

GENEVA 2024 IN REVIEW

AMIE M. HENDRIX, CITY MANAGER
FEBRUARY 5, 2025



AGENDA

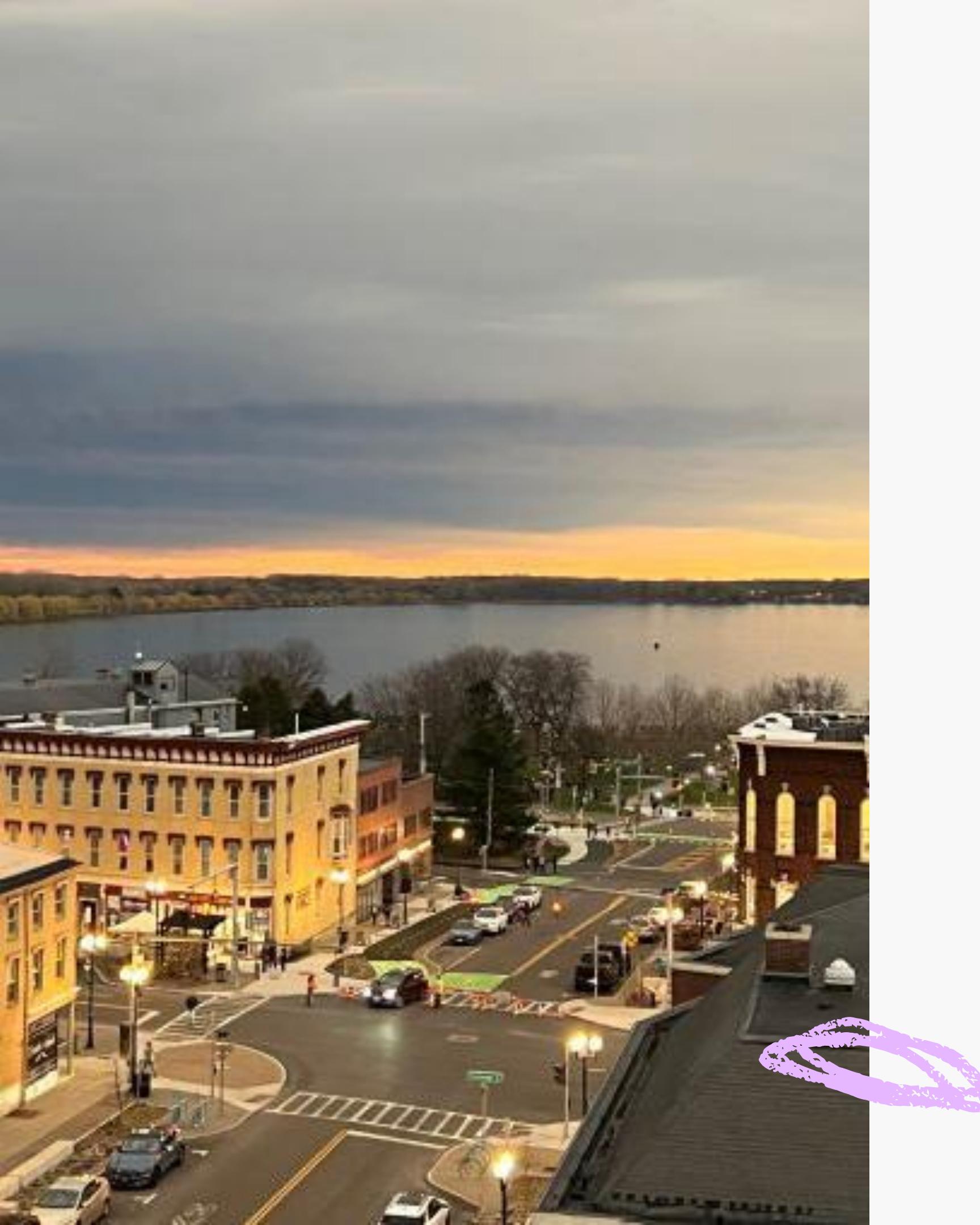


- 1 INTRODUCTION
- 2 SUCCESSES BY GOAL AREAS
- 3 CHALLENGES AHEAD
- 4 METRIC REVIEW
- 5 2025 PLANNING

Mission

THE CITY OF GENEVA PROVIDES EFFICIENT AND RESPONSIBLE LOCAL GOVERNMENT SERVICES, ALLOWING EVERYONE TO ENJOY THE BENEFITS OF LIVING AND WORKING IN OUR UNIQUELY URBAN CITY.





