

Peckham & McKenney
“All about fit”

Town of Portola Valley

**RECRUITMENT
PROPOSAL**

for

Town Manager

March 24, 2023



Peckham & McKenney
EXECUTIVE SEARCH

*Serving local governments (cities, counties, districts) by conducting
recruitments and placing management and executive leaders that fit
the personnel needs and interests of agencies.*

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WHY CHOOSE US?

Peckham & McKenney focuses on *quality* searches and placements (over quantity) in recognition that each placement is “All about fit”. Serving local government since 2004, we are one of the most trusted and respected executive recruitment firms in the country. We have successfully placed hundreds of local government professionals including City Managers, County Executive Officers, General Managers, Police and Fire Chiefs, Department Heads, Assistant Managers, and mid-level Managers. Time and again, we receive unsolicited compliments from clients and candidates

in reference to our integrity and high ethics, commitment, follow-through, communication, and service. We take pride in treating both our clients and candidates with utmost respect.



For more information, please visit our website at
www.PeckhamAndMcKenney.com.



OUR COMMITMENT TO YOU

Peckham & McKenney, by maintaining the quality, style, values and culture established by Bobbi Peckham and Phil McKenney, performs on the premise that an executive search firm must be dedicated to providing its clients and candidates with professional and responsive service, and a personal, hands-on approach. Our business philosophy is founded on the understanding that we are in a “people” related industry and that attention to others’ needs is the key to providing effective customer service.

- **We believe in honesty.** No client should ever appoint an individual without being fully knowledgeable of the candidate’s complete background and history. Additionally, no candidate should ever enter into a new career opportunity without full disclosure of any organizational “issues.”
- **We keep everyone involved in the recruitment process informed.** Not only do we provide regular updates to our clients, we also have a reputation for keeping our candidates up to date.
- **We do not recruit staff from our client agencies** for another recruitment during an active engagement, nor

do we “parallel process” a candidate, thereby pitting one client against another for the same candidate.

- **We do not recruit our placements — ever.** Should a placement of ours have an interest in a position for which we are recruiting, they may choose to apply. If they become a finalist, we ask that they speak to their supervisor to alert them of their intent.
- **We are retained only by cities, counties and special districts.** We are not retained by applicants or non-governmental agencies.
- **We do not over commit ourselves to too many searches.** Your recruiter maintains a small, limited number of concurrent searches at all times in order to focus specifically and diligently on recruiting qualified candidates for your vacancy.
- **We commit to diversity in its broadest possible definition in every aspect of each executive recruitment.** Peckham & McKenney has a well established reputation of placing women and people with diverse backgrounds.

EXPERIENCE



With our recruitment team that solely consists of retired City Managers, Assistant City Managers, Police Chiefs and Department Heads, and our expert support team, Peckham & McKenney brings more experience and knowledge of local government and executive search than any other California recruiter. Just a few of our recent recruitments related to your search for a Town Manager have been for:

- Portola Valley, Town Manager (2015)
- City of Oakley, City Manager (2021)
- City of Watsonville, City Manager (2022)
- City of Seaside, City Manager (2022)
- City of Hayward, Assistant City Manager (2021)
- City of Brentwood, Assistant City Manager (2021)
- City of Hollister, Assistant City Manager (2022)

Please don't hesitate to contact these agencies as well as our large list of current and former clients on our website ([here](#)); they will attest to our quality of service, on-going communication throughout the process, personal and direct outreach and sourcing of candidates, quality applicant pool, written materials and interview facilitation.

As an ambassador of our clients, Peckham & McKenney is also known for maintaining ongoing communications with our applicants throughout the search process, treating every applicant with respect, and appropriately informing candidates to support their best effort. The numerous compliments we have received from applicants fairly illustrate this reputation.

Comfortable and Professional Experience

"I'd like to thank you again for your support and guidance throughout the recruitment and selection process. It was a comfortable and professional experience, and I attribute a great deal of that to you. It's my hope that our professional paths may cross again in the future." **Candidate**

Straightforward, Friendly, and Humane Recruitment Process

"I wanted to let you know what a terrific job I thought you and Peckham & McKenney did on the recruitment. It was absolutely the most straightforward, friendly, and humane recruitment process I've ever participated in. And I would feel the same way even if the outcome was not successful for me." **Candidate**

It really has been, “All about fit!”

“From the construction of the colorful candidate profile, to being responsive to phone calls, texts and my questions, I have been thoroughly impressed with the professionalism and approach of Peckham & McKenney. Maria Hurtado and Joyce Johnson have been the team that have shepherded my application through the municipal hiring processes, and I can speak highly for both of them. Should I need a recruiter to help fill a critical position in my new city, I will be calling on Maria Hurtado and Peckham & McKenney. And, by the way, it really has been, “All about fit!” **Candidate**

You Made Me Feel So Comfortable

“This is my first time working with a recruiting company, and I’m so happy for having the opportunity to work with your company, wow! I truly enjoyed the process! Your interview skills are amazing! You made me feel so comfortable and I felt like I was just talking shop with a longtime friend. Thanks for the personal touch that you include in your job, I believe that this is what makes your firm so desirable and successful.” **Candidate**

Testimonials from clients and candidates are at <https://www.peckhamandmckenney.com/testimonials>.

Please feel free to contact any of the following current and recent clients to inquire about their experience with Peckham & McKenney.

