meter/pay station maintenance.	2	\$ 344,000
2 Off-Street Parking	Maintain off-street parking inventory including the Wallace Parking Deck. Manage hourly, monthly and special special event parking and revenue control.	3	1,495,800
3 Parking Enforcement	Enforce the Town's parking ordinances in the Downtown and permit parking areas. Collect ticket revenue and administer appeal process.	4.8	418,000
4 Parking Administration and Parking Permit Programs	Administer the Town's Parking facilities and programs. Issue parking permits, collect misc. revenues and manage the Town's residential Parking Permit Program and the mixed use permit parking programs.	2	542,200
Total		11.8	\$ 2,800,000

Budget Goals & Objectives

- **Budget Goals** describe broad themes expressing a desired outcome
- **Budget Objectives** have been developed to identify our path toward those outcomes
- **Strategies** are specific actions taken to meet objectives



Stewardship

Stewardship of the Natural Environment

Provide Services that preserve the natural environment by promoting sustainable practices

Development

Strategic, Sustainable & Balanced Development

Provide for comprehensive, successful growth and development

Community

Inclusive and Socially Thriving Community

Provide leisure, cultural and social opportunities to the entire community

Budget Goals

Governance

Quality Governance & Stewardship of Public Assets

Provide an effective, efficient and sustainable organization

Safety

Safe Community

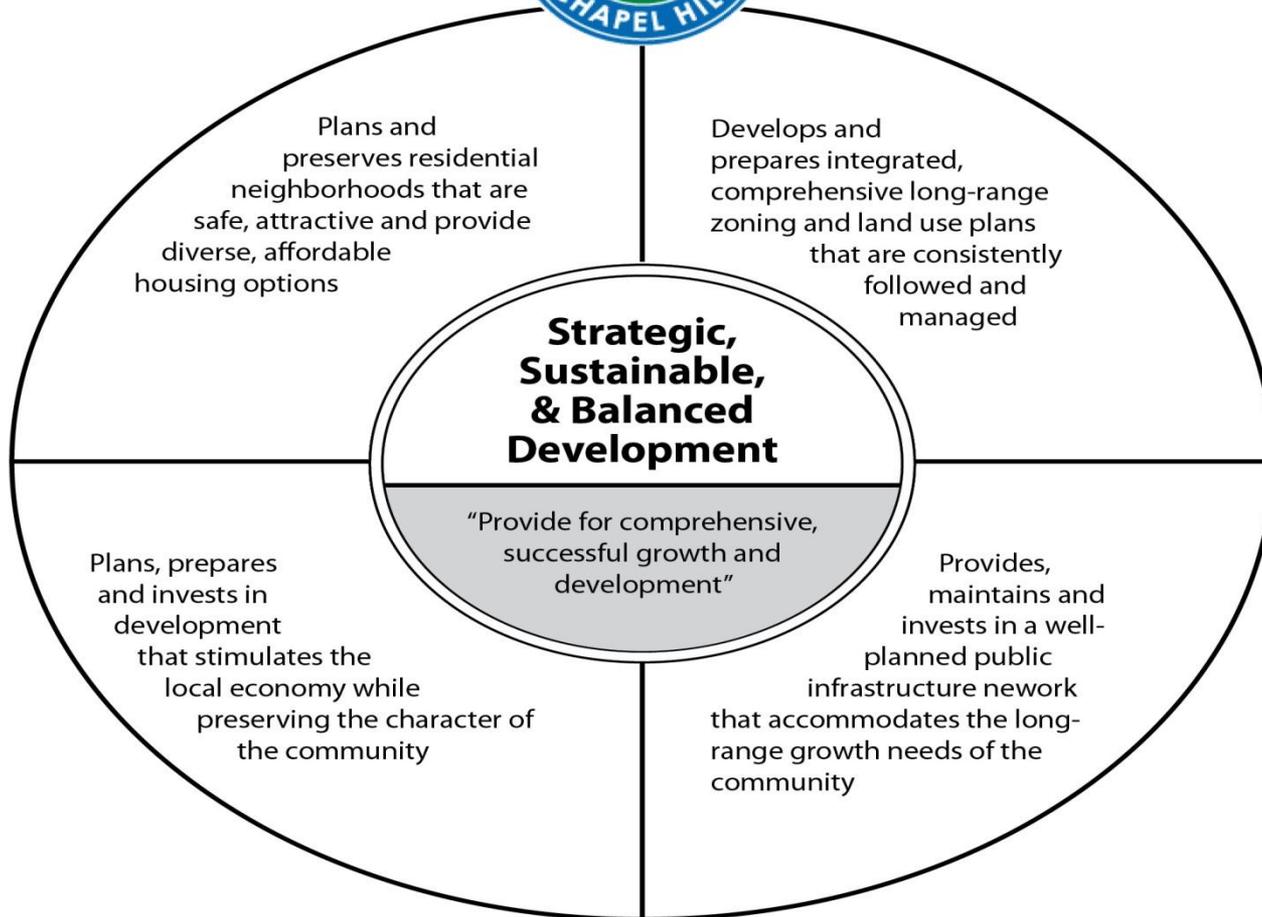
Provide services to preserve and protect people and property

Accessibility

Accessible & Connected Community

Provide reliable infrastructure and an effective and connected transportation system

