



A G E N D A

CITY OF SEASIDE
CITY COUNCIL

SPECIAL MEETING
OLDEMEYER CENTER
986 Hilby Ave
Thursday, June 18, 2015
4:00 PM

PLEASE TURN OFF YOUR CELL PHONES UPON ENTERING THE MEETING

1. **CALL TO ORDER**

2. **ROLL CALL – ESTABLISHMENT OF QUORUM**

Ralph Rubio	Mayor
Ian N. Oglesby	Mayor Pro Tem
Dennis J. Alexander	Council Member
Jason Campbell	Council Member
David R. Pacheco	Council Member

3. **PLEDGE OF ALLEGIANCE**

4. **ORAL COMMUNICATIONS**

Members of the public wishing to address the City Council on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three minutes. Public Comments on specific agenda items are heard under that item. For the public record, please state your name.

5. **STUDY SESSION**

**RECEIVE PRESENTATION FROM EXECUTIVE SEARCH FIRMS FOR CITY
MANAGER RECRUITMENT**

PURPOSE: The purpose of this item is to provide the City Council an opportunity to review, interview and discuss the presented Executive Recruitment firms to provide personnel recruitment services for the position of City Manager.

RECOMMENDATION: It is recommended that the City Council review, interview, and discuss and provide direction regarding the Executive Recruitment firms presented to conduct the City Manager recruitment.

6. **ADJOURNMENT**

The City of Seaside is an ADA accessible facility and is committed to include the disabled in all of its services, programs and activities. Any person who requires accommodation to be able to participate in this meeting is asked to contact the office of the City Clerk at 899-6707, no fewer than two business days prior to the meeting to allow for reasonable arrangements. The City Council Chambers is equipped with a portable microphone for anyone unable to come to the podium. Assisted listening devices are also available.

Meetings that are held in the City Council Chambers are broadcast live to all Seaside residents on Comcast Channel 25 and U-verse Channel 99. Meetings are also available through live streaming at:

<http://cvp.telvue.com/player?id=T01629&video=52314&noplaylistskin=1&width=400&height=300> Videos of past meetings are available on demand through the City's website: <http://www.ci.seaside.ca.us>

Agenda-related writings or documents provided during public meetings are available for public inspection during the meeting or from the office of the City Clerk. This agenda is posted in compliance with California Government Code Section 54954.2(a) or Section 54956.



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 5.

TO: City Council

FROM: John Dunn, City Manager

BY: Roberta Greathouse, Human Resources Manager

DATE: June 18, 2015

**SUBJECT: RECEIVE PRESENTATIONS FROM EXECUTIVE SEARCH FIRMS
FOR CITY MANAGER RECRUITMENT**

PURPOSE

The purpose of this item is to provide the City Council an opportunity to review, interview, and discuss the presented Executive Recruitment firms to provide personnel recruitment services for the position of City Manager.

RECOMMENDATION

It is recommended that the City Council review, interview, discuss, and provide direction regarding the Executive Recruitment firms presented to conduct the City Manager recruitment.

BACKGROUND

On April 16, 2015, City Manager John Dunn announced his intent to retire effective December 31, 2015. On May 7, 2015, the City Council authorized the Human Resources Manager to solicit proposals from firms specializing in public sector executive recruitments.

Staff requested proposals from fourteen well-known and respected recruitment firms and six proposals were received: Avery & Associates; Bob Murray & Associates; Ralph Anderson & Associates; Peckham & McKenney; Alliance Resource Consulting, LLC; and CPS HR Consulting. The professional fees ranged from \$17,000 - \$26,000 and the expenses were estimated to be between \$6,000 and \$8,000.

The City Manager and Human Resources Manager reviewed the six proposals and recommend the City Council interview and select one of the following three firms: Avery & Associates, Bob Murray & Associates, and Ralph Anderson & Associates. All three firms are highly qualified and have extensive experience conducting City Manager recruitments. They all also offer a one year placement guarantee.

The recruiters from these three firms have been asked to provide the City Council with a brief introduction (no more than 15 minutes) of their firm including the following:

1. How they seek out a diverse candidates pool.
2. How they might assist with negotiating a compensation package.
3. Their thoughts on options for public involvement in both the development of the candidate profile as well as during the selection process.
4. Their outreach methodology to find the best candidates for Seaside.

The Council will have an opportunity to ask questions of each firm in order to determine which firm will be the best fit for the City.

Following the interviews, it is requested that the City Council select a firm and authorize the City Manager to enter into a contract with the selected firm.

FISCAL IMPACT

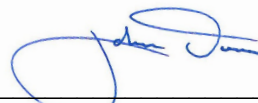
The cost of the recruitment will be between \$23,750 and \$25,000 depending on the firm selected. Although this estimate includes not-to-exceed estimated expenses such as advertising, clerical time, supplies, printing, postage, and consultant travel, it does not include any optional services offered by the recruitment firms.

There is \$30,000 in the Human Resource budget for 2015/2016 budget to conduct this recruitment.

ATTACHMENTS

1. Avery & Associates Proposal
2. Bob Murray & Associates Proposal
3. Bob Murray Client List
4. Bob Murray Sample Brochure Marina
5. Ralph Anderson & Associates Proposal
6. Ralph Anderson Brochure SB
7. Ralph Anderson Brochure Watsonville

Reviewed for Submission to the
City Council by:



John Dunn, City Manager



Los Gatos ♦ San Luis Obispo

May 14, 2015

Roberta Greathouse, HR Manager
City of Seaside
440 Harcourt Ave.
Seaside, CA 93955

Dear Ms. Greathouse:

Avery Associates is pleased to submit our proposal for the recruitment of a new City Manager for the City of Seaside. We value our past working relationship and would appreciate the opportunity to work with Seaside again. This proposal of services highlights our recruitment approach.

We feel well suited to support the City in this assignment, as our firm has extensive experience in City Manager recruitments. Currently, we are near completion of City Manager searches for the cities of Emeryville, Encinitas, Livingston, Grand Terrace and Farmersville, and recently completed a City Administrator search for the City of Oakland. We have also been awarded the search for City Manager for the City of Alameda. This is the only other City Manager search we're currently undertaking. During the past 18 months we've completed City Manager assignments for the cities of Saratoga, Rio Dell, Hercules, Sunnyvale, Half Moon Bay, South San Francisco, San Mateo, Pacifica, Hollister and Lynwood. As a result of these collective assignments, we have a large, very current and active database of City Manager candidates that would be of great value in this search.

Our extensive database of executives in municipal government provides an excellent foundation for the outreach efforts we describe in our proposal. We've also had extensive interaction with City Councils, City Managers and Assistant City Managers based on our labor relations practice. All of these contacts would be an excellent resource in support of this recruitment.

Principal contact info:

Bill Avery
3 ½ N. Santa Cruz Ave. #A
Los Gatos, CA 95030
(office) 408.399.4424
(cell) 408.472.7873
(email) bill@averyassoc.net
(fax) 408.399.4423

Paul Kimura, Principal
3 ½ N. Santa Cruz Ave. #A
Los Gatos, CA 95030
(office) 408.399.4424
(cell) 408.472.7936
(email) paulk@averyassoc.net
(fax) 408.399.4423

William Avery & Associates, Inc.
Consultants to Management

3-1/2 N. Santa Cruz Ave., Suite A
Los Gatos, CA 95030
408.399.4424
Fax: 408.399.4423
www.averyassoc.net

Following review of our proposal, it is our hope that our history of successful recruitments, our professionalism, and positive results we have delivered for our clients will provide the basis for selection of our firm. The enclosed proposal contains the following information:

- Company Overview
- Firm Qualifications/Experience
- Recruitment Team
- Recruitment Strategy
- Recruitment Schedule
- Consulting Fee
- Guarantees & Ethics

Thank you for the opportunity to be considered for this recruitment. If you have any questions, please do not hesitate to call me at 408-399-4424.

Sincerely,

Paul Kimura

Paul Kimura

PK:jmc



PROPOSAL FOR THE CITY OF SEASIDE RECRUITMENT FOR THE CITY MANAGER

William Avery & Associates, Inc. – Overview

William Avery & Associates, Inc. (Avery Associates) is a successful and service focused Management Consulting firm based in Los Gatos, California. Incorporated in 1982, the firm specializes in Executive Search, Labor Relations and Human Resources/Management Consulting.

The firm currently includes two Principals and several key consultants. Bill Avery, the founder of Avery Associates, heads the firm. He oversees the Labor Relations practice and leads key searches. Paul Kimura is the Principal who oversees the Executive Search and Recruitment practice. Key staff members include Ann Slate and Cris Piasecki, who support the search practice and the firm's administrative staff includes Tina Liu, the Finance/Contracts Administrator, and Jackie Collins and Jessica Towner. Temporary staff as needed augments the team.

Mr. Avery, having served in the past as a City Manager, provides the firm with direct experience and knowledge of city administration. Mr. Kimura's expertise in executive, technical and business recruitment, which he gained during his nineteen years of high technology experience, provides the basis for many of the recruitment strategies and tactics utilized by the firm. Collectively and combined, the firms Principals offer exceptional expertise in the area of public sector recruitment and consulting.

Firm Qualifications/Experience – What Differentiates Avery Associates

Exceptional service delivery and a very high quality work product provide excellent results for our clients. This begins with the initial client meetings, which lead to detailed timelines for deliverables followed by weekly recruitment status updates following initiation of the search. Our candidate outreach efforts are professionally and confidentially conducted. The evaluation materials we provide clients are routinely characterized as accurate, comprehensive and of very high quality. We believe more so than any other public sector recruitment firm. This is largely based on our interview system utilizing behavioral interview techniques, which we describe in our recruitment plan. This leads to a quality product with excellent end results for our clients.

The service element is based on two factors: The first is the collective service philosophy from all of our organizational team members. They are each dedicated to providing service and support to clients. The second factor is based on the high level of engagement and participation from the firm Principals in every search assignment. This hands-on involvement includes client interface, identifying and developing the ideal candidate profile and position specification, development of the search strategy, candidate outreach, interviewing and assessment, completion of reference interviews, candidate presentation, final interview facilitation and when desired, negotiation of employment terms with the successful candidate.



Recruitment Team for the City of Seaside

Paul Kimura will serve as the Project Lead and will be assisted by Cris Piasecki. Mr. Kimura will be personally involved in the initial client discussions, strategy development, outreach, interview and assessment of candidates, presentation of final candidates and will be available throughout the search process to provide other related consulting services.

Recruitment Strategy and Services Provided

I. Position Profile and Organizational Assessment

The initial assessment phase is a critical component of the search process. Mr. Kimura will meet with the key decision makers to discuss the organizational needs and position requirements and to formalize the job description.

In this assignment we would anticipate Mr. Kimura having individual meetings with the City Council and with key staff members to solicit their views on the ideal candidate. If desired, the team would also meet with community groups and key stakeholders identified by the City. Community/stakeholder input can occur in several ways. Most of our clients utilize either one or a combination of the following approaches: (1) Creation of an online survey that is accessible to the public through the City's website; (2) Convening a community meeting to solicit input on the ideal qualifications and attributes for the city manager; (3) Council identifies representatives from the community who would then be contacted and "interviewed" by the consulting firm; or (4) Creation of a link from the City's website to an Avery email box for forwarding direct input.

Our goal for this aspect of the recruitment process is to:

- Understand the City priorities for this position.
- Develop a clear understanding and consensus on the expertise, experience, education, performance attributes and operational style of the ideal candidate.
- Discuss the goals, objectives, deliverables, and challenges related to this position.
- Gain insight of the various organizational dynamics and departmental issues that exist within the organization.
- Identify the compelling aspects to this opportunity.

The formal position description and a subsequent ideal candidate profile would be developed from the above discussions and incorporated into the formal position



announcement. The candidate profile is also utilized in various other means as a marketing tool, for advertising copy, postings, and for other announcements.

II. Development of the Search Strategy

Our search strategy will be developed in conjunction with the organizational assessment. The final approach is based on your input and considerations during the assessment activity. For this assignment, we feel it is critical to develop a high level of visibility with a comprehensive outreach program supplemented by a focused targeted recruitment approach. It is our experience that despite extensive mailing, postings and announcements, many qualified individuals will not know of a position being available. We would incorporate the following elements into this search:

- Development of a targeted candidate list based on our extensive database of key executive contacts, referrals and recommendations from key sources, and other current and former City Management personnel who have extensive contacts and networks in this area. Throughout the outreach period, this list of potential candidates is expanded through phone and/or email contact regarding this position.
- Direct outreach and contact to various city managers and city/county executives who could be viable candidates for the position. This allows us to contact and market the position to potential candidates that are not actively seeking new opportunities. This aspect of outreach is essential to the success of the recruitment as many times, the successful candidate is not looking for another opportunity or is not aware the opportunity exists. Our role is to actively and aggressively, yet professionally, identify and contact individuals that meet the position specifications.
- To ensure we create as much visibility to the position as possible. This includes an extensive mailing campaign to current city managers in the state and where possible utilizing email blasts to city management membership. Additionally, we would utilize Internet posting on sites such as the ICMA, Western City and other appropriate online sites. We would also use print advertising the ICMA newsletter, Jobs Available and if turn around time allows for it, Western City magazine.

III. Candidate Assessment

Our assessment process involves several “tiers” of evaluation. All candidates responding to this position will initially be evaluated based on their resume and if appropriate, an extensive phone “screening” by a member of the project team. Candidates who pass the initial “qualifying” criteria are then scheduled for a formal interview with Mr. Kimura. These extended personal interviews typically take one hour and a thorough discussion of their experience, accomplishments, management philosophy and interpersonal style takes place.



In interviewing candidates, we utilize a methodology based on “behavioral” interview techniques. Fundamentally, this approach explores a candidate’s past accomplishments and experiences that relate to the position being considered. The philosophy here is that the best indicator of future performance is to evaluate past behavior. This methodology allows the firm to “project” how a candidate would approach and address the key challenges in the new position.

Those individuals who best fit the position requirements will have a Candidate Assessment Report developed by the Principal who conducted the interview. Additionally, two initial reference interviews are performed on these candidates. The reference interviews provide our clients with additional insights on the candidate’s “behavior” and style.

IV. Candidate Presentation

Upon completion of formal interviews, a selection of candidates for presentation is made. We feel our extensive qualification, interview, and reference interviewing process and the knowledge gained during our initial assessment period; enable our client to proceed with fewer rather than more finalists. However, we will not restrict or limit the number of candidates recommended as this decision is related to the overall strength and depth of the candidate pool.

The final candidates are presented in our extensive candidate presentation “book”. Each finalist will have a file consisting of a candidate summary sheet, the submitted cover letter and resume, the Candidate Assessment Report (based on the “behavioral” interview), and two candidate reference interviews. This extensive profile on each recommended candidate continually generates positive feedback from our clients as it provides extensive detail beyond just a resume.

The Candidate book also identifies other candidates who were given secondary consideration, which provides the client insight on others who were interviewed. Candidate summary sheets are created for everyone who submitted a resume would also be included. This provides the client an insight to the level and nature of response for their position.

V. Selection Process

Once the final candidate interview group is identified, we will assist in the structuring of the interview process and coordinate the interview scheduling activity. Our firm will also provide candidates with guidance related to travel planning, hotel accommodations, as well as other interview planning issues. Our firm will also develop potential interview questions and be in attendance during final interviews to help facilitate the process and to lead an end of day debrief and evaluation process.



Upon request, our firm will also arrange for summary background evaluations on the City's final one or two candidates. A copy of these confidential reports can be provided for you. The costs for these investigations are considered independent of the recruitment expenses listed below and will be invoiced separately.

VI. Position Closure and Follow-Up

Based on the firm's experience in human resource management and executive search, we are able to assist our clients in formulating appropriate compensation and other employment arrangements. We will be available throughout our retention to assist in this process.

As a matter of policy, Avery Associates monitors the transition and progress of any executive we place with a client. Within the first three to six months following the hired individual joining the City, we will speak with that individual to ensure the transition has effectively occurred. During the same period we will also review the individual's status with your office.

Ensuring a Diverse Recruitment Effort

Our track record reflects great success in placing females and candidates of color. Our approach consists of several tactics in developing our search strategy and outreach efforts.