Vision

WE ENVISION THE CITY OF GENEVA AS A
PLACE THAT IS:

- Beautiful: By leveraging our historic assets and natural resources to create a vibrant, welcoming, and attractive city center.
- Prosperous: By supporting businesses, educational resources, and workforce development initiatives in a manner that fosters opportunity for all.
- Connected: By ensuring our downtown, waterfront, and neighborhoods are seamlessly integrated, support multimodal users and provides a safe, walkable, and pedestrian friendly core.
- Equitable: By providing a range of services and amenities available to all community members and visitors, regardless of age, race, and income.
- Sustainable: By serving as stewards of our natural and historic resources in a manner that balances preservation, long-term growth, and community development.

Values



- Safety: We strive to create a secure environment for all residents, staff, and visitors by implementing proactive measures and maintaining vigilant oversight. This commitment ensures that our community can thrive in a setting where individuals feel protected and at ease.
- Innovation: We embrace change and encourage creative solutions to meet the evolving needs of our community. We aim to enhance the quality of life in Geneva through the development of new ideas, technologies, and processes that deliver effective and efficient services.

- Caring & Respect: In every interaction, we prioritize empathy and understanding, treating all individuals with dignity and kindness. We are dedicated to building a community that values diversity and inclusiveness, where every voice is heard and respected, and where differences are celebrated.
- Integrity & Honor: We are committed to transparency, honesty, and ethical behavior in all our actions. By upholding these principles, we build trust with our community and ensure accountability in all our decisions. Integrity and honor are the cornerstones of our governance.
- Service & Stewardship: We are dedicated to serving the public with excellence, going above and beyond to meet the needs of our residents. As stewards of community resources, we manage and utilize them responsibly, ensuring sustainability and future prosperity for the City of Geneva.



Goal 1:

Ensure Fiscal and
Organizational
Stewardship of
City Resources

**The responsible management
of resources to achieve
specific goals and ensure
long-term financial health for
the City of Geneva and our
residents.**

Goal 2:

Promote Economic Development within the City

The city processes improve the economic and social well-being of City of Geneva residents through equitable programs, policies, and activities.

Goal 3:

Increase and Sustain Intergovernmental Relationships with City Partners

The management of interactions and relationships between the different levels of government, businesses, and community partners.

Goal 4:

Develop and Implement Strategies to Continue Dynamic Communications Regarding City Actions

The process of sharing information about government actions with the entire community, while ensuring that the diverse perspectives from throughout the City are considered.

Goal 5:

Enhance the
Quality of Life for
City Residents

The provision of equitable access to essential services, amenities, and opportunities—such as recreation services, infrastructure, public safety, and neighborhood engagement—ensuring that all members of the Geneva community, including those from historically marginalized or underserved groups, can fully participate and thrive.

Goal 6:

Work Collaboratively with the Community to Collect and Deliver Positive Population Performance Metrics for the City of Geneva

The City will collect and work to improve quantifiable data points that reflect the health and well-being of our community. These metrics can be used to evaluate the efficiency of all providers of a community, beyond those provided by City government, and can also be utilized to identify disparities based on socioeconomic status, race, and ethnicity.



2024 SUCCESSES



Ensure Fiscal and Organizational Stewardship of City Resources

- Replaced old or added new desktops or laptops; 34 in total
- Increased Physical Security for our buildings. Added 8 new cameras and two new electronic door strikers In City Hall and at the Police Department
- Networking Systems: replaced two NASs and two switches
- Created emails with multifactor authentication for every employee including employees that previously did not have email
- Cybersecurity – Accomplished phishing test with 9.4% clicking ratio, down from 2023
- With one of the three full-time recreation staff on partial medical leave, the two remaining full time recreation staff and seasonal staff stepped in to ensure programming ran smoothly throughout the year.
- New personnel were onboarded at the Fire Department including 2 new career firefighters (one who was fully trained, saving academy costs), 12 new volunteers, and a promotion of Assistant Fire Chief