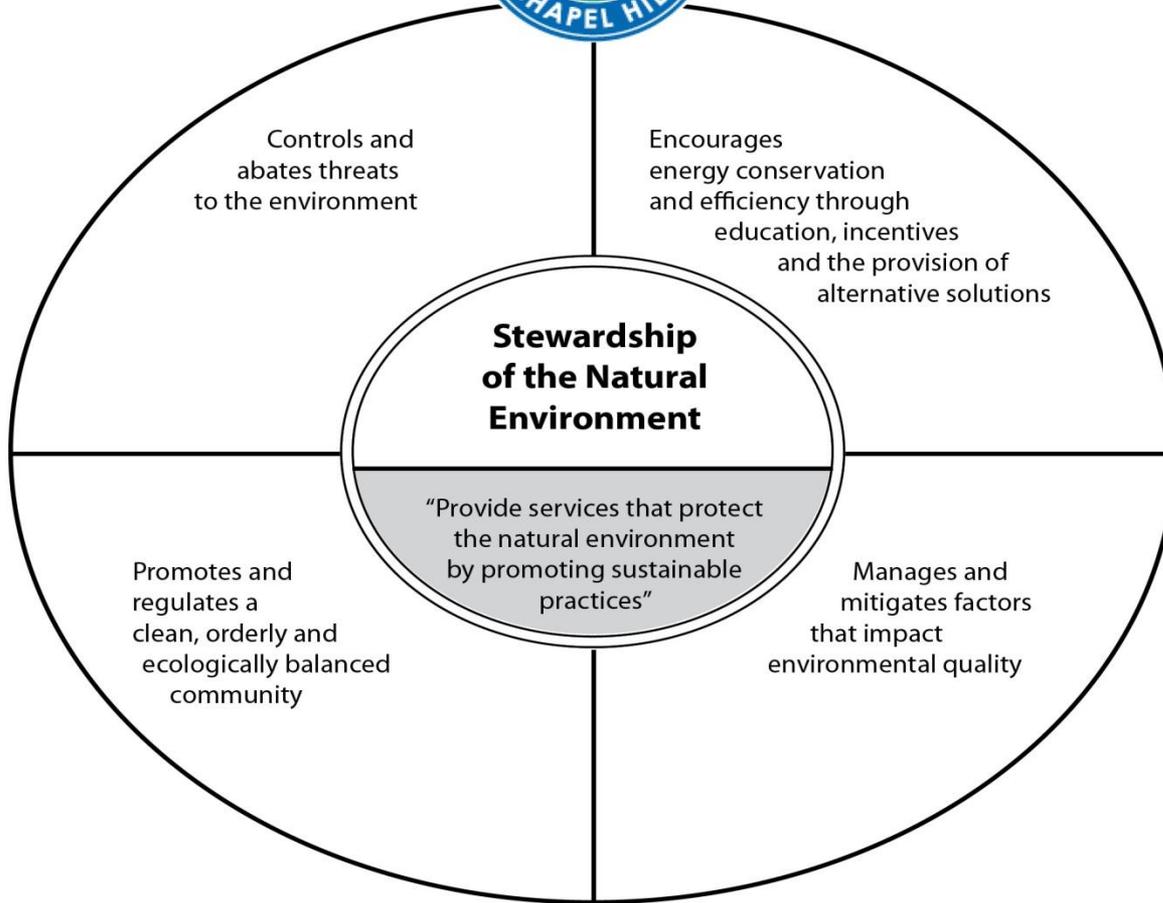
DEVELOPMENT



Programs

- Economic Development
- Civil Engineering and Landscape Architecture Services
- Long-Range and Transportation Planning
- Housing and Neighborhood Services
- Current Development Review