- Contact women or candidates of color who we previously placed or whom we've worked with. We often find this source to be the most effective way to identify similar qualified candidates.
- Maintain contacts with minority based "affinity" groups, especially those focused on the public sector.
- Original research of agencies, associations and individuals related to the recruited for positions. Direct contacts to approach them as candidate or source of referrals.
- Utilize contacts established by Paul Kimura. He's previously served as President and Board member of the Japanese-American Chamber of Commerce of Silicon Valley; President and Board Member of the Japanese American Community Resource Organization; and President and Board member of the San Jose Japanese American Citizens League. Through these assignments, he established contacts with many similar ethnic based and gender based organizations throughout the state.



Recruitment Schedule

Task	Scheduled Dates
<i>Search Initiation, Marketing & Advertising Development:</i> ▪ <i>Initial meetings with City Council, staff, key stakeholders/community to define the ideal candidate profile</i> ▪ <i>Develop working draft of the recruitment brochure for approval by client</i> ▪ <i>Recruitment strategy finalized</i> ▪ <i>Determination of advertising scope and placement deadlines</i> ▪ <i>Brochure designed and printed</i>	<i>Weeks 1 - 4</i>
<i>Marketing, Advertisement and Outreach Period:</i> <i>Advertise in:</i> ▪ <i>Mailing to City Managers</i> ▪ <i>Jobs Available</i> ▪ <i>Western City</i> ▪ <i>ICMA newsletter and website</i> ▪ <i>City Management Internet advertising</i> <i>Preliminary candidate screening</i>	<i>Weeks 4 - 10</i>
<i>Candidate Review - Screening and Finalists Selection</i>	<i>Weeks 6 - 10</i>
<i>Development and finalization of Oral Board Interview process and interview questions</i>	<i>Weeks 11-13</i>
<i>Oral Board Interviews with City Council</i>	<i>Week 14</i>
<i>Department Head/Finance Staff/Council and/or Community representative interviews with finalists (if desired)</i>	<i>Week 14-15</i>
<i>Final interviews and reference checks</i>	<i>Week 16</i>
<i>Appointment Offer/Acceptance</i>	<i>Week >17</i>
<i>Report to Work Date</i>	<i>Week >17</i>

References

- I. City South San Francisco, CA
 - Mike Futrell, City Manager; 650.829.6605
 - Mark Addiego, Vice Mayor; (650) 829-6601; mark.addiego@ssf.net
 - Rich Garbarino, Mayor; (650) 829-6601; rich.garbarino@ssf.net
- II. City of Oakland
 - Anil Comelo, Director of HR Management; 510.238.6450
- III. City of Half Moon Bay
 - John Muller, Council Member; 650.464.8226



IV. City of Culver City

Jeffrey Cooper, Council Member; 310.253.6041

Michael O'Leary, Vice Mayor; 310.754.9787

John Nachbar, City Manager; 310.253.6000

Serena Wright, Personnel Director; 310.253.5640

V. City of Oxnard

Greg Nyhoff, City Manager, City of Oxnard); 805.385.7430

Consulting Fee

Based on the services described in our proposal, the professional services consulting fee for this recruitment will be \$18,900. If awarded the search, we would request an initial retainer of \$6,900 at the outset of the search. A second invoice of \$6,000 would be submitted upon the Clients acceptance of a finalist candidate group. The final balance of \$6,000 would be invoiced upon acceptance of a job offer constituting completion of the search. Our invoicing models ensures the firm will remain totally committed to the City throughout the duration of the search as the final invoice is not submitted until the City has an accepted candidate. The consulting fee will be inclusive of all services defined within this proposal unless otherwise stated.

In addition to the Professional Services Fee, normal and direct out-of-pocket expenses associated with the search are charged back to the client. Expenses for this assignment would be a not-to-exceed amount of \$6,000 without the express consent of the City. These expenses include: advertising, clerical time, supplies, printing, telephone, postage, summary background evaluations, and consultant travel for client discussions, meetings and local or out-of-area candidate interviews. All expense items will be detailed and billed on a monthly basis.

Below is the breakdown of cost for the recruitment process:

Services:

- | | | |
|-----|--|--------------------------|
| I. | Organizational assessment/development of search strategy | \$2,250 (Weeks 1-3) |
| | ▪ Client and/or community meetings | |
| | ▪ Development of position profile/job announcement | Printing expense \$1,000 |
| | ▪ Prepare advertising campaign | |
| II. | Search Strategy and Outreach | \$5,500 (Weeks 4-12) |
| | ▪ Print media | Expenses \$1,000 |
| | ▪ Internet sites | Expenses \$1,250 |
| | ▪ Mailing solicitation | Expenses \$750 |
| | ▪ Direct sourcing contact | |
| | ▪ Acknowledgement of resumes received | |



III.	Candidate Assessment and Presentation	\$7,500 (Weeks 11-15)
	▪ Resume evaluation/phone qualifying	
	▪ Candidate interviews	Travel expenses \$750
	▪ Initial reference interviews	
	▪ Develop and Present Candidate Book	
IV.	Selection Process/Position Closure	\$2,250 (Weeks 16-17)
	▪ Prepare/participate in final interviews	
	▪ Final references	
	▪ Formal notification to applicants	
	▪ Background checks	Expenses \$750
	▪ Clerical time for entire project	Expenses \$500
Pricing:	Professional Services	\$17,500
	Profit	\$ 1,400
	Expenses	\$ 6,000

The hourly rate for the team members of Avery Associates is:

Principals	\$200.00
Senior Recruiter/Contract Recruitment Associates	\$100.00
Clerical	\$ 40.00



Guarantees and Ethics

Whenever William Avery & Associates, Inc. is retained; we make several guarantees and commitments to a client. Due to our experience, knowledge and success within the management-consulting field, we assure a client that we will only present candidates who meet a substantial majority of the ideal qualifications that you have outlined. We are also committed to continue our search efforts until a successful candidate is employed.

During our placement efforts, we openly share any relationships, previous experience and knowledge for any candidate we present for consideration. Our commitment and responsibility is to our clients and their best interests.

It is also our practice to replace a candidate who may voluntarily resign during the first year of his/her employment. This same commitment applies if the client finds it necessary to terminate or to request the resignation of the selected individual in the first year for any reason. In either case, we invoice a client only for out-of-pocket expenses incurred in identifying a replacement.





**A PROPOSAL TO CONDUCT AN EXECUTIVE
RECRUITMENT FOR A
City Manager
ON BEHALF OF THE
City of Seaside**

1677 Eureka Road, Suite 202
Roseville, CA 95661
(916) 784-9080
(916) 784-1985 fax

May 28, 2015

Members of the City Council
City of Seaside
440 Harcourt Avenue
Seaside, CA 93955

Dear Council Members:

Thank you for inviting Bob Murray & Associates to submit a proposal to conduct the City Manager recruitment for the City of Seaside. The following proposal details our qualifications and describes our process of identifying, recruiting and screening outstanding candidates on your behalf. It also includes a proposed budget, timeline, guarantee, and sample recruitment brochure.

GVP Ventures, Inc. (dba Bob Murray & Associates) is a small corporation consisting of Bob Murray, Founder; Valerie Gaeta Phillips, President; Gary Phillips, Executive Vice President; Senior Vice President Regan Williams; Vice Presidents Joel Bryden and Fred Freeman; Amanda Urrutia-Sanders, Principal Consultant; Amber Smith, Senior Consultant; and Rosa Gomez, Administrative Manager. Our firm is a national firm with headquarter offices located at 1677 Eureka Road, Suite 202, Roseville, CA 95661. Our contact phone number is (916) 784-9080; fax (916) 784-1985; email address apply@bobmurrayassoc.com; and website www.bobmurrayassoc.com.

At Bob Murray & Associates, we pride ourselves on providing quality service to local governments. We have created a recruitment process that combines our ability to help you to determine the direction of the search and the types of candidates you seek with our experience recruiting outstanding candidates who are not necessarily looking for a job. Our proven expertise ensures that the candidates we present for your consideration will match the criteria you have established and will be outstanding in their field.

With respect to the City Manager recruitment, Bob Murray & Associates offers the following expertise:

- We have placed over 200 City Managers since our firm's inception in 2000. We are currently conducting City Manager recruitments on behalf of the cities of Bell, Dinuba, and Oceanside, CA. In the past three years, we have placed City Managers in the California cities of Albany, Arcadia, Arvin, Atherton, Cathedral City, Chino, Chino Hills, Concord, Cotati, El Monte, Fortuna, Goleta, Hemet, Lake Elsinore, Loomis, Marina, Martinez, Modesto, Monrovia, Montebello, Mountain View, Oxnard, Pico Rivera, Pittsburg, Rancho Cordova, Rancho Palos Verdes, Rancho Santa Margarita, Redondo Beach, Salinas, San Fernando, San Marcos, Santa Ana, South Gate, St. Helena, Temple City, Ventura, and Woodland, in addition to the cities of Arvada, Centennial, and Sterling, CO; Fort Lauderdale and Miami Beach, FL; Topeka, KS;

Glendale, Tucson, and Phoenix, AZ; and Dallas, TX. For a complete list of our previous City Manager recruitments, please reference the enclosed client list. Our extensive contacts and knowledge of outstanding candidates will ensure you have a quality group of finalists from which to select the City of Seaside's next City Manager.

- Bob Murray & Associates recognizes that we work at the pleasure of the City Council. Our job is to facilitate the Council's City Manager search. From the outset of the search, we work to establish a strong partnership with the Council in order to ensure the placement of a City Manager who is ideally suited to its needs. In order to develop an effective search, we hope that City Council members make themselves available, as we seek the opportunity to meet with them individually to discuss their expectations for Seaside's new Manager. We hope they will speak candidly with us regarding the traits they are looking for in the new City Manager. The insight garnered as a result of these meetings will be invaluable as we recruit and screen candidates for the position.
- Our firm is familiar with Monterey County and the surrounding region. We are currently conducting the Community Development Director recruitment on behalf of the City of Salinas. We recently completed the General Manager recruitment on behalf of the Monterey Regional Waste Management District; the Police Chief recruitment on behalf of the City of Greenfield; the City Manager and Fire Chief recruitment on behalf of the City of Marina; the Chief Deputy Sheriff-Custody Operations Bureau search and the Parks Director search on behalf of the County; the Associate Water Resources Engineer search on behalf of the Monterey County Water Resources Agency; the City Manager search on behalf of Salinas; and the General Manager recruitment on behalf of the Monterey Peninsula Regional Park District. Our other experience includes conducting recruitments on behalf of the cities of Carmel-by-the-Sea (City Administrator); Monterey (Assistant City Manager, City Attorney, and Police Chief); Salinas (City Attorney, Parks and Recreation Director, and others); and Seaside (Police Chief); in addition to the Association of Monterey Area Bay Governments (Executive Director); the Monterey Bay Unified Air Pollution Control District (Air Pollution Control Officer); the Monterey Regional Waste Management District (General Manager); the Monterey Regional Water Pollution Control Agency (Assistant General Manager); and the Salinas Valley Solid Waste Authority (General Manager). Our knowledge of the region, its issues, and its outstanding quality of life will be an asset in presenting this opportunity to prospective candidates.

A significant portion of our process focuses on conducting thorough and confidential background investigations of the top 2-3 candidates to ensure that nothing about them is left undiscovered. We have candid discussions with references who have insight into the candidate's experience, style and ethics; conduct a search of newspaper articles; and run credit, criminal and civil records reports. This ensures that the chosen candidate will not only be an excellent fit with the City of Seaside, but also that the selected candidate will reflect positively upon your organization.

To learn first hand of the quality of our service and our recruitment successes, we invite you to contact the references listed on page 12 of the attached proposal.

We look forward to your favorable consideration of our qualifications. Please do not hesitate to contact us at (916) 784-9080 should you have any questions.

Sincerely,

Valerie Gaeta Phillips

Valerie Gaeta Phillips

President

Bob Murray & Associates

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THE RECRUITMENT PROCESS

Bob Murray & Associates' unique and client oriented approach to executive search will ensure that the City of Seaside has quality candidates from which to select the new City Manager. Outlined below are the key steps in our recruitment process.

STEP 1 DEVELOPING THE CANDIDATE PROFILE

Our understanding of the City of Seaside's needs will be key to a successful search. We will work with the City Council to learn as much as possible about the organization's expectations for a new City Manager. We want to learn the values and culture of the organization, as well as understand the current issues, challenges and opportunities that face the City of Seaside. We also want to know the City Council's expectations regarding the knowledge, skills and abilities sought in the ideal candidate and will work with the City to identify expectations regarding education and experience. Additionally, we want to discuss expectations regarding compensation and other items necessary to complete the successful appointment of the ideal candidate. The profile we develop together at this stage will drive subsequent recruitment efforts.

STEP 2 ADVERTISING CAMPAIGN AND RECRUITMENT BROCHURE

After gaining an understanding of the City of Seaside's needs, we will design an effective advertising campaign appropriate for the City Manager recruitment. We will focus on professional journals that are specifically suited to the City Manager search. We will also develop a professional recruitment brochure on the City Council's behalf that will discuss the community, organization, position and compensation in detail. Once completed, we will mail the profile to an extensive audience, making them aware of the exciting opportunity with the City of Seaside. Including significant minority outreach is a part of our recruitment process. This is done through advertising in the appropriate venues, such as ICMA's Job Opportunity Bulletin and Hispanic Network (and others), and most importantly, through personal outreach to our contacts in the field. Additionally, we have a record of success placing women and minority candidates in City Manager positions.

STEP 3 RECRUITING CANDIDATES

After cross-referencing the profile of the ideal candidate with our database and contacts in the field, we will conduct an aggressive outreach effort, including making personal calls to prospective applicants, designed to identify and recruit outstanding candidates. We recognize that the best candidate is often not looking for a new job and this is the person we actively seek to convince to become a candidate. Aggressively marketing the City Manager position to prospective candidates will be essential to the success of the search.

STEP 4 SCREENING CANDIDATES

Following the closing date for the recruitment, we will screen the resumes we have received. We will use the criteria established in our initial meetings as a basis upon which to narrow the field of candidates.

STEP 5 PERSONAL INTERVIEWS

We will conduct personal interviews with the top 10 to 12 candidates with the goal of determining which candidates have the greatest potential to succeed in your organization. During the interviews we will explore each candidate's background and experience as it relates to the City Manager position. In addition, we will discuss the candidate's motivation for applying for the position and make an assessment of his/her knowledge, skills and abilities. We will devote specific attention to establishing the likelihood of the candidate's acceptance of the position if an offer of employment is made.

STEP 6 PUBLIC RECORD SEARCH

Following the interviews, we will conduct a review of published articles for each candidate. Various sources will be consulted including Lexis-Nexis™, a newspaper/magazine search engine, Google, and local papers for the communities in which the candidates have worked. This alerts us to any further detailed inquiries we may need to make at this time.

STEP 7 RECOMMENDATION

Based on the information gathered through meetings with your organization and personal interviews with candidates, we will recommend a limited number of candidates for your further consideration. We will prepare a detailed written report on each candidate that focuses on the results of our interviews and public record searches. We will make specific recommendations, but the final determination of those to be considered will be up to you.

STEP 8 FINAL INTERVIEWS

Our years of experience will be invaluable as we help you develop an interview process that objectively assesses the qualifications of each candidate. We will adopt an approach that fits your needs, whether it is a traditional interview, multiple interview panel or assessment center process. We will provide you with suggested interview questions and rating forms and will be present at the interview/assessment center to facilitate the process. Our expertise lies in facilitating the discussion that can bring about a consensus regarding the final candidates.

We will work closely with your staff to coordinate and schedule interviews and candidate travel. Our goal is to ensure that each candidate has a very positive experience, as the manner in which the entire process is conducted will have an effect on the candidates' perception of your organization.

STEP 9 BACKGROUND CHECKS /DETAILED REFERENCE CHECKS

Based on final interviews we will conduct credit, criminal, civil litigation and motor vehicle record checks for the top one to three candidates. In addition, those candidates will be the subjects of detailed, confidential reference checks. In order to gain an accurate and honest appraisal of the candidates' strengths and weaknesses, we will talk candidly with people who have direct knowledge of their work and management style. We will ask candidates to forward the names of their supervisors, subordinates and peers for the past several years. Additionally, we make a point of speaking confidentially to individuals who we know have insight into a candidate's abilities, but who may not be on their preferred list of contacts. At this stage in the recruitment we will also verify candidates' degrees.

