

CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

333 West Ocean Boulevard 6th Floor • Long Beach, CA 90802

December 16, 2008

HONORABLE MAYOR AND CITY COUNCIL City of Long Beach California

RECOMMENDATION:

Receive and File the Fiscal Year 2008 Fourth Quarter Operational Performance Report. (Citywide)

DISCUSSION

This Report provides an update on the City's Fiscal Year 2008 (FY 08) operational performance through September 30, 2008. The report covers a focused sample of key activities and services for City Manager-led departments that relate to City Council priorities. The purpose of the report is to highlight current results, identify trends and provide a discussion about operational strategy.

Summary

The City of Long Beach is committed to efficiently implementing the community's priorities while establishing clear accountability and bringing greater transparency to all areas of service delivery. There is no more important tool to achieving this commitment than performance-based management.

Throughout the year, selected performance measures are provided to the City Council and senior management to initiate a discussion of service priorities and improving operational strategies. When utilized effectively, performance information helps managers and staff to communicate about the services they provide and to modify service delivery to respond to the ever-changing needs and demands of the community. This Report includes the highlights of operational performance through September 2008, which can be found as Attachment A.

Analyzing Results

The Quarterly Operational Performance Report grounds the discussion of priorities, strategies and results in measurable data. Because tables and graphs need an explanation and context, the Report's format emphasizes multiple perspectives for each key service including:

Results Narrative: discussion of actual results compared to expected performance;

- <u>Benchmark Information</u>: comparison of services in Long Beach to other jurisdictions; and
- <u>Did You Know?</u>: additional facts and points of interest relating to the service or activity.

The information in this Report, along with performance data for dozens of additional services, can also be found in the City's online business information management system, Performancesoft Views (Views), which is used by all City Manager-led departments to track, report and analyze performance information. At present, the Budget Office is preparing Views for FY 09 by updating information according to each department's FY 09 Strategic Business Plan, as reflected in the FY 09 Adopted Budget. This update will improve the information departments are tracking and reporting to better assist departments with managing their operations, communicate performance goals and progress throughout the year and allow policy makers to more clearly appreciate the performance dividends provided by the investment made through the annual budget.

Should the City Council desire information about any of the services delivered by departments, as listed in Attachment B, the information can be provided off-agenda and/or in the next quarterly report.

TIMING CONSIDERATIONS

City Council action on this matter is not time critical.

FISCAL IMPACT

There is no fiscal impact associated with the recommended action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

LORI ANN FARRELL

DIRECTOR OF FINANCIAL MANAGEMENT/CFO

AF: DVX CA CUBLOGET/PERFORMANCE MANAGEMENT/PERFORMANCE REPORTS/FY 08 REPORTS/FY 08 QUARTERLY REPORTS/Q3/2008 FOURTH QUARTER OPERATIONAL PERFORMANCE REPORT MEMO DECEMBER 2, 2008 D

ATTACHMENT

APPROVED:

PATRICK H. WEST



Community Safety. Making Long Beach California's Safest Large City.



Neighborhoods & Housing. Removing Blight and Preserving the Unique Character of the City.



Business & Economic
Assistance. Making Long Beach
the Most Business Friendly City.



Culture, Education & Leisure. Increasing Access to Open Space and Learning.



Environment. Engaging the Community in Environmental Stewardship.



Health & Human Services. Increasing Health and Self-Sufficiency Through Partnerships.



Infrastructure &
Transportation. Managing
Assets to Improve Quality of Life.



Utilities. Investing in the Integrity of the City's Utility Infrastructure.



Leadership, Management & Support. Promoting Financial Health and a Quality Workforce.

