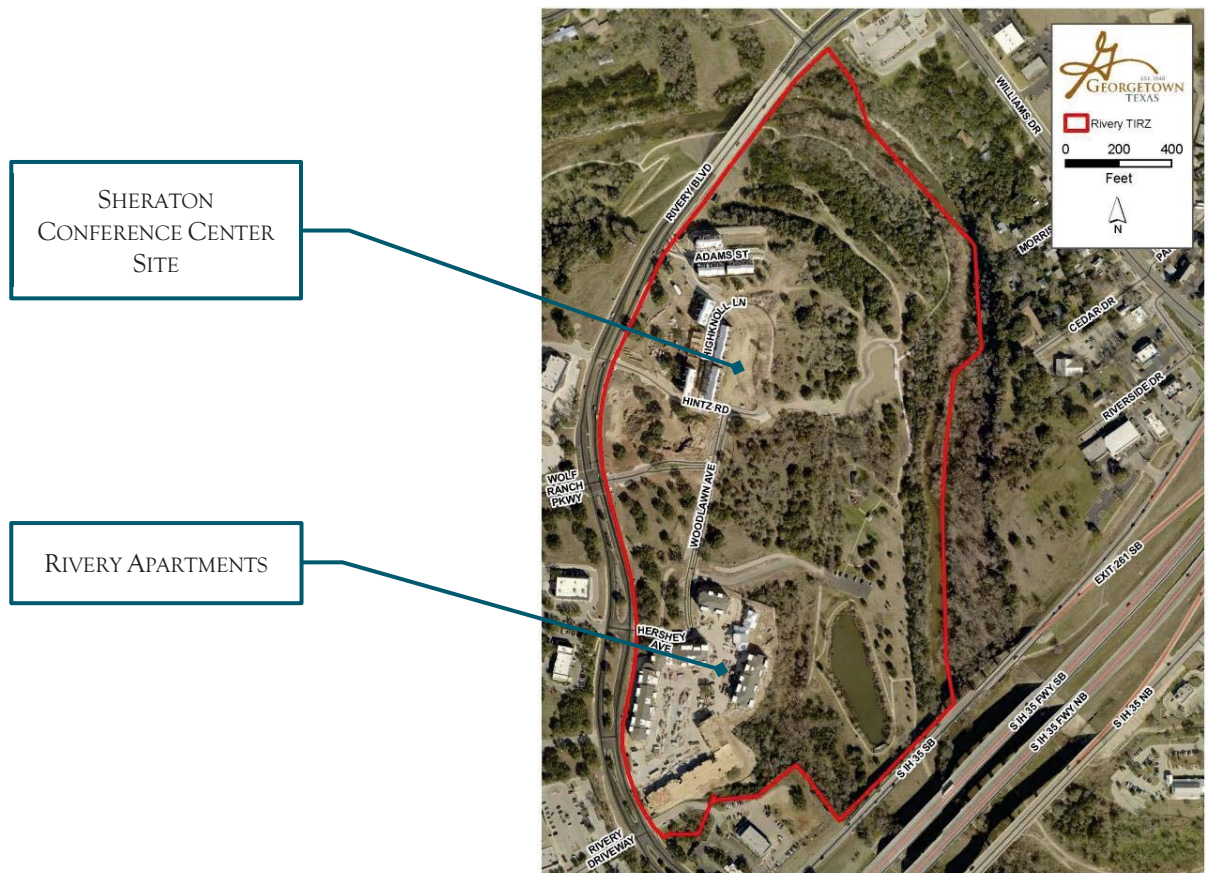


## RIVERY PARK TAX INCREMENT REINVESTMENT ZONE

The Rivery Park Tax Increment Reinvestment Zone (TIRZ) was created by Ordinance #2001-91, and the duration is through December 31, 2041.

The purpose of the TIRZ is to provide a financing vehicle necessary to facilitate a program of public improvements to allow and encourage the development of a 222-room hotel having a AAA 3 Diamond Rating or a 2 Star Forbes Rating, a 16,000 square foot conference center, and a 336 - space public parking garage. Another purpose of the TIRZ is to make necessary improvements to increase accessibility to Rivery Park and construct amenities to enhance the park experience for visitors. Other development within the TIRZ is anticipated to include single and multifamily residential development along with commercial/retail space, as allowed by the PUD Ordinance. The tax increment generated within the TIRZ would be used to finance costs associated with the construction, maintenance, and repair of the Public Parking Garage, improvements in Rivery Park, public utilities within the TIRZ, public roadways (and related improvements) within and outside of the TIRZ boundaries, and other costs that meet the definition of "project costs".



## SOUTH GEORGETOWN TAX INCREMENT REINVESTMENT ZONE

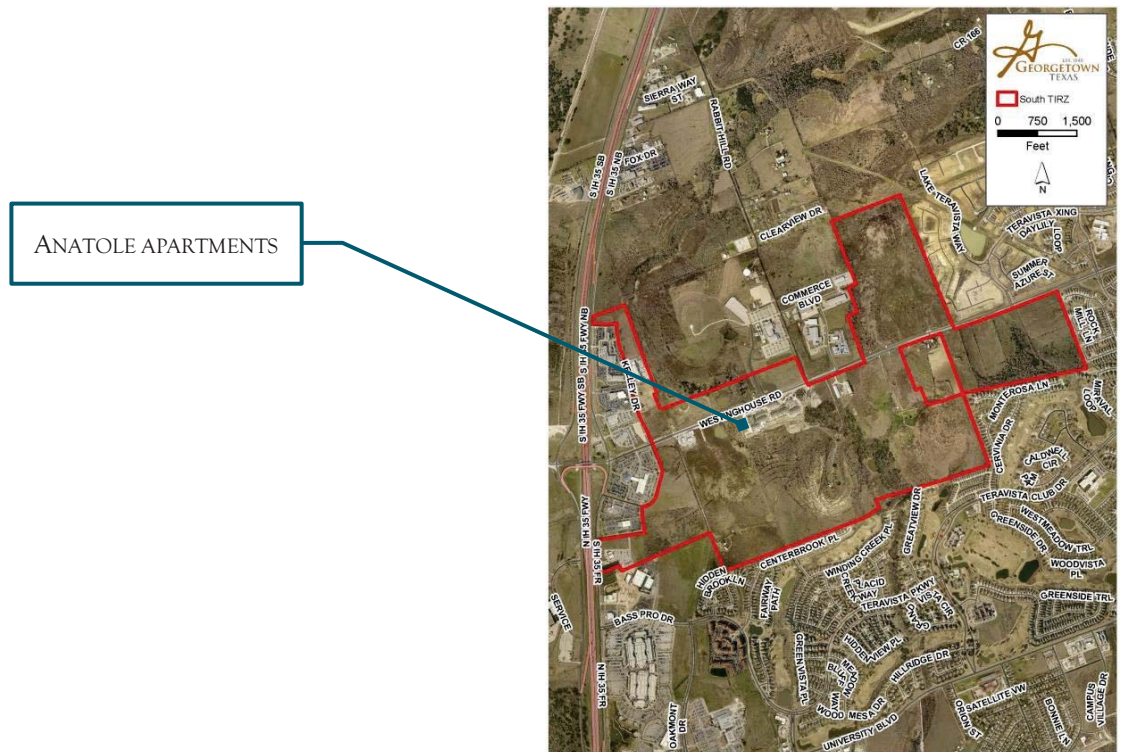
The South Georgetown Tax Increment Reinvestment Zone (TIRZ) was created by Ordinance #2014-31 and the duration is through December 31, 2044.

The Zone was created to fund public infrastructure necessary to encourage high-quality commercial/retail development at the intersection of IH35 and Westinghouse Road, which is seen as the next major node as growth continues to move north from Round Rock. The proposed TIRZ is approximately 595 undeveloped acres along Westinghouse Road between IH35 and FM1460, and includes not only the commercial areas directly behind the Bass Pro Shop, but also proposed residential development adjacent to Teravista.

The intersection at Westinghouse and IH35 is proposed to be a major City job center with offices, mixed use retail, and other related services (including residential) in a campus-style development.

In order to accelerate the development of this area, the City moved forward with proactively building the necessary infrastructure improvements thus, encouraging capital investment. The revenues generated within this TIRZ will then reimburse the City's utility for cost of upfront improvements.

The TIRZ is expected to be in place until December 31, 2044, or when all project costs (not to exceed \$50M) have been reimbursed (including any bonds issued to fund these projects). There are currently 37 different parcels with an assessed value (per 2014) of approximately \$18.5M which will become the "floor" value for the TIRZ. At full build out, the assessed valuation is estimated to exceed \$573M. Estimated project costs are \$48.7M and include sewer, water, electric, and road improvements. A feasibility analysis is included with the ordinance. City staff will be working with developers and other entities to further leverage the TIRZ revenues in order to ensure and expedite construction of the improvements.







## GEORGETOWN ECONOMIC DEVELOPMENT CORPORATION FUND

The Georgetown Economic Development Corporation (GEDCO) considers requests and also grants economic development funds as authorized and defined by the Internal Revenue Code of 1986, Section 4A, leading to the creation or retention of primary jobs and/or provision of significant capital investment which benefits the community of Georgetown. GEDCO is made up of two Councilmembers and five residents at-large.

### **FISCAL YEAR 2017**

**Revenues** are projected to be \$1.7 million, which is an increase of 7.9% from the FY2017 Budget. This is largely due to higher than budgeted sales tax revenues.