STEP 10 NEGOTIATIONS

We recognize the critical importance of successful negotiations and can serve as your representative during this process. We know what other organizations have done to put deals together with great candidates and will be available to advise you regarding current approaches to difficult issues such as housing and relocation. We will represent your interests and advise you regarding salary, benefits and employment agreements with the goal of putting together a deal that results in the appointment of your chosen candidate. Most often we can turn a very difficult aspect of the recruitment into one that is viewed positively by both you and the candidate.

STEP 11 COMPLETE ADMINISTRATIVE ASSISTANCE

Throughout the recruitment we will provide the City Council with updates on the status of the search. We will also take care of all administrative details on your behalf. Candidates will receive personal letters advising them of their status at each critical point in the recruitment. In addition, we will respond to inquiries about the status of their candidacy within twenty-four hours. Every administrative detail will receive our attention. Often, candidates judge our clients based on how well these details are handled.

BUDGET AND TIMING

PROFESSIONAL FEE AND EXPENSES

The consulting fee for conducting the City Manager recruitment on behalf of the City of Seaside is \$17,500 plus expenses. Services provided for in the fee consist of all steps outlined in this proposal including three (3) days of meetings on site. Below is the cost of the proposal broken down by action points in the process.

- a. Develop the Candidate Profile \$3,000
- b. Develop Advertising Campaign and Recruitment Brochure \$1,500
- c. Recruit Candidates \$3,000
- d. Screen Candidates \$1,500
- e. Conduct Personal Interviews \$3,000
- f. Conduct Public Record Search \$500
- g. Provide Recommendation \$1,000
- h. Assist with Final Interviews \$1,500
- i. Conduct Detailed Reference Checks \$1,500
- j. Assist with Negotiations \$1,000
- k. Provide Complete Administrative Assistance *included

(price adds up to professional fee of \$17,500)

The City of Seaside will be responsible for reimbursing expenses Bob Murray & Associates incurs on your behalf. We estimate expenses for this project to be \$7,500. Reimbursable expenses include such items as the cost of recruiter travel; clerical support; placement of ads; credit, criminal and civil background checks; education verification; and public records searches. Postage, printing, photocopying, and telephone charges are allocated costs and included in the expense estimate.

The City shall be billed monthly by Bob Murray & Associates for the work completed as of that date. Expenses shall be billed and due at the same time. We will typically charge 25% of the fee for each of the first 3 months, with the fourth month being 15% of the fee and 10% billed out when the top candidate has been selected and accepted your offer of employment.

TIMING

We are prepared to start work on this assignment immediately and anticipate that we will be prepared to make our recommendation regarding finalists within seventy five to ninety days from the start of the search.

Task:

Week:

Contract Start Date:	TBD
Initial Meeting(s):	1 week from contract start date
Our firm develops recruitment brochure:	2 weeks from contract start date
City approves brochure:	4 weeks from contract start date
Job advertising and candidate sourcing:	8 weeks from contract start date
Our firm reviews application packets:	9 weeks from contract start date
Our firm conducts screening process:	10 weeks from contract start date
City approves candidates:	12 weeks from contract start date
City's interview panel convenes:	13 weeks from contract start date
Reference/Background Checks:	14 weeks from contract start date
Second Interviews by City, if necessary:	15 weeks from contract start date
Offer of Employment:	16 weeks from contract start date

INSURANCE

Bob Murray & Associates carries the following limits on its Liability Insurance:

General Liability Limits

\$1,000,000 Each Occurrence
\$300,000 Fire Damage
\$10,000 Medical Expenses
\$1,000,000 Personal and Adv. Injury
\$2,000,000 General Aggregate
\$2,000,000 Products – Comp/Op Agg

Professional Liability Limits

\$1,000, 000 per claim
\$1,000,000 per aggregate
\$5,000 deductible per claim

Automobile Combined Single Limit of \$1,000,000.

GUARANTEE

We guarantee that should a recommended candidate selected for the position be terminated within the first year of employment we will conduct the search again at no cost (with the exception of expenses) to the City of Seaside. We are confident in our ability to recruit outstanding candidates and do not expect the City of Seaside to find it necessary to exercise this provision of our proposal.

PROFESSIONAL QUALIFICATIONS

BOB MURRAY, FOUNDER

Mr. Murray brings over 25 years experience as a recruiter. Mr. Murray is recognized as one of the nation's leading recruiters. He has conducted hundreds of searches for cities, counties, and special districts. He has been called on to conduct searches for some of the largest most complex organizations in the country and some of the smallest.

Mr. Murray has conducted searches for chief executives, department heads, professional and technical positions. Mr. Murray has taken the lead on the firm's most difficult assignments with great success. His clients have retained him again and again given the quality of his work and success in finding candidates for difficult to fill positions.

Prior to creating Bob Murray & Associates, Mr. Murray directed the search practice for the largest search company serving local government in the country. Mr. Murray has worked in local government and benefits from the knowledge of having led an organization. Prior to his career in executive search he served as the City Manager for the City of Olympia, Washington. He has also served as an Assistant City Manager and held positions in law enforcement.

Mr. Murray received his Bachelor of Science Degree in Criminology from the University of California at Berkeley with graduate studies in Public Administration at California State University at Hayward.

VALERIE GAETA PHILLIPS, PRESIDENT

Ms. Gaeta Phillips has over 15 years of recruiting experience, including more than a decade of recent experience in executive search for public, private, and startup companies nationwide. Ms. Gaeta Phillips has expertise in the full recruiting cycle, from process design and outreach through candidate assessment and selection. She has placed senior-level candidates in a variety of industries and fields, including Finance, Information Technology, and Engineering. Ms. Gaeta Phillips is valued for her passion for finding and retaining the most outstanding candidates for even the most difficult or untraditional assignments and for her commitment to her clients' success. Ms. Gaeta Phillips has a passion for helping people, evidenced by her fundraising and efforts to raise awareness for organizations such as Autism Speaks and the M.I.N.D. Institute.

GARY PHILLIPS, EXECUTIVE VICE PRESIDENT

Mr. Phillips started his career with a New York based Fortune 100 company and quickly became a Senior Manager building and running a large customer service organization in New York and eventually in thirteen countries in Europe. He also served as a Director with a large Fortune 500 company and was responsible for developing and maintaining new and existing clients in Europe, Asia, and Australia. He then became Senior Vice President with a public enterprise software company. Some of his successes include building an organization from 2 to 250 people worldwide; acquiring 5 companies in two years; and growing a company from 800 to 1200 employees.

Mr. Phillips was part of an executive acquisition and recruiting team where he helped build a start-up enterprise software company in San Francisco. He recruited top notch talent, and built a world class organization. The company was eventually sold to a Fortune 500 software company.

Mr. Phillips has maintained customer relationships in the public sector, private sector, as well as medical, and financial institutions. He prides himself on finding key talent and offering the best customer service to his clients.

Mr. Phillips is involved in his community as a soccer coach and as an organizer of fundraisers for Autism Speaks in Sacramento. Mr. Phillips received his Associate of Science degree, as well as completed coursework at Rochester Institute of Technology, NY.

REGAN WILLIAMS, SENIOR VICE PRESIDENT

Mr. Williams brings 30 years of local government experience to Bob Murray & Associates. Most recently, he worked as a private consultant with Deloitte and Touche on various public sector assignments. Prior to that, he served as Director of Public Safety with the City of Sunnyvale, CA.

Mr. Williams was involved in the development of some of Sunnyvale's most innovative programs and has a national reputation for excellence in law enforcement. He has been responsible for numerous recruitments throughout his career. Clients find his insight and expertise in recruitment and selection a valuable asset.

Mr. Williams received his Bachelor of Science Degree in Administration of Justice from San Jose State University. He is also a graduate of the FBI National Academy.

JOEL BRYDEN, VICE PRESIDENT

Mr. Bryden has over 30 years of local government experience that he brings to the firm, having recently retired as the Chief of Police in Walnut Creek, CA.

Throughout his career, Mr. Bryden has been involved in public sector consulting. He has vast experience in hiring and promotional processes, as well as interviewing candidates for advancement in all aspects of local government. Mr. Bryden has a solid reputation as a leader in the public sector, and clients find his ability to find and evaluate outstanding applicants invaluable.

Mr. Bryden is a graduate of the FBI National Academy and obtained his Bachelor of Arts degree in Communication from San Diego State University.

FRED FREEMAN, VICE PRESIDENT

Mr. Freeman brings over 24 years of local government experience to Bob Murray & Associates, with 11 years in the recruitment field. Mr. Freeman is a retired Chief of Police and has served as an elected official in local government. He has vetted hundreds of local governmental officials in the pre-employment process and conducted recruitments for positions in all sectors of public agency employment.

In addition to his career in the law enforcement field, Mr. Freeman served as the Mayor and the Mayor Pro-Tem for the Los Alamitos City Council. Mr. Freeman has been a member of the Public Safety Policy Committee - California League of Cities; the Orange County Fire Authority Board of Directors; and the Orange Line Development Authority as the Vice-Chair. His unique perspective and experience, as both a member of executive city staff and as an elected official, provides exceptional results for our clients.

Mr. Freeman is a graduate of the FBI National Academy and received his Teaching Credential from the University of California Los Angeles.

AMANDA URRUTIA-SANDERS, PRINCIPAL CONSULTANT

As a consultant with Bob Murray & Associates, Ms. Urrutia-Sanders is responsible for research, candidate recruitment and screening, as well as reference checks and background verifications. She focuses on client communication and works closely with clients to coordinate candidate outreach and ensure a successful search.

Ms. Urrutia-Sanders brings several years of industry experience as she worked for one of the nation's largest recruitment firms. Her insight into the recruitment process is a valuable asset to Bob Murray & Associates.

Ms. Urrutia-Sanders received her Bachelor's of Arts degree in Communications from the University of Wyoming.

AMBER SMITH, SENIOR CONSULTANT

As Senior Consultant with Bob Murray & Associates, Ms. Smith acts as a liaison between clients and candidates from beginning to end of each recruitment process. She is responsible for the development and distribution of position recruitment and advertising materials, client research, reference and background checks, responding to requests for proposals, and providing a broad range of support services for the recruiting team.

Ms. Smith brings over 5 years of client-oriented customer service, administrative, and management experience to Bob Murray & Associates. She is committed to working as a partner with clients and candidates in order to provide a quality service and experience.

Ms. Smith received her Bachelor of Arts degree in Business Administration from La Sierra University, Riverside, California.

ROSA GOMEZ, ADMINISTRATIVE MANAGER

Ms. Rosa Gomez is the Administrative Manager at Bob Murray & Associates. Ms. Gomez is the first point of contact at Bob Murray & Associates and has extensive administrative experience.

Ms. Gomez is known for her personal approach as she works closely with clients and candidates alike to ensure a successful search. As the first point of contact for Bob Murray & Associates Ms. Gomez's professional approach is of the highest caliber.

REFERENCES

Clients and candidates are the best testament to our ability to conduct quality searches. Clients for whom Bob Murray & Associates has recently conducted searches are listed below.

CLIENT:	City of Greenfield, CA
POSITION:	Police Chief
REFERENCE:	Ms. Susan Stanton, City Manager, (831) 674-5591
CLIENT:	City of Marina, CA
POSITION:	City Manager and Fire Chief
REFERENCE:	Mayor Bruce Delgado, (831) 277-7690 (for City Manager); Mr. Layne Long, City Manager, (831) 884-1224 (for Fire Chief)
CLIENT:	City of Salinas, CA
POSITION:	City Manager, City Attorney, Economic Development Director, Fire Chief, Library and Community Services Director, Parks and Recreation Director, and Police Chief
REFERENCE:	Mr. Ray Corpuz, City Manager, (831) 758-7201 Mr. David Mora, former City Manager for the City of Salinas, (831) 758-5155

BOB MURRAY & ASSOCIATES
CLIENT LIST

CITY MANAGER

Airway Heights, WA	Half Moon Bay, CA
Albany, CA	Hemet, CA
Albany, OR	Hollister, CA
Antioch, CA	Imperial, CA
Apple Valley, CA (Town Manager)	Ione, CA
Arcadia, CA	Irwindale, CA
Arcata, CA	Kirkland, WA
Arvada, CO	La Mesa, CA
Arvin, CA	La Palma, CA
Barstow, CA	Laguna Beach, CA
Benicia, CA	Lake Elsinore, CA
Campbell, CA	Lakeport, CA
Capitola, CA	Lancaster, CA
Carmel, CA	Lathrop, CA
Castle Rock, CO (Town Manager)	Lemon Grove, CA
Cathedral City, CA	Loomis, CA (Town Manager)
Centennial, CO	Los Alamitos, CA
Chandler, AZ	Manteca, CA
Chico, CA	Marina, CA
Chino, CA	Martinez, CA
Chino Hills, CA	Menifee, CA
Chowchilla, CA (City Administrator)	Menlo Park, CA
Chula Vista, CA	Merced, CA
Claremont, CA	Miami Beach, FL
Concord, CA	Millbrae, CA
Coos Bay, OR	Mill Valley, CA
Corcoran, CA	Milwaukie, OR
Corona, CA	Modesto, CA
Coronado, CA	Monrovia, CA
Corte Madera, CA (Town Manager)	Montebello, CA (City Administrator)
Cotati, CA	Monterey Park, CA
Dallas, TX	Mountain View, CA
Dinuba, CA	Needles, CA
Dixon, CA	Newberg, OR
Dublin, CA	Newcastle, WA
El Monte, CA	Novato, CA
Elk Grove, CA	Oak Creek, WI (City Administrator)
Escalon, CA	Oakdale, CA
Eugene, OR	Oakley, CA
Fairfield, CA	Oceanside, CA
Fort Lauderdale, FL	Ojai, CA
Fortuna, CA	Orinda, CA
Fremont, CA	Oxnard, CA
Glendale, AZ	Pacifica, CA
Goleta, CA	Palo Alto, CA
Grover Beach, CA	Pasadena, CA

Patterson, CA
Phoenix, AZ
Pittsburg, CA
Pico Rivera, CA
Pismo Beach, CA
Pittsburg, CA
Poway, CA
Rancho Cordova, CA
Rancho Palos Verdes, CA
Red Bluff, CA
Redondo Beach, CA
Rio Vista, CA
Roseville, CA
Salem, OR
Salinas, CA
San Antonio, TX
San Carlos, CA
San Clemente, CA
San Fernando, CA
San Jose, CA
San Marcos, CA
San Pablo, CA
San Rafael, CA
San Ramon, CA
Santa Ana, CA
Santa Paula, CA
Santa Rosa, CA
Shoreline, WA
Sonoma, CA
South Lake Tahoe, CA
South Pasadena, CA
Springfield, OR
St. Helena, CA
Stanton, CA
Sterling, CO
Stockton, CA
Temple City, CA
Thousand Oaks, CA
Topeka, KS
Truckee, CA (Town Manager)
Tualatin, OR
Tucson, AZ
Turlock, CA
Vallejo, CA
Ventura, CA
Walnut Creek, CA
Westminster, CA
Woodland, CA
Yuba City, CA

ASSISTANT/DEPUTY CITY MANAGER

Alameda, CA
Arlington, TX
Arvada, CO
Barstow, CA
Beverly Hills, CA
Brighton, CO
Carlsbad, CA
Dublin, CA
Lancaster, CA
Monterey, CA
North Las Vegas, NV
Orange, CA
Pasadena, CA
Peoria, AZ
Petaluma, CA
Pomona, CA
Rancho Cordova, CA
Reno, NV
Rocklin, CA
Sanger, CA
Stockton, CA
Virginia Beach, VA
Ventura, CA
Woodland, CA
Yuba City, CA

COUNTY ADMINISTRATOR

Alachua County, FL
Butte County, CA
Clackamas County, OR
Clark County, NV
Deschutes County, OR
Lee County, FL
Marion County, OR
Pasco County, FL
San Benito County, CA
Tehama County, CA
Wake County, NC
Washington County, OR

ADMINISTRATIVE SERVICES

DIRECTOR
Garden Grove, CA
Lincoln, CA
Los Alamitos, CA
Ontario, CA
Placer County Water Agency, CA
Pleasanton, CA

San Carlos, CA
Stockton, CA
Union City, CA
Yucca Valley, CA

ANIMAL SERVICES DIRECTOR

Contract Costa County, CA
Franklin County, Ohio
Irvine, CA
Oakland, CA
Rancho Cucamonga, CA
Sacramento County, CA