City of Long Beach better every day

City Manager's Executive Management Team

CITY MANAGER

Patrick West 562.570.6916

ASSISTANT CITY MANAGER

Suzanne Frick 562.570.6811

DEPUTY CITY MANAGER

Reginald Harrison 562.570.5850

COMMUNITY DEVELOPMENT

Director Dennis Thys 562.570.6570

DEVELOPMENT SERVICES

Director Craig Beck 562.570.6428

FINANCIAL MANAGEMENT

Director Lori Ann Farrell 562.570.6427

FIRE

Chief David Ellis 562,570,2509

HEALTH & HUMAN SERVICES

Director Ron Arias 562,570,4016

HUMAN RESOURCES

Director Suzanne Mason 562.570.6140

LIBRARY SERVICES

Acting Director Glenda Williams 562.570.6016

LONG BEACH GAS & OIL

Director Chris Garner 562.570.2001

PARKS, RECREATION & MARINE

Director Phil Hester 562.570.3170

POLICE

Chief Tony Batts 562.570.7301

PUBLIC WORKS

Director Michael Conway 562.570.5282

TECHNOLOGY SERVICES

Director Curtis Tani 562.570.6234

Year-end Operational Performance

37 R

57 3

Summary Index Chart Data Chart Data Table Direct Data Entry Commentary Info

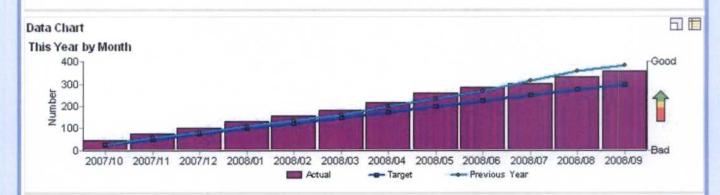
Press releases issued (Prog: CM Communications)

Results Narrative

2008/09



Providing information to the community and media about events affecting the City, Press Release topics during the 4th Quarter included: \$330,000 Grant to Promote Bicycling, West Nile Virus Public Health Information; Closing/Resurfacing 7th Street; City of Long Beach Named 8th Most Walkable City in U.S.; Proposed FY 09 City Budget; Biodiesel Pilot Program Launch; Neighborhood Leadership Graduation; School Children Immunizations; New Traffic Signals; Multiple Hiring Events / Career Opportunities; Homeownership Preservation Fair, and the New Office of Sustainability. The data included below is cumulative.



Benchmark Information

2008/09

The City Manager's Communications Program surveyed cities such as Anaheim, Pasadena, Glendale, San Jose and San Diego to research how many Press Releases are issued by those municipalities on a quarterly basis. Although the number of Press Releases issued may vary depending upon the time of year, the information received from the survey indicates that Anaheim issued about 29 Press Releases per quarter; Pasadena, 60; Glendale, 45; San Jose, 43; and San Diego, 59.

Based upon the survey, the number of Press Releases issued by the City Manager's Communications Program for the 4th Quarter of FY 08 was 60 percent higher than the average of 47 press releases issued by the other five cities contacted.

DID YOU KNOW?

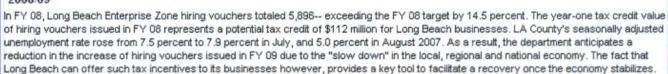
The City Manager's Communications Program provided media and communications training to the Community Development Department's Neighborhood Resource Center (NRC) in September. The training helps NRC management and staff to be more proactive in their outreach efforts to the community, generate greater awareness of NRC services, and increase residents' participation in NRC neighborhood programs, thereby improving the quality of life in the City.

Summary Index Chart | Data Chart | Data Table | Direct Data Entry | Commentary

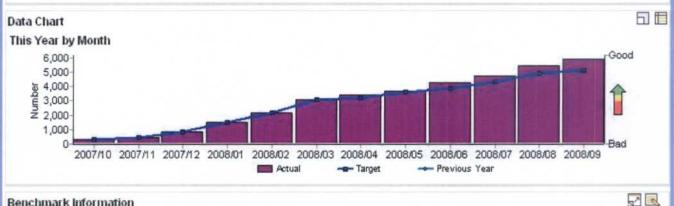
Enterprise Zone vouchers issued (Prog: Business Assistance)

Results Narrative

2008/09



The data included below is cumulative.