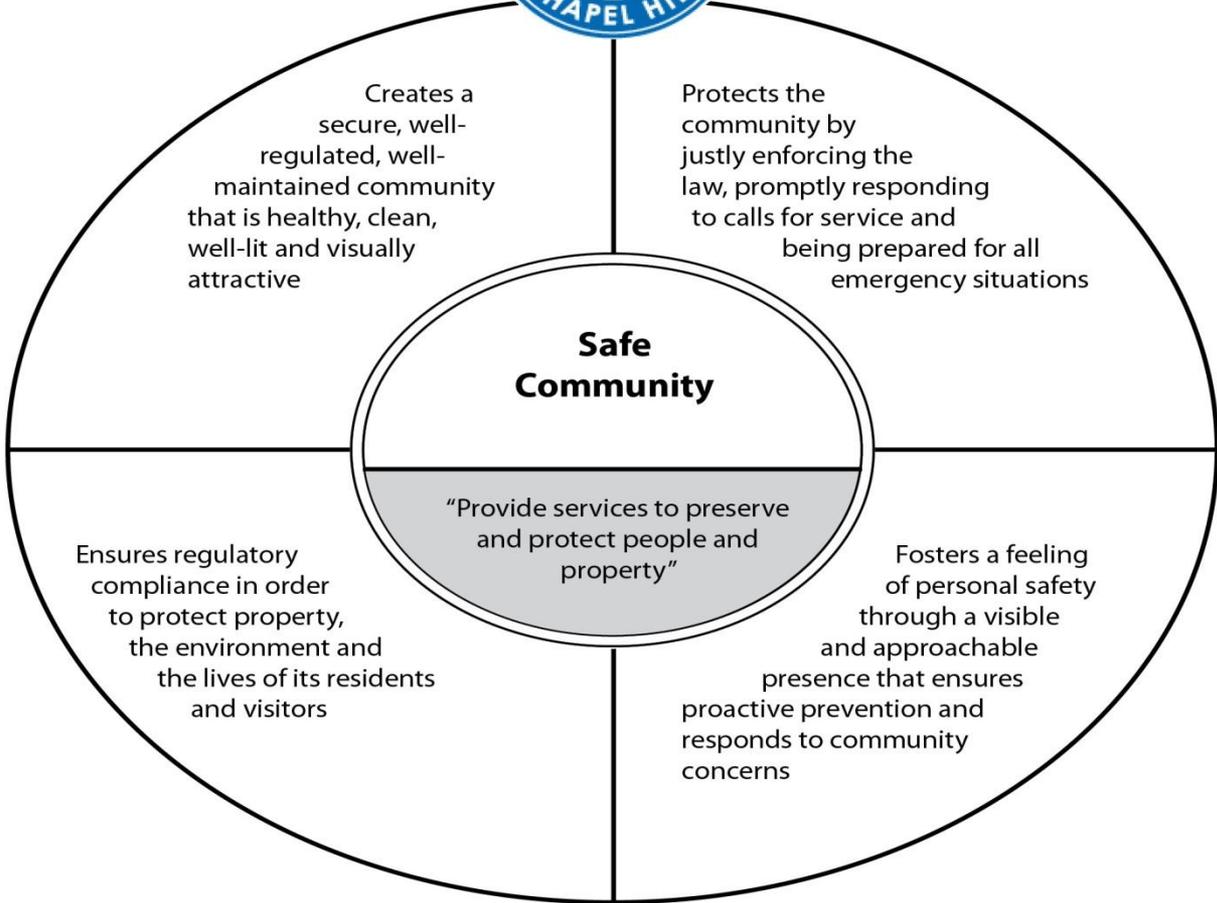
STEWARDSHIP



Programs

- Sustainability
- Stormwater Regulatory Compliance
- Street Sweeping
- Solid Waste Collection
- Special Waste Collections
- Commercial Solid Waste Collection

SAFETY



Programs

- Code Compliance and Enforcement
- Building Permits
- Street Lighting
- Inclement Weather
- Patrol Division
- Police Special Events and Court Liason
- Investigative Division
- Police Support Services
- Fire Emergency Operations
- Fire Training and Development
- Fire Code Enforcement
- Fire Command-Control-Administration
- Fire Prevention and Safety Education
- First Responder Medical Services
- Urban Search and Rescue