AVIATION/AIRPORT

Big Bear Airport, CA
Bob Hope Airport, CA
Clark County, NV-McCarran
International Airport
Dallas/Fort Worth, TX
Fresno, CA
Los Angeles World Airports, CA
San Francisco International
Airport, CA
San Jose, CA

BUILDING

OFFICIALS/INSPECTION

Arroyo Grande, CA
Bakersfield, CA
Centre City Development
Corporation, CA
El Segundo, CA
Grants Pass, OR
Marin County, CA
Modesto, CA
Palo Alto, CA
Sacramento, CA
San Francisco, CA
San Luis Obispo County, CA
Stockton, CA
Tehama County, CA
Yuba City, CA

CITY CLERK

Central Contra Costa Sanitation
District, CA (Secretary to the
District)
Chino Hills, CA
Commerce, CA
Dublin, CA

Fremont, CA
Hollister, CA
Menlo Park, CA
Monterey County, CA (Clerk to the
Board)
Napa, CA
Rio Vista, CA
Santa Clara Valley Transportation
Authority, CA (Board Secretary)
Sunnyvale, CA

**COMMUNITY DEVELOPMENT
DIRECTOR**

Benicia, CA
Beverly Hills, CA
Capitola, CA
Chino Hills, CA
Concord, CA
Cotati, CA
Daly City, CA
Dublin, CA
Fremont, CA
Fullerton, CA
Hollister, CA (Development
Services Director)
Inglewood, CA
Irvine, CA
Lincoln, CA
Los Banos, CA
Maple Valley, WA
Marin County, CA
Modesto, CA
Moreno Valley, CA
Morgan Hill, CA
Newark, CA
Newcastle, WA
Oakland, CA
Oceanside, CA
Palo Alto, CA
Pleasanton, CA
Redlands, CA
Salem, OR
San Antonio Housing Authority,
TX
San Carlos, CA
Santa Cruz, CA
Sausalito, CA
Stockton, CA
Sumter County, FL
Vacaville, CA

Vallejo, CA
Walnut Creek, CA
Yuba City, CA
Yucca Valley, CA

**CONVENTION AND VISITOR'S
BUREAU DIRECTOR**

Las Vegas Convention and
Visitors' Authority, NV
Los Angeles, CA
North Lake Tahoe Visitors Bureau,
CA
Mammoth Lakes, CA
San Antonio, TX
Steamboat Springs, CO

ECONOMIC DEVELOPMENT

Broward County, FL
Chula Vista, CA
Concord, CA
Daly City, CA
Fullerton, CA
Milpitas, CA
Modesto, CA
Morgan Hill, CA
New Orleans Redevelopment
Authority, OR
Oakland, CA
Peoria, AZ
Phoenix, AZ
Port of Los Angeles, CA
Port of San Diego, CA
Redlands, CA
Sacramento, CA
Salinas, CA
San Antonio Housing Authority,
TX
Scottsdale, AZ
Stockton, CA
Taft, CA
Tracy, CA
Upland, CA
Vancouver, WA
Visalia, CA

ENGINEERING

Bakersfield, CA
Barstow, CA
Bob Hope Airport, CA

Central Contra Costa Sanitary
District, CA
Chino Hills, CA
Clark County, NV – McCarran
Airport
Corona, CA
Damascus, OR
Dublin San Ramon Services
District, CA
Elk Grove, CA
Imperial Irrigation District, CA
Long Beach, CA
Los Banos, CA
Monterey County Water Resources
Agency, CA
Needles, CA
Nevada County, NV
Nye County, NV
Oceanside, CA
Omnitrans, CA
Peoria, AZ
Pico Rivera, CA
Pismo Beach, CA
Pomona, CA
Richmond, CA
Reno, NV
San Luis Obispo County,
Nacimiento Project, CA
School District of Hillsborough
County, FL (General Manager of
Transportation)
Sewer Authority Mid-Coastside,
CA
South Pasadena, CA
Stockton, CA
Tiburon, CA
Tracy, CA
United Water Conservation
District, CA
Vallejo, CA
Visalia, CA

EXECUTIVE DIRECTOR

Association of Monterey Bay Area
Governments, CA
Arizona Municipal Water Users
Association, AZ
Bay Area Air Quality Management
District, CA

Broward County, FL (Port
 Everglades Chief Executive/Port
 Director)
 California Fire and Rescue Training
 Authority, CA
 California Peace Officers
 Association, CA
 California State Association of
 Counties, CA
 California School Boards
 Association, CA
 Central Contra Costa Solid Waste
 Authority, CA
 Chula Vista Redevelopment
 Agency, CA
 Cooperative Agricultural Support
 Services Authority (CASS), CA
 Early Learning Coalition of
 Broward County, Inc (CEO)
 Elk Grove-Rancho Cordova-El
 Dorado Connector JPA, CA
 El Paso Water Utilities-Public
 Service Board, TX
 (President/CEO)
 Florida Public Transportation
 Association (FPTA), FL
 Hillsborough County, FL-Head
 Start Division (Division Director)
 Home Forward, OR
 Housing Authority of the City of
 Austin, TX (President/CEO)
 Housing Authority of the City of
 Los Angeles, CA
 Housing Authority of the County
 of Butte, CA
 Housing Authority of the County
 of Santa Cruz, CA
 Hub Cities Consortium, CA
 Kings Community Action
 Organization, CA
 Mammoth Lakes Visitors Bureau,
 CA
 March Joint Powers Authority, CA
 Metro, Portland, OR
 Oregon Cascades West Council of
 Governments, OR
 Palos Verdes Library District, CA
 PATH Ventures, CA

Pima Association of Governments
 and Regional Transit Association,
 AZ
 Recreation Centers of Sun City
 West, AZ
 Sacramento Area Flood Control
 Agency, CA (Executive & Deputy)
 San Bernardino Associated
 Governments, CA
 San Diego Association of
 Governments, CA
 Children's Board of Hillsborough
 County (Executive Director)
 Louisiana Housing Corporation
 (Executive Director)
 San Francisco Estuary Institute, CA
 San Joaquin Council of
 Governments, CA
 Santa Clara Valley Water District,
 CA (CEO)
 SOS Children's Villages – Florida
 (CEO)
 South Bayside Waste Management
 Authority, CA
 Southern California Association of
 Governments (Deputy)
 Vancouver Housing Authority, WA
 (Executive & Deputy)
 West Contra Costa Integrated
 Waste Management District, CA
 West Contra Costa Transportation
 Advisory Committee, CA
 Yolo Emergency Communications
 Agency, CA

FINANCIAL

Alameda, CA
 Alameda County Congestion
 Management Agency, CA
 Aurora, CO
 Baldwin Park, CA
 Barstow, CA
 Boulder, CO
 Boulder City, NV
 Calaveras County Water District,
 CA
 Campbell, CA
 Chino Hills, CA
 Clark County, NV
 Corona, CA

Cotati, CA
Damascus, OR
D.C. Government, DC
East Bay Municipal Utility District,
CA
El Dorado Hills Community
Services District, CA
Elk Grove, CA
Fairfield, CA
Grants Pass, OR
Half Moon Bay, CA
Hallandale Beach, FL
Healdsburg, CA
Hercules, CA
Housing Authority of the City of
Los Angeles, CA
Imperial Beach, CA
Imperial Irrigation District, CA
Inglewood, CA
Ione, CA
Lancaster, CA
Las Vegas Valley Water District,
NV
Lincoln, CA
Los Altos, CA
McCarran International Airport-
Clark County, NV
Menlo Park Fire Protection
District, CA
Modesto, CA
Monterey Park, CA
Norfolk, VA (Assistant Director)
Oakland, CA
Oceanside, CA
Palmdale Water District, CA
People Assisting the Homeless, CA
Pinellas Suncoast Transit
Authority, FL
Pleasanton, CA
Quincy, FL
Recreation Centers of Sun City
West, AZ
Roseville, CA
Sacramento County, CA
San Bernardino International
Airport, CA
San Carlos, CA
San Diego, CA
San Francisco, CA
San Leandro, CA

San Jose, CA
San Mateo, CA
Santa Monica, CA
Sparks, NV
Stockton, CA
Thornton, CO
Topeka, KS
Union City, CA
Washoe County, NV
Wayne County, MI
West Covina, CA
West Hollywood, CA
West Wendover, NV
White Pine County, NV
Yolo County, CA

FIRE CHIEF

Alameda, CA
Arroyo Grande (Director of
Building & Fire)
Aurora, CO
Cathedral City, CA
Chino Valley Independent Fire
District, CA
Chula Vista, CA
Contra Costa County Fire
Protection District, CA
Encinitas, Del Mar, and Solana
Beach, CA
Eugene, OR
Fremont, CA
Folsom, CA
Fullerton, CA
Garden Grove, CA
Glendale, CO
Hillsboro, OR
Hollister, CA
Lodi, CA
Livermore – Pleasanton Fire
District, CA
Marina, CA
Milpitas, CA
Monrovia, CA
Montebello, CA
Mountain View, CA
Newark, CA (Assistant & Chief)
Oceanside, CA
Palm Springs, CA
Peoria, AZ
Petaluma, CA

Piedmont, CA
 Poudre Fire Authority, CO
 Rancho Cucamonga, CA (Deputy
 & Chief)
 Rancho Santa Fe Fire Protection
 District, CA
 Roseville, CA
 Sacramento County, CA
 Salinas, CA
 San Mateo, CA
 San Miguel Fire Protection District,
 CA
 Santa Cruz, CA
 Sonoma Valley Fire & Rescue
 Authority, CA
 Spokane Valley Fire Department,
 WA (Deputy)
 Sumter County, FL
 Sunnyvale, CA (Public Safety
 Director)
 University of California, Davis
 Union City, CA (Assistant & Chief)
 Upland, CA
 Vacaville, CA
 Walla Walla, WA

GENERAL MANAGER

Big Bear City Community Services
 District, CA
 Calaveras County Water District,
 CA
 Central Contra Costa Sanitation
 District, CA
 Central Marin Sanitation Agency,
 CA
 Coachella Valley Mosquito Vector
 Control District, CA
 Cordova Recreation and Park
 District, CA (District
 Administrator)
 East Bay Dischargers Authority,
 CA
 Fallbrook Public Utilities District,
 CA
 Hilton, Famkopf, and Hobson
 LLC, CA
 Joshua Basin Water District, CA
 Jurupa Community Services
 District, CA

Kennewick Irrigation District, WA
 (District Manager)
 Los Angeles Convention Center,
 CA
 Monterey Peninsula Regional Park
 District, CA
 Monterey Regional Waste
 Management District, CA
 Monterey Regional Water Pollution
 Control Agency, CA (Assistant)
 Oro Loma Sanitary District, CA
 Public Agency Risk Sharing
 Authority of California, CA
 Pleasant Valley Recreation & Park
 District, CA
 Reclamation District 1000, CA
 (District Engineer)
 Ross Valley Sanitary District, CA
 Salinas Valley Solid Waste
 Authority, CA
 Sanitary District No. 5 of Marin
 County, CA
 San Lorenzo Valley Water District,
 CA
 Santa Cruz Consolidated
 Emergency Communications
 Center, CA
 Sewer Authority Mid-Coastside,
 CA
 South Placer Municipal Utility
 District, CA
 Sweetwater Springs Water District,
 CA
 Union Sanitary District, CA
 United Water Conservation
 District, CA
 Valley of the Moon Water District,
 CA
 Walnut Valley Water District, CA

HOUSING

City of West Hollywood, CA (Rent
 Stabilization and Housing Manager)
 Housing Authority of the City of
 Austin, TX
 Housing Authority for the City of
 Brownsville, TX
 Housing Authority for the City of
 Los Angeles, CA

Housing Authority for the County
of Butte, CA
Housing Authority of the County
of San Joaquin, CA
Fort Worth, TX Housing Authority
Housing Authority for the County
of Santa Cruz, CA
Louisiana Housing Corporation
Milpitas, CA
Oakland Housing Authority, CA
San Antonio Housing Authority,
TX
Housing Authority the City of
Vancouver Housing Authority, WA

LEGAL COUNSEL

Aurora, CO
Broward County, FL
Coconut Creek, FL
Cupertino, CA
Fremont, CA
Gainesville, FL
Hayward, CA
Inglewood, CA
Lathrop, CA
Lee County, FL
Merced, CA
Monterey, CA
Morgan Hill, CA
Newport Beach, CA
North Las Vegas, NV
North Port, FL
Oceanside, CA
Orange, CA
Palo Alto, CA
Port of San Diego, CA
Sacramento Area Flood Control
Agency, CA
Sacramento County, CA
Salinas, CA
San Benito County, CA
San Bernardino Associated
Governments, CA
San Mateo, CA
Santa Ana, CA
Stockton, CA
Sunnyvale, CA
Thousand Oaks, CA
Ventura, CA
Walnut Creek, CA

Yolo County, CA

LIBRARY

Corona, CA
Folsom, CA
Monterey Park, CA
Palos Verdes Library District, CA
Salinas, CA
Stockton-San Joaquin County
Public Library, CA

PARKS/RECREATION/ COMMUNITY SERVICES

Anaheim, CA
Arlington, TX
Bakersfield, CA
Commerce, CA
El Segundo, CA
Emeryville, CA
Half Moon Bay, CA
Lemoore, CA
Long Beach, CA
Lynwood, CA
Maple Valley, WA
Midpeninsula Regional Open Space
District, CA
Milpitas, CA
Monterey County, CA
Peoria, AZ
Pleasanton, CA
Pleasant Valley Recreation and
Park District, CA
Pomona, CA
Sacramento County, CA
Sacramento, CA
San Carlos, CA
San Jose, CA
Santa Clarita, CA
Stockton, CA
Ventura, CA
Whittier, CA

PERSONNEL/HUMAN RESOURCES

Alameda County, CA
Anaheim, CA
Apple Valley, CA
Arcadia, CA
Azusa, CA
Barstow, CA

Bellevue, WA
 Benicia, CA
 Colusa County, CA
 Commerce, CA
 Corona, CA
 Desert Water Agency, CA
 Fremont, CA
 Inglewood, CA
 Inland Empire Utilities Agency, CA
 Glendale, AZ
 Grants Pass, OR
 Hollister, CA
 Judicial Council of California –
 Administrative Office of the
 Courts, CA
 Las Virgenes Municipal Water
 District, CA
 Moreno Valley, CA
 Monterey Park, CA
 Napa, CA
 Newark, CA
 Norfolk, VA
 North Las Vegas, NV
 Oceanside, CA
 Ontario, CA
 Patterson, CA
 Palmdale Water District, CA
 Petaluma, CA
 Pico Rivera, CA
 Pomona, CA
 Rancho Cordova, CA
 Redlands, CA
 Rocklin, CA
 Roseville, CA
 San Antonio Housing Authority,
 TX
 San Bernardino County, CA
 San Carlos, CA
 San Francisco International Airport
 (SFO), CA
 Scottsdale, AZ
 Sedgwick County, KS
 Stockton, CA
 Tehama County, CA
 Wayne County, MI
 White Pine County, NV
 Yucca Valley, CA
PLANNING
 Alameda, CA
 Beverly Hills, CA

Centre City Development
 Corporation, CA
 Corona, CA
 Chula Vista, CA
 Damascus, OR
 El Segundo, CA
 Elk Grove, CA
 Healdsburg, CA
 Los Angeles, CA
 Los Banos, CA
 Madera, CA
 Milpitas, CA
 Modesto, CA
 Needles, CA
 Oceanside, CA
 Pacifica, CA
 Palo Alto, CA
 Palm Springs, CA
 Pleasanton, CA
 Reno, NV
 Riverside, CA
 Robson Homes, CA
 Roseville, CA
 Sacramento, CA
 Santa Ana, CA
 Santa Clara County, CA
 San Benito County, CA
 San Luis Obispo County, CA
 Santa Cruz, CA
 Santa Monica, CA
 Stockton, CA
 Sumter County, FL
 Tracy Unified School District, CA
 Washington County, OR

POLICE CHIEF/SAFETY

Arroyo Grande, CA
 Ashland, OR
 Aurora, CO
 Bay Area Rapid Transit, CA
 Bellevue, WA
 Benicia, CA
 Berkeley, CA
 California State Polytechnic
 University, Pomona
 California State University, East
 Bay
 California State University,
 Sacramento