Benchmark Information

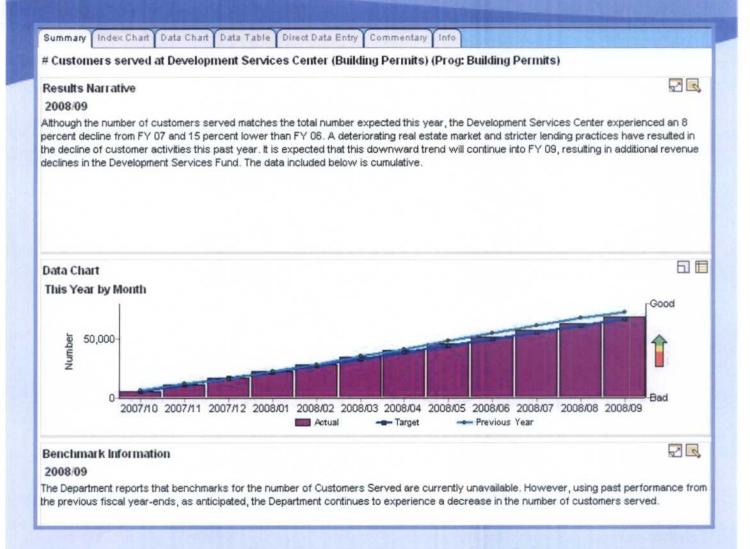
2008/09

Averaging 4,336 hiring vouchers annually, the Department experienced a significant increase over the past three years. The total hiring vouchers issued for FY 08 (5,896) represent an increase of 36 percent over the average amount of annual hiring vouchers for the past three years.

DID YOU KNOW?

There are 42 Enterprise Zones in the state of California. The Long Beach Enterprise Zone was originally designated in 1992, and was re-designated in 2007 for a 15-year term. In its first 15 years, the Long Beach Enterprise Zone has provided businesses in the City with over \$250 million in estimated State of California tax credits.

Development Services



DID YOU KNOW?

The Department has officially launched its new web-based permitting, code enforcement and licensing system, known as Hansen. The new system is an integrated approach that brings Development Services, Code Enforcement and Fire, together and streamlines application processes for Long Beach residents and businesses. The Department anticipates that Hansen will ultimately lead to shorter wait times at the Development Services Counter, and more convenient and effective service delivery with real time updates and reporting.

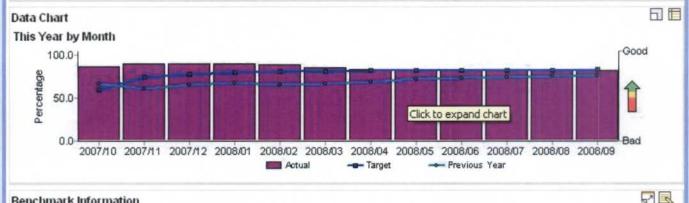
Summary Index Chart | Data Chart | Data Table | Direct Data Entry Commentary

% Utility customer calls answered w/in 1 minute (Prog: Utility Customer Support)

Results Narrative

2008/09

Utility Customer Service (UCS) is committed to providing efficient, accurate and timely customer service. Customers have embraced the flexibility of handling their utility needs at their convenience, and for the first time more contacts were handled through automation than a person. As a result of a revamped training program, monitoring, and goal setting, UCS increased the amount of calls answered within one minute by 4 percent -totaling 82 percent for the 4th quarter. Overall customer contacts increased 15 percent compared to last year - totaling 693,288 contacts with 54.5 percent of those contacts using automation. Current offerings include: Internet and IVR (phone) payments and account status, internet forms for standard transactions and Livechat instant messaging. Furthermore, the Department is developing IVR options to duplicate the Internet forms and provide two years of usage, bills and payments. By implementing new technology, UCS minimized costs, billed more revenue (\$222 million), managed more customer transactions, and provided timely service. The data included below is cumulative.



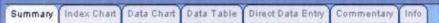
Benchmark Information

2008/09

The City of Long Beach surveyed a group of cities with utility call centers including Pasadena, Los Angeles, Alhambra, Anaheim, Azusa and Glendale. The purpose of the survey was to evaluate the amount of time staff was required to be logged in to "Ready Position" or available to take calls throughout the workday. Survey responses were used to update departmental performance standards. With increased performance standards the Department reports an increase in extra staff time available to provide new services, for example Livechat.