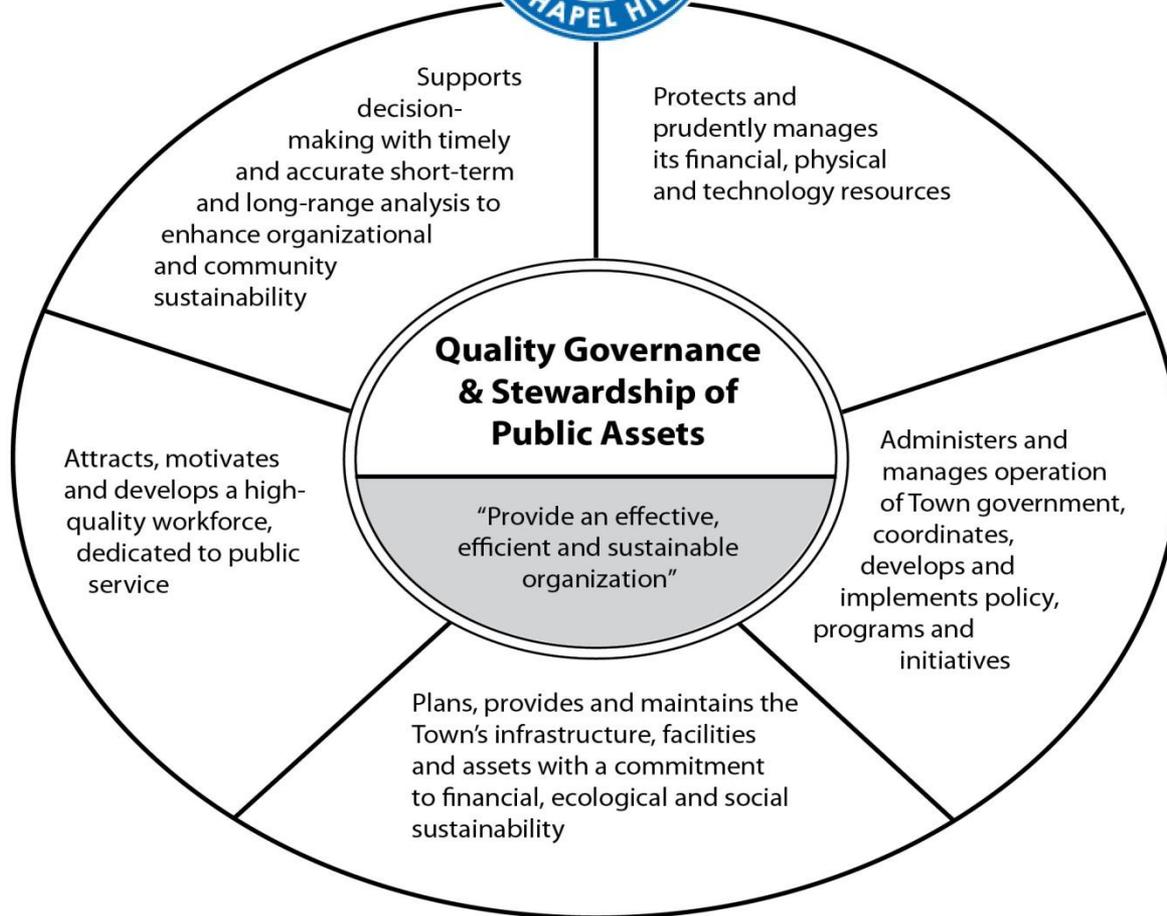
COMMUNITY



Programs

- Develop & Maintain Library Collections
- Lend Library Materials
- Provide Information/Reference Services
- Maintain On-line Patron Support
- Conduct Community Library Programs
- Serve as Community Gathering Space
- Housing Resident Services
- Housing Maintenance Services
- Rental Housing for Low-Income Families
- Police Crisis Unit
- School Resource Officers
- Human Services
- Public Works Special Event Services
- Recreation Programming
- Public & Cultural Arts

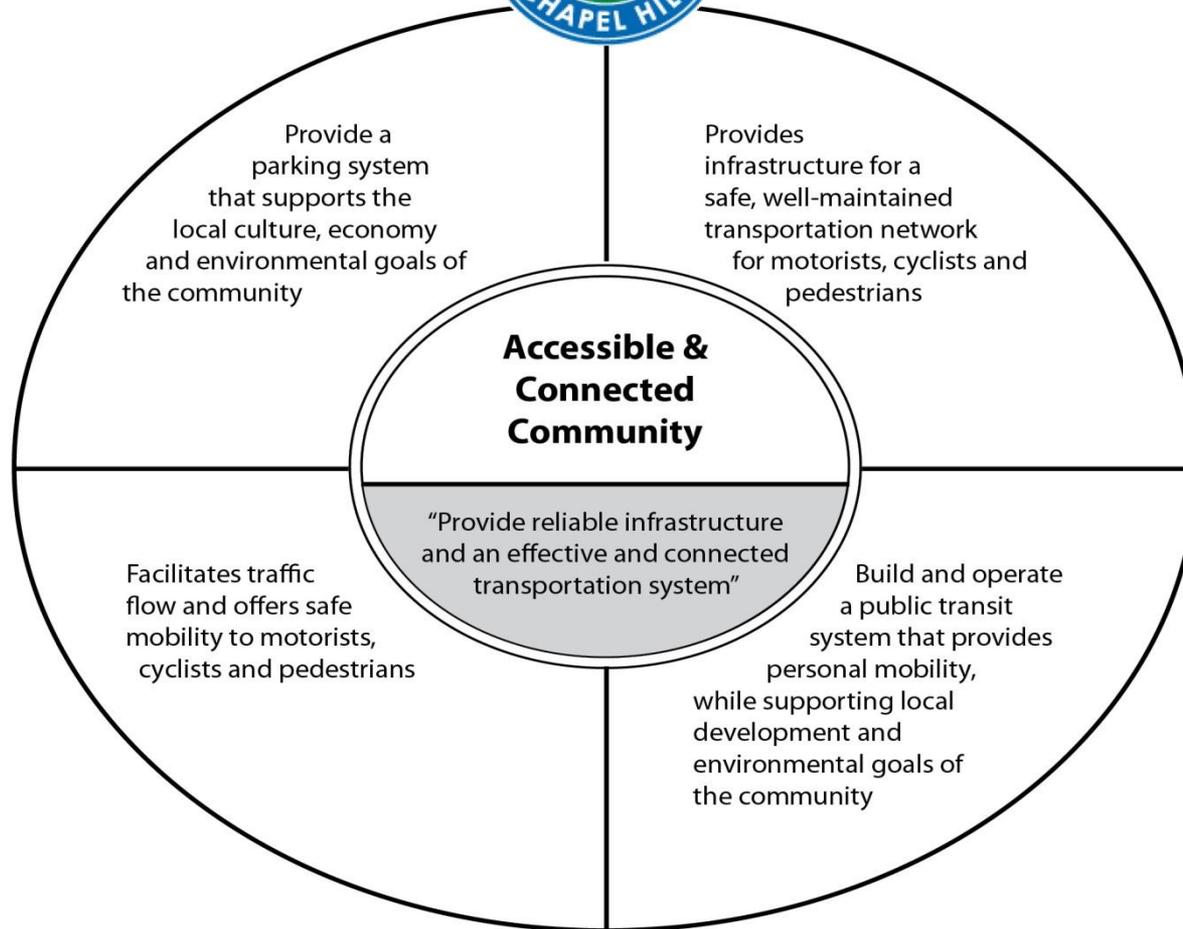
GOVERNANCE



Programs

- Fleet Services
- Facility Maintenance
- Ombuds Services
- Executive Management
- Council Support
- Stakeholder Communications
- Cemetery Operations
- Park Maintenance and Landscape Services
- Employee Recruitment Services
- Employee Benefits
- Employee Safety and Wellness
- Employee Relations
- Employee Training and Development
- Classification and Compensation
- HRD Administration
- Citizen Participation
- Public Records
- Governance Support
- Communications & Public Information
- IT User Support
- IT Planning and Coordination
- Database Management and Enterprise Application Support
- Telecommunications
- Financial Planning & Support
- Payroll & Payables
- Budget
- Network Infrastructure
- Purchasing & Contracts
- Accounting & Financial Reporting
- Billing & Collections
- Risk Management