California State University, San Bernardino
California State University, San Francisco
California State University, San Marcos
Capitola, CA
Carlsbad, CA
Cathedral City, CA
Chandler, AZ
Chico, CA
Concord, CA
Corona, CA
Coronado, CA
Culver City, CA
East Bay Regional Park District, CA
East Palo Alto, CA
El Cerrito, CA
Eugene, OR
Fairfield, CA
Folsom, CA
Fort Bragg, CA
Fullerton, CA
Glendale, AZ
Glendora, CA
Half Moon Bay, CA
Hayward, CA
Humboldt State University, CA
Huntington Beach, CA
Irvine, CA
Irwindale, CA
Klamath Falls, OR
La Mesa, CA
Lake Oswego, OR
Littleton, CO
Livingston, CA
Lodi, CA
Los Angeles, CA
Los Angeles World Airports, CA
Los Banos, CA
Mammoth Lakes, CA (Interim)
Manhattan Beach, CA
Maywood, CA
Menlo Park, CA
Merced, CA
Mesa, AZ
Modesto, CA
Monrovia, CA
Montebello, CA

Monterey, CA
Monterey County Sheriff's Department, CA
Morgan Hill, CA
North Las Vegas, NV
Novato, CA
Oakdale, CA
Oakland Unified School District, CA
Orange County, CA
Orange County, FL (Chief of Corrections)
Palm Springs, CA
Palo Alto, CA
Pasadena, CA
Pasadena City College, CA
Peoria, AZ
Petaluma, CA
Piedmont, CA
Pismo Beach, CA
Pittsburg, CA
Placentia, CA
Pleasanton, CA
Port of Long Beach, CA
Port of San Diego, CA
Port of Seattle, WA
Redlands, CA
Redondo Beach, CA
Reno, NV
Rio Vista, CA
Rocklin, CA
Roseville, CA
Sacramento, CA
Salinas, CA
San Bernardino, CA
San Diego State University, CA
San Fernando, CA
San Francisco, CA
San Diego State University, CA
San Jose State University, CA
San Rafael, CA
Santa Rosa Junior College, CA
Sausalito, CA
Seattle, WA
Seaside, CA
Signal Hill, CA
South Gate, CA
Stockton Unified School District, CA
Sunnyvale, CA

Tehachapi, CA
Tulsa, OK
Turlock, CA
University of California at Davis,
CA
University of California at Santa
Barbara, CA
University of Merced, CA (Officer)
University of Oregon, OR
Vacaville, CA
Vallejo, CA
Vancouver, WA
Virginia Commonwealth University
Walla Walla, WA
Walnut Creek, CA
West Sacramento, CA
Whittier, CA

POLICE COMMAND STAFF

Atascadero, CA
Bay Area Rapid Transit, CA
California State University, East
Bay
California State University,
Sacramento
California State University, San
Bernardino
California State University, San
Francisco
Commerce, CA
East Bay Regional Park District,
CA
East Palo Alto, CA
Menlo Park, CA
Monterey County, CA
Pleasanton, CA
Santa Rosa, CA
Port of San Diego, CA
University of California at Merced
University of Oregon

POLICE OVERSIGHT

Bay Area Rapid Transit, CA
San Francisco, CA
San Jose, CA

**PUBLIC AFFAIRS/
INTERGOVERNMENTAL
RELATIONS DIRECTOR**
Beverly Hills, CA

Rancho Cordova, CA
Thornton, CO
San Diego Regional Airport
Authority, CA
West Basin Municipal Water
District, CA

PUBLIC SAFETY COMMUNICATIONS

Aurora, CO
Clackamas County, OR
Heartland Communications Facility
Authority, CA
San Francisco, CA
San Jose, CA
Santa Cruz Consolidated
Emergency Communications
Center, CA
Scott Emergency Communications
Center
Consolidated Intergovernmental
Dispatch Agency-Tallahassee, FL
Washington County Consolidated
Communications Agency, OR
Yolo Emergency Communications
Agency, CA

PUBLIC WORKS

Belmont, CA
Chandler, AZ
Clark County, NV
Commerce, CA
Dallas, TX
Elk Grove, CA
Fresno, CA
Galt, CA
Grants Pass, OR
Half Moon Bay, CA
Healdsburg, CA
Huntington Beach, CA
Inglewood, CA
Lathrop, CA
Los Banos, CA
Mammoth Lakes, CA
Maple Valley, WA
Monrovia, CA
Morro Bay, CA
Needles, CA
Pico Rivera, CA
Pismo Beach, CA

Pomona, CA
Poway, CA
Provo, UT
Redlands, CA
Roseburg, OR
Roseville, CA
San Benito County, CA
San Carlos, CA
San Diego, CA
San Jose, CA
Santa Cruz, CA
South Pasadena, CA
Stockton, CA
Sumter County, FL
Tehama County, CA
Tiburon, CA
Upland, CA
Vallejo, CA
Woodland, CA
Yuba City, CA

PURCHASING

Central Contra Costa Sanitary
District, CA
Housing Authority of the City of
Los Angeles
Tacoma, WA

RISK MANAGEMENT

Azusa, CA
California State University, San
Marcos, CA
Central Contra Costa Sanitary
District, CA
Central Marin Sanitation Agency,
CA
Riverside Transit Agency, CA

TECHNOLOGY

Clark County, NV
Durham, NC
Fresno, CA
Hayward, CA
Hillsboro, OR
Inland Empire Utilities Agency, CA
Modesto, CA
Port of Los Angeles, CA
San Antonio Housing Authority,
TX
San Francisco, CA

State Bar of California
Tucson, AZ
West Hollywood, CA

TRANSPORTATION

Association of Monterey Bay Area
Governments, CA
Dallas, TX
Elk Grove-Rancho Cordova-El
Dorado County Connector Joint
Powers Authority, CA
Omnitrans, CA
San Diego Association of
Governments, CA
San Joaquin Council of
Governments, CA
Santa Clarita, CA
Washington County, OR
West Contra Costa Transportation
Advisory Committee, CA

WASTE WATER/SANITATION/ SOLID WASTE

Berkeley, CA
Central Contra Costa Sanitation
District, CA
Central Contra Costa Solid Waste
Authority, CA
Central Marin Sanitation Agency,
CA
Dublin San Ramon Services
District, CA
East Bay Dischargers Authority,
CA
Monterey Regional Waste
Management District, CA
Monterey Regional Water Pollution
Control Agency, CA
Oro Loma Sanitary District, CA
Redlands, CA
Richmond, CA
Ross Valley Sanitary District, CA
Salinas Valley Solid Waste
Authority, CA
Sanitary District No. 5 of Marin
County, CA
San Jose, CA
Sewer Authority Mid-Coastside,
CA

South Bayside Waste Management Authority, CA
South Placer Municipal Utility District, CA
Stockton, CA
Union Sanitary District, CA
West Contra Costa Integrated Waste Management Authority, CA

WATER

Arizona Municipal Water Users Association, AZ
Aurora, CO
Bakersfield, CA
Calaveras County Water District, CA
Joshua Basin Water District, CA
Kennewick Irrigation District, CA
Phoenix, AZ
Reclamation District 1000, CA
Redlands, CA
Sacramento Area Flood Control Agency, CA
San Diego, CA
San Jose, CA
San Lorenzo Valley Water District, CA (District Manager)
San Luis Obispo County, CA
Santa Clara Valley Water District, CA
South Placer Municipal Utility District, CA
Stockton, CA
Sweetwater Springs Water District, CA
Vallejo, CA
Valley of the Moon Water District, CA
United Water Conservation District, CA
Walnut Valley Water District, CA
Yuba City, CA

OTHER

Bay Area Air Quality Management District, CA (Deputy Air Pollution Control Officer)
Benton County, OR (Health Director)

Boise, ID (Community Ombudsman)
Broward County, FL (Port Everglades Director of Business Development)
Bureau Veritas, CA (Vice President – Operations)
Central Contra Costa Sanitary District (Director of Collection System Operations and Director of Plant Operations)
Cooperative Agricultural Support Services Authority, CA (Executive Officer)
Cordova Recreation & Park District (District Administrator and Maintenance Superintendent)
Government Services Group, Inc. (Municipal Services Manager)
Houston Housing Authority (Director Real Estate Investments & Development)
Housing Authority of the City of Los Angeles (Director of General Services)
Imperial Irrigation District (Assistant Manager of Construction Operations and Maintenance)
Hilton, Farnkopf, and Hobson LLC (Manager/Vice President)
Las Vegas Convention and Visitors Authority, NV (Director of Facility Projects)
Metropolitan Washington Airports Authority (Vice President for Public Safety)
Monterey Bay Unified Air Pollution Control District, CA (Air Pollution Control Officer)
Monterey Park, CA (Director of Management Services)
Peoria, AZ (Chief Business Attraction Officer)
Port of Long Beach, CA (Managing Director)
Port of San Diego, CA (Senior Director of Real Estate)
Redlands, CA (8 Mid-Level Managers and Natural Resources Manager)

Robson Homes (Forward Planner
and Land Acquisition Manager)
Sacramento, CA (Preservation
Director)
Sacramento, CA (Urban Design
Manager)
San Jose, CA (Assistant Director of
Environmental Services and
Environmental Services Director)
San Manuel Band of Tribal Indians,
CA (Tribal Manager)
Sedgwick County, Kansas (Health
Department Director)
Superior Court of California,
County of San Luis Obispo, CA
(Assistant Court Executive Officer)
Vallejo, CA (Water Engineering
Manager, Water Treatment
Superintendent, Water Distribution
Superintendent)
Washoe County, NV (Senior
Services Director)
Washoe County, NV (Social
Services Director)



CITY OF MARINA, CA

INVITES YOUR
INTEREST IN
THE POSITION OF

CITY MANAGER



THE COMMUNITY

The City of Marina, CA is located on the Monterey Peninsula along the Central California coast, minutes away from the world-renowned Monterey Bay Aquarium. Marina's 20,000 residents enjoy easy access to the region's major sights and attractions, as well as affordable lodging, dining, and shopping options in town. Visitors are attracted by Marina's stunning sand dunes, majestic Cypress trees, and many miles of hiking and biking trails.

Incorporated in 1975, the City of Marina's history is intertwined with Fort Ord, a joint Army-Navy training center. After the Fort was decommissioned in 1994, California State University Monterey Bay opened, transforming barracks into dorms. As a result of the base closure, the Bureau of Land Management oversees 86 miles of trails that are open to the public for exploration on foot, bike, or horseback. Marina State Beach and Marina Dunes Preserve line the coastal side of the city and provide a habitat for birds and animals rarely seen elsewhere. The Beach and the Preserve are easily accessed by parking lots or the Monterey Bay Coastal Recreation Trail, and they are popular with surfers, hang gliders, and paragliders. Sunsets are spectacular and are an evening event shared between visitors and residents.

The City Council of Marina is committed to providing leadership in protecting Marina's natural setting while developing the City in a way that provides a balance of housing, jobs, and business opportunities.

THE ORGANIZATION

The City of Marina is organized under a Council-Manager form of government; it became a Home-Rule City Charter with voter approval in 1998.

The City Council consists of a directly elected Mayor and four Council Members.

Visitors are attracted by Marina's stunning sand dunes, majestic Cypress trees, and many miles of hiking and biking trails.

Marina currently employs approximately 92 full-time employees and is a full-service city organized into six Departments: Administration (City Administration, City Clerk, Human Resources, and Risk Management); Community Development (Public Works, Building Inspection, Engineering, Planning, Vehicle Maintenance, and Municipal Airport); Finance; Fire; Police (including Animal Services & Vehicle Abatement); and Recreation & Cultural Services. The City Attorney reports to the City Council, with services provided on contract. Marina's approved expenditure budget for 2012/2013 is \$17 million.

ISSUES, CHALLENGES, & OPPORTUNITIES

The City of Marina, like most California cities, faces significant financial issues. The City is presently working to reduce a structural deficit in its budget, and the City Council has recently taken steps to reduce expenditures. Working with employee groups, the City Council sought and received concessions affecting employee compensation; the Council also reduced staff. Existing staff has taken on additional duties; departments have been consolidated and activities reassigned. The Council believes it is imperative that the structure of the organization be



reexamined to insure that it is consistent with the mission of the Council and the community it represents. In the immediate future, the City Council will work with the new City Manager to balance current revenues with expenditures.

The City of Marina has significant economic development opportunities including use of more than 3,000 acres the City owns as part of the former Fort Ord Military Base (including an airport); revitalization of Marina's Central Downtown Business District; and development of significant acreage within its northern boundary. Capitalizing on these opportunities will increase City revenue and will result in unprecedented increases in the City's population, full time jobs, housing, commercial space, and enhanced property values. Current projects include a multi-screen theater in The Dunes Shopping Center scheduled to break ground in late 2012, with vertical housing construction to follow. More information on approved projects is available at the City's website: www.ci.marina.ca.us.



Needless to say, the ideal candidate will bring the highest level of integrity to the position; the new City Manager will be ethical and honest.

THE IDEAL CANDIDATE

The ideal candidate for City Manager will be a skilled leader capable of earning the trust and respect of the Council, staff, and community. The new City Manager should be able to evaluate the organization's structure and staff to ensure alignment with the vision and mission of the City Council. As the City makes use of a number of consultants for project-specific activities and to supplement staff, the ideal candidate will possess the ability to evaluate the best balance between the use of staff and consultants to achieve the most effective use of the City's resources.

The new City Manager should be straightforward in communication and able to provide the City Council with clear recommendations and alternatives.

Once the Council has made a decision, the City Manager will be expected to show skill in working with staff and others to implement and carry out the Council's direction. A person who is politically astute, yet apolitical, is sought.

Needless to say, the ideal candidate will bring the highest level of integrity to the position; the new City Manager will be ethical and honest. An individual with strong interpersonal skills and the ability to relate to a diverse community would do well in this position, as would someone who is able to keep the big picture in focus while paying attention to the details.

Ideally, candidates will possess experience in a number of key areas including financial management; budgeting; economic development and revitalization (including downtown revitalization); Base Closures; and University relationships. The City Council recognizes that individuals may not possess experience in all of these areas, but those whose skills have the most breadth will be favorably considered. Strong candidates

will likely have experience as a City Manager, Assistant City Manager, or Department Head. Candidates should possess a Bachelor's Degree in Public Administration, Business Administration, or a related field; a master's degree is desirable.

THE COMPENSATION

The salary for the City Manager is open and dependent upon qualifications. The City of Marina offers an attractive benefits package, including:

Retirement – The City offers the CalPERS 2%@55 formula retirement plan for its non-public safety employees. Beginning January 1, 2013, employees will contribute 3.5% of the employee contribution for the plan; the City pays the full employer contribution for the plan.

Medical Insurance – The City offers a choice of three health plans for employees and eligible dependents (PERS Choice, PERS Care, and Blue Shield/HMO). The City's share and the employee's share of the premium are dependent upon which plan is chosen, with the City paying up to 57% of the monthly premium.

Dental Insurance – City pays 24% of monthly premium for employee, 30% for employee and one dependent, and 29% for employee and 2 or more dependents.

Vision Insurance – City-paid coverage for employee and eligible dependents.

Life Insurance – City provides \$100,000 policy for employee, with additional optional coverage available at employee expense.

The City of Marina also offers health and dependent care flexible spending plans.



TO APPLY

If you are interested in this outstanding opportunity, please visit our website at www.bobmurrayassoc.com to apply online.

**Filing Deadline:
December 14, 2012**

Following the closing date, resumes will be screened according to the qualifications outlined above. The most qualified candidates will be invited to personal interviews with Bob Murray and Associates. A select group of candidates will be asked to provide references once it is anticipated that they may be recommended as finalists. References will be contacted only following candidate approval. Finalist interviews will be held with the City of Marina. Candidates will be advised of the status of the recruitment following selection of the City Manager.

If you have any questions, please do not hesitate to call Mr. Bob Murray at:

(916) 784-9080





5800 Stanford Ranch Road
Suite 410
Rocklin, California 95765
916.630.4900

May 26, 2015

Mayor Ralph Rubio
and Members of the City Council
City of Seaside
440 Harcourt Avenue
Seaside, California 93955

Via Email: rgreathouse@ci.seaside.ca.us

Dear Mayor Rubio and Members of the City Council:

Ralph Andersen & Associates is pleased to submit our proposal to provide executive search services to the City of Seaside for the recruitment of the position of City Manager. We look forward to working with the City Council on this important assignment.

