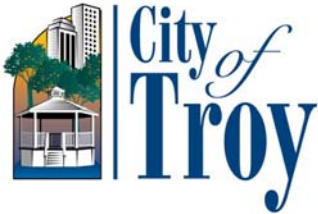


- *Community Affairs Director*.....Cindy Stewart



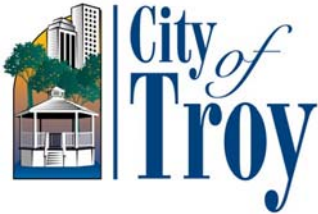
2009/10
Budget

COMMUNITY AFFAIRS

DEPARTMENT AT A GLANCE

Funding Level Summary	2006/07		Estimated 2008/09		2009/10	% Of Change
	Actual	Actual	Budget	Budget	Budget	
Community Affairs	\$589,410	\$598,957	\$552,335	\$628,400	\$392,460	-38%
Total Department	\$589,410	\$598,957	\$552,335	\$628,400	\$392,460	-38%
Personal Services	\$341,884	\$370,982	\$382,290	\$405,610	\$214,200	-47%
Supplies	45,887	48,580	40,395	54,000	41,260	-24%
Other Services/Charges	201,639	179,395	129,650	168,790	137,000	-19%
Total Department	\$589,410	\$598,957	\$552,335	\$628,400	\$392,460	-38%

Personnel Summary	2006/07		2007/08		2008/09		2009/10	
	Full-Time	Part-Time	Full-Time	Part-Time	Full-Time	Part-Time	Full-Time	Part-Time
Community Affairs	3	6	3	6	3	6	1	6
Total Department	3	6	3	6	3	6	1	6



MISSION AND SERVICE STATEMENTS

- ***Mission Statement***

The Community Affairs Department strives to increase community awareness and involvement in programs, services and community events by effectively and professionally communicating with our citizens.

- ***Service Statement***

The communication methods utilized by Community Affairs include the quarterly Troy Today newsletter; "Spotlight on Troy" (weekly community news on Cable TV, Troy Radio WQGH 1670 AM and the City website); annual calendar on the City website; website; cable television programs; public service announcements; City services brochures; informational bulletins; City service directory; Economic Resource Guide (business attraction); press releases; and information packets for new residents. Community Affairs coordinates photography of City services, events and activities year-round for use in all publications; the website; and displays at the Community Center and City Hall. We continue to tape historical programs spotlighting Troy residents and business owners.

Community Affairs helps the Information Technology Department maintain and update the City's website, www.troymi.gov. Hotlinks on the home page include City of Troy employment opportunities; current bids; millage rates; tax bills; press releases; electronic water bill payment plan; and community guide. The website also contains City Council information (meeting dates, agendas and minutes); applications; agendas and minutes for City boards and committees; construction projects; maps; and frequently asked questions and answers.

Cable television services are coordinated through Community Affairs. City Council meetings are aired live, taped and cablecast on a regular basis each week, and webcast.

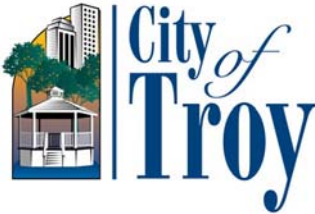
Community Affairs coordinates special events throughout the year: the Martin Luther King, Jr. Day "Celebration of Freedom"; 3rd grade student tours; summer concerts along the Big Beaver Corridor; drive-in movies and music at Boulan Park; holiday tree lighting; Veterans Day and Memorial Day ceremonies; Citizens Academy; and informational workshops for residents.

The Community Affairs Department also works closely with the Economic Development Department to help retain and attract new businesses to Troy.

Community Affairs serves as liaison to community groups and boards and committees including Troy Daze, Troy Activities Coordinating Team (TACT), the Martin Luther King, Jr. (MLK) Committee with Troy School District, the Inter-governmental Cable Communications Authority (ICCA), the Cable Advisory Committee and Ethnic Issues Advisory Board.

- ***Did You Know?***

- ✓ The weekly news program, "Spotlight on Troy" can now be viewed on our government cable channel, on our website and heard on our Troy radio station, WQGH 1670 AM.
- ✓ Watch Troy's online videos at www.troymi.gov to learn about all that our diverse, family-oriented community has to offer our residents, visitors and businesses.