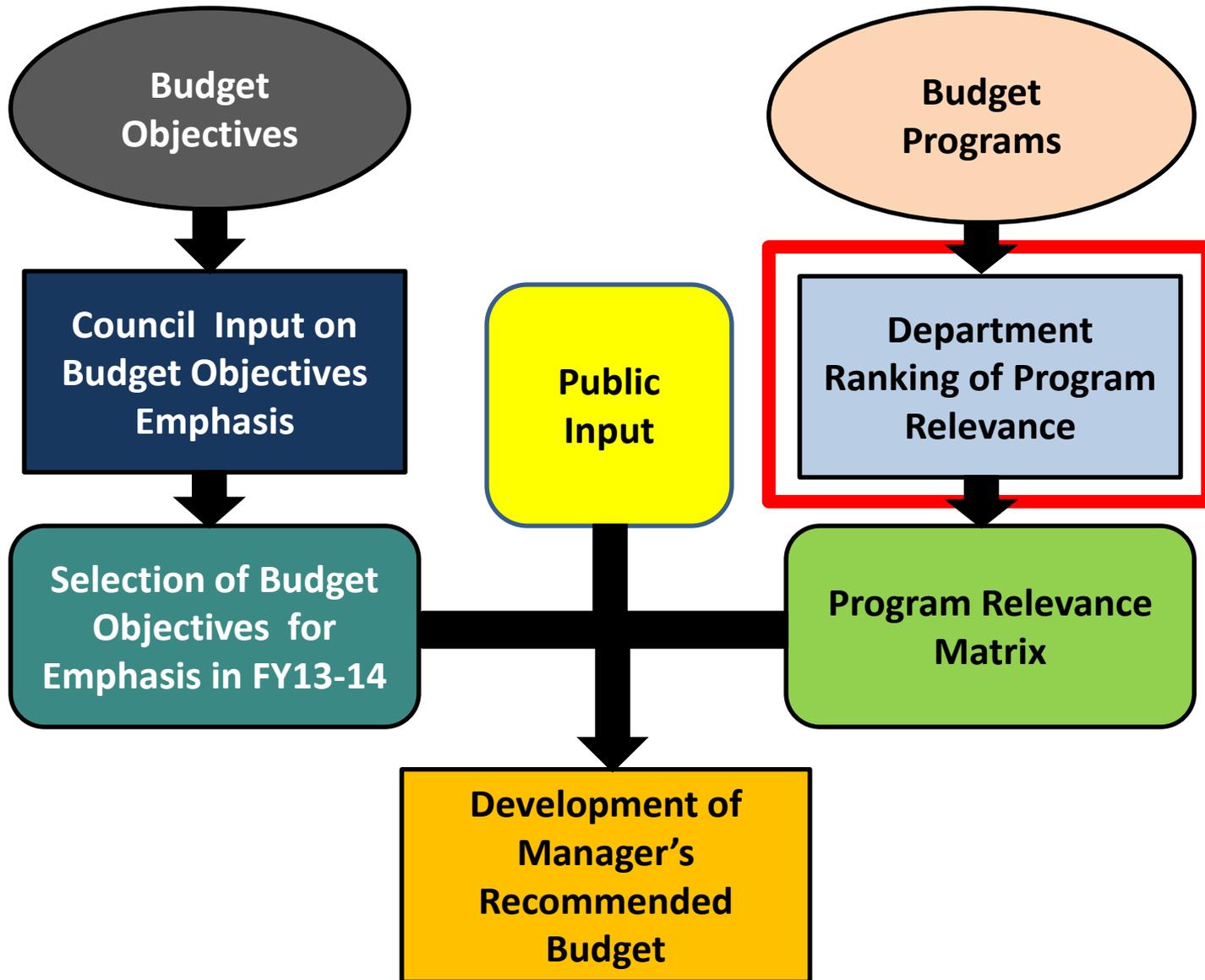
ACCESSIBILITY



Programs

- Parking Enforcement
- On-Street Parking
- Off-Street Parking
- Parking Administration and Parking Permit Programs
- Streets and Parking Lots
- Traffic Signs/Markings/Calming
- Stormwater Infrastructure
- Miscellaneous Construction
- Traffic Signals
- Fixed-Route Bus Service
- Demand Response Service
- Transit Advertising
- Transit Maintenance
- Transit Administration and Finance

Budget Decision Support Process for FY2013-14



Your Task

Complete the Matrix
What is the Matrix?



This is the Matrix!