The City will have Mr. James Armstrong as the Project Director. Mr. Armstrong brings years of experience as a city manager to this engagement and will be the main point of contact throughout all aspects of the search. Additionally, I will assist Mr. Armstrong on various aspects of the process such as candidate outreach and identification. We believe the City will be best served with this Search Team concept, under the leadership of Mr. Armstrong.

As requested in the City's RFQ, Ralph Andersen & Associates' contact information is provided below:

Ralph Andersen & Associates
Mr. James Armstrong, Project Director
5800 Stanford Ranch Road, Suite 410
Rocklin, California 95765
(916) 630-4900
fax (916) 630-4911
info@ralphandersen.com
jim.armstrong@ralphandersen.com

We have included two samples for the Council's review and consideration. First, a copy of the city manager search effort that Mr. Armstrong recently completed for the City of Solana Beach as well as the current city manager search for the City of Watsonville.

We would be happy to meet to discuss the services we offer or to further refine this work plan to meet the City's specific needs. We look forward to your favorable consideration and the opportunity to work with the City Council on this important search.

Respectfully Submitted,

Heather Renschler
President/CEO



5800 Stanford Ranch Road
Suite 410
Rocklin, California 95765
916.630.4900

Proposal Summary

Our Understanding of the Assignment

The City Council has requested a proposal to assist in the identification and recruitment of a highly qualified group of candidates for the position of City Manager. In particular, the City Council is seeking a firm with the professional experience to clearly assess the City's needs and formulate a strategy to **deliver quality results**.

At Ralph Andersen & Associates, we believe that gaining a complete understanding of our client's specific objectives and priorities is essential prior to launching any search assignment. This process includes the identification and incorporation of a variety of important details such as the candidate's desired skills and experience as well as the critical "soft skills" related to temperament, personality, management philosophy, and other factors that will ultimately determine the candidate's "fit" with the organization.

We therefore begin each search by working closely with your leadership, stakeholders, staff, and when appropriate, your community to ensure a complete picture of the desired candidate pool is developed. Our team-oriented approach matched with this 360 degree perspective means we ensure that a complete understanding of the organization's mission and culture translates into those specific traits and characteristics necessary to ensure the selected candidate is successful in the position.

We understand that the City Council expects aggressive, personalized outreach to identify a diverse and highly qualified applicant pool and a selection process that includes comprehensive candidate reports based on thorough reference and background checks. We will begin with fully detailed profiles of the desired candidate's characteristics and build a recruitment strategy that is tailored to meet the City's specific needs. The resulting outreach and advertising campaign will incorporate the extensive use of personal outreach to recruit a diverse and highly qualified group of candidates.

Profile of the Firm

History of the Firm

Ralph Andersen & Associates has been providing practical, responsive executive search and management consulting services to the local public sector and related industries since 1972. With each new assignment, we earn our reputation as the nation's premier local government consulting organization.

Ralph Andersen & Associates is a California Corporation and is not a subsidiary nor does it have any subsidiaries. Contact information for the Corporate Office is 5800 Stanford Ranch Road, Suite 410, Rocklin, California 95765; telephone: (916) 630-4900; fax: (916) 630-4911; website: www.ralphandersen.com; email: info@ralphandersen.com. Ralph Andersen & Associates has more than 43 years of experience conducting executive recruitments for a variety of public sector agencies. The firm currently has 23 employees.

Ralph Andersen & Associates serves a nationwide clientele through its Corporate Office in the area of Sacramento (Rocklin), California. Through its network of professionals associated with the firm, Ralph Andersen & Associates also provides services to municipal clients throughout the United States.

Our staff of professionals and support staff include acknowledged leaders in their respective fields. Supplementing their extensive consulting backgrounds, our senior executives all have personal, hands-on executive experience in the operation of public agencies and private businesses.

Range of Services Offered

Ralph Andersen & Associates specializes in the following primary service areas: management consulting, human resources consulting, and executive search.

- **Management Consulting** – Ralph Andersen & Associates helps organizations improve their performance potential with a range of management consulting services. The types of services provided by the firm include management and performance audits, organizational analyses, productivity improvement analyses, agency and service consolidation assessments, specialized financial management including debt restructuring and organizational problem solving. In addition to providing these services to entire organizations, the firm often conducts management consulting engagements that are focused in a specific service area such as public safety, city management, finance, public works, community development and other major service areas. Ralph Andersen & Associates treats every management consulting engagement as unique. This approach means we will assemble a consulting team comprised of consultants with the specific talents and experiences needed to successfully achieve the client's objectives. Our team of experienced consultants perform complex analyses and recommend solutions that are practical and most importantly, are capable of being implemented by our clients.
- **Human Resources Consulting** – The firm provides a full range of contemporary human resources consulting including classification studies, compensation studies, benefits analysis, pay plan development, executive pay, and pay for performance. Key staff have proven success in working with labor groups and elected officials in identifying solutions and solving challenging problems. Services also include expert witness services for mediation and arbitration hearings. Our approach to consulting services is characterized by proven methods, extensive data collection, accurate analysis, and effective communication and messaging.

- **Executive Search** – At Ralph Andersen & Associates, there's always an entire team behind every recruitment assignment that we undertake. Our multi-disciplinary approach takes the best ideas in executive recruiting and creates innovative ways to get the right candidates for clients. When you retain Ralph Andersen & Associates, you actually get an entire team's worth of support and expertise working together to achieve your organization's objectives. The firm has conducted executive searches for large and small organizations throughout the nation. In addition to conducting searches for city manager and other chief executive officer positions, Ralph Andersen & Associates has successfully completed searches in every area of municipal service. Ralph Andersen & Associates believes the most important element of a successful executive search is to listen carefully to what our clients are looking for in terms of candidate experience and qualifications. Using these client-focused guidelines, candidate identification is undertaken through marketing and personal outreach.

Qualifications of the Firm

Our Professional Competency in Local Government

Ralph Andersen & Associates has been providing executive search and management consulting services since 1972. As such, the executive recruitment techniques used by Ralph Andersen & Associates have been developed and used successfully with hundreds of clients for more than 42 years. As a national search firm, our client list includes a wide range of municipalities including some of the largest and fastest growing cities in the country. Our firm has significant recruiting and consulting experience in California. As a highly qualified and experienced executive search firm, Ralph Andersen & Associates brings an extensive network of contacts in the area of local government that will prove invaluable in quickly identifying a pool of outstanding candidates for the City of Seaside.

With Ralph Andersen & Associates, there is an entire team behind every recruitment. Our firm takes a multi-disciplined, team approach to executive search. Successful outreach relies heavily on person-to-person contact to identify outstanding potential candidates and, in the evaluation phase, to gain a complete understanding of the background, experience, and management style of the top candidates. By drawing on the combined expertise of our associates and our network of professional contacts, we address outreach from a wide variety of perspectives and find unique ways to identify and recruit the best and brightest.

Relative Projects

Ralph Andersen & Associates has conducted the following recent City Manager recruitments (2005 to Present).

- Alexandria, VA – City Manager (2011)
- Beverly Hills, CA – City Manager (Current Search)
- Carlsbad, CA – City Manager (2014)
- Carson City, NV – City Manager (2014)
- Ceres, CA – City Manager (2005)
- Chico, CA – City Manager (2007)
- Cincinnati, OH – City Manager (2014)
- Colma, CA – City Manager (2013)
- Corte Madera, CA – Town Manager (2006)
- Davis, CA – City Manager (2014)
- Dublin, OH – City Manager (2014)
- El Campo, TX – City Manager (2010)
- Flagstaff, AZ – City Manager (2007)
- Folsom, CA – City Manager (2006)
- Fountain Valley, CA – City Manager (2013)
- Grass Valley, CA – City Administrator (2007)

- Greensboro, NC – City Manager (2012)
- Healdsburg, CA – Assistant City Manager (2006)
- Henderson, NV – City Manager (Current Search)
- Huntington Beach, CA – Assistant City Manager (2013)
- Indio, CA – City Manager (2010)
- Kingsburg, CA – City Manager (2013)
- Lathrop, CA – City Manager (2012)
- Lincoln, CA – City Manager (2014)
- Los Angeles, CA – City Administrative Officer (2008)
- Manhattan Beach, CA – City Manager (2010)
- Maricopa, AZ – City Manager (2007)
- Morgan Hill, CA – City Manager (2013)
- Murrieta, CA – City Manager (2007)
- New Braunfels, TX – City Manager (2005)
- Oakland, CA – City Administrator (2011)
- Pacific Grove, CA – City Manager (Background) (2008)
- Petaluma, CA – City Manager (2007)
- Port Hueneme, CA – City Manager (2006)
- Portola Valley, CA – Town Manager (2012)
- Riverside, CA – City Manager (2015)
- Rocklin, CA – City Manager (2010)
- Ross, CA – Town Manager (2012)
- Rossmoor (Golden Rain Foundation) – Chief Executive Officer (2007)
- San Bernardino, CA – Interim City Manager (Backgrounds) (2008)
- Santa Barbara, CA
 - City Administrator (2015)
 - Assistant City Administrator (Current Search)
- Santa Rosa, CA
 - City Manager (2014)
 - Deputy City Manager (2015)
- Sausalito, CA – City Manager (2007)
- Shenandoah, TX – City Administrator (2005)
- Simi Valley, CA – City Manager (2013)
- Solana Beach, CA – City Manager (2015) – **Brochure Attached**
- South Lake Tahoe, CA – City Manager (Background) (2012)

- Tehachapi, CA – City Manager (2008)
- Tiburon, CA – Town Manager (2006)
- Ukiah, CA
 - City Manager (2007)
 - Technical Assistance on City Manager Recruitment (Current Search)
- Upper Arlington, OH – City Manager (2011)
- Watsonville, CA – City Manager (Current Search) – **Brochure Attached**
- Waxhaw, NC – Town Manager (2015)
- Windsor, CA – Town Manager (2012)
- Yorba Linda, CA – City Manager (2013)

Project Staffing

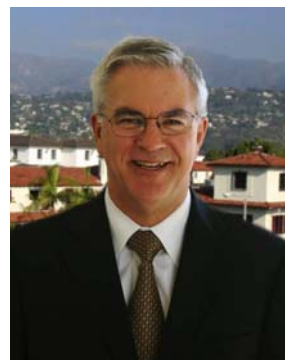
The reputation of the search firm and personal commitment of the recruiters define the difference between the success and failure of any given recruitment. Ralph Andersen & Associates' search professionals are acknowledged leaders in the field and possess a broad range of skills and experience in the areas of local government management, executive search, and related disciplines. Only senior members of Ralph Andersen & Associates are assigned to lead search assignments, ensuring that their broad experience and knowledge of the industry is brought to bear on our clients' behalf. **The City of Seaside will have Mr. James Armstrong, Senior Consultant of Ralph Andersen & Associates, as the Project Director. Additionally, Ms. Renschler will be assisting Mr. Armstrong on candidate outreach and identification.**

Allocation of Consultant Time – Mr. Armstrong, as the Project Director, will perform the majority of the professional services on this project. It is estimated that **he will do approximately 90 - 95% of all hours on this project.** Remaining professional time may include hours contributed by Ms. Renschler only on outreach and identification of potential candidates.

Mr. James Armstrong, Project Director

Mr. James Armstrong, Senior Consultant, recently joined Ralph Andersen & Associates after retiring from public service. Mr. Armstrong brings more than 37 years of public sector experience to Ralph Andersen & Associates.

In the course of his career, Mr. Armstrong has been intimately involved in the recruitment and selection of numerous senior level positions in city government, including police chiefs, fire chiefs, public works directors, airport directors, harbor directors, library directors, and parks and recreation directors. He also has extensive experience in seeking community input on major department head appointments and critical policy issues.



Mr. Armstrong served as City Administrator, City of Santa Barbara (2001 to 2014) and recently retired from public service in September 2014. During his tenure as City Administrator, he led the City through a number of significant events including the 2008-10 recession; the General Plan update; two major emergencies, the Tea Fire in 2008 and the Jesusita Fire in 2009; and the dissolution of the City's Redevelopment Agency in 2012. He was instrumental in the creation of the City's Neighborhood Improvement Task Force and the South Coast Task Force on Youth Gangs.

The City also implemented a comprehensive performance measurement and tracking system under Mr. Armstrong's direction.

Prior to his service in Santa Barbara, Mr. Armstrong served as City Manager in the California cities of Fullerton and Hanford. He also served as Assistant City Manager in Anaheim.

He has a Bachelor's degree from UCLA and a Master's degree in public administration from California State University, Long Beach.

Ms. Heather Renschler, President/CEO

Ms. Renschler has been with Ralph Andersen & Associates for more than 29 years and is now the firm's Chief Executive Officer. Ms. Renschler has overseen the recruitment practice of Ralph Andersen & Associates for the last 17 years and as a result, is often involved with recruitments on a national scale and those of a highly sensitive and critical nature. She is experienced at working with high level officials and governing boards, staff members, and selection committees in the recruitment and selection process. Her network of contacts and potential candidates is extensive not only within California but also on a national scale.



Ms. Renschler conducts searches on a national basis and has been the Project Director on the following city manager searches done in the last three years:

- City of Carson City (Nevada)
- City of Davis
- City of Dublin (Ohio)
- City of Lincoln

Prior to joining Ralph Andersen & Associates, Ms. Renschler had private sector experience working with firms in the areas of construction management, health care, and public accounting. Ms. Renschler attended the University of Toledo and majored in Accounting and Journalism. She obtained her Bachelor's degree in Public Administration from the University of San Francisco.

Paraprofessional and Support Staff

Paraprofessional, graphics and support staff will provide administrative support to the consultant team on recruitment assignments. These may include: Ms. Brianna Ham, Mr. Jeff McMurdo, Ms. Diana Haussmann, Ms. Teresa Heple, Ms. Hillari Bynum, Ms. Hannah Jones, and Mr. Garrett Seuell.

Work Plan

Our Approach to the Recruitment Process

The successful search process relies heavily on person-to-person contact to identify outstanding potential candidates and, in the evaluation phase, to gain a complete understanding of the background, experience, and management style of the top candidates. Our approach includes:

- Extensive **personal outreach**, in-person and via telephone, to qualified candidates within California and the Western Region.
- A **marketing strategy** that uses selected advertising to supplement the extensive candidate identification process using the Internet and using the firm's vast network of professional contacts.
- A **screening process that narrows the field of candidates** to those who most closely match the needs of the City and is based on **preliminary reference checks and telephone interviews** with the top candidates.
- **Delivering a product in the form of a search report that recommends the top group** of candidates and provides the City Council with detailed information about their backgrounds and experiences.
- Assistance during the final interview and the selection process that will be held in closed session.
- Being available as needed to assist with the negotiation and development of an employment agreement during the final stages of the process.

Search Work Plan

We approach every search with a sense of excitement and urgency and we always "hit the ground running." That means that when the City gives us notice to proceed, we kickoff the process immediately – working closely with the City Council, and others as requested, to identify the key characteristics and professional experience desired in the candidate pool. We believe strongly in providing timely client communications and while we will deliver regular status reports at each stage of the search, our consultants pride themselves in being highly accessible and responsive to all client requests and inquiries.

Task 1 – Review Project Management Approach

Mr. Armstrong will meet with the Mayor and City Council and others, as appropriate, to discuss the project management for the search. The discussion will include a review of the work plan, confirmation of timing, and communication methods.

Task 2 – Develop Position Profile

The position profile for the City Manager is the guide for the entire search process. **Please refer to the attached samples submitted with this Proposal.** The development of the profile includes the collection of technical information and recruitment criteria.

Technical Information

Mr. Armstrong, as the Project Director will meet with the Mayor and City Council, department directors, senior managers, and others as appropriate to gain an

understanding of the experience and professional background requirements desired in the City Manager. These meetings will also help the Project Director gain an understanding of the work environment and the issues facing the City of Seaside.

During the initial meeting with the City Council, Mr. Armstrong will also discuss and seek guidance regarding the level of community involvement desired by the Council. As a result of these discussions, appropriate forums for community input can be scheduled. This discussion will also include determining the role, if any, of community members or outside technical support for the City Council during the interview process.

Community Input

Community input is an important part of creating an accurate position profile for the City Manager. Mr. Armstrong will coordinate with the City staff to conduct up to three stakeholder meetings with interested community leaders and citizens. In these meetings, he will be asking for their perception of how well the City of Seaside is meeting their needs and for their help in identifying the skills and talents they would like to see in the new City Manager.

