

# Department — The Office of the City Manager

## Introduction

The City Manager is the Chief Administration Officer for the City of Edmonton as defined by the Government of Alberta Municipal Government Act and the City Administration Bylaw.

The Office of the City Manager provides overall corporate and strategic managerial direction to the Corporation of the City of Edmonton. Its two branches, Corporate Communications and Intergovernmental and External Affairs were added to the Office in late 2010 when the organizational structure was reduced from eight departments to six.

Corporate Communications Branch is responsible for ensuring the City of Edmonton image, reputation and brand are maintained and enhanced. The two-way communications between Edmontonians and City staff who deliver services is strategically planned and supported by Corporate Communications. The branch is responsible for media relations, on-line communications planning, Public Involvement, crisis management, advertising and publications.

Intergovernmental and External Affairs' Branch develops and implements strategies and initiatives to assist the City of Edmonton in fostering relationships with and influencing other orders of government and external stakeholders. This branch communicates the City's positions on key policy issues, articulating its priorities and ensuring understanding of the City's vision and priorities. The Branch also has responsibility for attracting major events to Edmonton.

Increasing the City of Edmonton workforce capacity continues to be a priority of the City Manager. A well-managed city includes:

- working as a corporation by acting as “one city”;
- having clear roles and responsibilities;
- strengthening accountability by increasing transparency and oversight in our operations;
- setting and monitoring performance measures that measure progress on implementing the six Ways plans;
- engaging employees in the goal of fostering innovation to deliver more responsive, cost-effective services, and enhancing the confidence and trust of Edmontonians.



BRANCHES		
Corporate Communications	Intergovernmental and External Affairs	City Manager's Office
Communications Planning & Strategic Advice Public relations supporting Departments and Branches Media Relations Corporate brand/image/reputation management Advertising and Creative Services Crisis and Issues Management Public Involvement	Advocacy and Coordination Relationship Support and Development Research and Analysis Event Attraction	Promote strategic alignment within City Administration Establish and implement administrative policies Advise and inform Council on the operation and affairs of the municipality Work with the Office of the City Auditor to ensure audit recommendations are implemented Provide leadership in program delivery and steward effective and efficient organizational capacity Work with stakeholders and partners to advance city-transforming initiatives

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## STRATEGIC ROADMAP

### 10-YEAR GOAL



### CORPORATE OUTCOMES




- Citizens are connected to their diverse communities and have pride in their city
- City attracts talent and investment making it nationally and internationally competitive
- Diverse, engaged and innovative employees involved in service delivery contribute to achieving the City's vision, goals and outcomes
- The City of Edmonton embraces its relationship with people and partners to deliver services to its citizens

### DEPARTMENT OUTCOMES

- Awareness of Edmonton is enhanced (nationally and internationally), local pride is abundant, City business objectives are supported
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- Intergovernmental and External Affairs assists the Corporation in building relationships and developing contacts to improve the channeling of information in achieving business objectives
- Intergovernmental and External Affairs supports City representatives in their engagement and advocacy roles with key external and intergovernmental organizations
- Tools and resources are available for Councillors and departments to deliver the vision
- Citizens, organizations and businesses are aware of and engaged in discussions and decisions that impact them
- A strategic organization with a culture that is responsive, innovative and adaptive, advancing corporate-wide programs to achieve the City Vision
- Relationships with staff, Council and external parties are strong.
- Tools and resources are available for departments to deliver the vision.
- Employees have processes in place that support their health and well-being