Department Programs

Program Attributes

Budget Objectives

Program	Financial Planning & Support	Payroll & Payables	Budget	Purchasing & Contracts	Accounting & Financial Reporting	Billing & Collections	Risk Management	Liquidity Management
General Admin Administer to provide the services Program generates revenues to offset operating costs Town is sole service provider Rate of Population Growth								
Public Utilities & Water Treatment Develops and prepares long-range comprehensive long-range planning and land use plans that are consistently followed and managed Provides, maintains and improves a well-planned public infrastructure network that accommodates the long-range growth needs of the community Plans, prepares and issues development that stimulate the local economy while preserving the character of the community Plans and provides recreational opportunities that are safe, attractive and provide pleasure, education, housing, recreation Protects the community by enforcing the law, promoting and providing for public safety and being prepared for all emergency situations Provides a variety of personal services through a visible and approachable presence that ensures proactive prevention and responds to community concerns Ensures substantial compliance in order to protect property, the environment and the lives of its residents and visitors Creates a secure, well-regulated, well-maintained community that is healthy, clean, safe, and visually attractive Promotes energy conservation and efficiency through education, incentives and the provision of information and materials Identifies and mitigates factors that impact environmental quality Promotes and regulates a clean, orderly and ecologically balanced environment Protects the environment through the environment Offers and supports a variety of safe recreation and facilities that provide for the physical health and social well-being of the community Provides comprehensive neighborhood programs that provide exercise, affordable housing, recreation Provides the community of services to provide cultural, social and professional development for youth and families Provides for the education, maintenance and accessibility of open space, parks, recreational facilities and educational opportunities Promotes and provides changes in financial physical and technology resources Administers and manages operations of Town government, economic, development and regulatory policy, public programs and resources Realizes the Town's infrastructure, facilities and assets with a commitment to financial, ecological and social sustainability Attracts, develops and provides a high-quality workforce, dedicated to public service Partners in business, industry with locally and economic development and to go to work to enhance organizational and community sustainability Provides infrastructure for safe, sustainable transportation network for residents, cyclists and pedestrians Plans and operates a public transit system that provides public mobility, while supporting local development and environmental goals of the community Administers the Town and offers safe mobility to residents, cyclists and pedestrians Provides a parking system that supports the local culture, economy and environmental goals of the community								

The Matrix Revealed

General Attributes

	Program	Financial Planning & Support	Payroll & Payables	Budget
General Attributes	Mandated to Provide the Service			
	Program generates revenues to offset operating costs			
	Size of Population Served			

Is the program required by fed, state or local authority?

Provide amount of revenues budgeted for this FY

Provide estimate of the number of people served

The Matrix Revealed

Budget Objectives

	Program	Financial Planning & Support	Payroll & Payables	Budget	Purchasing & Contracts	Accounting & Financial Reporting
Strategic, Sustainable, & Balanced Development	Develops and prepares integrated, comprehensive long-range zoning and land use plans that are consistently followed and managed					
	Provides, maintains and invests in a well-planned public infrastructure network that accommodates the long-range growth needs of the community					
	Plans, prepares and invests in development that stimulates the local economy while preserving the character of the community					
	Plans and preserves residential neighborhoods that are safe, attractive and provide diverse, affordable housing options					

For each objective you will need to rate on a scale of 0-4 as follows:

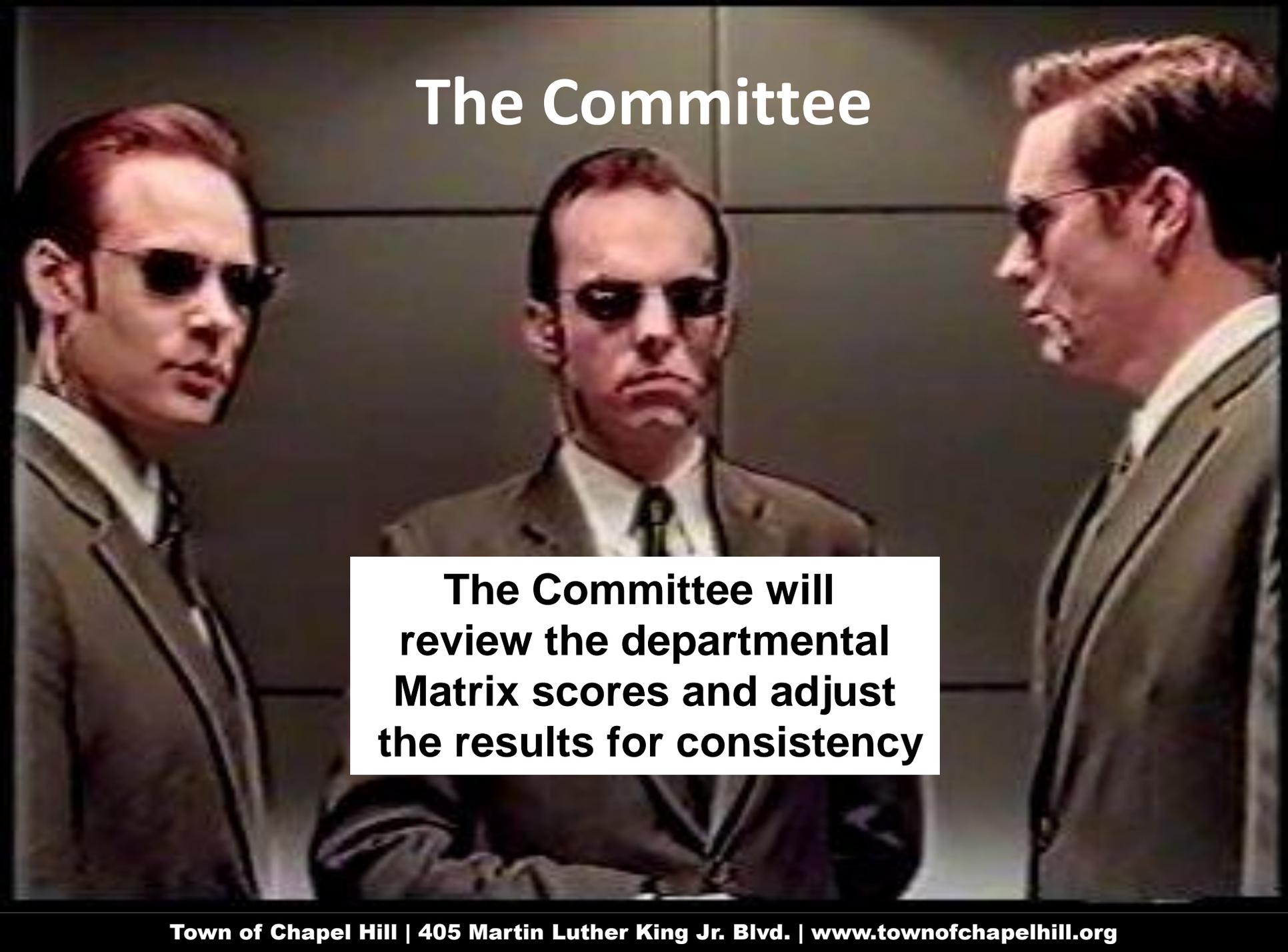
Score	Definition
0	The program has no connection to the budget objective
1	The program has an indirect or weak connection to the objective
2	The program supports this budget objectives in addition to others that are supported at an equal or higher level
3	The program's primary purpose is to support the budget objective
4	The program's sole purpose is to advance the budget directive