Ensure Fiscal and Organizational Stewardship of City Resources

- Replaced a 23-year-old fire engine 1112 with brand new fire engine
- Upfitted new Special Operations Trailer with storm response, HAZMAT, & extended scene equipment
- Upgraded Radio System and Equipment at the Fire Department
- Established a bond financing plan for capital projects
- Updated the City's Investment Policy
- Established regular Capital Projects meetings
- Finalized deed transfers to put auction properties on the tax roll
- Completed Negotiations and ratification of four (4) Bargaining Agreement for the following: Municipal Employees Unit (MEU), Command Officers, Firefighters and Police Officers; Signed a Tentative Agreement with DPW Laborers December 2024
- Successfully transitioned 84 active employees and 43 retirees under 65 to the new Greater Tompkins County Municipal Health Insurance Consortium (GTCMHIC) health insurance plans with Excellus starting 1/1/2024 and additionally at the end of 2024, transitioned 95 over 65 retirees to the new Finger Lakes Municipal Health Insurance Trust Plan 7 with Excellus starting 2/1/2025
- Human Resource Department website updated with bargaining agreements and employee forms and resources; including policies and procedures.

Ensure Fiscal and Organizational Stewardship of City Resources

- Onboarded a new city council with 7 new members
- Welcomed a New City Clerk and Police Chief in Q2 2024 and Comptroller in Q4 2024
- Updates made to many procedures related to vital records and records management
- Working with City Boards and Commissions to fill vacancies and support their missions, goals, and training
- Change in administration at the Police Department in 2024. Although it presented many new challenges for our staff and the city, we worked together as a team to ensure the mission was completed.
- Created a balanced 2025 budget
- Adopted new policies for city employees including an administrative policy and procedure for policy making
- Replaced the sludge belt at the Wastewater Treatment Plant
- Continued to meet all regulatory requirements to ensure safety of water and wastewater systems
- Collected quarterly water meter readings and billed accordingly



Ensure Fiscal and Organizational Stewardship of City Resources

- Hired four new police officers to the Geneva Police Department. Three of the four attended the Finger Lakes Law Enforcement Academy and graduated at the top of their class.
- Upgraded the tased and body worn camera equipment, transitioning to the taser 7 platform and Body 4 for body worn cameras.
- Decommissioned the use of expandable batons in policing.
- Transitioned to rear mounted red dot sights on police side arms. This is rapidly becoming the national standard in law enforcement as it enhances public safety while shooting.
- Granted \$380,000 for law enforcement technology, which allowed the purchase of the GPD light tower and 3D crime scanner.
- New fire inspection and documentation program is implemented allowing for more accurate and standardized processes for the fire department.
- Firefighters completed nearly 10,000 hours of training, maintaining compliance with all the laws and standards.