DID YOU KNOW?

The City of Long Beach Utility Customer Service Call Center is just one strategy used by the City to help utility customers pay bills, initiate service or solve problems. Currently, there are 170,000 accounts and nearly 600,000 inquiries managed each year through the call center, automated phone and internet-based options. In the past year contacts using automated processes increased to over 50 percent of all contacts, allowing customers to manage their utility needs 24 hours a day, 7 days a week.



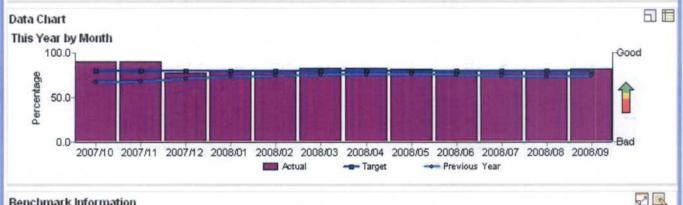
% structure fires confined to room of origin (Prog: Emergency Response Operations)

Results Narrative

2008/09

Structure fires were confined to the room of origin 87 percent of the time in the 4th Quarter of FY 08, exceeding performance by 12 percent from the prior quarter. For the entire year, the performance level was at 82 percent which is better than the target of 80 percent.

Impacted by fire alerting systems, this measure indicates responder effectiveness: how skillful responders are in combating a fire and how soon 9-1-1 calls are dispatched. This measure is an important indicator of whether firefighters can contain fire and limit damage to persons and property. These activities contribute directly to the Community Safety Focus area as well as the City Manager's Key Outcome to "Protect Life and Property by Maintaining Emergency Response Times and Emergency Preparedness". The data included below is cumulative.



Benchmark Information

The Long Beach Fire Department holds itself to the highest standards of service when selecting its benchmarks and performance targets. Protecting life and property is improved by confining fires to room of origin. The ICMA Center for Performance Measurement 2006 Report lists 56.5 percent of fires confined to room of origin as an average amongst surveyed communities. Note that their measure is for one and two-family residential structure fire incidents while the Fire Department measure is for all structure fires.

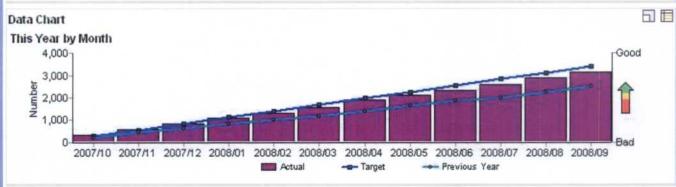
DID YOU KNOW?

In December 2007, the Fire Department placed an additional Truck Company into service. The costs of the additional truck, as well as associated personnel costs, are fully supported by the voter-approved Proposition H -the "Police and Fire Public Safety Oil Production Tax." The addition of this truck is expected to improve citywide truck response times, as well as provide an additional resource to be used when fighting fires.



At FY 08 year-end, the Environmental Health Bureau achieved 92.8 percent of targeted routine inspections, with 3,150 inspections completed for the year. The effects of an uncontrollable, however temporary, loss of two professional staff during the 2nd Quarter continued to impact the 3rd quarter. By 4th quarter the Bureau was fully staffed, which can be seen in the upward trend of completed inspections by year's end.

In September alone, 648 inspections were completed, including 272 routine inspections, 210 follow-up inspections, 26 licensing inspections, 46 complaint inspections, 36 special event inspections and 50 farmers' market inspections. The data included below is cumulative.



Benchmark Information 2008/09

23

Recently, the City of Long Beach Health Department surveyed two surrounding Health jurisdictions to determine the number of routine inspections completed annually for their food facilities. The purpose of the survey was to determine if staff retention, new regulations and mandatory training impacted the number of food inspections completed. The survey results are still being compiled and are not yet available, but will be included in the First Quarter Operational Performance Report for FY 09.