The Matrix Reloaded

- You must complete your section of the Matrix by December 21st
- BMD will collect your input and pass it along to the committee

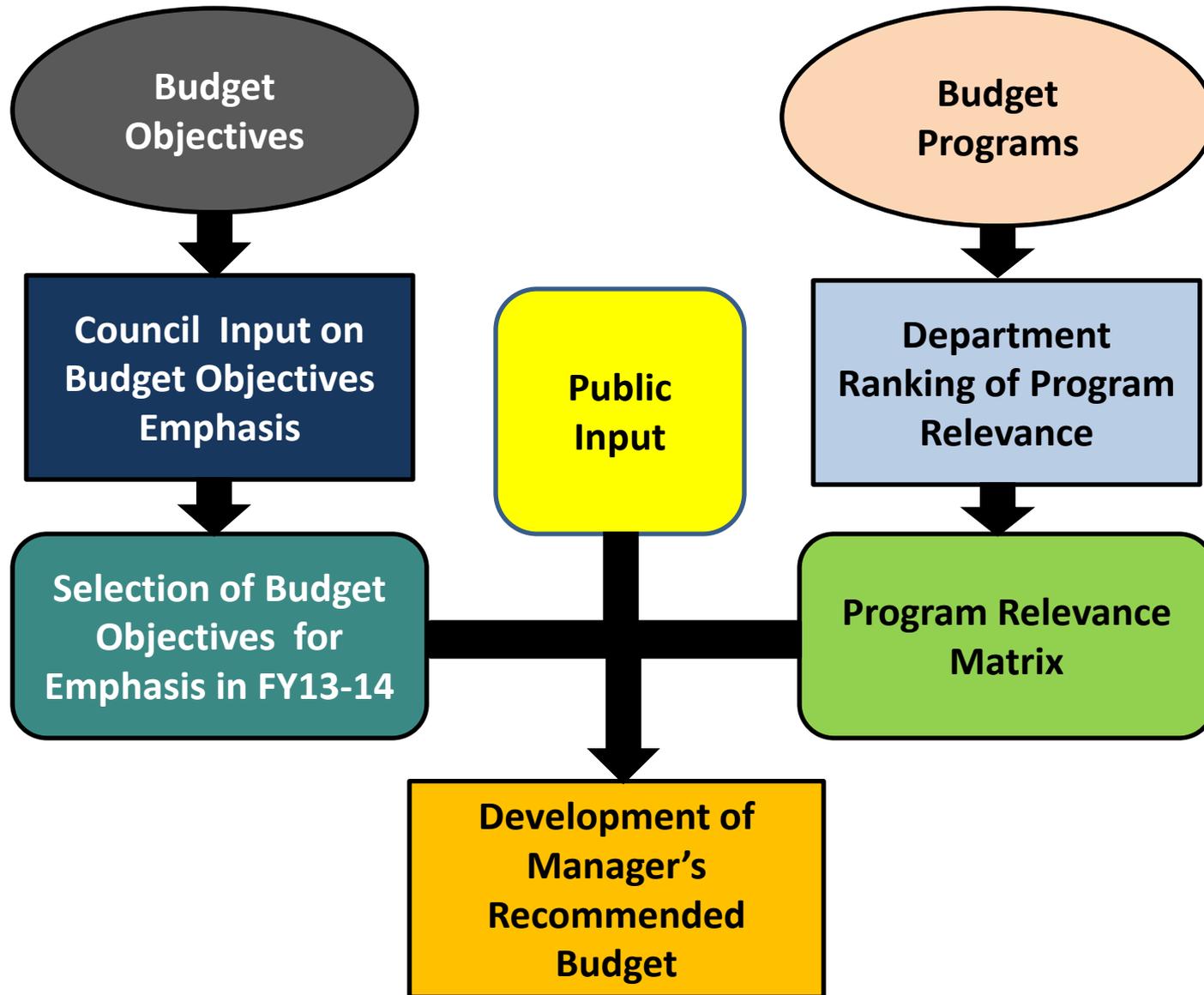


The Committee

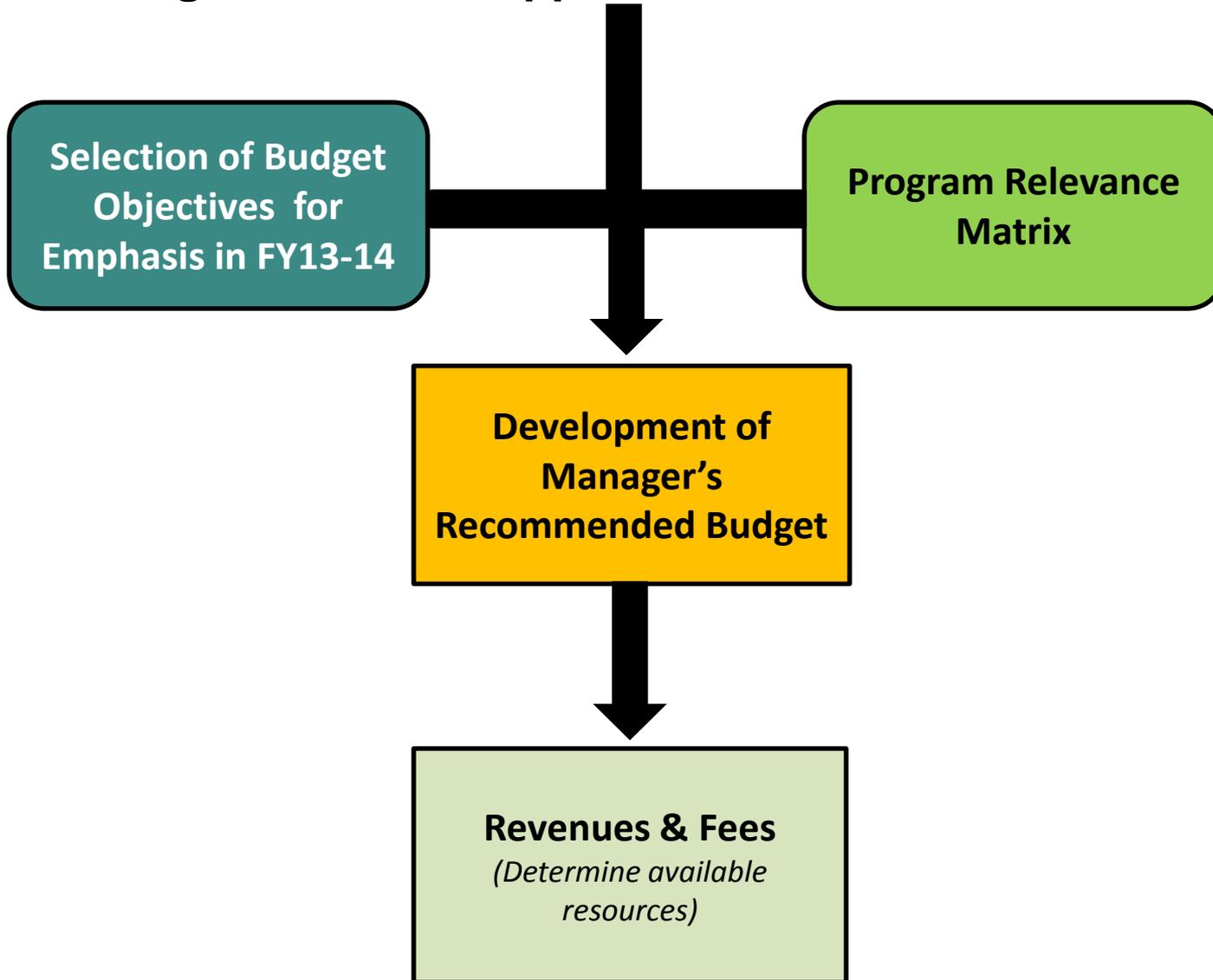
A photograph of three men in suits and sunglasses, standing in a hallway. The man on the left is looking towards the center, the man in the middle is looking forward with a serious expression, and the man on the right is looking towards the center. They appear to be part of a formal or official group.

The Committee will review the departmental Matrix scores and adjust the results for consistency

Budget Decision Support Process for FY2013-14



Budget Decision Support Process for FY2013-14



Revenue

- *“Determine available resources”*
- Estimate Revenues and propose Fee Changes before Council Retreat





Revenues

1. Estimate end of year revenues for FY13
2. Propose FY14 revenues (use existing fees)
3. Use “Add Forms” for proposed fee changes
4. Propose FY14 revenues with new fee schedule

Questions