City of Oakley, City Manager (2021)

Derek Cole, City Attorney
(916) 212-7387; CityAttorney@ci.oakley.ca.us

City of Seaside, City Manager (2022)

Mayor Ian Oglesby
(831) 277-6379; ioglesby@ci.seaside.ca.us

City of Watsonville, City Manager (2022)

Nathalie Manning, Deputy City Manager
(831) 325-6379; Nathalie.manning@cityofwatsonville.org

City of Hayward, CA – Assistant City Manager (2021)

Kelly McAdoo, City Manager
(510) 583-4305; Kelly.mcadoo@hayward-ca.gov

City of Brentwood, CA – Assistant City Manager (2021)

Tim Ogden, City Manager, or
Sukari Beshears, Human Resources Director
(925) 864-8212 or (925) 516-5131
togden@brentwoodca.gov
sbeshears@brentwoodca.gov

YOUR RECRUITMENT TEAM

Our Approach

With every Peckham & McKenney recruitment, your Recruiter has the entire Peckham & McKenney team of Recruiters and administrative personnel for backup, support, collaboration, and sourcing. *However*, when you retain Peckham & McKenney, *your Recruiter* serves as your single point of contact throughout the entire search process and is fully responsible for its success. Moreover, in order to fully focus on your search and finding applicants that fit with the ideal candidate you are seeking, your Recruiter also maintains no more than 6 active searches.

The Executive Recruiter for you in this search is Maria Hurtado.



Peckham & McKenney Team

Maria Hurtado, Executive Recruiter, Peckham & McKenney Executive Search

Maria worked in local government for over 23 years. Before retiring, Maria served as the Assistant City Manager for the City of Hayward, California and numerous other positions with the Cities of Oxnard, Tracy, and San Jose, California among others. Maria served as the Vice President on the International City/County Management Association Board of Directors and is a member of Municipal Management Association of Northern California (MMANC) and the Local Government Hispanic Network. She is the recipient of the MMANC West McClure Outstanding Assistant Award and CalCities Assistant City Manager of the Year award. Maria received her Bachelor of Arts degree in Sociology from the University of California in Santa Cruz and thereafter a Master's degree in Social Work from San Jose State University.



Maria is supported by the following [team](#).

Joyce Johnson, Operations Manager

Joyce Johnson joined Peckham & McKenney in 2005 and serves as the firm's Operations Manager. She has over 30 years' experience in the field of administrative and executive support for all aspects of the executive recruitment process. She oversees internal administration of the firm as well as directing contract administrative support in the areas of advertising and design, web posting, and duplication and mailing services. Prior to joining Peckham & McKenney, Ms. Johnson oversaw internal administration in the Western Region headquarters of two national management consulting and executive recruitment firms. Ms. Johnson is complimented regularly on her strong customer orientation working with both clients and candidates alike. Ms. Johnson holds an Associate of Arts degree from American River College.

Tayler Bergstrom, Research Assistant

Tayler Bergstrom joined Peckham & McKenney in 2022 and currently serves as a Research Associate. Tayler is currently pursuing a PhD at UCLA where she worked previously as a lab manager overseeing various research projects. Prior to that, Tayler graduated from UC San Diego with a Bachelor of Science degree in Psychology.

Linda Pucilowski, Graphic Designer

With nearly 30 years of experience, Linda Pucilowski provides her expert design and marketing skills to Peckham & McKenney. She is the firm's "go-to" professional for all advertising and brochure design and creation. Ms. Pucilowski holds a Bachelor's degree from California State University, Sacramento.

Rachel Moran, Website & Social Media Assistant

Rachel Moran has been in the graphic design field since 2007 and prides herself on creating eye-catching visual art. She supports the Peckham & McKenney team by handling all website visual and technical design as well as social media. Ms. Moran graduated from the Art Institute of Houston obtaining her Bachelor's Degree in Fine Arts with a concentration in Graphic Design.

Peckham & McKenney

"All about fit"

THE SEARCH PROCESS AND SCHEDULE

Peckham & McKenney is committed to finding the best fit for your position. Our process is 12 to 14 weeks and generally involves the following phases:

PROJECT ORGANIZATION (PRE-RECRUITMENT) – We will meet to discuss the search timeline, process and logistics for conducting a successful search.

DEVELOPMENT OF THE CANDIDATE PROFILE (2 WEEKS) – We will meet with agency members to listen to specific expectations of the position; learn the background and experiences desired in the ideal candidate; and understand the organizational culture and interests to create an attractive Candidate Profile marketing brochure.

RECRUITMENT (4 TO 6 WEEKS) – Our main focus in outreach will be direct, personal contact with quality potential candidates. Additionally, ads will be placed in industry publications and social media to broadly market the opportunity. Our client agency is continuously updated on our progress.

SUPPLEMENTARY REVIEW (2 WEEKS) – Upon our review of the resumes received, supplemental questionnaires will be sent to candidates who appear in most alignment with the Candidate Profile. Following a thorough review of the supplemental questionnaires, we will conduct preliminary telephone interviews. Internet research will also be conducted so that we may probe the candidate regarding any areas of concern.

RECOMMENDATION OF CANDIDATES/SELECTION OF FINALISTS (1 WEEK) – A report will be provided to the agency that includes, among a variety of documents, a full listing of all candidates for review and the materials submitted by candidates recommended for an interview.

INTERVIEW PROCESS (2 WEEKS) – Your recruiter will facilitate the interview process, inclusive of an orientation session at the beginning, and a discussion of candidates at the end.

QUALIFICATION (1 WEEK) – Once a finalist is selected, a reference check and thorough background check will be conducted. Assistance with negotiating compensation will also be provided.

SEARCH SCHEDULE

In today's competitive recruiting environment, our goal is to make the process as efficient and effective as possible. This sample search schedule reflects a 13-week recruitment process but can be tailored to achieve the desires of the Town.