**Expenses** are projected to be \$878,000, which is significantly less than the budgeted amount of \$6.2 million. This is because GEDCO appropriates nearly the full amount of funding available for projects each year, leaving 25% of sales tax revenues in contingency reserve. Economic Development project expenditures are only \$253,000. Unused project funding is appropriated in the following year.

**Fund Balance** is projected to be \$5.5 million, which is available for future projects.

### **FISCAL YEAR 2018**

**Revenues** are expected to total \$1.7 million in FY2018 due to a 4% increase in sales tax. There is also a decrease in Grape Creek Lease Revenue because the lease is up mid-year, and it is anticipated that the building will be sold, per the City's performance agreement.

**Expenses** total \$7.2 million in FY2018. This includes \$6.5 million available for economic development projects. There are no new projects known at this time. Expenses also include the administrative contract with City staff, debt service for the Rivery bonds, and the annual repayment of the loan to the Water Fund.

### **Proposed Enhancements:**

- **Specialized Economic Development Studies:** the single proposed enhancement in this fund is for specialized economic development studies to analyze potential economic development projects as they develop. Proposed Cost: \$20,000.

**Fund Balance** is projected to be \$411,000, meeting the 25% of sales tax contingency requirement.

## FUND SCHEDULE

	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Beginning Fund Balance</b>	<b>5,378,900</b>	<b>5,015,684</b>	<b>5,068,518</b>	<b>5,902,863</b>	<b>-</b>	<b>5,902,863</b>
Revenues	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
Sales Tax	1,464,844	1,468,750	1,581,250	1,643,750		1,643,750
Interest	27,882	10,400	23,400	25,400		25,400
Other	103,968	108,321	108,321	85,100	-	85,100
Bond Proceeds	3,118,747	-		-		-
<b>Grand Total</b>	<b>4,715,441</b>	<b>1,587,471</b>	<b>1,712,971</b>	<b>1,754,250</b>	<b>-</b>	<b>1,754,250</b>
Expenses	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
ED Projects	4,691,000	5,610,322	253,000	6,574,258	-	6,574,258
Operations	212,124	100,621	100,602	101,408	20,000	121,408
Transfer Out	106,695	115,839	115,839	116,613	-	116,613
Debt Service	18,224	211,463	211,463	212,569	-	212,569
Allocations	-	197,722	197,722	221,328	-	221,328
<b>Grand Total</b>	<b>5,028,043</b>	<b>6,235,967</b>	<b>878,626</b>	<b>7,226,176</b>	<b>20,000</b>	<b>7,246,176</b>
	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Ending Fund Balance</b>	<b>5,066,298</b>	<b>367,188</b>	<b>5,902,863</b>	<b>430,937</b>	<b>(20,000)</b>	<b>410,937</b>
CAFR Adjustment	2,220	-	-	-	-	-
Contingency Reserves	366,211	367,188	367,188	410,937	-	410,937
<b>Available Fund Balance</b>	<b>4,702,307</b>	<b>-</b>	<b>5,535,675</b>	<b>20,000</b>	<b>(20,000)</b>	<b>-</b>

## GEORGETOWN TRANSPORTATION ENHANCEMENT CORP FUND

The purpose of the Georgetown Transportation Enhancement Corporation Fund (GTEC), a Sales Tax Corporation, is to promote economic and community development within the City and the State of Texas through the payment of costs for streets, roads, drainage, and other related transportation system improvements including the payment of maintenance and operating expenses associated with such authorized projects. The GTEC board is comprised of two Council members and five residents at large.

### **FISCAL YEAR 2017**

**Revenues** are projected to be \$15 million, which is a decrease of 5% from the FY2017 Budget. While sales tax revenues are up 7%, the reimbursable amount for the Mays Street interlocal agreement was overstated in the budget.

**Expenses** are projected to be \$16.2 million. The design of Airport Road will continue in FY2107. Bond proceeds sold for Airport Road are held in reserve.

**Fund Balance** is projected to be \$8.3 million by September 30<sup>th</sup> 2017.

### **FISCAL YEAR 2018**

**Revenues** are expected to total \$7.2 million in FY2018. GTEC will have \$1.6 million available for economic development projects in 2018, with another \$1.6 million in reserve. \$5.5 million is available in fund balance for future projects.

**Expenses** total \$5.7 million in FY2018. This includes \$410,000 proposed for the Tamiro II Plaza project. GTEC would provide sidewalk and parking enhancements at the mixed-use building in downtown.

**Fund Balance** is projected to be \$11.3 million by September 30<sup>th</sup> 2018. This fund is budgeted to meet the 25% of sales tax contingency requirement.

**FUND SCHEDULE**

	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Beginning Fund Balance</b>	<b>8,528,267</b>	<b>11,022,875</b>	<b>11,022,875</b>	<b>9,788,621</b>	<b>-</b>	<b>9,788,621</b>
Revenues	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
Sales Tax	5,859,375	5,875,000	6,325,000	6,575,000	-	6,575,000
Transfer In	484,521	553,201	553,201	553,201	-	553,201
Interest	95,774	50,000	127,000	127,000	-	127,000
Other	2,143	-	7,539	-	-	-
Bond Proceeds	11,217,429	6,000,000	6,000,000	-	-	-
TxDot Revenue	-	-	223,873	-	-	-
Interlocal Agreement	-	2,905,356	1,750,000	-	-	-
Grant Revenue	943,557	450,000	61,763	-	-	-
<b>Grand Total</b>	<b>18,602,799</b>	<b>15,833,557</b>	<b>15,048,376</b>	<b>7,255,201</b>	<b>-</b>	<b>7,255,201</b>
Expenses	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
Debt Service	2,578,861	3,414,754	3,414,754	3,330,135	-	3,330,135
Capital Improvement	13,416,900	18,155,731	12,536,981	1,643,750	410,000	2,053,750
General Fund Allocation	73,534	180,312	180,312	196,432	-	196,432
Joint Service Allocation	50,167	149,083	149,083	166,882	-	166,882
Other	946	1,500	1,500	1,500	-	1,500
<b>Grand Total</b>	<b>16,120,408</b>	<b>21,901,380</b>	<b>16,282,630</b>	<b>5,338,699</b>	<b>410,000</b>	<b>5,748,699</b>
	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Ending Fund Balance</b>	<b>11,010,657</b>	<b>4,955,052</b>	<b>9,788,621</b>	<b>11,705,123</b>	<b>(410,000)</b>	<b>11,295,123</b>
CAFR Adjustment	12,218	-	-	-	-	-
Contingency 25% of Op Rev	1,474,063	1,468,750	1,468,750	1,643,750	-	1,643,750
Reserved Bond Proceeds	-	-	-	4,150,000	-	4,150,000
<b>Available Fund Balance</b>	<b>9,548,812</b>	<b>3,486,302</b>	<b>8,319,871</b>	<b>5,911,373</b>	<b>(410,000)</b>	<b>5,501,373</b>



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## INTERNAL SERVICE FUNDS



2017 Georgetown Wellness 5K

#### INTERNAL SERVICE FUNDS

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## INTERNAL SERVICE FUNDS OVERVIEW

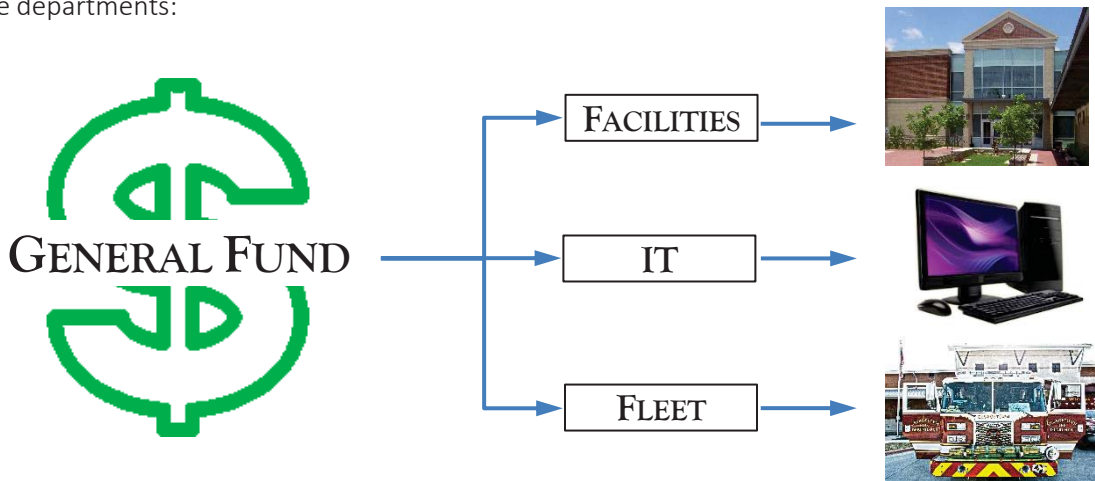
### OVERVIEW

The City of Georgetown utilizes four Internal Service Funds (ISFs). Three of the funds manage the capital replacement and asset management of vehicles, facilities, and technology items. The fourth ISF manages the City's health and wellness benefits program.

The fleet, facilities, and technology funds receive money from the other operating funds, like the General Fund, to purchase necessary equipment like fire trucks or computers. The operating funds pay not only for the capital purchase of the item, but also a portion of its future replacement. This prepaid amount is called the "lease back rate", and is employed to help keep capital replacement costs steady and avoid large swings when expensive equipment is due to be replaced.

The health and wellness fund receives contributions from both the City as well as the employees to pay for medical and prescription costs.