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COMMUNITY AFFAIRS

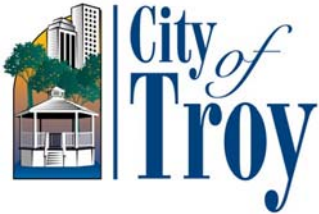
PERFORMANCE OBJECTIVES

Outputs

- ✓ Develop and update promotional materials (via print and cable productions) encouraging retention; reinvestment; and redevelopment of residential and commercial properties to maintain Troy’s excellent quality of life. **(Output H, Q, V,Z, DD, FF, HH)**
- ✓ Increase volume of citizen feedback through Troy Today surveys; water bill surveys; and the City website as a tool for evaluating and improving existing City services while establishing priorities for our future vision. **(Output U, Z, DD, KK)**
- ✓ Increase citizen participation in existing programs and network to incorporate more community/business partnerships into these programs. **(Output O, Q, R, U, Z, AA, II, KK)**
- ✓ Implement expanded citizen and business access to information and forms on the website. **(Output U, V, Z, AA, DD, II, KK)**

*See the list of outputs as ranked by City Council in the [CITY-WIDE ACTION PLAN](#) on pages 16 and 17.

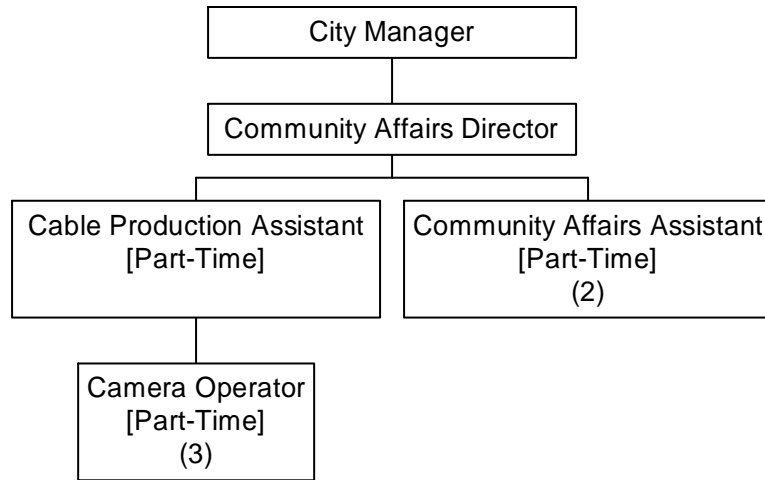
Performance		2007/08	2008/09	2008/09	2009/10
Indicators		Actual	Projected	Budget	Budget
Output	✓ Press Releases	470	475	485	510
	✓ New Resident Packets Distributed	1,045	1,050	1,050	1,055
	✓ Cable Productions	140	145	145	150
	✓ Brochures and Publications Produced	40	40	40	40
	✓ City Council and Board Meetings Taped	125	125	125	125
	✓ Proclamations Written	80	85	85	90
	✓ Email Requests	2,500	2,560	2,580	2,600
	✓ Third Grade School Tours	600	620	625	600
	✓ Beautification Awards Presented (Garden and Holiday)	110	115	120	125
	✓ Attendance at Major Events	102,220	102,500	103,000	103,500
Efficiency	✓ City Services Report Cards Received	3,200	3,300	3,300	3,400
	✓ % Homes/Businesses Receiving Troy Today	100%	100%	100%	100%
	✓ % of Citizen Inquiries Resolved within 48 Hours	99%	99%	99%	99%



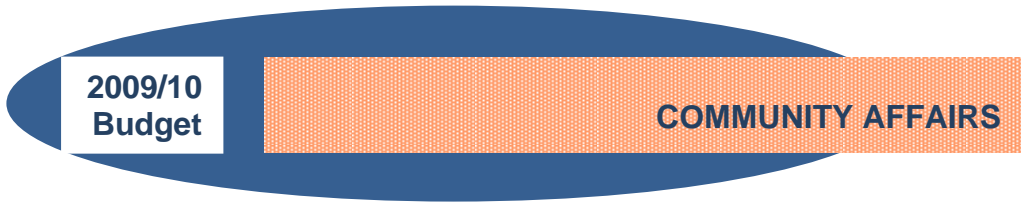
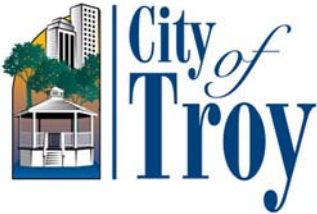
2009/10
Budget

COMMUNITY AFFAIRS

ORGANIZATIONAL CHART



Staff Summary	Approved 2007/08	Approved 2008/09	Recommended 2009/10
Community Affairs Director	1	1	1
Cable Production Assistant [Part-Time]	1	1	1
Camera Operators [Part-Time]	3	3	3
Community Affairs Assistant [Part-Time]	2	2	2
Community Affairs Officer	2	2	0
Total Department	9	9	7



SUMMARY OF BUDGET CHANGES

- **Significant Notes – 2009/10 Budget Compared to 2008/09 Budget**

Personal Services reflects a decrease of 2 full-time positions. These duties will be absorbed by other departments.

Other Services/Charges includes the reduction of one issue of *Troy Today* (the quarterly newsletter) and the elimination of the City calendar.

- **Operating Budget History**