The base cost of this proposal assumes that these three stakeholder meetings can be held on a single weekday and not require additional travel or overnight stays.

The stakeholder meetings will require advance coordination on the part of the City Manager's Office to identify appropriate stakeholders and to coordinate meeting logistics. Any costs for advertising the community stakeholder meetings and the placement of advertisements or public service announcements will be the responsibility of the City of Seaside.

Recruitment Criteria

The recruitment criteria are those personal and professional characteristics and experiences desired in the City Manager. The criteria should reflect the goals and priorities of the Mayor and City Council. The Project Director will meet with key staff in the City, and others as appropriate, to facilitate the identification and articulation of that criteria.

Subsequent to the development and adoption of the candidate profile, the technical information and recruitment criteria will be documented in an information brochure prepared by the Project Director. The brochure will be reviewed by the City in draft format, revised as appropriate, and published for use throughout the search.

Task 3 – Outreach and Recruiting

This task is among the most important of the entire search. It is the focus of the activities of the Project Director and includes specific outreach and recruiting activities briefly described below.

Outreach

An accelerated outreach and advertising campaign will be developed. It will include the placement of ads in publications such as the Western City Magazine (online only), International City/County Management Association (ICMA), Jobs Available, and other professional publications. Specific Internet sites related to government will be used as a method of extending the specific outreach in a short period of time.

Additionally, the advertisement and the full text of the position profile (the recruitment brochure) will be placed on Ralph Andersen & Associates' home page, which is accessed by a large number of qualified candidates. This method of outreach to potential applicants provides a confidential source that is monitored by many key level executives on an on-going basis.

Candidate Identification

Ralph Andersen & Associates will use their extensive contacts to focus the recruiting effort. In making these contacts, the Project Director will target those individuals who meet the criteria set by the City. Each of the candidates identified through the recruiting efforts will be sent an information brochure. Candidates will also be contacted directly to discuss the position and to solicit their interest in being considered.

Both the outreach and recruiting activities will result in applications and resumes from interested candidates. As they are received, resumes will be acknowledged and candidates will be advised of the general timing of the search process. The following tasks involve the actual selection process, once all resumes have been received.

Task 4 – Candidate Evaluation

This task will be conducted following the application closing date. It includes the following specific activities:

Screening

All of the applications will be carefully reviewed. Those that meet the recruitment criteria and minimum qualifications will be identified and subject to a more detailed evaluation. This evaluation will include consideration of such factors as professional experience, and size and complexity of the candidate's current organization as compared to the candidate profile.

Preliminary Research and Internet Review

The research staff of Ralph Andersen & Associates, under the direction of the Project Director, will conduct preliminary research and internet review for those candidates identified as the most qualified as a result of the screening process. This level of research will be done on a limited number of candidates to learn more about each candidate's public profile and related information that is available on the internet.

Preliminary Interviews via Skype

Mr. Armstrong, as the Project Director, will conduct preliminary interviews with the top group of candidates identified through the screening and preliminary research and Internet review processes. The interviews are extensive and designed to gain additional information about the candidates' experience, management style, and "fit" with the recruitment criteria. Interviews will be conducted using Skype or via telephone. No consultant travel for preliminary in-person interviews has been included in this proposal.

The screening portion of the candidate evaluation process typically reduces a field of applicants to approximately five (5) to ten (10) individuals. Those individuals will be reviewed with the Mayor and City Council prior to proceeding with the individual interviews.

Task 5 – Search Report

After completing Task 4, the Project Director will meet with the Mayor and City Council, or others as appropriate, to review the search report on the top candidates. The report divides all of the candidates into four groups including 1) the top group of candidates that are recommended to be interviewed in-person by the City; 2) a backup group to the first group; 3) no further consideration group; and 4) lacks minimum qualifications. The search report will include candidate resumes. The results of preliminary research and Internet reviews and interviews will be reviewed with the Mayor and City Council.

The results of the Search Report will be a confirmed group of finalist candidates (typically 4 to 5) that the Mayor and City Council will interview in-person.

Task 6 – Selection

The final selection process will vary depending upon the desires of the Mayor and City Council. Typical services provided by Ralph Andersen & Associates in the selection process are described briefly below:

- The Project Director will coordinate the selection process for the finalist group of candidates. This includes handling the logistical matters with candidates and with the Mayor and City Council.
- Ralph Andersen & Associates will prepare an interview booklet that includes the resumes and candidate report (with interview comments, preliminary research, and other relevant information about the candidates). In addition, the booklet will contain suggested questions and areas for discussion based upon the recruitment criteria. Copies of the interview booklet will be provided in advance of the candidate interviews.
- The Project Director will attend the interviews to assist the Mayor and City Council through the selection process. This assistance will include an initial orientation, candidate introductions, and facilitation of discussion of candidates after all interviews have been completed.
- Verifications will be made on the top candidates and will include education verifications, Department of Motor Vehicle check, wants and warrants, civil and criminal litigation search, and credit check. The results of these verifications will be discussed with the Mayor and City Council at the appropriate time.
- Reference checks will be conducted on the top two (2) candidates. The results of these reference checks will be discussed with the Mayor and City Council at the appropriate time.
- As needed, the Project Director is available to provide assistance to the Mayor and City Council in the final selection as may be desired. This assistance may include providing or obtaining any additional information desired to assist in making the final selection decision.

Task 7 – Negotiation

The Project Director is available to assist the Mayor and City Council in negotiating a compensation package with the selected candidate. This may include recommendations on setting compensation levels.

Additionally, Ralph Andersen & Associates will prepare a draft employment agreement and work with the Mayor and City Council on the finalization of this document. As required by the Brown Act, the employment agreement for the new City Manager will be required to be approved and voted on in a public meeting at a regularly scheduled City Council meeting.

Task 8 – Close Out

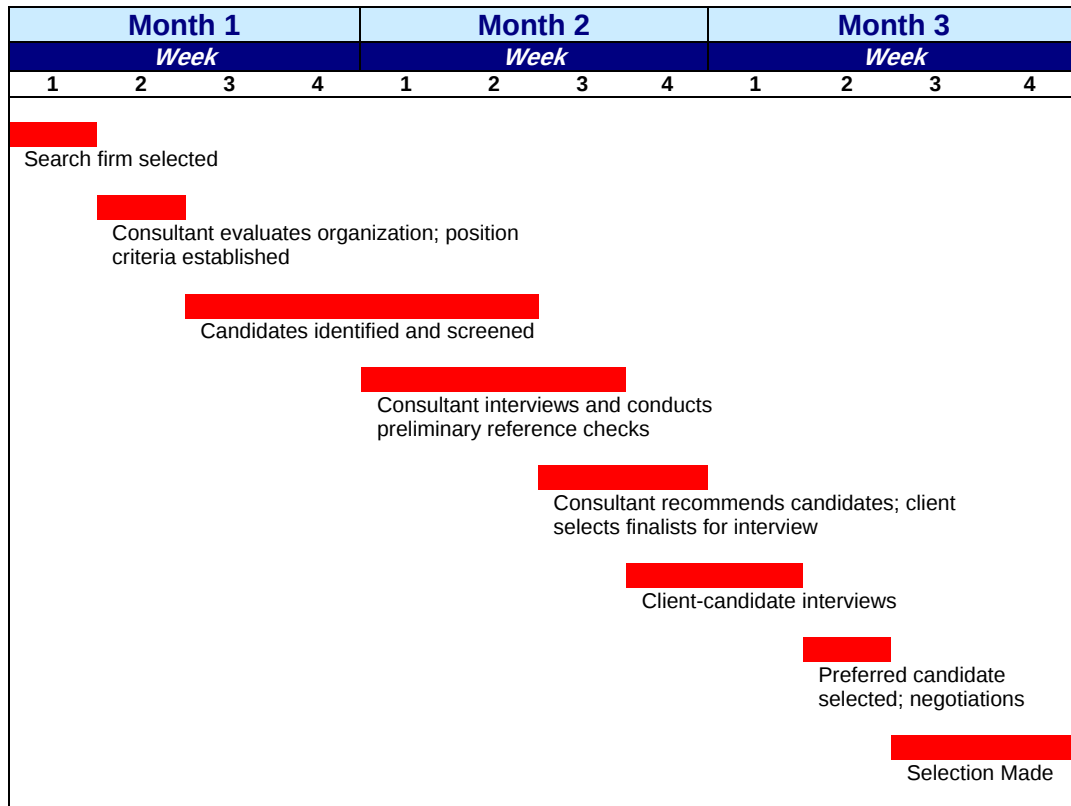
After the Mayor and City Council has reached agreement with the individual selected for the position, the Project Director will close out the search. These activities will include advising all of the finalist candidates of the status of the search by telephone.

Project Timing

Ralph Andersen & Associates will complete the search within 75 to 90 days (or less) from the execution of the agreement to the presentation of candidates. Negotiation with the top candidate will take an additional week or two after finalist interviews.

We understand the desire for the City Council to begin this search quickly. Mr. Armstrong is prepared to begin this search upon verbal notification to proceed and would schedule kick-off activities immediately at a mutually agreeable date.

A brief overview of the recruitment schedule is presented on below (schedule does not include transition time by Selected Candidate to join the City).



References

At Ralph Andersen & Associates, we feel strongly that our past client relationships will attest to the professionalism of our services. We would be pleased to provide additional references upon the City's request.

- **City of Solana Beach, California**
Johanna Canlas, City Attorney
(619) 865-3877
JCanlas@mcdougalllove.com
Recruitment: City Manager

Due to Mr. Armstrong's recent retirement, his prior City Council may also be contacted for a reference.

City of Santa Barbara, California
735 Anacapa Street, Santa Barbara, CA 93101

- **Helene Schneider, Mayor**
(805) 564-5323
hschneider@santabarbaraca.gov
- **Cathy Murillo, Mayor Pro Tempore**
(805) 564-5322
cmurillo@santabarbaraca.gov
- **Randy Rowse, City Councilmember**
(805) 564-5325
rrowse@santabarbaraca.gov
- **Dale Francisco, City Councilmember**
(805) 564-5324
dfrancisco@santabarbaraca.gov
- **Frank Hotchkiss, City Councilmember**
(805) 564-5320
fhotchkiss@santabarbaraca.gov
- **Harwood "Bendy" White, Councilmember**
(805) 564-5321
hwhite@santabarbaraca.gov
- **Gregg Hart, Councilmember**
(805) 564-5319
ghart@santabarbaraca.gov
- **Paul Casey, City Administrator (Newly Appointed; Former Assistant City Administrator)**
(805) 564-5301
pcasey@santabarbaraca.gov
- **Kristy Schmidt, Administrative Services Director**
(805) 564-5305
Kschmidt@santabarbaraca.gov

Project Cost

The recruitment effort for a new City Manager will be a comprehensive search process, giving the City the ability to select from a broad field of qualified candidates. ***The fee to perform this search will be a fixed fee of \$23,750 for professional services and all customary expenses.*** This pricing structure ***includes three community stakeholder meetings to be conducted on a single weekday.*** Should the Council desire to do a community forum during the evening or on a Saturday that requires an additional trip or overnight stay by the Project Director, a fee of \$1,500 (daily charge) will be charged plus related travel expenses. Supplemental services are noted below for Community Internet Survey or Staff Internet Survey, if desired by the City Council.

Expenses include such items as advertising, consultant travel for Mr. Armstrong, clerical, graphic design, research, printing and binding, postage and delivery, and long-distance telephone charges. Exclusions include only candidate travel (responsibility of the City).

This pricing structure assumes the following:

- Verifications and Backgrounds on the top two (2) candidates including reference checks. Should the City desire to conduct verifications on more than two (2) candidates, professional costs and expenses will be billed in addition to the above stated amount.
- Brochure – A full color brochure similar to the submitted samples will be developed for the City of Seaside. All pictures will be the responsibility of the City.

Ralph Andersen & Associates will bill the City in four installment payments. Upon a signed agreement, a \$5,000 invoice will be submitted to the City of Seaside for processing. Additional progress payments will be due upon receipt for a total of four invoices.

Supplemental Service – Community Internet Survey: Should the City Council desire to have an community internet survey as part of this search effort, an administrative fee of \$750 will be added to the above referenced base contract price. The City's Human Resources Division will have the responsibility for posting a link on the City's website and any distribution of flyers (or email distribution) announcing soliciting public input. All costs for advertising this internet survey and the placement of advertisements or public service announcements will be the responsibility of the City of Seaside.

Supplemental Service – Staff Internet Survey: Should the City Council desire to have an staff internet survey as part of this search effort, an administrative fee of \$500 will be added to the above referenced base contract price. The City's Human Resources Division will have the responsibility for posting a link on the City's website and any distribution a city-wide soliciting input from City staff. All costs for advertising this internet survey and the placement of advertisements or public service announcements will be the responsibility of the City of Seaside.

Exclusions: The City will be responsible for all candidate expenses related to on-site interviews.

Ralph Andersen & Associates' Guarantee

Ralph Andersen & Associates offers the industry-standard guarantee on our search services. If within a one-year period after appointment, the City Manager resigns or is dismissed for cause, we will conduct another search free of all charges for professional services. The City would be expected to pay for the reimbursement of all incurred costs.



Solana Beach
CALIFORNIA

Invites your interest
in the position of

City Manager

Recruitment Services Provided by Ralph Andersen & Associates

Packet Page 65

Career Opportunity of a Lifetime!

The City of Solana Beach is seeking qualified applicants to serve as City Manager of this lovely beachside community in dynamic northern San Diego County.

The City of Solana Beach

Solana Beach, California is located in San Diego County just 21 miles north of downtown San Diego. The City has a population of 13,000 residents and encompasses 3.4 square miles. Included within the City boundaries are 1.7 miles of scenic coastline, which include four major beachside parks. Solana Beach has opportunities for a wide variety of recreational activities, including world renowned surfing, fishing, snorkeling, scuba diving, swimming, jogging and walking.

Solana Beach maintains a lovely small town atmosphere with a mix of retail, light industrial and service providers. The community has a strong tax base and is home to many high tech businesses, professionals and artisans. The City has a wide variety of housing options, including a full range of single family homes, condominiums and rental units.

The City has a vibrant downtown business district that demonstrates the community's support for sustainability, walkability and public art. In order to enhance the City's sense of community and better integrate neighborhoods and the City's business district, all of the city's railroad tracks were placed below grade in a multi-million dollar project in 1999. Improvements included a distinctive modern train station that is served by Amtrak and the "Coaster" commuter train, and the award winning Coastal Rail Trail. Adjacent to the train station is the three block Cedros Avenue Design District which offers more than 85 distinctive shops, galleries, restaurants and boutiques. The Cedros Design District is also the home to a number of renowned architects, builders, designers and interior decorators.

Solana Beach is served by excellent public schools, including two elementary schools and one middle school within the City limits. High school students are served by several well regarded public high schools, including Torey Pines High School, Canyon Crest High School, San Dieguito High School or La Costa Canyon High School. There are also several high quality private schools within Solana Beach.

The City Government

Incorporated in 1986, Solana Beach is a California general law city that operates under the Council-Manager form of government. The City Council is composed of five members who are elected to staggered four year terms

of office. The Mayor and Deputy Mayor are selected by the Council each year to serve one year terms on a rotating basis. Council elections are held in even years in conjunction with State-wide general elections. The November 2014 election was not held since only two candidates submitted nomination papers for the two open seats.

Solana Beach is an engaged community with vibrant public participation. The City Council is served by several citizen advisory bodies. These include the Budget and Finance Commission, Public Safety Commission, Parks and Recreation Committee, Public Arts Commission, and the View Assessment Committee. The City does not have a planning commission; the City Council serves in this role.

The City Council appoints two positions: the City Manager and the City Attorney. The City Manager serves as the chief executive officer of the City and is responsible to the Council for the proper administration of all city affairs and the implementation of all policies established by the City Council. All department heads are appointed by the City Manager. The City Attorney serves as the Council's chief legal advisor, as well as providing day to day legal advice to all departments of the City.

The City of Solana Beach is in excellent shape financially. The City has a general fund budget of \$15.4 million and a total operating budget of \$26.6 million. Undesignated General Fund reserves at the end of fiscal year 2014 totaled \$3.63 million.

The City workforce totals 57 full-time and 11 part-time FTE's within the departments of Administration and Support Services, Community Development, Marine Safety, Fire, Public Works, and Community Services. Law enforcement and animal control services are provided through a contract with San Diego County. Management of the Fire Department is provided through a Shared Management Services Agreement with the cities of Del Mar and Encinitas.