Activity	Proposed Schedule	Time Frame
Project Organization ✓ Conference call to discuss Search Timeline, Process and Logistics	Pre-Recruitment	
Development of Candidate Profile ✓ Virtual Meeting #1 w/Client to discuss Candidate Profile ✓ Listen to Specific Expectations of Position ✓ Learn Background and Experiences desired in Ideal Candidate ✓ Develop Marketing Brochure and Obtain Client Approval ✓ Develop Advertising and Recruiting Plan	April 19 – May 3, 2023	Two Weeks
Recruitment ✓ Recruiter focuses on Direct & Personal Outreach with Quality Potential Candidates ✓ Advertise, Network, and Electronically Post/Distribute Candidate Profile Up to 500 Identified Industry Professionals ✓ Post Opportunity on Firm's Website ✓ Respond to all inquiries and acknowledge all Resumes received within 48 hours ✓ Client will be Updated on Outreach Status and Progress	May 3 – Jun. 14, 2023	Six Weeks
Preliminary Interviews ✓ Recruiter Screens Resumes and Conducts Preliminary Internet Research on Candidates for any Areas of Concern ✓ Identify Leading Candidates and Request Supplemental Questionnaires ✓ Conduct Preliminary Phone Interviews with Leading Candidates	Jun. 15 – Jun. 29, 2023	Two Weeks
Recommendation of Candidates/Selection of Finalist(s) ✓ Provide Client with Recommended Candidates Packet ✓ Virtual Meeting #2 to Provide Overview of Recommended Candidates ✓ Client Selects Finalist Candidate(s) for Finalist Interview Process ✓ Recruiter Notifies all Candidates of Status in Recruitment Process	July 6, 2023 <i>(Special Closed Session)</i>	One Week
Finalist Interview Process ✓ Facilitate Panel Interviews for Client ✓ Recruiter will Provide Orientation Session prior to Interviews and Debrief Session after the Interviews ✓ Assist Client throughout Process and Provide Recommendations ✓ Client Selects Candidate or Leading 2-3 Candidates for Further Consideration ✓ Client Conducts Second Interview Process	July 13, 2023 <i>(Special Closed Session)</i>	One Week
Qualification ✓ Conduct Background and Reference Checks on Selected Candidate ✓ Provide Employment Agreement Negotiation Assistance, if desired by Client	By July 21, 2023	One Week

At the conclusion of the process, we kindly request that any written public announcement/press release of the appointment attribute the recruitment to Peckham & McKenney Executive Search.

COST OF SERVICES

The fee to conduct the entire search process for your next Town Manager is \$28,000.

Peckham & McKenney is unique among recruiting firms for several reasons including having a fixed all-inclusive fee. We have found that an all-inclusive fee for the search process is simpler, cost-effective, and efficient.

The all-inclusive fee above includes professional fees and expenses (out-of-pocket costs associated with advertising, Recruiter travel, administrative support / printing / copying / postage / materials, telephone / technology, internet research checks on recommended candidates, and full background check on selected finalist only). For services not specified herein, we will discuss your interests and an appropriate fee.

PROCESS OF PAYMENT

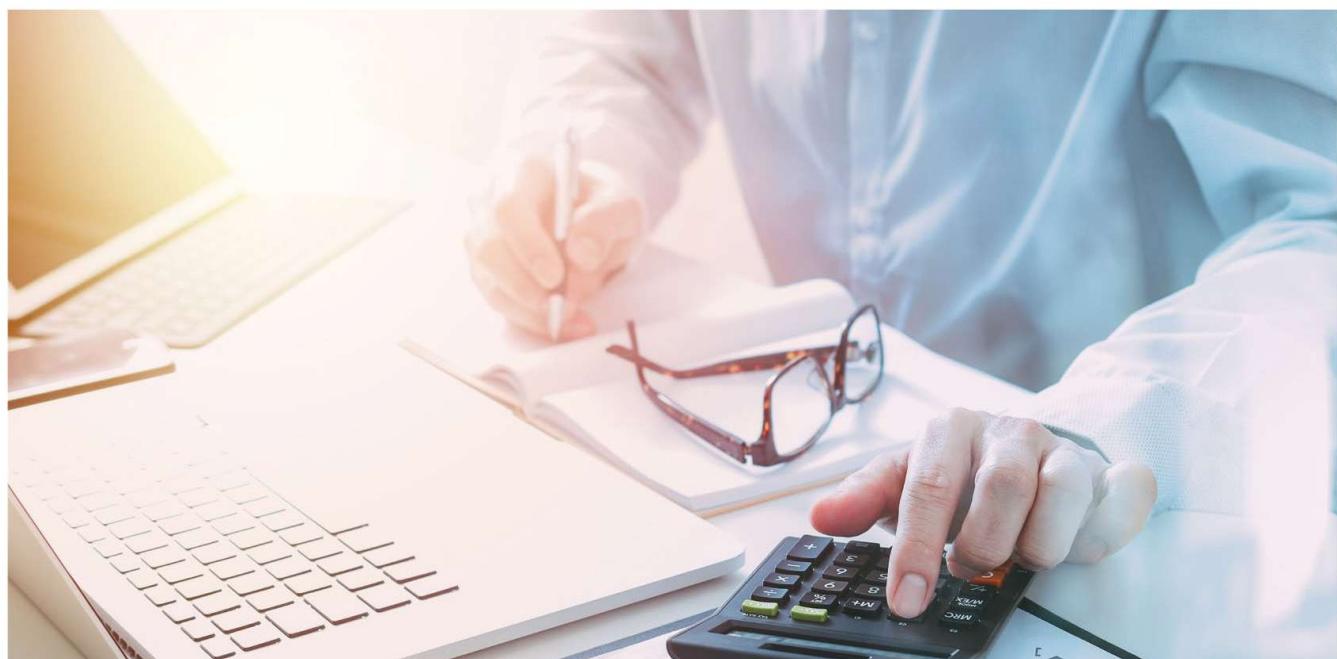
One-third of the all-inclusive fee is due as a retainer upon execution of the agreement. This retainer covers upfront and necessary expenses incurred by Peckham & McKenney on the City's behalf for the preparatory work and advertising. If the retainer is not received by Peckham & McKenney within 30 days of execution of the agreement, we will suspend the recruitment process until payment is received. The second one-third of the full payment will be invoiced 1 month from contract execution, and it is due within 30 days following the invoice date. The final one-third of the full payment will be invoiced 2 months from contract execution, and it is due within 30 days following the invoice date.