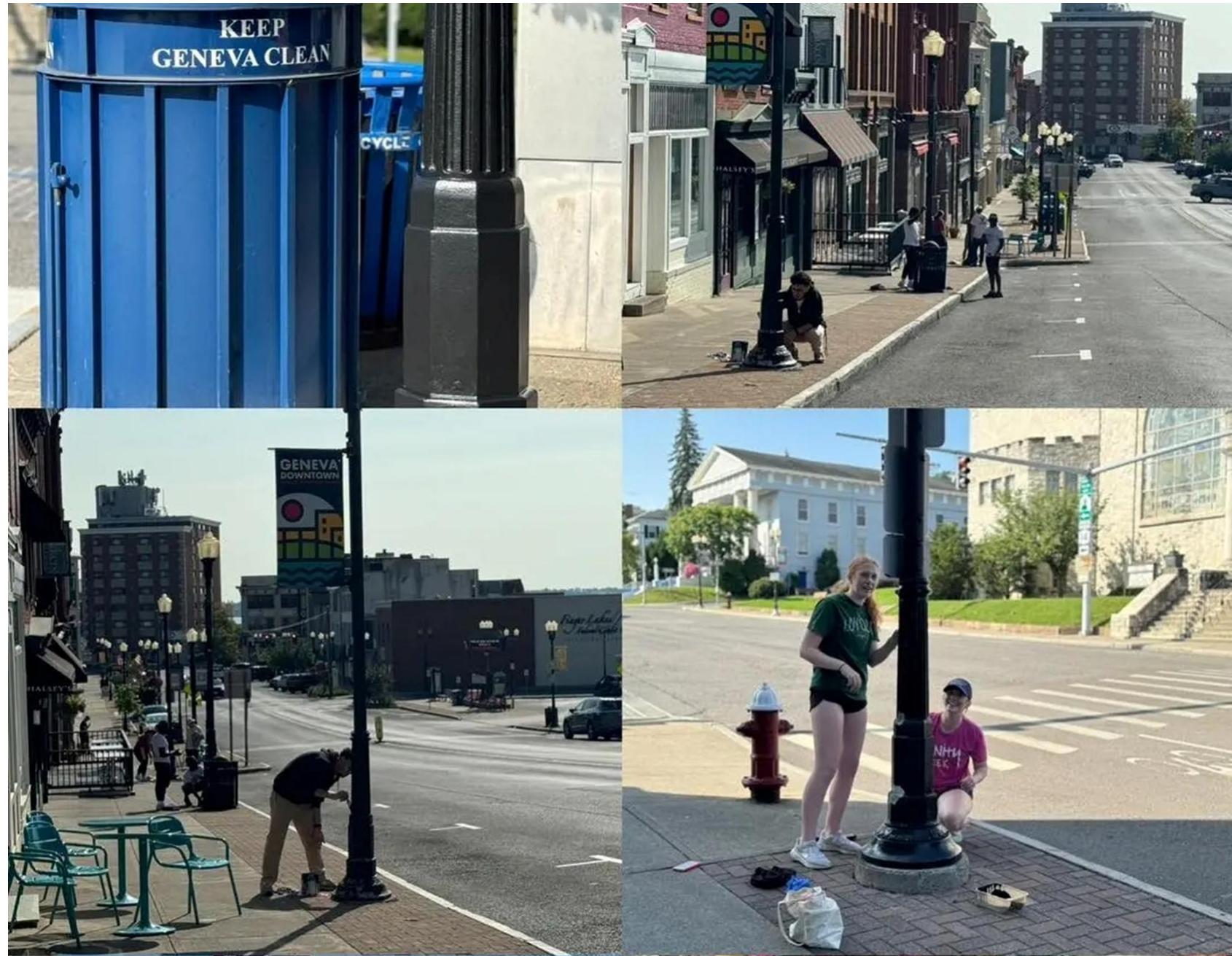
Promote Economic Development within the City

- Awarded \$153,000 in Microenterprise Assistance Funding to new and existing local businesses
- Coordinated 2 rounds of Restore NY applications including winning \$1.5million for corner of Castle and Exchange
- Applied for and won \$638,444 for CDBG Homeowner Rehabilitation program and secured an extra \$100,000 from Finger Lakes Community Action for energy upgrades on homes fixed up through this program
- Secured funding for Doran Bridge for North End Greenway project
- Completed Economic Development Strategic Plan for PED, IDA, LDC, and GBID including 2 very well attended community meetings and participation in Good Neighbor Day
- Relaunched the revolving loan fund program
- Successfully completed a citywide reassessment
- Implemented the Short-term Rental ordinance



Increase and Sustain Intergovernmental Relationships with City Partners

- Coordinated with Ontario County to review the Housing Study and develop solutions for housing challenges in Geneva
- The City Manager attended quarterly City/Town Manager meetings with County Administration
- Developed an ongoing staff team to work with Hobart William Smith focused on Economic Development, Public Safety, and Campus/Community Relationships
- City Manager Hendrix and Mayor Valentino met with City members of the Ontario County Board of Supervisors and the County Administration Team
- On-going coordination supported with the Ontario County Office of Economic Development and the City of Geneva



Develop and Implement Strategies to Continue Dynamic Communications Regarding City Actions

- More than 70 City Update E-Blasts reached over 3,000 subscribers
- More than 330 social media posts posted reaching over 12,000 viewers
- All City Council regular meetings and a majority of work sessions were streamed and recorded (only strategic planning meetings or executive sessions were not recorded)
- Worked with the LDC to hold our first neighborhood meeting post-pandemic to connect community members and begin implementing new neighborhood programming
- Held multiple listening sessions regarding the Economic Development Strategy
- Councilmembers conducted Town Hall meetings



Enhance the Quality of Life for City Residents



- Most successful and best attended year of Farmer's Market and Summer Concert Series
- Collaboration with Planning and Economic Development, Department of Public Works and the Recreation Department to launch kayak racks at the lake front and on-board a seasonal kayak vendor
- Held 10,379 open skate sessions, and sold 394 Individual Rink Passes
- Implemented full day Summer Recreation program with an average of 50 participants per week for 6 weeks.
- Soccer Tots had 103 participants
- Held the first police department teen academy in Summer 2024.
- Improvement made to internal and external customer service shifting the culture to a customer focused model