This opportunity has been created by the retirement at the end of 2014 of David Ott, who served as City Manager - Public Safety Director of Solana Beach since 2006. Mr. Ott is currently serving as Interim City Manager until a replacement is selected.

The City Manager's Office

The City of Solana Beach is a lean organization in which the City Manager has a wide range of responsibilities. In addition to providing overall administrative leadership to the organization, the City Manager's Office directly supervises the Redevelopment Successor Agency, Finance, Human Resources, Information Technology, Environmental Sustainability, Budget





Solana Beach is a beautiful seaside city with a wonderful small town feeling. There is strong support to protect the environment, and to promote an outdoor lifestyle and a walkable community.

and Administration, Cable Television Administration, Legislative Analysis, Recreation Programs, Park Development, Special Event Coordination, Special Projects, Capital Improvement Administration, Grants, Shoreline Policies, and Public Art Program.

The City Manager's Office also oversees Public Safety functions, which include the Fire Department and Marine Safety.

Opportunities and Challenges

Some of the top strategic focus areas and goals for the City are:

Community Character – Maintain the small town coastal community charm that respects the City's beachside setting with consideration of scenic views and appropriate scale development. Promote an outdoor lifestyle and walkable community that fosters a neighborhood friendly ambience and encourages the prosperity of local businesses and appropriate scale visitor services.

Environmental Sustainability – Reduce the city's environmental footprint and develop a long-term environmental sustainability plan for the community. Reduce waste and reliance on single occupancy vehicles, conserve resources, and promote sustainable building practices to create a positive community image and ensure a viable future for Solana Beach and its residents.

Fiscal Sustainability – Maintain a balanced operating budget and healthy capital improvement plan while providing outstanding customer service levels that maintain community character to the highest degree possible. Maintain and enhance long term financial planning efforts to ensure the City continues to operate efficiently while planning for the long term maintenance and capital needs of the community.

Organizational Effectiveness – Provide outstanding service and infrastructure maintenance that meets or exceeds the expectations of the community. Promote a culture of learning and communication that ensures the community is well informed while providing a high level of transparency and confidence in local government.

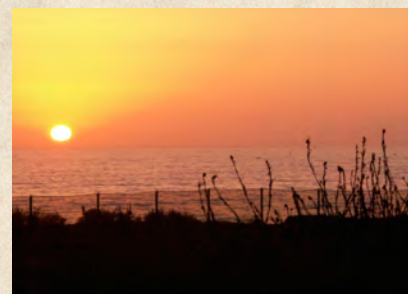
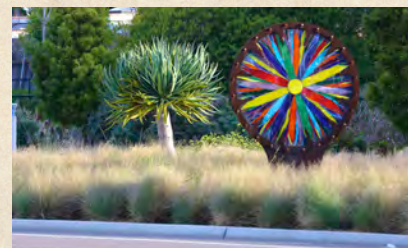
Solana Beach is currently conducting a comprehensive update of the General Plan. The City Council recently approved and adopted revisions to the General Plan Housing Element, Land Use Element, and Circulation Element. The City is also currently working on its Local Implementation Plan as part of the Local Coastal Land Use Plan that was adopted in 2013 and amended in 2014. Other priorities for Solana Beach include a program

for beach sand replenishment for recreation and protection of the shoreline coastal bluffs, an update to the View Assessment Ordinance, creation of a toolkit for the Development Review process, development of a Climate Action Plan, and a variety of capital improvement projects. The City is also partnering with the North County Transit District on a Request for Proposals for the development of a mixed use project located on the North County Transit District property, adjacent to the iconic train station.

Management Style and Personality Traits

The City of Solana Beach is a dynamic community that has achieved notable results over the past several years due to a committed and involved City Council and a professional and competent City staff. The City of Solana Beach is looking for a candidate that will thrive in this environment and provide effective leadership to the organization.

- The successful candidate will be a proven leader with a passion for public service and an ability to work with the City Council to help achieve the goals of the community.
- The ideal candidate must be professional and non-political, who fully understands that the role of a successful manager is to implement Council policy direction and stay out of the limelight.





The successful candidate will be a **good communicator** who has the ability to work with a variety of **neighborhood and business interests** to address complex community issues.

- The successful candidate will have strong budget and financial management skills in order to maintain and improve upon the City's excellent financial condition.
- The new City Manager will need to be a hands-on leader, who engages directly to solve some of the challenges the community faces. This person should have strong communication, organizational and time management skills, and be able to manage multiple projects and priorities.
- The selected candidate should have the ability to work closely with other governmental agencies and regulatory bodies such as the California Coastal Commission, US Army Corps of Engineers, 22nd District Agricultural Association (Del Mar Fairgrounds), regional planning agencies and transportation bodies to resolve complex problems and secure outside funding for major community capital projects.
- The successful candidate will have the ability to work with a variety of neighborhood and business interests in order to address community issues. While serving in this facilitation role, he/she will also respect the role of the Council to ultimately make the important decisions for the community.
- The new City Manager should have high ethical standards and integrity, and serve as a role model for the rest of the City organization.

Education and Experience

Candidates should have a bachelor's degree from an accredited college or university. A master's degree in public or business administration is desirable. Hands on experience as a city manager, assistant city manager or department head in a community of similar size and complexity to Solana Beach is highly desirable.

Desirable skills and experience include strong budget and finance skills, experience working in a California coastal community, and the ability to communicate clearly and concisely both orally and in written form.

The City Council is seeking a candidate who is willing to make a long term commitment to the community for a period of at least five years.

Compensation

The salary for this position will be competitive. It will be established by the City Council and be dependent upon the qualifications and experience of the selected candidate. In addition, the City provides the following benefits:

Retirement – 2% @ 60 (classic member), CalPERS retirement with 8% employee contribution. If not in the CalPERS retirement system 2% @ 62.

Vacation – 20 days annually.

Administrative Leave – 80 hours annually.

Sick Leave – 95.94 hours per year.

Holidays – The city presently recognizes 10 regular holidays annually, plus three floating holidays.

Insurance (Cafeteria Plan) – City provides a comprehensive benefit package including employee medical, dental, vision, and long-term disability. Medical insurance coverage plans are provided through CalPERS, and the city currently provides \$1,015 per month.

Life Insurance – Value equal to annual base salary.

Due to the price of housing in Solana Beach, the City Council understands that the successful candidate may choose to live outside the community.

How to Apply

This recruitment will be handled with strict confidentiality. References will not be contacted until mutual interest has been established. This recruitment closes on February 20, 2015. Review and evaluation of candidates will be done upon receipt of completed materials. Electronic submittals are strongly preferred and should include the following:

- Cover letter;
- Comprehensive resume;
- Salary history; and
- Five professional references.

Electronic submittals should be sent via email to:

apply@ralphandersen.com

Top candidates may be asked to complete a supplemental questionnaire to elaborate on areas of expertise and demonstrate their ability to communicate effectively.

Confidential inquiries are welcomed to Dave Morgan or Jim Armstrong at 916-630-4900



WATSONVILLE

C A L I F O R N I A



invites your
interest in the
position of

**CITY
MANAGER**

Outstanding Career Opportunity

The City of Watsonville City Council is conducting a nationwide search for highly qualified candidates to serve as the City Manager of this diverse and beautiful California central coast community. Top contenders will have strong leadership characteristics, an engaging personal style, and a track record of success in financial management and economic development.

The City of Watsonville

Watsonville, California is located in beautiful Santa Cruz County, five miles inland from the scenic Monterey Bay. The City has a total population of 52,508 and a land area of nearly 6.2 square miles. The community is located just 26 miles from world famous Monterey, with its beautiful waterfront and scenic golf courses. Watsonville is also only 18 miles south of Santa Cruz, home to the University of California and its iconic waterfront area.

The south Santa Cruz County region of Watsonville and the Pajaro Valley boast pristine beaches and a Mediterranean climate. There are miles of trails around the wetlands of Watsonville. Adjacent to Watsonville, the Elkhorn Slough National Estuarine Reserve is one of California's last undisturbed coastal wetlands and provides numerous

Historic Downtown Watsonville is the heart of Watsonville. It hosts an eclectic mix of old and new, where burgeoning local shop owners and national retailers share charming sidewalks, pocket parks, and historic facades. Downtown Watsonville is home to a number of historic houses and commercial buildings designed by the famous Victorian Era architect, William Weeks. The larger buildings lining Main Street, constructed in the late 1800's and early 1900's, give downtown a traditional "Main Street USA" character.

Nearly 80 percent of the population in Watsonville is Latino. Watsonville ranks as the 21st largest Hispanic market in the United States. Watsonville is also a young town, with almost 34 percent of its population under 18 years of age.

The Pajaro Valley Unified School District provides K-12 education in Watsonville. The District provides educational programs throughout the region at sixteen elementary schools, six middle schools, three high schools, five charter schools, seventeen children's centers, a continuation high school, an adult education school, and two alternative schools.

Watsonville is also served by several nearby institutions of higher learning, including the University of California, Santa Cruz; California State University, Monterey Bay; Cabrillo Community College; and Hartnell Community College.



opportunities for spectacular year-round hiking and bird watching. Within Watsonville, the City Parks and Community Services Department operates 28 beautiful and well maintained parks on 184 acres, utilized for both active recreational and leisure activities. The community has a variety of opportunities for outdoor activities, including hiking, bicycling, and water sports.

Watsonville has a long tradition as an agricultural center. In the late 1800s, the area harvested staples such as wheat and sugar beets. In 1868, Martinelli's Sparkling Apple Cider was founded and led the change for Watsonville to become a major food processing center. Agriculture has remained the heart of the Pajaro Valley through today, with the base shifting towards the production of strawberries, apples, and flowers.

Over the last several years, several light manufacturing firms have expanded Watsonville's economic base to include electronics, high-tech, marine supplies, and construction. Economic conditions in Watsonville are heavily influenced by agriculture and its role as an affordable housing alternative to more expensive housing in Santa Cruz and Monterey Counties.

The City Government

The City of Watsonville was incorporated in 1868 and operates under a locally approved City Charter. The Charter, first adopted in 1908, provides for a Council-Manager form of government.

The City Council is elected on a non-partisan basis from seven electoral districts. Council members are elected to four-year terms. Selections are staggered with four Council Members elected during one election and three Council Members elected in the following election two years later. The Mayor and Mayor Pro Tempore positions are rotated annually by Council District pursuant to a recently adopted Charter amendment. Council elections are held in even years in conjunction with State-wide general elections.

Watsonville is an engaged community with active public participation from all segments of the City. The City Council is served by several citizen advisory bodies, including the Planning Commission, Personnel Commission, Parks and Recreation Commission, and Library Board of Trustees.

The City Council appoints three positions: the City Manager, City Attorney, and City Clerk. The City Manager serves as the chief executive officer of the City and is responsible to the Council for the proper administration of all City affairs and the implementation of all policies established by the City Council. All department heads are appointed by the City Manager. The City Attorney serves as the Council's chief legal advisor, as well as providing day-to-day legal advice to all departments of the City. The City Clerk maintains all official records of the City government, and is responsible for the proper conduct of City elections.

The City of Watsonville is slowly recovering from the major recession that impacted the entire nation. The lingering impacts of the recession can be seen in a higher unemployment rate when compared to the rest of Santa Cruz County and the State. Property values continue to recover, but have not yet reached the levels seen before the beginning of the recession.

Watsonville is a full service city, providing public safety, public works, parks and community services, library, and planning services. The City also has several enterprise operations, including a municipal airport, solid waste, water, and wastewater. The City employs 360 full-time positions.

The City of Watsonville's total budget in fiscal year 2014-15 is \$105 million, with a nearly \$35 million General Fund. At the end of fiscal year 2014, the General Fund had \$1.94 million in reserves. The City continues to suffer from the effects of the "Great Recession," and, as a result, most employees are affected by a 10 percent furlough. All administrative offices are closed every Friday and employees work a 36 hour week.

In June 2014, Watsonville voters approved an increase to the City's portion of the retail sales tax. The ½ of one percent increase raised the total sales tax paid by Watsonville residents from 8.5 percent to 9.0 percent and will be used to provide additional funding for the Police and Fire Departments. The additional tax levy will generate approximately \$2.8 million annually.

This opportunity has been created by the departure of Carlos Palacios, who served as City Manager for over 18 years. Mr. Palacios resigned to become Deputy County Administrator of Santa Cruz County.

Opportunities and Challenges

Some of the top strategic focus areas and goals for the City are as follows:

Protect Public Safety – Improve the community's sense of well-being and security by enhancing public safety and social services, improving public facilities, and working with other governmental partners and stakeholders.

Economic Development – Improve the City's overall economic environment and increase the average wages of Watsonville citizens by capitalizing on the City's key strengths, which include its agricultural and food processing history, its municipal airport, the availability of a large and diverse workforce, and the entrepreneurial atmosphere created by two major universities located nearby.

Fiscal Sustainability – Improve the City's overall financial situation while maintaining a balanced operating budget and adequate capital improvement plan. Review all City operations to ensure the City operates efficiently while planning for the long-term maintenance and capital needs of the community.

Community Character – Maintain the City's small town community charm that respects the City's historical heritage and cultural diversity. Foster a neighborhood friendly ambience and encourage the prosperity of local businesses and visitor services.

Organizational Effectiveness – Foster an attitude of outstanding customer service and infrastructure maintenance that meets the expectations of the community.

Communications – Enhance and improve the City's comprehensive communications plan that accommodates the multi-lingual and cultural constituency of the City. Promote a culture of transparency and confidence in Watsonville City government.



Management Style and Personality Traits

The City of Watsonville is a culturally diverse community that is challenged by high unemployment and untapped potential for broader economic development. The City is served by a dedicated City Council and a competent and experienced City staff that is committed to the City's future success.

The City of Watsonville is looking for a candidate who will thrive in this environment and provide effective leadership to the organization.

- The successful candidate will be a proven leader with a passion for public service and an ability to help the City Council reach consensus on establishing and achieving the goals of the community.
- The successful candidate will have strong budget and financial management skills in order to assist the City Council and executive management team in improving the City's overall financial condition.
- The successful candidate will have the ability to work with a variety of stakeholders and business interests in order to address community issues. While serving in this facilitation role, he/she will also respect the role of the Council to ultimately make the important decisions for the community.
- The new City Manager will need to be a hands-on leader, who engages directly to solve the challenges the community faces. This person should have strong communication, organizational, and time management skills, and be able to manage multiple projects and priorities.
- The new City Manager should have high ethical standards and integrity, and serve as a role model for the rest of the City organization.

Education and Experience

Candidates should have a Bachelor's degree from an accredited college or university. A Master's degree in public or business administration is desirable. Hands-on experience as a city manager or as an assistant city manager in a community of similar size and complexity to Watsonville is required.

Desirable skills and experience include strong budget and finance skills, experience working in a culturally diverse community, experience in developing and implementing a comprehensive economic development strategy, and the ability to communicate clearly and concisely both orally and in written form. A candidate who is bilingual in Spanish is desirable.

The City Council is seeking a candidate who is willing to make a long-term commitment to the community for a period of at least five years.

Compensation

The salary for this position is currently under review. It will be established by the City Council and be dependent upon the qualifications and experience of the selected candidate. In addition, the City provides the following benefits:

Retirement – 2% @ 60 (classic member) CalPERS retirement with 7% employee contribution. If not in the CalPERS retirement system, 2% @ 62. City employees also participate in Social Security.

Vacation – Up to 20 days annually, based upon length of service.

Administrative Leave – 11 days annually.

Sick Leave – 15 days annually.

Holidays – The City presently recognizes 13 regular holidays annually, plus one floating holiday.

Insurance – The City provides an excellent benefit package including employee medical, dental, vision, and long-term disability.

Life Insurance – \$50,000 of coverage.

How to Apply

This recruitment will be handled with strict confidentiality. References will not be contacted until mutual interest has been established. This recruitment closes on May 15, 2015. Review and evaluation of candidates will be done upon receipt of completed materials. Electronic submittals are strongly preferred and should include the following:

- Cover letter;
- Comprehensive resume;
- Salary history; and
- Five (5) professional references.

Electronic submittals should be sent via email to:

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Confidential inquiries are welcomed to Mr. Jim Armstrong at (916) 630-4900.