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## DEPARTMENT SCORECARD

10-YEAR GOAL	DEPARTMENT MEASURES	STATUS	TREND	3-YEAR TARGET	2010 ACTUAL	2011 FORECAST
 <p>IMPROVE EDMONTON'S LIVABILITY</p>	% of Edmontonians who recommend Edmonton as a good place to live, work, and play			TBD	76%	n/a
	% of Edmontonians who recommend Edmonton as a good place to visit			TBD	72%	n/a
 <p>DIVERSIFY EDMONTON'S ECONOMY</p>	National media stories conveying positive image of Edmonton			TBD	223	n/a
 <p>TRANSFORMING EDMONTON THROUGH ORGANIZATIONAL EXCELLENCE</p>	Number of staff aware of Employee Family Assistance services			TBD	n/a	n/a
	Number of staff attending annual Employee Health Fair			TBD	800	1,200
	% satisfaction with the resources in the tool kit gathered through the employee engagement survey			TBD	n/a	n/a
	% increase in Council and key external partners satisfaction with relationship with City Manager			TBD	n/a	n/a
	Satisfaction with level of support provided by IEA to City departments on formal consultations launched by other orders of government			TBD	n/a	n/a
	% of Board and committee meetings of the AUMA, FCM and CRB that Administration provides advice, commentary or background materials for City representatives			TBD	n/a	n/a
	% of City stakeholders that say Corporate Communications is integral to their success in achieving Council and Corporate Leadership Team (CLT) directions			TBD	n/a	n/a
	Increased resident awareness of the public involvement process	■	▲	24%	44%	n/a
	Increased resident participation in the public involvement process	■	▲	14%	17%	n/a
	Satisfaction with public involvement processes			TBD	n/a	n/a

### LEGEND

#### STATUS DESCRIPTION

- Measure is meeting or exceeding established target
- Measure is moderately off of established target
- Measure is not meeting established target

TBD - In development

n/a - Currently not available

#### TREND DESCRIPTION

- ▲ Measure is trending favourably up over last reporting period
- ▲ Measure is trending unfavourably up over last reporting period
- Measure has not changed over last reporting period
- ▼ Measure is trending unfavourably down over last reporting period
- ▼ Measure is trending favourably down over last reporting period



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## Summary and Highlights of 2012 Budget

In 2011, changes were made to the organizational structure to consolidate internal resources and build organizational capacity. This included finalizing a new structure that is better aligned with the services we provide to the public and council, while advancing the corporate culture work by establishing clear lines of accountability and modeling collaboration and integration.

Internal resources formerly provided by three departments were consolidated and two branches of the former Deputy City Manager's Office were added to the Office of the City Manager. These two branches, Corporate Communications and Intergovernmental Affairs, fit well with the Office of the City Manager as Corporate Communications is elevating its role supporting leadership in enhancing a unified "voice" for the organization and Intergovernmental provides the leadership for our external strategies.

Intergovernmental Affairs' mandate and work with key partners expanded during the transition as regional initiatives, external affairs and event attraction were added. The branch name was changed to Intergovernmental and External Affairs.



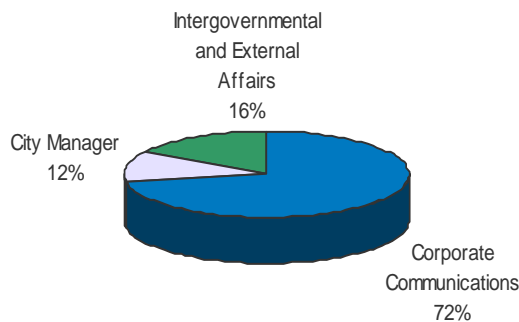
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## Approved 2012 Budget – Department Summary (\$000)

	2010 Actual	2011 Budget	\$ Change '11-'12	2012 Budget	% Change '11-'12
<b>Revenue &amp; Transfers</b>					
User Fees, Fines, Permits, etc.	\$ 15	\$ 75	\$ -	\$ 75	-
Grants	-	-	-	-	-
Transfer from Reserves	-	-	-	-	-
<b>Total Revenue &amp; Transfers</b>	<u>15</u>	<u>75</u>	<u>-</u>	<u>75</u>	<u>-</u>
<b>Expenditure &amp; Transfers</b>					
City Manager	1,299	1,128	(59)	1,069	(5.2)
Corporate Communications	7,003	6,987	(320)	6,667	(4.6)
Intergovernmental and External Affairs	972	1,469	29	1,498	2.0
<b>Total Expenditure &amp; Transfers</b>	<u>9,274</u>	<u>9,584</u>	<u>(350)</u>	<u>9,234</u>	<u>(3.7)</u>
<b>Net Operating Requirement</b>	<b>\$ 9,259</b>	<b>\$ 9,509</b>	<b>\$ (350)</b>	<b>\$ 9,159</b>	<b>(3.7)</b>
<b>Full-time Equivalents</b>	78.3	75.8		75.8	

Budget details are provided at the Branch level

**Where the Budget will be spent**



**Funding by source**