For example, the General Fund as well as utility funds, transfer money to the ISF's for goods and services provided by those departments:



## INFORMATION TECHNOLOGY FUND

The Information Technology Fund provides computer hardware, software, training, GIS analysis, and staff support to all City departments. The allocation methodology was reviewed and adjusted in 2017 to adhere to best practices for municipal cost recovery for Georgetown's size. Cost allocations are based upon the usage of the City-wide systems, the Departments' specific business systems, and capital replacement. This updated model will be the basis for the future of the City's IT cost recovery, as well as provide cash funding for infrastructure replacement.

### FISCAL YEAR 2018

**Total revenues** are budgeted to be \$6.7 million, which represents an increase of 29.4% relative to the FY2017 Projection. Revenues in this fund are based on the replacement schedules of IT equipment, the implementation of new systems, and the cost of IT operations.

**Total expenditures** are budgeted to be \$6.7 million, which represents an increase of 23.8% relative to the FY2017 Projection.

Several enhancements are planned for FY2018. As the City begins the implementation process for a new Enterprise Resource Planning (ERP) System, the IT Department will play a key role in the development, implementation, and maintenance of the new system. A new staff member will support the anticipated demand of the ERP system and implementation process. Additionally, in order to enhance the IT security for the City, a two-factor authentication application project is proposed to be implemented in FY2018.

### *Proposed Enhancements:*

- **Senior System Analyst for ERP (1/1/2018 Start Date):** A Senior Analyst is proposed to help with the implementation and additional application administration that will be necessary for the successful execution of the cloud based ERP. This new system will be combining several systems and require additional application administration. Proposed Cost: \$78,000.
- **Two Factor Authentication:** Enhance IT security for the City in order to prevent phishing attacks and brute force logins. This security tool will eliminate these risks. Proposed Cost: \$65,000.
- **ERP Operating Costs:** Operational costs for the new ERP System will be required for the first year of the project to cover the license subscription costs that are not eligible for debt funding. Proposed Cost: \$570,000.
- **Virtual Desktop Infrastructure (VDI) Growth:** There has been growth in the number of employees who use VDI Clients. Specifically, the new Customer Information System (CIS) software will require more resources to be allocated to each VDI Client on the application. Proposed Cost: \$45,000.

The IT Allocation model has been updated to recover these costs in FY2018, resulting in increases to other major funds. The IT fund is projected to have ending fund balance of \$613,114 to use for future replacement costs.

## FUND SCHEDULE

			FY2017		FY2018	
	▼	FY2016 Actual	FY2017 Budget	Projected	FY2018 Base	FY2018 Changes
<b>Beginning Fund Balance</b>		<b>423,657</b>	<b>394,592</b>	<b>793,788</b>	<b>584,789</b>	<b>-</b>
			FY2017		FY2018	
Revenues	▼	FY2016 Actual	FY2017 Budget	Projected	FY2018 Base	FY2018 Changes
IT Fees		4,773,133	5,164,084	5,164,084	6,661,303	-
Transfer		434,190	3,340	3,340		35,800
Other Revenue		10,315	9,400	7,000		-
<b>Grand Total</b>		<b>5,217,638</b>	<b>5,176,824</b>	<b>5,174,424</b>	<b>6,661,303</b>	<b>35,800</b>
			FY2017		FY2018	
Expenses	▼	FY2016 Actual	FY2017 Budget	Projected	FY2018 Base	FY2018 Changes
Personnel		1,548,492	1,967,403	1,878,749	2,091,750	78,203
Operations		1,802,307	2,509,919	2,523,194	2,815,295	636,607
Capital		1,339,688	896,085	886,085	874,085	80,800
Internal Service Funds		167,914	95,395	95,395	92,038	-
Other		-	-	-	-	-
Transfer		-	-	-	-	-
<b>Grand Total</b>		<b>4,858,401</b>	<b>5,468,802</b>	<b>5,383,423</b>	<b>5,873,168</b>	<b>795,610</b>
	▼	FY2016 Actual	FY2017 Budget	FY2017	FY2018 Base	FY2018 Changes
				Projected		
<b>Ending Fund Balance</b>		<b>782,895</b>	<b>102,614</b>	<b>584,789</b>	<b>1,372,924</b>	<b>(759,810)</b>
CAFR Adjustment		10,893	-	-	-	-
<b>Available Fund Balance</b>		<b>793,788</b>	<b>102,614</b>	<b>584,789</b>	<b>1,372,924</b>	<b>(759,810)</b>



## INFORMATION TECHNOLOGY

### DEPARTMENT DESCRIPTION

The Information Technology (IT) Department provides information and technology management services for the City. The Department provides application support, network infrastructure management, and the telephone system. Additionally, the Department manages the Information Technology Internal Services (ISF) Fund.

INFORMATION TECHNOLOGY  
FUND

INFORMATION TECHNOLOGY

21.5 FTEs

### MAJOR DEPARTMENT ACCOMPLISHMENTS FOR FY2017

- ✓ Supported the initial phases of the Customer Information System.
- ✓ Assisted in the implementation of PerfectMind parks management software and WorldDox legal document management system.
- ✓ Implemented a new IT support ticket management and tracking software.
- ✓ Supported 8 additional software application projects including new applications, upgrades, and the addition of software functionality.
- ✓ Successfully outsourced management of the City's printer and copier fleet.
- ✓ Continued refining and implementing the new consumption based IT budget cost allocation model.
- ✓ Increased staff capacity to support Public Safety technology demands through the addition of staff, equipment, and other tools.
- ✓ Completed initiatives to further increase IT's capacity to support Fire and Police technology needs.
- ✓ Implemented the new Storage Area Network.
- ✓ Completed 10 upgrades/replacements of IT hardware infrastructure components.
- ✓ Successfully migrated web development responsibilities into IT from Public Communications.
- ✓ Supported selection process for a new ERP software.
- ✓ Initiated a pilot of cloud based disaster recovery.

### MAJOR DEPARTMENT GOALS & STRATEGIES FOR FY2018

- Complete a strategic plan for Information Technology.
- Support GUS in the successful completion of the Customer Information System project.
- Support the completion of the selection process for the ERP software and begin implementation.
- Successfully implement a new contract management software for the Legal department.
- Implement Microsoft Office 365 and other Microsoft cloud based productivity tools.
- Retire two existing enterprise software products that are being replaced by functionality in other existing systems.
- Complete build out of the Cloud based disaster recovery pilot system.
- Establish performance measures to track the effectiveness of IT services.



### Notable Budget Item(s)

System Analyst for ERP  
Implementation  
\$78,000

Virtual Desktop Growth:  
\$45,000



City of Georgetown IT Team

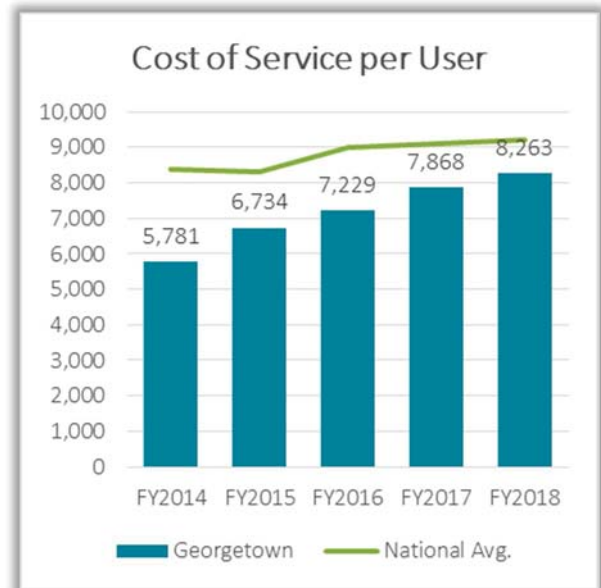
#### DEPARTMENTAL BUDGET

	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Information Technology</b>						
Personnel	1,548,487	1,967,403	1,878,749	2,091,750	78,203	2,169,953
Operations	1,970,226	2,605,314	2,618,589	2,907,333	636,607	3,543,940
Capital	1,339,688	896,085	886,085	874,085	80,800	954,885
<b>Total</b>	<b>4,858,401</b>	<b>5,468,802</b>	<b>5,383,423</b>	<b>5,873,168</b>	<b>795,610</b>	<b>6,668,778</b>

#### DEPARTMENTAL PERFORMANCE MEASURES

*Cost of service per user/per year* is an important measure because it reflects the growing use of technology by the City's various business units. Software applications in particular are becoming an increasingly important tool for dealing with work demands generated by growth, online services, and the need for rapid access to information. Software purchases, however, generate costs for the IT department in the form of hardware expansion, increased maintenance, and system administration. The cost per user for IT went up slightly to \$8,263, largely due to expansions of software licensing and planned costs of a new ERP system. The national average cost of service for local government is \$9,200 per employee.

*Percent of servers virtualized* is key to measuring the IT Department's work to leverage new technologies that reduce the costs of increased software implementation. Virtualization delivers very high return on investment by minimizing the need to purchase hardware to provision new servers or to expand existing servers. In the future, this measure should include the use of "cloud" based infrastructure. The FY2017 percent of servers virtualized was 93%.





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## FACILITIES MAINTENANCE FUND

The Facilities Maintenance Fund provides janitorial services, light maintenance, equipment repair and replacement (copiers, HVAC, etc.), landscape maintenance, building repair and replacement (roofs, painting, carpet, etc.) on an established schedule for all City buildings. Charges for services to each department are made based on predetermined lease fees, using square footage occupied and cost of services as the basis.