DID YOU KNOW?

In 2008, Registered Environmental Health Specialists conducted 3,150 routine restaurant inspections throughout the City. With guidance from the recently revised California Retail Food Code, health inspector professionals ensured that commercial food establishments were committed to and practiced the highest level in food safety.

Department staff emphasizes safe steps in food handling, cooking, and storage. These are essential to prevent food borne illnesses. In every step of food preparation, these four guidelines help to keep food safe: Clean (wash hands and surfaces often), Separate (Do not cross-contaminate), Cook (cook to proper temperatures) and Chill (refrigerate promptly). Additionally, purchase refrigerated or frozen items after selecting your non-perishables, and never choose meat or poultry in packaging that is torn or leaking. Lastly, do not buy food past "Sell-By" / "Use-By," or other expiration dates.

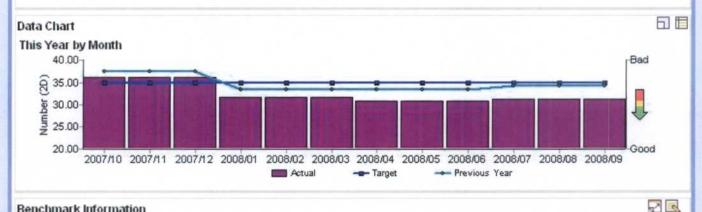
Index Chart Data Chart Data Table Direct Data Entry Commentary

#FTE lost to work related injuries (Prog: Workers' Compensation)

Results Narrative

2008/04

The number of Full Time Equivalent Employees (FTE) lost to work related injuries for the fiscal year-end is 31.38 employees. The 31.38 employees that were off work due to injury during the fiscal year include the equivalent of 9 full-time police officers and 7 firefighters. The number of employees lost decreased 6 percent from last fiscal year end of 33.40 employees. The City continues to use the Transitional Duty Program to drive this number down, as well as the City Safety Program to lessen the severity of injuries. The data included below is cumulative.



Benchmark Information

2008/Q4

According to data from California Institute of Public Analysis (CIPRA), during July 2004 - June 2007, the City had the second lowest average cost per Workers' Compensation claim among our survey cities, averaging \$6,821 per claim. Survey cities include San Diego, Sacramento, Fresno, Anaheim, Los Angeles, Santa Ana, Pasadena, Santa Monica, San Jose, and Oakland-only the City of San Diego is lower at \$4,938 per claim. In 2003, the City conducted the first optimization study on the Workers' Compensation Program. At that time, Workers' Compensation citywide costs were \$19 million per year and were projected to rise to \$22 million per year without making operational changes. During 2004, the City made many changes to the existing program and saw costs decrease to \$16 million in the first year of changes. Last fiscal year, total costs dropped to \$14 million, and costs for the current fiscal year closed at \$15 million.

DID YOU KNOW?

The City continues to analyze the Workers' Compensation Program and continues the optimization process by entering into MOU's with the Long Beach Police Officers Association and Long Beach Firefighters Association for Alternative Dispute Resolution (ADR) of Workers' Compensation claims. The City of Long Beach is the first city in the State to adopt an ADR program pursuant to the changes made in SB899.

57 R

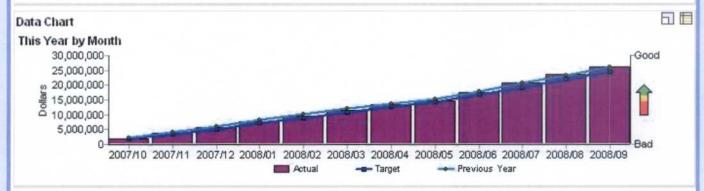
Summary Index Chart Data Chart Data Table Direct Data Entry Commentary Info

\$ Annual revenue from energy sales (Prog: Waste to Energy)

Results Narrative

2008/09

For September, SERRF earned \$2,688,200 in electrical revenue, which is \$82,000, or approximately 3 percent, above the expected target. As depicted in the chart, the FY 08 year-to-date annual revenue is \$26,186,052, which is \$154,435, or less than 1 percent, above the FY 07 year-to-date annual revenue of \$26,031,618, and \$1,636,153 or 6.7 percent, above the FY 08 expected target. The data included below is