AGREEMENT

Peckham & McKenney is the operating name of City Management Advisors LLC, Anton Dahlerbruch, Managing Member.

INSURANCE

Peckham & McKenney carries Professional Liability Insurance (\$1,000,000 limit), Commercial General Liability Insurance (\$2,000,000 General Liability, and \$4,000,000 Products) and Automobile Liability Insurance (\$1,000,000). Our Insurance Broker is B&B Premier Insurance Solutions, Agoura Hills, CA.



GUARANTEE

We are pleased to share that the Peckham & McKenney success and placement record are particularly strong. We are confident that our recruitment process will result in a quality candidate that will stay in your employment.



OUR GUARANTEE:

- We will connect with you and our placement in 6 months and 1 year after the appointment to check-in.
- We will conduct a second search within 6 months of our search process if a candidate is not placed.
- If the placement vacates the position within 1 year from the date of accepting the offer (external candidates only and except in the event of budgetary cutbacks, promotion, position elimination, or illness/death, etc.), we agree to conduct a second search within 6 months of the vacancy.

Recognizing the current market for finding competent and successful executives and the changes in strategy that would be needed for a second search, the cost of a second search will be equal to the fee for conducting the original search.

DIVERSITY STATEMENT



Peckham & McKenney is committed to diversity in its broadest possible definition in every aspect of each executive recruitment our firm provides. We take pride in the placement of women and applicants of diversity, and are known for long, successful tenures of candidates selected by the agency.

Peckham & McKenney does not discriminate on the basis of race, color, religion, creed, sex/gender, national origin/ancestry, disability, pregnancy, sexual orientation (including transgender status), marriage or family status, military status, or age. We are fully compliant with all applicable federal and state employment laws and regulations in all of our recruitments.

For over 30 years, founder Bobbi Peckham has been a champion of women seeking executive leadership positions within local government.

With our diverse team of Recruiters, Peckham & McKenney supports, promotes and advocates for diversity in the recruitment and hiring processes. In addition to our outreach methods, Peckham & McKenney routinely advertises with the National Forum of Black Public Administrators (NFBPA), Local Government Hispanic Network (LGHN) and CivicPRIDE as well as the National Diversity Network to ensure placement of your opportunity with the following online venues:

- African American Job Network
- Asian Job Network
- Disability Job Network
- Latino Job Network
- LGBT Job Network
- Retirement Job Network
- Veteran Job Network
- Women's Job Network



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**PECKHAM
&
MCKENNEY**
EXECUTIVE SEARCH

City Manager
CITY OF OAKLEY, CALIFORNIA

THE COMMUNITY

The City of Oakley, incorporated in July 1999, is one of California's youngest cities. Residents enjoy a charming area with an abundant housing supply, quality schools, and a friendly atmosphere that truly makes Oakley "A Place for Families in the Heart of the Delta." Oakley is located in Eastern Contra Costa County, along Highway 4, in a corridor that also includes the cities of Pittsburg, Antioch and Brentwood, with proximity to the Mount Diablo State Recreation Area, California San Joaquin Delta, a fishing and boating paradise.

Today, a landscape of gently rolling fields, orchards, and vineyards gives us a glimpse of Oakley's agricultural past. From a quiet Delta farming town, Oakley has blossomed into a growing community of landscaped parks, abundant recreational opportunities, shopping centers, and planned business and commercial development. Oakley's 42,895 residents enjoy a safe, progressive community that is rich in history, supports strong family values, and offers a high quality of life. Oakley was ranked as one of the safest cities in California in 2020.

Our residents take pride in being part of a City that is building a prosperous future for generations to come. The new Contra Costa Logistics Center

that continues construction in Oakley will include nearly 2 million square feet of light industrial building space and is expected to bring 2,100 jobs to the community. This regional hub of e-commerce industry will certainly help this rapidly growing community continue to prosper. The City's leadership is working to maintain Oakley's small-town character while strongly encouraging the development of new industries to employ the growing local workforce.

THE ORGANIZATION

The City operates under the Council-Manager form of government. The five members of the City Council are elected in November of even-numbered years to serve four-year terms on the City Council. The Mayor and Vice Mayor are selected at the first meeting in December by the City Council to serve one-year terms. The City Council appoints the City Manager who serves as chief executive of the organization.

The citywide projected revenues for Fiscal Year 2021-2022 is estimated at \$61 million, with projected expenditures of just over \$71 million, mostly due to the increase in one-time capital improvement projects as well as the funding for the American Rescue Plan Act, and has a total of 102 full time equivalent (FTE's).