### FISCAL YEAR 2018

**Total revenues** are budgeted to be \$3.2 million, which represents a decrease of 1.6% relative to the FY2017 Projection.

**Total expenditures** are budgeted to be \$3.4 million, which represents a decrease of 2.4% relative to the FY2017 Projection. The decrease in personnel expenses from FY2017 Budget to the FY2018 Budget is due to a reorganization of a position to the General Fund. There are no proposed enhancements to this fund.

### FUND SCHEDULE

	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Beginning Fund Balance</b>	<b>469,064</b>	<b>364,386</b>	<b>771,005</b>	<b>591,825</b>		<b>591,825</b>
	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Revenues</b>						
Facilities Fees	3,111,814	3,312,172	3,312,172	3,257,190	-	3,257,190
Interest	8,238	5,000	8,238	9,000	-	9,000
Transfer In	-	25,000	-		-	-
Other	-	-			-	-
<b>Grand Total</b>	<b>3,120,052</b>	<b>3,342,172</b>	<b>3,320,410</b>	<b>3,266,190</b>	<b>-</b>	<b>3,266,190</b>
	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Expenses</b>						
Personnel	605,609	555,935	474,108	444,430	-	444,430
Operations	313,583	288,633	325,328	410,486	-	410,486
Capital Replacement	1,905,732	2,700,154	2,700,154	2,558,046	-	2,558,046
Other	-	-	-	-	-	-
<b>Grand Total</b>	<b>2,824,924</b>	<b>3,544,722</b>	<b>3,499,590</b>	<b>3,412,962</b>	<b>-</b>	<b>3,412,962</b>
	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Ending Fund Balance</b>	<b>764,192</b>	<b>161,836</b>	<b>591,825</b>	<b>445,053</b>		<b>445,053</b>
CAFR Adjustment	6,813	-	-	-		-
<b>Available Fund Balance</b>	<b>771,005</b>	<b>161,836</b>	<b>591,825</b>	<b>445,053</b>		<b>445,053</b>

## FACILITIES MAINTENANCE

### DEPARTMENT DESCRIPTION

The Facilities maintenance Department provides building maintenance, Heating Ventilating and Air conditioning (HVAC) maintenance, minor renovations, janitorial services, landscape services, equipment replacement and emergency repairs for 33 municipal buildings (507,924 sq. ft.). The Department is responsible for the Facilities Internal Service Fund. The fund provides a repair and replacement schedule for various building maintenance items and equipment, and charges a lease fee to each building occupant to fund the repairs. The department conducts monthly inspections of each facility to identify existing or potential problems and corrects those situations.

FACILITIES MAINTENANCE  
FUND

FACILITIES MAINTENANCE

6 FTEs

### MAJOR DEPARTMENT ACCOMPLISHMENTS FOR FY2017

- ✓ Completed ADA transition projects for the Parks Administration Building, Library, Recreation Center, and Community Center.
- ✓ Contributed to the design of Downtown West by evaluating the impact of the design on facility maintenance cost.
- ✓ Replaced the Art Center roof.
- ✓ Upgraded the security camera system at the Library and Recreation Center.
- ✓ Painted the interior of the Recreation Center and Library.
- ✓ Replaced carpets in various facilities.
- ✓ Continued preventative maintenance program to improve efficiency and enhance customer service.
- ✓ Completed the Downtown Parking lot at 8<sup>th</sup> and Martin Luther King Street.
- ✓ Consolidated citywide Landscaping Agreement.
- ✓ Scheduled HVAC replacements.



### MAJOR DEPARTMENT GOALS & STRATEGIES FOR FY2018

- Sustain quality maintenance of City public facilities to foster a safe and positive atmosphere for employees and residents.
- Complete ADA transition work for the City's five fire stations.
- Provide preventative maintenance services on all HVAC equipment, elevators, emergency generators, landscaping, and fire protection systems to ensure optimum operational efficiency and extend the life of capital investments.
- Modify and update the internal service fund to ensure a full cost recovery for facility repairs and services and establish funds for major repairs.
- Complete citywide parking lot maintenance at various locations.
- Replace furniture at the Library, Recreation Center, and Community Center.
- Replace the roof on Fire Station 3.
- Complete various flooring and painting projects throughout City buildings.
- Complete exterior painting at Fire Station 3 and 4.
- Complete the final phase of the three year Facility Capital repair plan for ADA.
- Establish meaningful performance measures to better evaluate department performance.



Facilities maintains over 625,000 square feet.

## DEPARTMENTAL BUDGET

	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Facilities</b>						
Personnel	605,609	555,935	474,108	444,430		444,430
Operations	2,050,802	2,515,894	2,552,589	2,694,739		2,694,739
Capital	168,513	472,893	472,893	273,793		273,793
<b>Total</b>	<b>2,824,924</b>	<b>3,544,722</b>	<b>3,499,590</b>	<b>3,412,962</b>		<b>3,412,962</b>

## DEPARTMENTAL PERFORMANCE MEASURES

One of the major goals of the Facilities Maintenance Department is to maintain an active assessment of City assets and their functionality, technical maintenance services, and overall building images and aesthetics. Department management measures functionality to ensure the provision of quality maintenance of City public facilities to foster a safe and positive atmosphere for employees and citizens. Additionally, monitoring the comprehensive replacement schedule provides the Department with an accurate evaluation of the condition of City buildings and their major components. Overall aesthetics and building image are also monitored to ensure that both internal and external finishes of buildings are properly maintained for quality provision of service while protecting the City's investments. Recent additions of the Public Safety Operations and Training Center, located at 3500 DB Wood Road in 2015 and the West Side Service Center at 5511 Williams Drive in 2016 have added over 100,000 square feet of facilities to be maintained by the department.

**Work Order Growth** measures workload through the number of work orders received. In FY2017, Facilities received 1,924 work orders. This represents a 37% increase over the past three years. As the City continues to grow, the number of work orders will increase.

In FY2018, the City will begin an organization wide Performance Management Program to help improve service delivery and increase efficiency. Facilities will be part of this initiative and develop new performance measures.



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## FLEET SERVICES FUND

The Fleet Maintenance Fund finances repair and replacement for vehicles, necessary equipment, and specialized equipment. Charges for services are based on annualized replacement and maintenance costs of each vehicle.

### FISCAL YEAR 2018

**Total revenues** are budgeted to be \$5.6 million, which represents a decrease of 5.5% relative to the FY2017 Projection. Revenues in this fund are based on the replacement schedules of all vehicles in the City. For this reason, the revenues and costs fluctuate from year to year.

**Total expenditures** are budgeted to be \$6.4 million, which represents an increase of 45% relative to the FY2017 Projection. One fire truck planned for replacement in FY2017 has been moved to FY2018, resulting in this large variance. Public safety vehicles planned for replacement in FY2018 include a Fire Rescue Truck, Fire Brush Truck, eight Police sedans, and two Police SUVs. The public safety vehicles are funded with Certificate of Obligation debt amortized over five to ten years. The Fleet Fund also will begin phasing in a plan to replace several vehicles previously held back for replacement. A list of holdback units is available in the Reference Section of this document. A list of new vehicles associated with service level enhancements in other departments is provided on the following page. Holdback and new vehicles are funded with cash.

### FUND SCHEDULE

	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Beginning Fund Balance</b>	<b>1,432,073</b>	<b>1,337,221</b>	<b>2,034,084</b>	<b>4,420,162</b>	<b>-</b>	<b>4,420,162</b>
<b>Revenues</b>	<b>FY2016 Actual</b>	<b>FY2017 Budget</b>	<b>FY2017 Projected</b>	<b>FY2018 Base</b>	<b>FY2018 Changes</b>	<b>FY2018 Budget</b>
Vehicle Lease Fees.	1,527,659	1,610,203	1,610,203	1,644,625	51,271	1,695,896
Transfer In	1,454,556	2,685,500	2,685,500	1,799,000	641,100	2,440,100
Vehicle Maint. Fees	1,341,929	1,449,238	1,449,238	1,436,684	18,940	1,455,624
Interest	12,267	7,000	7,000	7,000	-	7,000
Sale of Vehicles	-	-	173,794		-	-
Other	-	-			-	-
<b>Grand Total</b>	<b>4,336,411</b>	<b>5,751,941</b>	<b>5,925,735</b>	<b>4,887,309</b>	<b>711,311</b>	<b>5,598,620</b>
<b>Expenses</b>	<b>FY2016 Actual</b>	<b>FY2017 Budget</b>	<b>FY2017 Projected</b>	<b>FY2018 Base</b>	<b>FY2018 Changes</b>	<b>FY2018 Budget</b>
Capital Replacement and Insurance	2,374,528	3,392,868	1,915,000	4,077,868	692,371	4,770,239
Contracts and Leases	158,958	222,954	222,954	200,000	-	200,000
Operations	518,097	657,099	632,181	657,099	18,940	676,039
Other	-	-	-	-	-	-
Personnel	593,406	680,393	670,348	692,307	-	692,307
Transfer	-	-	-	-	-	-
Internal Service Fund	109,952	99,174	99,174	96,693	-	96,693
<b>Grand Total</b>	<b>3,754,941</b>	<b>5,052,488</b>	<b>3,539,657</b>	<b>5,723,967</b>	<b>711,311</b>	<b>6,435,278</b>
	<b>FY2016 Actual</b>	<b>FY2017 Budget</b>	<b>FY2017 Projected</b>	<b>FY2018 Base</b>	<b>FY2018 Changes</b>	<b>FY2018 Budget</b>
<b>Ending Fund Balance</b>	<b>2,013,543</b>	<b>2,036,674</b>	<b>4,420,162</b>	<b>3,583,504</b>	<b>-</b>	<b>3,583,504</b>
CAFR Adjustment	20,541	-	-	-	-	-
Reserve for Capital	-	-	1,400,000	-	-	-
<b>Available Fund Balance</b>	<b>2,034,084</b>	<b>2,036,674</b>	<b>3,020,162</b>	<b>3,583,504</b>	<b>-</b>	<b>3,583,504</b>

## FLEET SERVICES

### DEPARTMENT DESCRIPTION

The Fleet Services Department performs preventative maintenance and mechanical repairs on all City equipment and vehicles. The goal of the Department is to ensure safe, efficient operations while minimizing future replacement needs. The department manages the Fleet Services Fund, writes specifications for new vehicle and equipment purchases, and performs new product research.