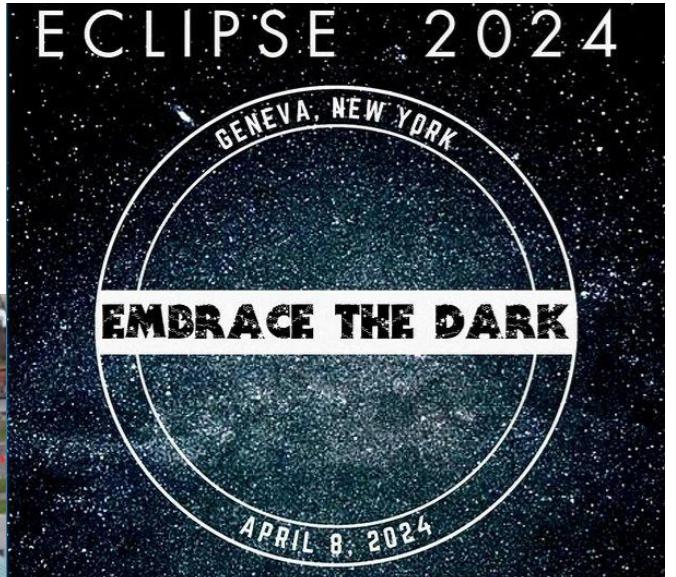
Enhance the Quality of Life for City Residents



- Record setting year of 2,759 responses by the Fire Department. Volume of calls is up due to increase in EMS, Code Enforcement and more accurate data tracking.
- 53 total fires (10 building fires) responded to by GFD, Zero loss of life from fire and minimal property damage from fire
- Installed 150 smoke/co detectors in private residences
- Restarted senior citizen education program regarding fire
- Conducted 711 Fire Code Enforcement inspections
- Presented City Council with a Storm Task Force report and recommended strategies for continuing storm response
- Completed road work and drainage improvements at Glenwood Cemetery
- Reviewed City playgrounds for safety

Enhance the Quality of Life for City Residents

- Continued ongoing city-wide maintenance programs including:
 - Castle Creek Debris Removal
 - Winter operations of roads
 - Yard debris pick-up program
 - Street resurfacing on 7 miles of streets
 - On-going tree management services
- Safely hosted thousands of visitors and residents during the 2024 Total Eclipse



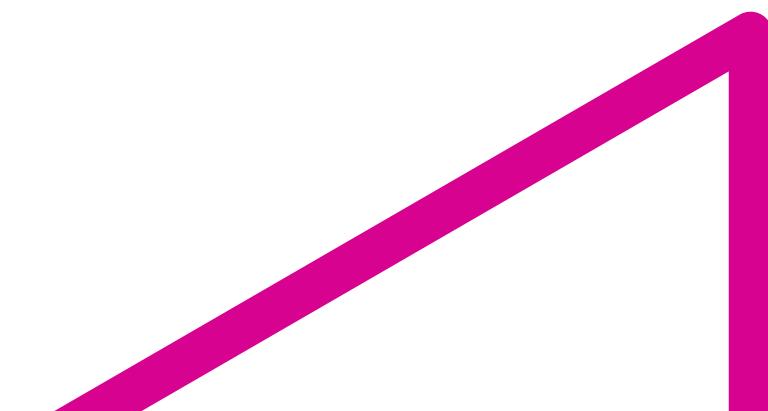


CHALLENGES WE FACE(D)



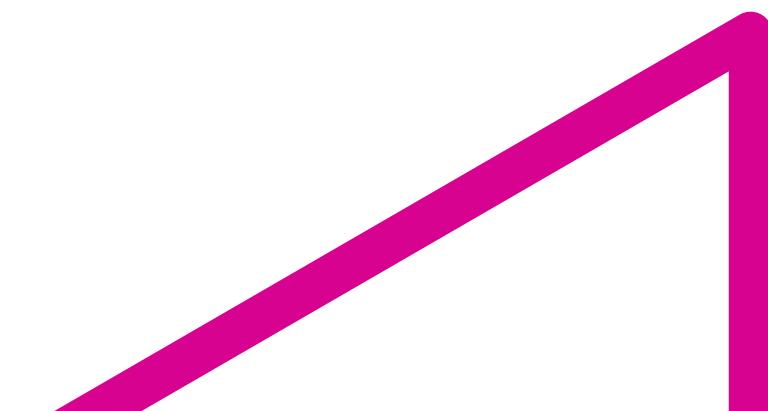
Challenges We Face(d)

