



City Manager Lorie Tinfow contributes a monthly column to the *Pacifica Tribune* to connect with local residents and keep Pacificans informed on issues that are of current interest in the City of Pacifica. Below is the submission for the February 4, 2015 edition of the *Pacifica Tribune*, which is the introductory column from the City Manager.

Today's column is the first in a monthly series that I will be writing as part of improving the City's communication efforts. I'm looking forward to connecting with Pacificans in this new way!

I've decided to write in a conversational style instead of a formal one. While I don't know exactly what I will write about each month, you can expect to hear information about the 2015-16 budget and updates on other City activities that seem relevant and timely.

I want to start off by addressing a question I am often asked: "What does a City Manager do?" I have found that relatively few people know much about my role with the City nor its place in the local government structure. It's most analogous to a Chief Executive Officer (CEO) in a private corporation, and here's why.

You may not think of it this way, but the City of Pacifica is a \$71 million dollar non-profit corporation. We were established under State law in 1957 and operate with certain rights and responsibilities. The City Council serves as the Corporation's Board of Directors and is accountable to Pacifica's residents. The residents vote for the Council members and the Council then hires a public sector CEO—also known as the City Manager—to oversee the organization.

The structure under which we operate is called the "Council-Manager" form of government and it's the most common for cities in California. Under this structure, the City Council sets policy and the City Manager, as the CEO, runs the City. Simply put, it's a system designed to create stable cities, run by politically-neutral professionals whose purpose is to achieve the Council's vision for the community.

As the CEO, I am responsible for all of the day-to-day administrative operations of the City including all city departments and staff. I oversee all hiring and firing, and prepare and execute the City budget. I also serve as the main technical advisor to the Council on overall governmental operations. I handle public relations and, of course, attend all Council meetings.

My days include meetings with staff, Council members, and community members on a wide variety of topics. I plan the twice-monthly Council meeting agendas, and review and approve all reports before they are presented to the Council. I also represent the City at regional meetings and local events, speak at conferences, and facilitate community meetings. I think strategically about where the City is going and how the organization is meeting the Council's vision for Pacifica.

As I mentioned in the opening, we are trying new ways to connect with the community. In addition to these monthly columns, I'm excited to announce the launch of a new online community engagement tool called "City Hall Listens". It's on our website now and we will be publicizing it more broadly this

week (type “city of pacifica city hall listens” into your search engine of choice). My hope is that giving folks an online opportunity to express opinions on specific topics will let us hear from more of you. Please check it out.

My columns are scheduled for the first issue of the month so the next one will appear on March 4. Until next month—thanks for reading!