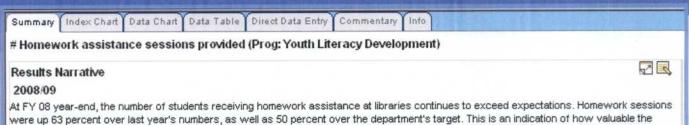
Benchmark Information

2008/09

The City of Long Beach has a long term power purchase agreement with Southern California Edison (SCE). The agreement states that SERRF will receive, at a minimum, \$0.09/kwh for electricity sold with an additional capacity payment if SERRF meets certain production goals. In order to maximize the electrical output during the months when Southern California Residents use the most electricity, SERRF does not schedule maintenance on the facility during the summer months (June - September).

DID YOU KNOW?

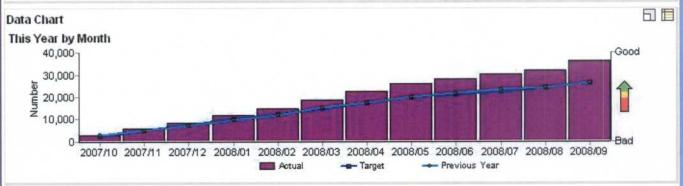
SERRF produced 230,000 megawatt-hours of electricity in FY 08, generating over \$26,000,000 in electrical revenue. Additionally, SERRF generated enough electricity in FY 08 from the incineration of residential and commercial refuse to continuously furnish 35,000 homes with electricity throughout the year. Since it came on-line in July 1998, SERRF has been an integral part of the solid waste management system for the City of Long Beach and the region. Since its start-up, SERRF has sold 4.4 million megawatts of electricity to Southern California Edison (SCE), resulting in \$521,000,000 in electrical revenue to support the facility's environmentally friendly operations.



Library's Family Learning Centers are in providing a safe and productive environment for children and families.

Homework sessions consist of one-on-one homework assistance by the library's homework helpers and/or use of the library's computer

resources. The library's Family Learning Centers have been providing assistance to students for nearly 10 years. In that time, the Centers have become an integral part of the department's service to young people. The data included below is cumulative.



Benchmark Information 2008/09



According to the American Library Association, "approximately one in seven public libraries nationwide offers formal after-school homework assistance to elementary, middle, and high school students." In many library systems, only some branch libraries offer homework assistance. However, in Long Beach, all twelve libraries have Family Learning Centers.

DID YOU KNOW?

The Family Learning Centers at the Long Beach Public Library was the Library Foundation's first large project. With initial funding provided by a number of corporations and individual donors, the Centers provide one-on-one homework assistance and access to technology to students of all ages. The Centers are an integral part of library service in Long Beach, and are utilized by thousands of students at all twelve library locations. The program has received national recognition and has become the model for a number of other library jurisdictions.

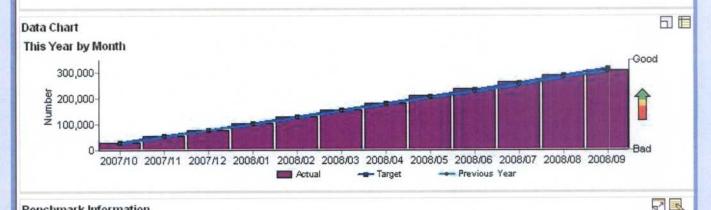
Parks, Recreation & Marine



57 R

Results Narrative

The number of visits to the City's 6 Senior Centers for FY 08 is 314,912, approximately 26,000 visits per month-- a one percent increase over FY 07's annual results. While these results are positive, Department staff estimates that this represents only 36 percent of the senior population in Long Beach. The Department will continue to promote healthy leisure activities for seniors and identify methods to encourage and attract more seniors into these important social programs. These activities contribute to the Culture, Education and Leisure Focus Area, and support the City Manager's Key Outcome to "Increase Community Access to Learning, Entertainment and the Arts." The data included below is a cumulative total.