- Deferred maintenance throughout our facilities; leading to more costly repairs necessary to maintain status quo
- Focus on deferred maintenance vs. daily duties
- Full time staffing shortage at the Recreation Department due to unforeseen circumstances
- Cost of operations outpaces adopted budgets; budget projections developed in July-September purchases occur in January/February
- Human Resources can be an ever-changing day-to-day as HR matters arise and require more extensive time and attention. This impacts other items since these events/tasks take priority at the time.
- Challenges transitioning to a different pay roll cycle to allow for electronic time keeping



Challenges We Face(d)

- Shifting the organizational to focus on consistent first rate internal and external customer service
- City Records inventory, challenges presented due to location and condition of some records
- Limited capacity for the level of communications and community involvement desired by the department and the community
- Personnel challenges which has resulted in turnover
- Struggle to improve the Records Management System at GPD
- Continue to be reactive vs. proactive in response to a variety of city needs
- Unknown economic factors related to federal and state funding





IMPACTS WE ARE MAKING

City Clerk's Office

| Metric | 2023 | 2024 |
|---|--|--|
| % of Minutes Adopted with no corrections | Collection will begin January 2025 | |
| Number of licenses issued | Total Licenses Issued in 2023: 907 Dogs (new) - 124 Dogs (renewal) - 657 Marriage - 121 Bingo - 1 Games of Chance - 1 Bell Jar - 1 Raffle - 1 | Total Licenses Issued in 2024: 864 Dogs (new) - 114 Dogs (renewal) - 628 Marriage - 117 Bingo - 1 Games of Chance - 2 Bell Jar - 2 Raffle - 0 |
| % of meeting agendas provided at least 5 days prior to standing meeting | Collection will begin January 2025 | |
| % of Customers who mark they are satisfied with the service | Collection will begin in 2025 | |

City Manager's Office

| Metric | 2023 | 2024 |
|---|------------|--------------|
| Cumulative Amount of Grant Revenue Awarded | \$ 438,600 | \$ 2,463,000 |
| % of Performance Evaluations Completed for Department Heads | | 100% |
| % of Open Contracts Ratified | 0% | 50% |

Information Technology

| Metric | 2023 | 2024 |
|--|------------------------------------|-----------------------------------|
| Number of phishing tests opened by staff | 134 email sent/18.66% Open Rate | 9.8% Open Rate |
| Number of cameras installed and maintained | 14 new/53 Total | 8 new/ 2 replacements/61 Total |
| Technology cost per user | 148 users/ \$3,436 | 150/\$3,146 |
| PC new/replacement | 43 | 35 |

Planning and Economic Development Department

| Metric | 2023 | 2024 |
|--|---------------------------|---------------------------|
| Number of businesses opened Downtown | 10 | 10 |
| Value of city property sold to return to taxable use | \$0 | \$281,000 |
| Number of housing units approved by Planning Board or Code Office: new construction or major renovation. | 1 | 15 |
| Number of vendors at farmer's market | 72 total, 26 average week | 95 total, 37 average week |

Department of Finance and Assessment

| Metric | 2023 | 2024 |
|---|----------------|----------------|
| Tax Collection Rate | 97.25% | 98.09% |
| Average Rate of Investment Return | 2.05% | 3.19% |
| Number of Adjusting Entries by Auditors | 1 | - |
| Equalization Rate | 78% | 100% |
| Taxable Assessed Value | \$ 488,630,334 | \$ 727,833,468 |

Fire Department

| Metric | 2023 | 2024 |
|---|-------|-------|
| Number of Calls | 1,907 | 2,759 |
| Number of Mutual Aid Calls | 44 | 36 |
| Number of Fire Code Enforcement Visits | 678 | 711 |
| Cumulative Hours of Training Received by Career Staff | 6,300 | 5,714 |