FLEET SERVICES FUNDS

FLEET SERVICES

9 FTEs

### MAJOR DEPARTMENT ACCOMPLISHMENTS FOR FY2017

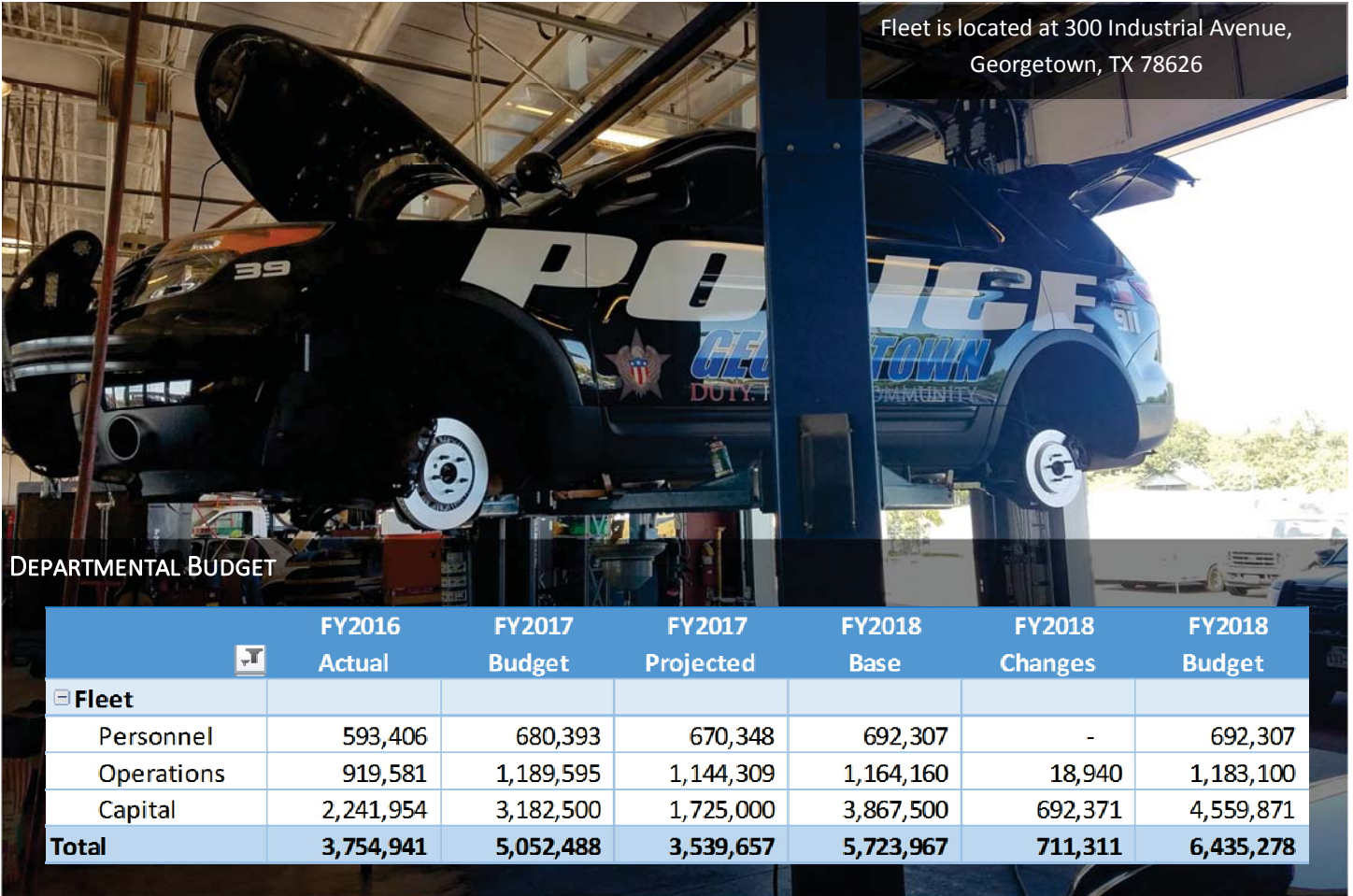
- ✓ Recognized by the National Institute for Automotive Service Excellence Blue Seal of Excellence Program for the 9<sup>th</sup> year in a row.
- ✓ Purchased mobile lift system for heavy vehicle repair.
- ✓ Passed TCEQ inspection ensuring compliance and safety at the City's fuel site.
- ✓ Implemented first year of a four year plan to replace the city-wide two-way radios.
- ✓ Identified hold-back vehicles that needed to be added to the ISF replacement schedule for the 2018 budget.
- ✓ Equipped Street department water truck with newer chassis from replaced dump truck.
- ✓ Replaced 18 vehicles, 1 backhoe, 5 mowers and a tractor.
- ✓ Purchased 6 vehicles, 1 mini-excavator and 3 trailers.

### MAJOR DEPARTMENT GOALS & STRATEGIES FOR FY2018

- Ensure a safe and efficient fleet for City operations.
- Preserve mechanical, electrical and hydraulic integrity of the City's fleet, thus extending the useful life of City assets.
- Increase efficiency & cost-effectiveness by balancing staff and outside resources.
- Provide outstanding customer service for all customers.
- Increase professionalism for mechanics by obtaining additional ASE and EVT Certifications.
- Continue to research alternative fuels for use in City fleet, such as propane conversions for existing vehicles.
- Continue to work with our Information Technology department to develop reports for our new EAM Fleet software.
- Maintain the integrity of the City's fleet through effective management of the Fleet Internal Service Fund; continue replacing critical hold-back vehicles.
- Purchase 44 vehicles, 9 equipment/trailers.
- Obtain the best value for the City by rebidding the Citywide fuel contract.
- Establish meaningful performance measures to track the effectiveness of fleet services.







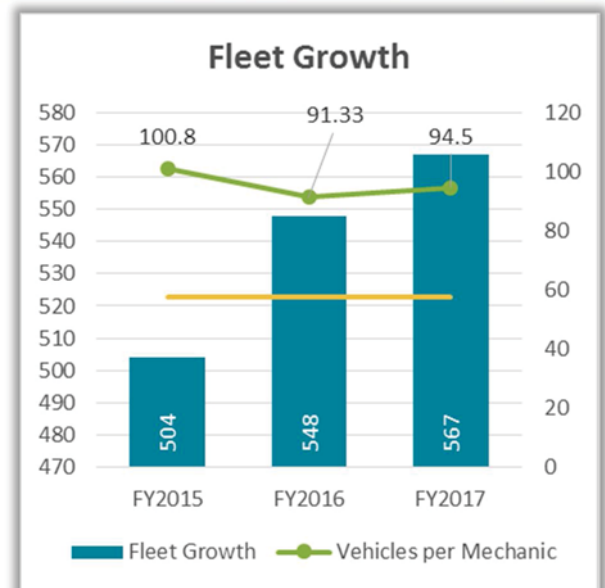
#### DEPARTMENTAL BUDGET

	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Fleet</b>						
Personnel	593,406	680,393	670,348	692,307	-	692,307
Operations	919,581	1,189,595	1,144,309	1,164,160	18,940	1,183,100
Capital	2,241,954	3,182,500	1,725,000	3,867,500	692,371	4,559,871
<b>Total</b>	<b>3,754,941</b>	<b>5,052,488</b>	<b>3,539,657</b>	<b>5,723,967</b>	<b>711,311</b>	<b>6,435,278</b>

#### DEPARTMENTAL PERFORMANCE MEASURES

**Fleet growth** measures work load through the ratio of number of fleet assets to mechanics on staff. Government Fleet Magazine recommends 57.5 vehicles per mechanic, and is used as a tool for considering additional mechanics for Fleet Services.

**Percent of Budget Outsourced** measures the amount of maintenance dollars spent with outside vendors as compared to total maintenance dollars spent at Fleet Services. For example, sending fire trucks to a shop that specializes in fire apparatus repair. Many times these outside shops have specialized equipment and technical knowledge that can have the vehicle back on the road sooner while allowing Fleet Services to focus on priority repairs. Outsourcing repairs is not a replacement for technicians, it is used to compliment the services performed by Fleet Services in an effort to increase up-time. The percent of budget outsourced for FY2017 was 30%.



#### AWARDS/ACCREDITATIONS

The Fleet Shop is **ASE Blue Seal recognized** for nine consecutive years. The Department currently has five ASE Master Technicians and two Master Fire Apparatus Technicians. Automotive Service Excellence and Emergency Vehicle Technician are independent third party certifications that impartially verify technicians' knowledge. Fleet Services staff currently holds 93 ASE and EVT certifications.