The City Manager serves as Chief Executive Officer of the City of Oakley and is responsible for the operational activities of City departments and divisions under the policy direction of the City Council. The City Manager's Office monitors the progression of the **Strategic Plan**, provides professional recommendations to the City Council, meets with resident groups to resolve concerns, administers the City's human resources function and facilitates the **You, Me, We = Oakley Program**.

The City of Oakley values quality customer service, teamwork, professionalism, community input and a proactive approach to solving community issues, honesty and integrity, a positive and encouraging environment, and fiscal responsibility. The strategic focus areas include (1) public Safety, (2) business growth & downtown revitalization, (3) Planned, quality growth, (4) community infrastructure and traffic safety, (5) parks, streetscapes & recreational opportunities, (6) community outreach, communication & participation, and (7) financial sustainability & operational excellence.

Some key focus areas for this coming year include exploring alternative revenue-generation strategies post pandemic, general plan and zoning updates, leading the Council and community through a planning process to prioritize the \$10M of state ARP funding, negotiations with POA, team-building with the Executive Team, evaluating community engagement and Council relations.

To learn more about the City of Oakley, please visit <https://www.ci.oakley.ca.us>

THE POSITION

The City Manager reports to and receives direction from the City Council. While upholding the ethics, tenants and principles of public administration and professional city management, it is expected that the City Manager will implement the City



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Council's policies, goals and objectives, manage the City's day-to-day operations, possess the courage, trust, leadership and experience to represent the organization, offer guidance, and present recommendations. With the City Manager, the City Council desires to move the City from good to excellent, and continue to be recognized as a role model among cities in the region.



The City Council seeks a candidate with integrity, command presence, passion for local government and public service, who can partner with and lead the executive team when implementing Council policies. The ideal candidate is honest, open-minded, inclusive, a good communicator and a team player, creative, innovative, approachable, a good listener, a collaborator and community builder, accessible and responsive.

As one of California's youngest cities, Oakley has maintained its agricultural history while blossoming into a growing community. The new City Manager will have an opportunity to lead the organization through planned quality growth and focus on branding what Oakley is and where it wants to be, focusing on communicating the benefits of living, working, shopping and playing in Oakley.

The new City Manager will be expected to prioritize fiscal management, be a visionary, build on opportunities for economic development, address resident and business concerns, and be

committed to service delivery through empowering and motivating staff, fostering new ideas, and embracing team work and collaboration, fairness and equity, inclusiveness and diversity. As such, the ideal candidate will:

- Develop and sustain credibility and trust.
- Care about the well-being of residents, businesses, and staff.
- Set the tone and vision for the City.
- Be appropriately visible throughout the community.
- Ensure the City's strategic plan moves forward in a prioritized fashion and within the parameters of existing resources.
- Value transparency.
- Have a coaching presence and take the time to explain the “why”.
- Facilitate dialogue and decision making among the City Council.
- Be a “hands on” and team-oriented leader.
- Be prudent, wise, and thoughtful.
- Maintain and enhance Council relations.
- Introduce fresh, new, innovative ideas while taking the time to understand Oakley's history.
- Support a work/life balance and positive work environment.
- Expect and model integrity, professionalism and leadership.
- Work effectively with all elected officials.
- Be equitable and fair when communicating with City Council members.
- Provide reasoned, justified and thoughtful recommendations and guidance.

- Be politically astute and intuitive while being apolitical.

- Be visible; attend events and festivals and be participative in the community, as appropriate.

- Learn from others, listen for opportunities, anticipate issues, and proactively problem-solve.

- Embrace input and dialogue.

The community of Oakley stated, via a Community Survey, that they want a City Manager that is a strong manager of people and resources, has a strong financial understanding, a commitment to inclusive leadership, is an innovator/creative/visionary, has a collaborative style, both inside City Hall and with the public, integrity, is an excellent communicator, is approachable/accessible, and is goal and solutions-oriented.

Candidates with a commitment to “high touch” customer service, economic development, community engagement, strong administrative and leadership experience, knowledge, and skills serving in a comparable size community



as City Manager, Assistant/Deputy City Manager or Department Head are ideal candidates. Minimum qualifications include a Bachelor's degree from an accredited college or university with major course work in public administration, business administration, economics, or related field and ten years of progressively responsible experience in municipal government including five years of management and administrative experience is required. A Master's degree is highly desirable.

THE COMPENSATION

The current annual salary is up to \$251,436 and is currently under review. Final salary will commensurate with experience, education, skills and background. The City provides a competitive executive level benefits package, which include:

RETIREMENT: The City participates in CalPERS; Classic Member PERS, 2% @ 60 with City paid employer and employee share of contributions. These contribution amounts are subject to change. New Member PERS, 2% @ 62, employees pay employee contribution.

SOCIAL SECURITY: The City does not participate in Social Security, except for the mandatory payroll deduction for Medicare.

HEALTH AND WELFARE: The City offers HMO and PPO plans and

SEARCH SCHEDULE

Filing Deadline.....	September 22, 2021
Preliminary Interviews	Oct. 1 - Oct. 6, 2021
Recommendation of Candidates	October 12, 2021
Finalists Interviews	October 26, 2021

These dates have been confirmed, and it is recommended that you plan your calendar accordingly.

provides up to \$1,735 per month toward the premium for health insurance coverage. (*If employee has existing group coverage, up to \$400 as cash-in-lieu*).

DENTAL AND VISION: Dental/Vision coverage for employee and family paid by the City.

RETIREE HEALTH INSURANCE: The City sponsors a mandatory Retirement Health Savings (RHS) Plan, in which employees contribute \$25 and the City \$10 per pay period.

LIFE INSURANCE/AD&D: \$100,000 term policy paid for by the City.