Benchmark Information

Social contact is an important part of the senior lifestyle. The Department reports that Long Beach's senior facilities and programs, on average, have 1,500 seniors per day participate in structured activities and classes in the areas of health and fitness, education, recreation, socialization, dramatics, arts & crafts and volunteerism. According to 2000 US Census information, there are 71,451 older adults -ages 55 and over-living in the City of Long Beach, with 41,902 over the age of 65. In Long Beach, 28 percent (11,920) of older adults 65 and over in Long Beach live alone -- in comparison to the City of Los Angeles where about 17 percent of older adults 65 and over are living alone and are also in need senior center services.

The number of senior visits reflects the department's success provide for recreational and cultural activities for senior citizens. These activities contribute to the Culture, Education and Leisure Focus Area, and support the City Manager's Key Outcome to "Increase Community Access to Learning, Entertainment and the Arts."

DID YOU KNOW?

The Long Beach Senior Center is located in downtown, and the Department's 5 satellite senior centers are located at various parks in Long Beach: El Dorado Park West, Houghton, Silverado, Cesar E. Chavez and Ernest S. McBride, Sr. The Department's goal is to increase public awareness and promote active participation in our senior population. Research from the National Institute on Aging confirms that seniors living an active lifestyle live longer and are healthier than those who are inactive. Long Beach Senior Centers are a community focal point where older persons can gather for activities and services, which enhance dignity, support their independence and encourage involvement in the community.

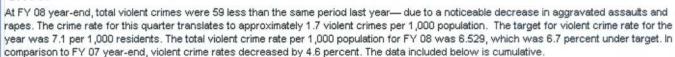
7

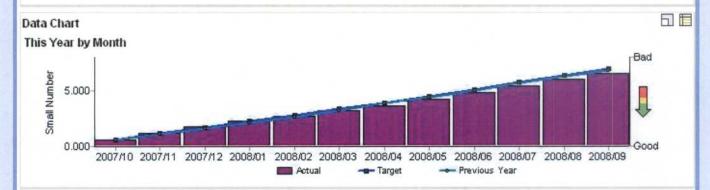
Summary Index Chart Data Chart Data Table Direct Data Entry Commentary Info

Violent crime rate (violent crimes per 1,000 residents) (Prog: Patrol)

Results Narrative

2008/09





Benchmark Information

2008/09

According to 2006 FBI statistics, Long Beach had a violent crime rate of 7.2 per 1,000 population, which ranked number 11 out of the 18 California cities with populations of 200,000 or more. The City of Los Angeles experienced 7.9 violent crimes per 1,000 in 2006. Furthermore, when compared to other cities with populations most comparable to Long Beach (Oakland, Sacramento and Fresno), Long Beach experienced fewer violent crimes per 1,000 population. The rates for those cities were 19.0, 12.1 and 7.6 respectively.

DID YOU KNOW?

A comparison of violent crime rates for 1997, 1987 and 1977 reveals that the violent crime rate per capita has decreased significantly over the years. The rates for 1997, 1987 and 1977 were 9.5, 11.4 and 9.4, respectively. In 2007, Long Beach experienced the least number of murders since 1971.

FIR

7

Summary Index Chart Data Chart Data Table Direct Data Entry Commentary Info

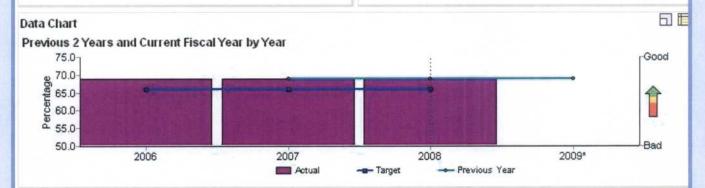
% Waste diversion/recycling rate (based on total collected tons) (Prog: Waste Diversion & Recycling)

Description

Waste diversion and recycling rate (based on total collected tons). This is important because the diversion rate is an indicator of how well the Recycling Program is working and if the City is in compliance with state regulations (AB939). Additionally, these activities contribute to the Environment Focus Area and impact the City Manager's Key Outcome to enhance community participation in environmental stewardship.