## SELF-INSURANCE FUND

The Self-Insurance Fund accounts for the revenues and expenses related to employee health benefits. The City provides health and dental benefits for full-time employees. The City transitioned to a self-funded medical plan from the traditional fully insured model in FY2014 to help lower costs and maintain stability in premiums.

As part of the overall move to the self-insurance model, increasing access to wellness events was a key strategy for the City. Throughout the year, the City offers wellness events like *Lunch & Learns*, flu shots, running groups, and biometric screenings free of charge to employees. Employee participation in wellness activities has increased significantly over the past two years. Biometric screening participation increased by 15%, and overall wellness program completion has more than tripled.

Staff worked with benefits consultants, as well as the City's General Government and Finance subcommittee, to establish two additional reserves within the fund. The "Incurred But Not Reported Reserve" (IBNR) provides an estimate of claims in process but not accounted for due to timing, and the "Rate Stabilization" protects the City against higher than expected claims in the current fiscal year and large increases in rates for catastrophic events from year to year.

At this time there are no projected increases for health insurance premiums in 2018 for the City and the employees and the two reserves are fully funded.



*City Wellness 5K*



*City Running Group in San Gabriel Park*



*City Dodgeball Tournament to kickoff United Way Campaign*



*Cupid's Chase 5K*

**FUND SCHEDULE**

	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Beginning Fund Balance</b>	<b>2,129,907</b>	<b>2,604,407</b>	<b>2,205,987</b>	<b>3,514,754</b>	<b>-</b>	<b>3,514,754</b>
Revenues	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
PPO Contributions	3,227,181	3,376,000	3,721,673	3,919,168	-	3,919,168
HDHP Contributions	2,621,797	2,658,500	2,627,614	2,765,767	-	2,765,767
Transfer In	-	-	1,306,881	324,000	-	324,000
Dental Contributions	-	325,000	325,000	425,000	-	425,000
Allocated Interest	7,771	4,000	4,000	4,000	-	4,000
Long Term Disability				100,000	-	100,000
Miscellaneous Revenue	16,785	-			-	-
<b>Grand Total</b>	<b>5,873,534</b>	<b>6,363,500</b>	<b>7,985,167</b>	<b>7,537,935</b>	<b>-</b>	<b>7,537,935</b>
Expenses	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
Medical Claims	4,435,322	4,981,400	4,981,400	5,757,398	-	5,757,398
Stop Loss Fees	624,391	590,000	590,000	654,150	-	654,150
Dental Claims	-	300,000	304,000	435,700	-	435,700
Fees	322,358	330,000	341,000	361,000	-	361,000
HSA Contributions	248,333	260,000	315,000	340,000	-	340,000
Special Services	167,050	175,000	145,000	150,000	-	150,000
Long Term Disability				100,000	-	100,000
Other	-	-			-	-
<b>Grand Total</b>	<b>5,797,454</b>	<b>6,636,400</b>	<b>6,676,400</b>	<b>7,798,248</b>	<b>-</b>	<b>7,798,248</b>
	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Ending Fund Balance</b>	<b>2,205,987</b>	<b>2,331,507</b>	<b>3,514,754</b>	<b>3,254,441</b>	<b>-</b>	<b>3,254,441</b>
CAFR Adjustment	-	-	-	-	-	-
IBNR	556,400	631,140	631,140	631,140	-	631,140
Rate Stabilization	1,112,800	1,262,280	1,262,280	1,262,280	-	1,262,280
<b>Available Fund Balance</b>	<b>536,787</b>	<b>438,087</b>	<b>1,621,334</b>	<b>1,361,021</b>	<b>-</b>	<b>1,361,021</b>



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## JOINT SERVICES FUND



Blue Hole Park

#### JOINT SERVICES FUND

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## JOINT SERVICES FUND

The Joint Services Fund is composed of departments providing administrative support to the City. GUS Administration, Systems Engineering, and Customer Care provide support to the City's utility funds. Administrative Departments including Accounting, Finance Administration, Human Resources, and Purchasing provide support to all the City's funds and departments.

### *Joint Services Allocation Methodology*

The Joint Service Fund is funded through user charges in the funds it supports, like the General, Electric, and Water funds. Each of these funds are charged for services provided by the departments in the Joint Service Fund. For each department in the Joint Service fund, there is a specific allocation method to charge the other operating fund based upon its demand for resources. For example, services provided by Human Resources are allocated based on the number of employees in the various funds.

### *Mid-Year Budget Amendment*

Helping to respond to issues of growth, the Joint Service Fund was amended mid-year in FY2017 to add a Treasurer position in Finance Administration and an Assistant Controller position in Accounting.

### **FISCAL YEAR 2018**

**Total revenues** are budgeted to be \$16.4 million, which represents an increase of 7% relative to the FY2017 Projection. The increase in revenue is due to the fact that in FY2017 the beginning fund balance of \$749,366 was applied as a credit and therefore not charged to the operating funds. It represents the savings in operating expenses that should go back to the funds that support Joint Services. This one-time event accounts for a majority of the percentage increase.

**Total expenditures** are budgeted to be \$16.7 million, which represents an increase of 9% relative to the FY2017 Projection. The increase in expenses largely driven by increases in the IT Allocation model. The largest increase was in Customer Care which saw IT charges increase by over \$479,000 related to the new Customer Information System. Overall, the fund saw a 31% increase in IT charges. The Main Street program is merging into the Economic Development Department in 2018. Below are highlights of the proposed service level enhancements in Joint Services. A full list is available following the fund schedule.

### *Proposed Enhancements:*

- **Finance Administration: CIS Internal Controls Phase II:** In FY2017 staff contracted for consulting on internal controls for the Customer Information System conversion and daily interface with Incode. A second phase is needed to document all internal controls. Proposed Cost: \$50,000.
- **Finance Administration and Human Resources: Business Systems Analysts:** As part of the ERP implementation process, three Business Systems Analysts are proposed. One of these positions is budgeted in the Information Technology fund, while the other two positions are in Finance Administration and Human Resources. Proposed Cost: \$139,800.
- **Customer Care: Expanded Call Center Hours:** To help improve customer service, this proposed enhancement would provide funds to expand hours from 8am to 6pm. One additional FTE is needed in this request. Proposed Cost: \$57,679.
- **GUS Administration: Office Specialist:** This proposed enhancement will help manage the administrative workload in the utility departments and at the West Side Service Center. Proposed Costs: \$52,000.
- **Systems Engineering: Contract Coordinator:** The contract coordinator is envisioned to provide support with purchase orders, contract document preparation, invoice processing and tracking, agenda item preparation and assembly, legal document review, real estate document recording, grant administration, grant reimbursement, partner reimbursements, records management, and interagency communication (TxDOT, Wilco, neighboring cities, TWDB, USACOE, USF&W, TDLR, TCEQ, et al.) Proposed Cost: \$94,000.

**FUND SCHEDULE**

	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Beginning Fund Balance</b>	<b>801,019</b>	<b>749,366</b>	<b>343,362</b>	<b>302,565</b>	<b>-</b>	<b>302,565</b>
Revenues	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
Service Fees Water	2,831,411	4,517,867	4,517,867	7,248,183	-	7,248,183
Service Fees Electric	3,109,294	3,782,058	3,782,058	4,233,598	-	4,233,598
Services Fees General	2,420,641	2,988,741	2,988,741	3,345,567	-	3,345,567
Service Fees Wastewater	1,595,500	1,957,252	1,957,252		-	-
Service Fees Stormwater	704,500	838,822	838,822	938,969	-	938,969
Transfer In	1,045,957	582,137	582,137	5,000	-	5,000
GEDCO Contract Fee	132,392	197,722	197,722	221,328	-	221,328
GTEC Contract Fee	76,234	149,083	149,083	166,882	-	166,882
Service Fees Airport	80,882	117,729	117,729	131,785	-	131,785
Conservation	8,690	89,647	89,647	100,350	-	100,350
Other	92,728	29,000	66,125	26,774	-	26,774
VPID Joint Serv Allocation	11,935	13,279	13,279	8,966	-	8,966
Interest	2,874	9,000	9,000	10,000	-	10,000
Economic Development	135,088	-			-	-
<b>Grand Total</b>	<b>12,248,127</b>	<b>15,272,338</b>	<b>15,309,463</b>	<b>16,437,402</b>	<b>-</b>	<b>16,437,402</b>
Expenses	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
0000 - Transfer	26,450	25,000	25,000	-	30,800	30,800
0302 - Finance Administration	723,199	900,293	889,379	992,233	120,809	1,113,042
0315 - Accounting	788,716	855,700	790,114	956,503	-	956,503
0317 - Purchasing	636,526	737,185	711,332	734,434	-	734,434
0321 - Customer Care	2,072,237	3,544,585	3,401,387	4,029,914	24,679	4,054,593
0338 - Joint Service Contracts	976,696	935,232	990,400	536,000	33,000	569,000
0502 - GUS Administration	1,255,211	1,392,815	1,414,575	1,417,747	52,165	1,469,912
0526 - Engineering	1,645,810	2,049,288	1,845,466	2,044,192	98,920	2,143,112
0534 - Conservation	370,371	1,047,322	680,355	982,774	-	982,774
0547 - Engineering Support	982,669	1,239,024	1,098,298	1,069,289	-	1,069,289
0637 - Economic Development	352,067	427,990	406,838	457,176	175,916	633,092
0638 - Insurance & Legal	544,408	705,000	705,000	705,000	-	705,000
0639 - Human Resources	805,648	806,051	789,562	882,130	67,609	949,739
0640 - City Wide HR	452,861	119,756	403,620	404,400	11,000	415,400
0653 - Main Street	141,288	157,537	153,810	155,916	(155,916)	-
0654 - Legal	1,025,067	1,072,128	1,045,124	913,277	-	913,277
<b>Grand Total</b>	<b>12,799,224</b>	<b>16,014,907</b>	<b>15,350,260</b>	<b>16,280,985</b>	<b>458,982</b>	<b>16,739,967</b>
	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Ending Fund Balance</b>	<b>249,922</b>	<b>6,797</b>	<b>302,565</b>	<b>458,982</b>	<b>(458,982)</b>	<b>(0)</b>
CAFR Adjustment	93,440	-	-	-	-	-
<b>Available Fund Balance</b>	<b>343,362</b>	<b>6,797</b>	<b>302,565</b>	<b>458,982</b>	<b>(458,982)</b>	<b>(0)</b>



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## ACCOUNTING

### DEPARTMENT DESCRIPTION

The Accounting Department is responsible for keeping accurate financial records for the City and providing financial and related information to City management and policy makers. The Department oversees and processes accounts payable, electronic payments, and the City's payroll. Additionally, the Department tracks cash for all City funds, maintains the general ledger, and monitors internal controls. The Department actively participates in the budget process, investment reporting, and tracking the City's capital improvements and grant projects.