Police Department

| Metric | 2023 | 2024 |
|--|--------|------------------------|
| Total Police Calls Dispatched | 35,203 | 37,083 |
| Body Worn Camera Activation Compliance Hours | 22,494 | (6,113 hours of video) |
| Use of Force Incident Completion | 31 | 53 |
| Total Overtime Hours | 4,056 | 3,174 |

Human Resources Department

| Metric | 2023 | 2024 |
|--|--------|------|
| Number of Full Time Positions Budgeted | 124.25 | 126 |
| Number of Full Time Positions Filled | 16 | 13 |
| Number of Onboardings(New/Rehires) | 40 | 37 |

Recreation Department

| Metric | 2023 | 2024 |
|--|------------------------------|------------------------------|
| Number of Rink Passes Sold | 312 | 394 |
| Number of Youth in Summer Camp | 39 avg/per week over 6 weeks | 50 avg/per week over 6 weeks |
| Number of Days per year Rink complex is in use annually* | 266 | 301 |

* The Rink Complex Year is April- March

Department of Public Works

| Metric | 2023 | 2024 |
|--|-----------------------------------|----------------------------------|
| Number of Parks and Acres Maintained | 15 Parks, 108 Acres | 15 Parks, 108 Acres |
| Number of Cemeteries and Acres Maintained | 2 Cemeteries', 71 Acres | 2 Cemeteries, 71 Acres |
| Number of Burials/Full/Cremations | 74 Burials 31 Full / 43 Cremation | 59 Burials 28 Full/ 31 Cremation |
| Number and Lane Miles Street Improvements. | 17 Streets; 8.94 Miles | 20 Streets; 6.92 Miles* |
| Number Right of Way (ROW) Permits | 29 | 30 |
| Number of Tree Complaints Reviewed | 297 | 238 |
| Number of Code Complaints and Property Enforcement | 541 | 485 |
| Number of Building Permits | 271 | 244 |
| Number Court Cases by Code Enforcement | 13 | 8 |

Department of Public Works

| Metric | 2023 | 2024 |
|--|------------------------|------------------------|
| Number Street Sweeper Trips | 100 Days | 80 Days |
| Number of Winter Trips Snow/De-ice days | 32 | 26 |
| Extreme Weather Debris Cleanup Events | 5 | 5 |
| Collected Tree Yard Debris | 19,000CY = 1,583 Loads | 21,000CY = 1,750 Loads |
| Collected Food Scraps Diverted from Landfill | 208 Totes = 13.3 Tons | 200 Totes = 12.8 Tons |
| Amount of Water Produced Daily/Annually | 502,840,000 Gallons | 571,796,000 Gallons |
| PFOA Quantities Vs Regulatory Limits Action Limits 4ng/l | 1.9 ng/l | 1.8 ng/l |
| PFOS Quantities Vs Regulatory Limits Action Limits 4ng/l | 0.73 ng/l | 1.1 ng/l |
| Number Hydrants Flushed Valves Exercised | 619 Hyd; 239 Vlv | 621 Hyd; 178 Vlv |

Department of Public Works

| Metric | 2023 | 2024 |
|---|-----------------------|-------------------------------|
| Number of Water Break Repairs | 23 | 35 |
| Number of Property Service Calls “Day Book” | 512 | 838 |
| Amount of Wastewater treated annually | 1,162,820,000 Gallons | 1,174,000,000 Gallons |
| Estimated Amount of Stormwater Infiltrated Annually | > 15% of total flows | > 15% of total flows |
| Sewer Collection Pipe Cleaned and Inspected | | 8,080 LF San / 11,833 LF Strm |
| Sewer Collection Main Line Pipe Rehabilitated | | 3,655 LF San / 245 LF Strm |
| Number of Catch Basins Repaired | 25 | 28 |
| Number Sewer Breaks Repaired | 17 | 8 |

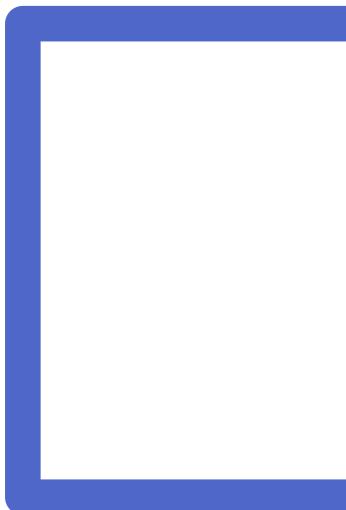


MOVING ON TO
2025



Ensure Fiscal and Organizational Stewardship of City Resources in 2025

- Support Organizational Excellence by providing ongoing leadership and supervision to city leadership team members including ongoing performance dialogue and annual evaluations
- Review and update safety, wellness and accessibility plans, procedures, and structural improvements for City facilities
- Support 2026 elections and onboarding of new council members
- Research and apply for funding for records archiving
- Implement Electronic Payroll Software
- Participate in Successful Contract Negotiations
- City-Owned Property Inventory and Disposition
- RFP and Complete Water and Sewer Rate Study