LONG TERM DISABILITY: up to a maximum monthly benefit of \$6,666.

VACATION: accrual of 80 hours per year initially, with incremental increases up to 200 per year

ADDITIONAL LEAVE: 95 hours per year (sick), 96 hours per year (management leave)

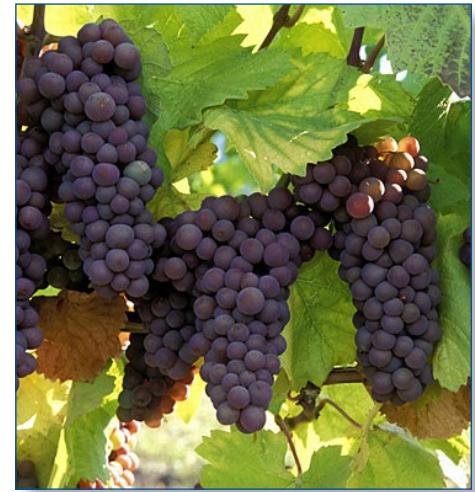
HOLIDAYS: 12 holidays

DEFERRED COMPENSATION: The City offers a match of up to 1% of base pay, in a 401(a) Plan or 457(b) Plan.

AUTO ALLOWANCE: \$400 per month

CELL PHONE ALLOWANCE: \$76 per month

MODIFIED WORK SCHEDULE: The City has a modified 9/80 schedule resulting in the 1st and 3rd Friday of the month being a regular day off.



THE RECRUITMENT PROCESS

To apply for this exciting career opportunity, please submit your cover letter and resume (including month/year of employment) via our website:

Peckham & McKenney
www.peckhamandmckenney.com

If you have any questions regarding this position or the recruitment process, please do not hesitate to contact Maria Hurtado at (831) 247-7885 or toll free at (866) 912-1919.

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EXECUTIVE SEARCH

City Manager
CITY OF WATSONVILLE, CALIFORNIA

THE COMMUNITY

Watsonville, California is located in beautiful Santa Cruz County, five miles inland from the scenic Monterey Bay. The City has a total population of 52,500 and a land area of nearly 6.2 square miles. The community is located just 26 miles from world famous Monterey and only 18 miles south of Santa Cruz. Watsonville's location is topped only by its ideal climate and rustic, small town charm of a close-knit community.

Watsonville and the Pajaro Valley boast pristine beaches and a Mediterranean climate. Miles of trails surround 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 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 offers a wide 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 staple crops 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 at the heart of the Pajaro Valley through today, boasting agricultural businesses such as Driscoll's and Martinelli's, which are known throughout the world.

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. Watsonville is a proving ground for entrepreneurs and businesses from all types of industries and emerging technologies. Its central location, nestled between the Monterey Bay and the Santa Cruz Mountains, offers growing companies quick and easy highway access while avoiding daily traffic snarls. 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.

The heart of Watsonville, however, is its Historic Downtown. 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 also 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.

To learn more about this dynamic city, visit the City of Watsonville's website at <https://cityofwatsonville.org/>

THE ORGANIZATION

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

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 Council is elected on a non-partisan basis from seven electoral districts 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



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served by several resident advisory bodies, including the Planning Commission, Personnel Commission, Parks and Recreation Commission, and Library Board of Trustees.

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 approximately 407 full-time equivalent positions and adopted a FY 2021/22 budget of \$184.1 million.

THE POSITION

The City Council seeks a local government professional who will work collaboratively and respectfully with the City Council to implement the City Council’s policies, goals and objectives, manage the City’s day-to-day operations in collaboration with the Executive Team and staff, and possess the leadership ability and experience to offer Council and staff guidance and provide stability during this transitional period. Candidates with a service and inclusive leadership mindset, a passion for local government and public service, community-oriented, open-minded and who have a high sense of integrity, are encouraged to apply.

THE IDEAL CANDIDATE

The City Council seeks an authentic leader, a good communicator who is open to different perspectives, and a good listener and one who can work effectively with the City Council, the community, the executive team and staff. The new City Manager will be engaged in the community, have a community presence, participating and/or be active in community events and social opportunities. This ideal candidate will be a convener of different perspectives and be committed to transparency; they will be a flexible and accountable leader who understands the unique character/spirit of Watsonville with regard to its diversity, geographic location, and opportunities for balanced growth.

The ideal candidate will have a strong knowledge base in economic development, financial management (including development of revenue generating strategies), land use policies, airport operations, utilities, and General Plan development and implementation. The ideal candidate will be committed to service delivery through empowering and motivating staff, fostering new ideas, and embracing team work, collaboration, inclusiveness and have a commitment to goals and values to address racial equity, diversity, and inclusion.

The new City Manager will be a visionary, address resident and business concerns, build on opportunities for economic development, and have creativity in tackling housing development and business attraction, retention and expansion. The City Manager will have an opportunity to engage the community in and lead the organization through critical emerging

priorities over the next couple of years, including housing and affordable housing, housing element requirements, homelessness, development of green spaces, climate change, land development, charter changes, a general plan update, and implementation of the downtown specific plan, including the Ramsay Park revitalization, a \$23 million dollar project that will transform the park into a state of the art facility for the Watsonville community and will include a dog park, an all-inclusive playground, a nature center and brand new lighted soccer fields.

The next City Manager will be attuned to the demographics and perspectives of this community, bring recommendations forward in consideration of these perspectives, and create a vision and genuine connections with and for the community, which requires a forward thinking, innovative, collaborative and thoughtful leader.