JOINT SERVICES FUND

ACCOUNTING

11 FTEs

### MAJOR DEPARTMENT ACCOMPLISHMENTS FOR FY2017

- ✓ Received the Certificate of Achievement for Excellence Award for the Comprehensive Annual Financial Report (CAFR).
- ✓ Completed procurement for a risk assessment of the City's processes.
- ✓ Established and hired full-time Assistant Controller position.
- ✓ Ensured proper internal controls by completing the first phase of controls review for the new Customer Billing software system.
- ✓ Improved efficiency for staff and customers by realigning cash collections for Hotel Occupancy Taxes.

### MAJOR DEPARTMENT GOALS & STRATEGIES FOR FY2018

- Select and implement a cloud-based Enterprise Resource Planning (ERP) software for all financial and human resources functions in the City.
- Provide timely reporting for the annual external audit and the Comprehensive Annual Financial Report (CAFR) by closing year-end efficiently.
- Continue to improve the month-end process in order to provide timely and meaningful financial reporting to management and the public.
- Develop Capital Improvement Plan reporting – including budget, project accounting and financial management reporting.
- Complete the citywide risk assessment and provide an audit plan to address the city's needs.
- Complete phase two of the internal controls study related to the Customer Billing software system to limit risk in the City's highest revenue center.



City of Georgetown Accounting Team.



#### DEPARTMENTAL BUDGET

	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Accounting</b>						
Personnel	700,420	788,330	724,342	890,139	-	890,139
Operations	88,296	67,370	65,772	66,364	-	66,364
Capital	-	-	-	-	-	-
<b>Total</b>	<b>788,716</b>	<b>855,700</b>	<b>790,114</b>	<b>956,503</b>	<b>-</b>	<b>956,503</b>

#### DEPARTMENTAL PERFORMANCE MEASURES

The Accounting Department is responsible for timely, accurate vendor payments. One major initiative is to provide more electronic methods of payments to help streamline the payment process. The growth to more efficient and economical payments has increased over the past few years.

#### AWARDS/ACCREDITATIONS

*Certificate of Achievement for Excellence in Financial Reporting* is presented by the Government Finance Officers Association for the Comprehensive Annual Financial Report (CAFR).

Reports submitted to the CAFR program are reviewed by selected members of the GFOA professional staff and the GFOA Special Review Committee (SRC), which comprises individuals with expertise in public sector financial reporting and includes financial statement preparers, independent auditors, academics, and other finance professionals.





## CONSERVATION

### DEPARTMENT DESCRIPTION

The Conservation Services Department provides stewardship and management of our natural resources through the application of environmentally sound practices. The Department seeks the development of a strong foundation of leadership and education by providing opportunities, funding incentives, and assistance to citizens in the management of their own resources. This approach supports both Georgetown Utility Systems and its customers in achieving their energy efficiency and water conservation goals.

JOINT SERVICES FUND

CONSERVATION

5 FTEs

### MAJOR DEPARTMENT ACCOMPLISHMENTS FOR FY2017

- ✓ Collaborated on Phase II of a multi-departmental team to develop a water loss process by implementing operational metrics.
- ✓ Implemented Phase II of the Water Conservation Irrigation Campaign.
- ✓ Developed educational & promotional materials for energy conservation.
- ✓ Implemented an energy assessment audit program to assist customers with high bill resolution.
- ✓ Redesigned Georgetown Utility Systems website to provide a streamlined user experience.
- ✓ In conjunction with the Texas A&M Natural Resources Institute, created an addendum to the Drought Survivability Study that identifies the drought tolerance of 100 species of plants specific to the Georgetown water service area.
- ✓ Implemented rebates & incentives to promote conservation objectives.
- ✓ Expanded the utility social media presence in the community.

### MAJOR DEPARTMENT GOALS & STRATEGIES FOR FY2018

- Establish and communicate conservation objectives.
- Act as a resource for conservation through public outreach and community involvement.
- Develop an educational outreach program to communicate conservation goals within community.
- Update 5-year Conservation Plan to meet state requirements by 2019.
- Expand current rebate programs to achieve conservation objectives.
- Define processes for utilizing various customer communication channels.



City of Georgetown Conservation Team.

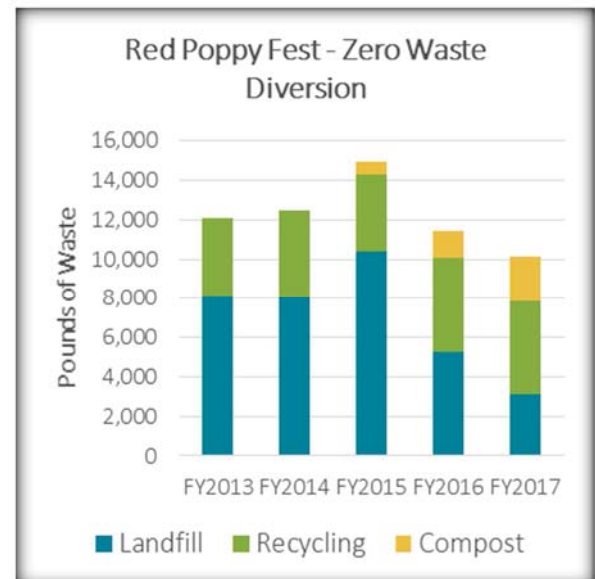
DEPARTMENTAL BUDGET

	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Conservation</b>						
Personnel	198,726	444,215	382,898	388,517	-	388,517
Operations	171,226	603,107	297,457	594,257	-	594,257
Capital	418	-	-	-	-	-
<b>Total</b>	<b>370,371</b>	<b>1,047,322</b>	<b>680,355</b>	<b>982,774</b>	<b>-</b>	<b>982,774</b>

DEPARTMENTAL PERFORMANCE MEASURES

*Red Poppy Festival Waste Diversion* is a conservation effort to reduce the amount of festival generated materials sent to the landfill through various upstream waste reductions and proactive materials management and services. Conservation's goal is to educate festival attendees and vendors about the benefits of utilizing consumer materials that generate less waste.

Our goal is to be better stewards of our environment's finite resources by encouraging responsible purchasing of consumer products by citizens, visitors, and vendors, thus providing a zero-waste event by the year 2021.



## CUSTOMER CARE

### DEPARTMENT DESCRIPTION

The Customer Care Department provides customer assistance with utility operations and billing inquiries. The Department communicates and educates the public on Georgetown Utility Systems processes relating to utility and conservation programs. Additionally, the Department guides new development service initiations through City processes, manages the automated meter reading process, and bills & collects for all City utility and airport services.

JOINT SERVICES FUND

CUSTOMER CARE

24 FTEs

### MAJOR DEPARTMENT ACCOMPLISHMENTS FOR FY2017

- ✓ Reengineered business processes and developed interface designs for the new Customer Information Software (CIS) System which expands customer services and options.
- ✓ Configured Interactive Voice Response (IVR) System to route callers to appropriate areas for the GoGEO! transit initiative.
- ✓ Redesigned Lobby cashiering area to facilitate a friendlier and collaborative customer interaction.
- ✓ Delivered timely and accurate billing and payment information to customers.
- ✓ Responded to customer inquiries and issues in a timely manner.
- ✓ Provided proactive customer communications increasing awareness of utility operations, service impacts, and programs.
- ✓ Increased utilization of the Georgetown Utility Systems E-Bill Program by providing targeted communications to customers.
- ✓ Consolidated and redesigned water quality report to include entire service area and increased customer awareness through social media.

### MAJOR DEPARTMENT GOALS & STRATEGIES FOR FY2018

- Configure, test, and train on the new Customer Information Software (CIS) System.
- Reengineer the Interactive Voice Response (IVR) System to align with the new CIS System.
- Continue to build upon behavior based standards through training and mentoring and fostering an experience that emphasizes customer relationships.
- Provide customer billing information by offering ability to receive text message billing reminders.
- Continue to maintain a high level of customer service by responding to customer inquiries and issues in a timely manner.
- Provide proactive communication to customers to increase awareness of utility operations, service impacts, and CIS project impacts.
- Expand hours of operations for the Utility Customer Care Call Center to meet customer needs.
- Work with City of Leander to transition customers in their extraterritorial jurisdiction based on agreement from Chisholm Trail Special Utility District (CTSUD) acquisition.
- Implement new solid waste contract rates.