Ensure Fiscal and Organizational Stewardship of City Resources in 2025

- Update Risk Management Plan with Chlorine regulations
- Complete Risk and Vulnerability Assessment
- Complete Facilities and Park Repairs/Maintenance Including:
 - HVAC at Public Safety Building
 - Welcome Center Doors
 - Gazebo replacement at the Lakefront
 - Window replacement and cornice repairs at City Hall
 - Repair courts at Neider Park and Brook Street
 - Replacement signage at parks
 - Roof repairs at Department of Public Works and the Fire Department



Ensure Fiscal and Organizational Stewardship of City Resources in 2025

- Physical File Review of all HR forms and establishment of digital records
- Annual Training Electronic Implementations
- Continuation of review and updates for City Employee Policy and Procedure Manual
- Improve Connection for the downtown security cameras
- Replacement of Personal Computers
- Develop IT policies and plans (phone use, personal devices, disaster recovery plans)
- DRI Plan and Comprehensive Plan Updates/Development
- Recreation Complex Plan Completion
- Transition to National Incident Based Reporting
- Hire and retain full-time staff (while holding two budgeted vacancies for the year)

Promote Economic Development within the City in 2025

- Utilize the housing study to guide council and staff in ways to implement city programing to improve and/or increase housing stock
- Short-Term Rentals Program launch and honing
- Implement Business Visitation Program
- Develop Business Recruitment and Retention program
- Developer's Forum for City of Geneva
- CDBG Microenterprise Program Launched
- Ongoing Zoning & Subdivision review and improvement
- Collaborate with LDC and IDA; provide staffing to these entities
- Manage Sale and development of City owned property

Increase and Sustain Intergovernmental Relationships with City Partners in 2025

- Work with the Town of Geneva and Green Committee to support the evaluation and operations regarding sustainability within the City - resource recovery park
- Shared Services with other municipalities or communities to bring better benefits to the region
- Advocate for the City of Geneva at the County, State, and Federal level, bring in additional funding for City specific initiatives
- Collaborate with other Fire Departments to coordinate sharing of services
- Coordinate with campus and other community partners to enhance community services
- Work with Ontario County to host an infrastructure meeting for the East side of the County
- Continue quarterly meetings with County partners and City Supervisors on the Ontario County Board of Supervisors
- Share records management services with Ontario County

Develop and Implement Strategies to Continue Dynamic Communications Regarding City Actions in 2025

- Continue to provide weekly eblast
- Maintain the City website
- Continue to stream Council meetings
- Continue to partner with LDC to host neighborhood meetings
- Councilmembers will continue to conduct town hall meetings
- Hold virtual and/or in-person budget academy

Enhance the Quality of Life for City Residents in 2025

- Bid and Begin Castle Street Reconstruction
- Design – John, Rose, Folger Street Reconstruction
- Complete Lake Tunnel Enhancements a
- DRI - Marina Bid and Complete Construction
- Bid and construct ATAD expansion
- Continue emerging contaminants monitoring

Enhance the Quality of Life for City Residents in 2025

- Bid and begin Cellular Water Meter Replacements
- Spring and Fall Yard Debris Pick-up Programming
- Continued implementation of proactive code enforcement
- Focus on Volunteer Fire Fighter Recruitment
- CDBG Housing Program implementation
- RESTORE NY Program administration

Enhance the Quality of Life for City Residents in 2025

- Farmer's Market Administration and Concert Series Implementation (pending sponsorships)
- Support and Manage Events in all City Facilities
- Police Department Officer Wellness Program
- Police Department Chaplain program
- Reinvigorate Community Compact
- Bloomberg Summer Slide Program for youth
- E-Bike/Scooter Share Programming



Thank you for
making 2024
memorable
and preparing
for 2025 and
beyond!