Results Narrative 2008

As it has for the previous fiscal years, the City is reporting an annual diversion rate of 69 percent (with a target of 66 percent), exceeding the AB 939 required 50 percent diversion rate. This means that 69 percent of the City's waste was diverted from landfills through recycling, reuse and waste reduction efforts. With the approval of our 2006 rate, the target rate will increase next year. The diversion rate for 2007 and 2008 are not known at this time. The data below is reported once per fiscal year.



Benchmark Information

2008

SustainLane, which provides the most comprehensive and credible benchmarking of the state of sustainability in America, are covered by the Wall Street Journal, CNBC, CNN, NPR and many other media outlets. According to SustainLane, San Francisco, Long Beach, New York, Los Angeles, San Jose, Fresno and Portland all divert more than 60 percent of their total waste from city landfills through recycling, green waste and composting programs. As of fall 2007, San Francisco's diversion rate is the highest in the nation. New York and Portland joined the first tier of waste busters this year with waste diversion rates of 64 percent and 61.5 percent, respectively. While 2007 and 2008 data are not yet available, the City of Long Beach has been maintaining a high waste diversion rate since 2006. On March 26, 2008, the City reported that "the City's waste diversion rate increased another 3 percent in 2006, when 69 percent of the City's trash was diverted from disposal trough recycling, reuse and waste reduction programs". State law mandates that each jurisdiction maintain a waste diversion rate of at least 50 percent.

DID YOU KNOW?

In FY 08, the City implemented a Multi-Family Recycling Program. The program requires private refuse haulers to make recycling service available to all multi-dwelling buildings. Implementing a Multi-Family Recycling Program provides residents in larger apartment buildings the opportunity to recycle targeted materials that comprise their household waste, as well as helping maintain or even increase the City's overall waste diversion rate. Larger recycling carts and new materials targeted for recycling helped increase the diversion rate. In June 2008, ESB held its first electronic waste round up. The round up collected more than 15 tons of e-waste. A national award winning educational campaign and a comprehensive web site, www.longbeach-recycles.org, support the City's waste diversion programs.

67 R

57 R

Summary Index Chart Data Chart Data Table Direct Data Entry Commentary Info

#trouble tkts resolved (Prog: Business Information Services)

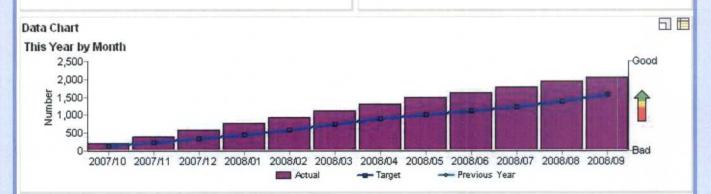
Description

Number of voice and data trouble/repair tickets resolved. Important to department to track demand for repairs, critical to end user business operations. Important to customers that they have access to dial tone and the network.

Results Narrative

2008/09

The number of trouble tickets resolved for general business systems at FY 08 year-end is 422 -- 95 percent of the target of 444. The targets for FY 08 were set by using FY 07 Actuals, which were lower than FY 08 actual performance trends and higher than the Department anticipated. The data included below is a cumulative total.



Benchmark Information

2008/09

Technology Services has 37 Full Time Equivalent (FTE) employees for General Business Systems support. According to the International City/County Management Assocation (ICMA) FY 06 Final Report, the team is highly efficient in supporting citywide applications such as financial, human resource and e-mail systems. Comparable cities, such as Denver and Portland, dedicate a greater number of FTEs to supporting these applications of 80.0 and 53.0 FTEs, respectively.

DID YOU KNOW?

The Department maintains over 200 different databases, with over 800 million records. Many of these databases are used by critical City operations and require 24 hour, 7 day support.



Department of Financial Management City of Long Beach 333 West Ocean Boulevard Long Beach, California 90802 www.longbeach.gov