### Notable Budget Item(s)

Customer Service  
Representative for Expanded  
Services  
\$57,679

City of Georgetown Customer Care Team.

DEPARTMENTAL BUDGET

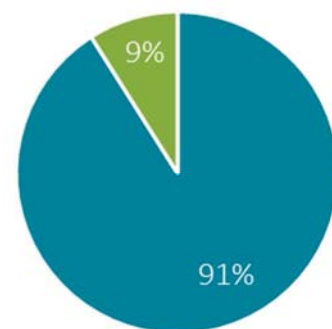
	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Customer Care</b>						
Personnel	1,497,492	1,631,848	1,541,438	1,689,137	57,404	1,746,541
Operations	568,738	1,906,737	1,853,949	2,340,777	(32,725)	2,308,052
Capital	6,008	6,000	6,000	-	-	-
<b>Total</b>	<b>2,072,237</b>	<b>3,544,585</b>	<b>3,401,387</b>	<b>4,029,914</b>	<b>24,679</b>	<b>4,054,593</b>

DEPARTMENTAL PERFORMANCE MEASURES

In the most recent citizen survey, when asked to rate their interaction with City employees, the majority of respondents, 91%, indicated City employee interaction to be good or excellent. Good or excellent ratings from residents indicate that City employees meet or exceed expectations within the community.

The City of Georgetown and Georgetown Utility Systems proudly sponsor the Good Neighbor Fund, a program to assist eligible customers who are having difficulty paying their utility bill. Voluntary contributions from our customers fund this valuable community program. Pledge forms can be found online at [gus.georgetown.org/gnf](http://gus.georgetown.org/gnf). In 2017, 263 families were helped by the Good Neighbor Fund.

City Employee Interaction



■ Good or Excellent ■ Poor or Fair



## ECONOMIC DEVELOPMENT AND MAIN STREET

### DEPARTMENT DESCRIPTION

The Economic Development Department coordinates and leads the City's economic development efforts. The Department's mission is to create and maintain a balanced and dynamic local economy. The Department markets the community to business prospects, provides economic and demographic information, and encourages partnerships between private and public entities. In addition, the Department represents the community in regional, state, national, and international economic development initiatives and programs. Economic Development also oversees the Main Street program which focuses on Downtown revitalization within the context of historic preservation to help diversify the economic base of the community.

JOINT SERVICES FUND

ECONOMIC DEVELOPMENT

4 FTEs

### MAJOR DEPARTMENT ACCOMPLISHMENTS FOR FY2017

- ✓ Recruited and expanded businesses including Holt Caterpillar, Rentsch Brewery, Ewald Kubota, and Watkins Insurance. Upon completion of all four projects, they will represent more than \$28,000,000 in capital investment and 155+ jobs.
- ✓ Held the Inaugural Economic Development Symposium – “The Election Economy.”
- ✓ Assisted in the retail strategy and began implementation of recommendations, working with retail developers to create space to meet demand.
- ✓ Ramped up the Business Retention & Expansion program to complete over 55 business visits.
- ✓ Received a Texas Economic Development Council Excellence in Workforce award for the Workforce Development Alliance partnership with the Chamber and ISD.
- ✓ Completed the Target Industry & Workforce Analysis.
- ✓ Created the Georgetown Community Profile.
- ✓ Brought the Main Street program into Economic Development and hired the Downtown Development Manager.
- ✓ Developed a department mission statement, strategic goals, and performance measures in order to participate in the 2<sup>nd</sup> and 3<sup>rd</sup> Qtr. of the City's Performance Management Program.

### MAJOR DEPARTMENT GOALS & STRATEGIES FOR FY2018

- Create a departmental Strategic Plan based on the retail, workforce, and target industry assessments.
- Begin generating targeted leads through staff research and identification.
- Build strong business relationships by surpassing 75 business retention visits and 75 touches.
- Hold the first “Industry Appreciation Month” in October with Manufacturers’ Day and the Industry Appreciation Celebration.
- Host the 2<sup>nd</sup> Annual Economic Development Symposium – “The Retail Ripple.”
- Partner with the Chamber to create the Small Business Resource Expo.
- Hold the Swirl to generate funds for the Main Street Facade & Sign Grant.
- Continue hosting Breakfast Bites to engage downtown stakeholders.
- Overhaul the department website to include video testimonials and target industry pages.
- Continue hosting Twelve@12 roundtables with relevant groups.
- Participate in six recruitment trips/trade shows with the state, Opportunity Austin, and the WilCo Economic Development Partnership.
- Continue improving marketing materials.



**Notable Budget Item(s)**  
Economic Development  
Analysis

\$20,000



Economic Development Team strolling through  
*the Most Beautiful Town Square in Texas.*

#### DEPARTMENTAL BUDGET

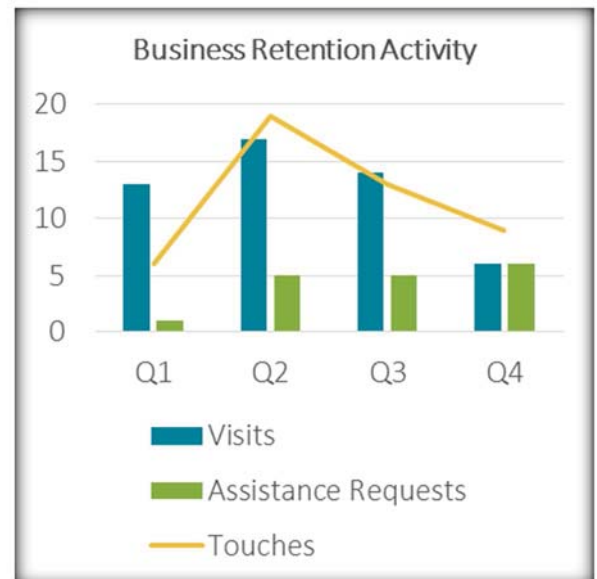
	FY2016 Actual	FY2017 Budget	FY2017 Projected	FY2018 Base	FY2018 Changes	FY2018 Budget
<b>Economic Development</b>						
Personnel	315,958	395,901	396,449	417,418	-	417,418
Operations	177,397	189,626	164,199	195,674	20,000	215,674
Capital	-	-	-	-	-	-
<b>Total</b>	<b>493,355</b>	<b>585,527</b>	<b>560,648</b>	<b>613,092</b>	<b>20,000</b>	<b>633,092</b>

**BUDGET NOTE:** For FY2018, the Main Street Program is merged into the Economic Development department. The prior year budgets have been restated to reflect this change.

#### DEPARTMENTAL PERFORMANCE MEASURES

The *Business Retention and Expansion (BRE)* program is a resource for local businesses focused on fostering open lines of communication and building relationships with the business community. Through visitation and outreach the Department identifies opportunities, concerns, and barriers in the health and continued growth of local businesses.

In FY2017, the BRE program ramped up activity and more than doubled the number of business visits completed the previous two fiscal years. In addition, the program began tracking touches, which includes communication with businesses outside of formal business visits. This is vital in order to maintain strong relationships with businesses outside of the annual formal business visit they may receive.



## ENGINEERING

### DEPARTMENT DESCRIPTION

Engineering is responsible for the development, coordination, and implementation of the Capital Improvement Plan (CIP). Using consulting and engineering firms and contractors, the Department focuses on delivering high-quality, efficient, customer-oriented real estate services for the acquisition of easements and rights-of-way, providing timely and reliable inspections, and contract management for projects.

JOINT SERVICES FUND

ENGINEERING

17 FTEs

### MAJOR DEPARTMENT ACCOMPLISHMENTS FOR FY2017

- ✓ Completed major capital improvement projects including: Rabbit Hill Elevated Storage Tank, Cedar Breaks Elevated Storage Tank, Mays Street, Westinghouse Regional Lift Station, 2017 Street Maintenance, ADA/Sidewalk Improvements and EARZ (ongoing).
- ✓ Design & Right of Way Acquisition of the following major capital improvement projects: Airport Road, Rivery Blvd, Northwest Blvd/FM971, Rabbit Hill Road, 2017 Miscellaneous drainage improvements, Berry Creek Interceptor, Shell Road Waterline, Sun City Elevated Storage Tank, Domel Pump Station Upgrades, Pecan Branch Wastewater Treatment Plant, multiple other water & wastewater projects.
- ✓ Worked directly with outside entities on regional projects – multiple County Road projects, FM 1460 (TxDOT), Mays St. (Round Rock), Regional Flood Study (TWDB).
- ✓ Maintained consistent two week turnaround on development plan review and facilitated the expeditious acceptance of new development.
- ✓ Continued to support with new development due diligence and development agreement negotiations.

### MAJOR DEPARTMENT GOALS & STRATEGIES FOR FY2018

- Bid & Construct the following: Rivery Blvd Extension, Northwest Blvd Extension, Berry Creek Interceptor, Park Wastewater Treatment Plant (WWTP) Lift Station, Pecan Branch WWTP, Domel Pump Station and Sun City Elevated Storage Tank (EST).
- Continue to increase communication (internal and external) and improve project management tracking.
- Improve development and utility agreement tracking of obligations and triggers.
- Continue to aggressively pursue necessary right-of-way and easements for major capital improvement plan projects.
- Lead and manage an update of the City's water and wastewater master plans, including an updated impact fee study.
- Complete the Texas Water Development Board regional flood study and develop a plan of action for potential flood mitigation measures as part of the FY2019 budget process.
- Update City Construction Specification and Standards.
- Exhibit and maintain a commitment to safety for ourselves and others.

