

Communication Strategy – Budget Reductions – Scheduled Activities (in chronological order with significant planned events noted)

<u>Activity</u>	<u>Distribution</u>	<u>Goal</u>	<u>Target Audience(s)</u>	<u>Resp.</u>	<u>Date(s)</u>
Director's Strategic Budget Session No. 2					10/24/08
Update Message to City Council	Direct	Brief Council on results from previous balancing efforts; discuss future projections/actions	City Council	CMO	10/27/08
CM Meetings w/ Departments	Face to face	CM/HR meet with select departments to discuss situation	Employees	CMO/HR	10/31/08
CM Meetings w/ Union Leadership	Face to face	CM/HR meet with labor union leadership to discuss situation	Union E-Boards	CMO/HR	10/31/08 - 11/03/08
Memo from City Manager	Direct	Brief employees on results from previous balancing efforts; discuss future projections/actions; encourage survey participation; invite to brown bag lunch on 11/19/08	Employees	Comm. Team	11/03/08
E*nouncement	E-mail	Announce 11/19 Brown Bag	Employees	PIO	11/4/08
Management Workshop					11/14/08
Communication Techniques Trg.	Face to face	Provide management group with tools & techniques for effective communication; discuss conduct of Dept. Focus Groups	Management Group	Comm. Team	11/14/08
Dept. Meetings	Face to face	Department heads may meet with their employees to discuss situation, encourage future participation	Employees	Dept. Heads	11/17/08 – 12/12/08

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E*ouncement	E-mail	Invite to 11/19 & 11/20 Brown Bag events	Employees	PIO	11/18/08
CityNet Info Page	Web	Create information portal for FAQs, status updates, budget calendar, etc.	Employees	Comm. Team	11/18/08
City Council Mid-Year Financial Review					11/18/08
CM's Brown Bag Forum	Face to face	Brief employees on results from previous balancing efforts; discuss future projections/actions Open forum for discussion among employees and management; hold regularly (bi-weekly)?	Employees	CMO/Finance/ Budget/PIO	11/19/08 And 11/20/08
Peoriaaz.gov	Web	Provide facts about the situation, answer frequent/expected questions, provide conduit for additional questions	Public	PIO	11/19/08
Dept. Focus Groups	Face to face	Get employees engaged in creative problem solving to offer additional savings strategies	Employees	Dept. Heads	11/19/08 - 12/12/08
Department FY10 Direction Meetings					11/21/08 - 12/05/08
CityTalk Column/Article	Direct	Status update to employees, information on future engagement opportunities	Employees	PIO	11/21/08 (Dist. 12/5/08)
City Manager's Budget Kickoff					11/24/08
Memo from City Manager	Direct	Year-end "state of the city" wrap up from CM: Where we've been, where we are, what 2009 will bring	Employees	Comm. Team	12/17/08
CM's Brown Bag Forum	Face to face	Brief employees on results from previous balancing efforts; discuss future projections/actions	Employees	CMO/Finance/ Budget/PIO	1/6/09 (City Hall) And

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		Open forum for discussion among employees and management; hold regularly (bi-weekly)?			1/8/09 (MOC)
FOCUS TV	Ch 11/Web	Inform all Peoria residents about the situation & how it will affect them	Public	PIO	1/16/09
City Department Budgets Due					1/23/09
FOCUS Newsletter	Bulk Mail	Inform all Peoria residents about the situation & how it will affect them	Public	PIO	12/29/08 (Dist. 2/1/09)
City Council Workshop					2/27/09-2/28/09
CM's Brown Bag Forum	Face to face	Brief employees on results from previous efforts; discuss future projections/actions (incl. retirement incentive program). Open forum for discussion among employees and management.	Employees	CMO/Finance/ Budget/PIO	3/2/09 (City Hall) And 3/3/09 (MOC)
Memo from City Manager	E-mail	Update all employees, discuss retirement incentive program	Employees	Comm. Team	3/3/08
Opinion/Editorial	Media	Inform all Peoria residents about the situation & how it will affect them	Public	Mayor/PIO	TBD
Reporters' roundtable	Face to face	Prepare local media to cover the issue. Provide facts about the situation, offer media an opportunity to ask questions	News Media <i>Public</i>	PIO	TBD
Editorial Boards	Media	Engage AZ Republic Editorial Board regarding cities' activities prior to legislative session beginning	Media Public	CM/Mayor	TBD

MANAGEMENT TALKING POINTS – CITY OF PEORIA BUDGET REDUCTIONS

We're confronting a set of economic realities that this city hasn't seen in its recent history

- It's a two-pronged problem
 - a serious financial downturn, and
 - a significant reduction in work in growth-related activity
- Thanks to the creative work of a lot of people so far, we've successfully dealt with the immediate effects
 - \$5 million in ongoing expenditure reductions have been identified & will be presented to City Council – and an additional \$1 million will be identified in the next few months
 - By freezing vacant positions, eliminating some contract positions, and asking for some employees to shift work duties, we've been able to reach this number without any employee layoffs
- The city's conservative financial policies and principles have worked well for us
 - We haven't felt the effects as quickly or as sharply as many cities around us
 - We are in a much better position moving forward than most of those cities

The path from here is challenging and uncertain

- Financial forecasts for FY10 show a \$7 million shortfall that we must address in the upcoming budget process
 - "Scrubbing" has gotten us as far as it can
 - "Re-tooling" the budget is required moving forward
 - We will not pursue across the board cuts (i.e. a flat 10% from each dept.) but, rather, each department will be assessed individually
- Our previous goal of protecting core services and employee jobs may not be possible
 - Cuts in these areas will only happen if absolutely necessary
- As an organization, we hope to identify real opportunities in this changing environment.
 - For example, as development projects ebb, the city will attempt to reallocate existing personnel to address important code compliance or neighborhood service issues
- Even in this tough economic climate, the city will still invest money and resources on priority issues
 - This includes important community-oriented and neighborhood programs, such as school resource officers, investments in neighborhood-oriented capital projects, and continued oldtown revitalization.
- The budget numbers are constantly changing – just look at Wall Street's daily acrobatics – so we simply can't be certain about what the future holds

Everyone has a role to play moving forward

- Each department will work with its staff in an inclusive process to identify other areas where spending can be reduced
- Be ready – the changes will likely be felt by everyone to some degree (i.e. no food at meetings, no travel, etc.)
- We will keep everyone informed as best we can – take advantage of regular communication opportunities that will be available