SEARCH SCHEDULE

Filing Deadline.....	February 10, 2022
Preliminary Interviews.....	February 23 – 24, 2022
Recommendation of Candidates	March 8, 2022
Finalists Panel Interviews.....	March 22, 2022
2nd Interview (<i>if necessary</i>)	March 23, 2022

These dates have been confirmed, and it is recommended that you plan your calendar accordingly.

Through feedback from a Community Survey, the Watsonville community stated they want a City Manager that is committed to inclusive leadership, is goal and solutions oriented, has integrity and discipline with a strong work ethic, and is a dynamic leader who is involved with and has a strong presence in the community.

Candidates with a demonstrated track record and commitment to excellent internal and external customer service, with strong administrative and leadership experience serving in communities of similar size, scope, and complexity as City Manager, Assistant/Deputy City Manager or Department Head are ideal candidates. The minimum qualifications include a Bachelor's degree and at least one-year experience as a City Manager or three-years' experience as an Assistant City Manager or equivalent in a city of comparable or larger size. A Master's degree with major coursework in public administration or business administration and Bilingual English/Spanish is desired.

THE COMPENSATION

The current annual salary is \$235,750. Final salary will commensurate with

experience, education, skills and background. The city also offers an attractive benefits package, including:

RETIREMENT: The city participates in the California Public Employees' Retirement System (CalPERS) under a 2% @ 60 formula for Classic Members (employee pays 7% -). A 2% @ 62 formula applies to New/PEPRA Members (employee pays 6.25% City Management Employees also participate in Social Security at 7.65%)

DEFERRED COMPENSATION

CONTRIBUTION: Negotiable

MEDICAL/DENTAL/VISION

INSURANCE: The City offers generous medical, vision, and dental benefits.

LIFE AND AD&D INSURANCE: City provided at \$50,000 of coverage

VACATION: Vacation accrual of up to 20 days per year dependent upon length of service.

HOLIDAYS: 13 paid regular holidays per year, plus 1 floating holiday.

SICK LEAVE: 15 sick leave days per year.

ADMINISTRATIVE LEAVE: Up to 13.5 days of administrative leave per year.

TUITION REIMBURSEMENT: \$1,000 per year

BILINGUAL PAY: \$75 or 250/month dependent upon Bilingual level

The City of Watsonville is an Equal Opportunity Employer.



THE RECRUITMENT PROCESS

To apply for this exciting career opportunity, please submit your cover letter and resume (including month/year of employment) via our website:

Peckham & McKenney
www.peckhamandmckenney.com

Please do not hesitate to contact Maria Hurtado toll-free at (866) 912-1919, by cell at (831) 247-7885 or via email at maria@peckhamandmckenney.com, if you have any questions regarding this position or the recruitment process.

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EXECUTIVE SEARCH

City Manager
CITY OF SEASIDE, CALIFORNIA

THE COMMUNITY

The City of Seaside is an ocean-side community in Monterey County that overlooks the beautiful Monterey Bay on the Central Coast of California, approximately 115 miles south of San Francisco. With a population of 33,956 and a city size of 10 square miles, Seaside is a vibrant, proudly diverse, energetic and safe community with extraordinary natural beauty, quality of life, and economic opportunities.

In addition to national retailers and restaurant groups, Seaside boasts an abundance of family-owned and ethnic businesses/restaurants. Many small and medium-sized businesses call Seaside home; the Seaside Auto Center was one of the first auto malls in the United States and offers a wide variety of sales and service options for all types of vehicles.

Seaside boasts an ideal location and excellent year-round weather. The City offers a multitude of recreational opportunities, a wide variety of shops, thrilling sporting events, and world-renowned restaurants; two

championship golf courses, tennis, biking, hiking, horseback riding, trails, beach and water activities (scuba diving, kayaking, surfing, sailing, fishing, whale watching), can all be enjoyed on the peninsula. To learn more about this dynamic city, visit the City of Seaside's website at <https://www.ci.seaside.ca.us/>

THE ORGANIZATION

Founded in 1887 and incorporated in 1954, the City of Seaside is a general law city and operates under a Council-Manager form of government. The City Council is comprised of five members, including the Mayor, who are elected at large to serve staggered, four-year terms. The City Council directs policy and strategic visioning for the community, and appoints the City Manager and the City Attorney.

The City of Seaside is a full-service city and is organized into 11 major departments: the City Manager's Office, City Clerk, Community, Housing & Economic Development, Building & Code

Enforcement, Human Resources & Risk Management, City Attorney, Finance, Police, Fire, Public Works & Engineering, and Recreation.

The City has approximately 161 full-time equivalent positions and a FY 2021/22 budget of \$97.3 million.

The City Manager's Office leads and coordinates City operations, provides administrative direction, enforces City ordinances, and develops short and long-term City plans. The City Manager's Office ensures that policy direction by the City Council is fully implemented and is responsible for assuring that City programs and services are efficiently and effectively provided to the Seaside community. The City Manager's Office is also responsible for fostering a strong positive image and promoting public awareness of City activities, programs, and services, and the City Manager serves as the Chief Staff Liaison to other governmental and non-governmental agencies.

THE POSITION

The City Manager reports to and receives direction from the City Council. While upholding the ethics of public administration and professional city management, it is expected that the City Manager will implement the City Council's policies, goals and objectives, manage the City's day-to-day operations, offer guidance, present recommendations, and possess the courage, trust, leadership and experience to represent the organization.

THE IDEAL CANDIDATE

The Council seeks candidates who embrace the diversity of the Seaside community and are open to different perspectives. The ideal



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candidate is an excellent manager of people and resources with a strong work ethic, who can think outside the box and can lead, mentor, and engage the department heads to create a unifying vision for the City. The new City Manager will be a confident and courageous leader who understands the Council/



Manager form of government and can work effectively with the City Council to provide feedback, guidance, and recommendations on critical policy issues facing the community. The ideal candidate is expected to prioritize fiscal management, build on opportunities for economic development, advance priority projects related to housing and economic development, and be committed to service delivery

through empowering and motivating staff and embracing teamwork, collaboration, accountability, fairness, equity, inclusiveness and diversity.

The City Council seeks an experienced local government professional with a proven track record of successful fiscal management and implementation of economic development strategies. Candidates with a passion for local government and public service make ideal candidates. This position requires a leader who is honest, open-minded, inclusive, creative, innovative, responsive, strategic, proactive, results-oriented, approachable, accessible, a good listener, an excellent communicator, a visionary, a collaborator and a community builder.

The community of Seaside stated, via a Community Survey, that they want a City Manager with dynamic leadership skills, discipline, integrity, strong financial understanding and exceptional business skills, a strong work ethic, is a strong manager of people and resources, is goal and solutions-oriented, and is an excellent communicator.

In coordination with the City Council, the new City Manager will set the tone and vision for the City, be appropriately visible throughout the community, ensure the City's strategic plan moves forward in a prioritized fashion and within the parameters of existing resources,

value transparency, facilitate dialogue and decision-making among the City Council, introduce fresh, innovative ideas while taking the time to understand the history of Seaside, support a work/life balance and positive work environment, expect and model integrity, professionalism and leadership, be equitable and fair when communicating with Council Members, be politically astute and intuitive while being apolitical, listen for and seek opportunities, anticipate issues, proactively problem-solve, and embrace input and dialogue.

Minimum qualifications include a Bachelor's degree from an accredited college or university with major course work in public administration, political science, business administration or a closely-related field and five years of progressively responsible management experience in City government. While not



required, a Master's degree is highly desirable. Bilingual candidates are strongly encouraged to apply.

THE COMPENSATION

The annual salary is \$250,000. The Council has a strong desire for the candidate to live in the city and will consider providing a housing allowance for the candidate to reside in Seaside. The City also offers an attractive benefits package, including:

RETIREMENT: The city participates in the California Public Employees' Retirement System (CalPERS) under a 2% @ 55 formula for Classic Members (*employee pays 7% plus 8.92% employer portion = 15.92% total*). A 2% @ 62 formula applies to New/PEPRA Members (*employee pays 6.25% plus 6.53% employer portion = 12.78% total*).

DEFERRED COMPENSATION

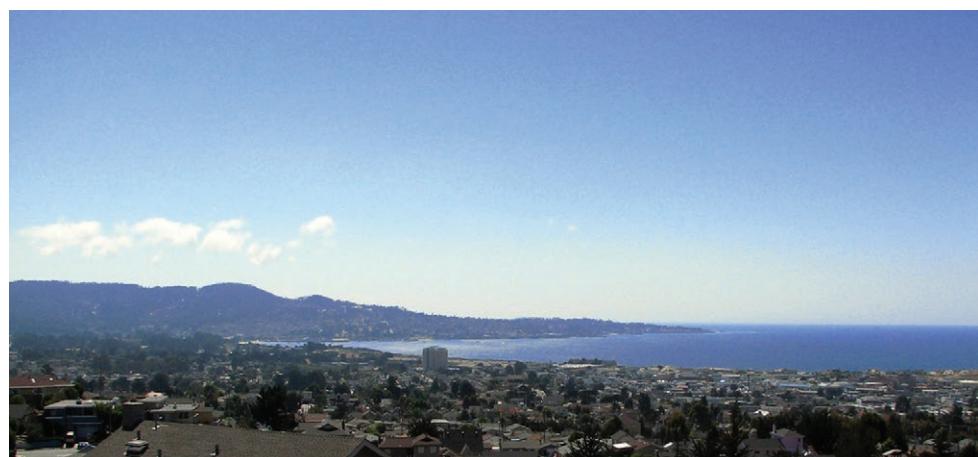
CONTRIBUTION: \$17,500 Annually.

LIFE INSURANCE: City provided at 2x Annual Salary.

VACATION: Vacation accrual of up to 20 days per year dependent on length of service.

HOLIDAYS: 12 paid regular holidays annually.

SICK LEAVE: Employees accrue 8 hours of sick leave monthly.



SEARCH SCHEDULE

Filing Deadline.....	April 26, 2022
Preliminary Interviews	May 6th &10th, 2022
Recommendation of Candidates	May 19, 2022
Finalists Panel Interviews.....	May 26, 2022
2nd /Final Interview (<i>if necessary</i>)	May 27, 2022

These dates have been confirmed, and it is recommended that you plan your calendar accordingly.

MANAGEMENT LEAVE: Up to 5 days (40 hours) of management leave per year.

ADMINISTRATIVE LEAVE: Up to 5 days (40 hours) of administrative leave per year.

VEHICLE ALLOWANCE: \$400 per month.

MEDICAL/DENTAL: The City offers a generous medical and dental insurance for employees and dependents.

LONG-TERM DISABILITY: City Paid.

EMPLOYEE ASSISTANCE: City Paid.

HEALTH AND WELLNESS: City Paid.

LONGEVITY PAY: 2.5% at 8+ Years; 5% at 15+ Years.

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THE RECRUITMENT PROCESS

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Peckham & McKenney
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Please do not hesitate to contact Maria Hurtado toll-free at (866) 912-1919, by cell at (831) 247-7885 or via email at maria@peckhamandmckenney.com, if you have any questions regarding this position or the recruitment process.

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