



CUPERTINO

CUPERTINO COMMUNITY HALL

CITY OF CUPERTINO

CITY MANAGER

Recruitment services provided by Ralph Andersen & Associates

An Incredible Opportunity

The City Council in the City of Cupertino is conducting an executive search for an experienced public sector executive to become the next City Manager. This is an outstanding opportunity for an engaged professional to provide leadership, strong management, and transparency to a well-resourced city with talented staff. The City Manager is also responsible for the annual City general fund budget of approximately \$150 million and staff of approximately 200. This executive-level career opportunity encompasses the full range of duties as well as deals with an elected body and a community that welcomes and celebrates diversity. In addition to handling region issues, local topics evolve around community values and quality of life issues specific to “sensible growth” (i.e., housing and commercial development), service delivery, congestion management, and transportation. The pathway for success in Cupertino will require a City Manager who is skilled in facilitating public discussion with a very high degree of resident engagement. Additionally, proactively following pending and future legislation, and at times, influencing legislation on behalf of the elected body, especially those policies that impact the community, is of major concern to the City Council.

Cupertino, the Heart of the Valley

The City of Cupertino is a community rich in economy, culture, and sunshine. With one of the most diverse, progressive, and technologically savvy populations in Northern California, Cupertino has quickly become an ideal location, sought out by many. Cupertino (population 60,550) lies at the center of the Silicon Valley and a short distance to campuses of the world’s leading technology firms.

Within the City’s borders is a thriving business community that is home to some of the greatest innovators in technology – companies like Apple Inc. and Seagate. For outdoor recreation, Cupertino offers more than 150 acres of parkland, including Blackberry Farm with its 9-hole golf course. For indoor recreation, the Cupertino Sports Center and Cupertino Senior Center offer a range of activities, while the City’s library presents events and activities for both kids and adults.

Quality schools and proximity to high-tech jobs make Cupertino a desirable Silicon Valley address for a highly educated and culturally diverse population. Restaurants in Cupertino reflect the City’s rich and ethnically diverse population, bringing cuisine from around the world. The City’s cosmopolitan and international flair is enhanced knowing that more than 40 percent of the City’s residents were born outside of the United States and now call Cupertino their home.

City Government Structure

The City of Cupertino is a General Law city with a council-manager form of government. The City Council has five members who are elected at-large to overlapping, four-year terms. The Council Members themselves elect the Mayor and Vice Mayor for a term of one year. The City Council meets on the 1st and 3rd Tuesdays of every month. Recent changes to the elected body, a result of the November 2018 election, have brought a greater attention to “sensible growth” issues and resulted in a majority position on the City Council.

The City has healthy reserves and anticipates being 80% funded within the next five years for the unfunded pension liability.

A City with International Prominence

The City of Cupertino has four sister cities (Cupertino, Italy; Hsinchu, Taiwan; Toyokawa, Japan; and Bhubaneswar, India) and many more international friendship cities (27). These international relationships often bring foreign dignitaries, aspiring students, and other visitors to City Hall on a regular basis throughout the month. Much of the focus evolves around the influence of technology in the region and the impact it has on a world-wide basis including educating the youth of today and future generations.

The Office of the City Manager

The City Manager is the chief administrative officer of the City, administering local government projects and programs on behalf of the City Council. The City Manager serves the Mayor, City Council, and community by delivering public services effectively and efficiently. The City receives police services from the Santa Clara County Sheriff’s Office and fire services are provided by the Santa Clara County Fire Department. Water, sewer, and solid waste are provided to the City under contract by San Jose Water and California Water Service.

The City’s dedication to improvement has created an environment where residents, businesses, and impacted parties are encouraged to attend and speak openly at City Council meetings to express their views – and many do this regularly on a variety of subjects. Transparency and openness continue to be important elements that the community not only expects but demands in all aspects of city government including the City Manager and staff.

Education, innovation, and collaboration
are the hallmarks nourished by the City
government, community, and local industry.



The Ideal Candidate

The City Council is seeking candidates who have strong communication, interpersonal skills, and public relations skills in order to more effectively address a wide-range of community concerns while also providing strong leadership to staff in an organization that values a culture of diligence, collaboration, and cooperation. Candidates who enjoy and embrace this high level of active community engagement will be well received. Additionally, a commitment to inclusiveness, transparency, and accountability will be a successful combination for this highly educated and culturally diverse community. Experience or knowledge of council-manager form of government is also desired.

The City Council desires attracting professionals who reveal the following:

Leadership Attributes and Values:

- A proactive, visionary, and inspiring leader with a commitment to serve a diverse community and establish trust and credibility with various stakeholders;
- A professional with a collaborative spirit who works well in a team environment;
- A skilled relationship builder and effective communicator, listener, negotiator, and consensus builder who is naturally engaging and comfortable working across all areas of the organization and the community;
- An effective delegator of responsibilities with the demonstrated ability to empower and motivate others;
- An individual who exercises a fair and equitable approach in dealing with the City Council, staff, and citizens; and
- Someone who will develop a strong identification with the community, its citizenry, and its unique characteristics.

Competencies and Personal Attributes:

- A well-rounded executive with a breadth of expertise in multiple areas of municipal government; successful experience in the areas of public works, financial management, labor relations, community involvement, and major transportation projects will be of particular interest;
- An experienced professional who is action and results-oriented, functions well in a fast-paced environment with high expectations, and displays a passion for good government and quality public services;
- A business-oriented approach to local government combined with increased interaction with the business community;

- Values cultural sensitivity with a deep appreciation for diversity;
- A confident professional who displays sound judgment, strong character, and uncompromising integrity; and
- An individual with a balanced approach to civic engagement, involvement with the business community, and expanded support of elected officials in local and regional endeavors.

Candidates must have a proven track record and ability to:

- Serve effectively as the administrative agent of the City Council;
- Provide proactive effective leadership, coordinate the activities of the municipal organization, and oversee staff;
- Develop and administer City-wide goals, objectives, and procedures;
- Analyze and define problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals;
- Identify and respond to sensitive community, organizational, and City Council issues, concerns, and needs; research, analyze, and evaluate new service delivery methods and techniques; and
- Prepare clear and concise administrative and financial reports; prepare and administer large and complex budgets; and make effective public presentations.

Opportunities and Challenges

Significant initiatives in the short-term and over the next few years that the City Manager and City Council will need to address include:

- Continuous refinement and improvement of service delivery to the public including a more consistent communication strategy that involves an enhanced use of social media;
- Formulate viable options and obtain policy direction for various infill development and major redevelopment sites that are consistent with the majority of the elected body;
- Continuing renewal of the City's infrastructure and maintaining high quality streets;
- Intensify on-going regional discussions on transportation, transit options, and alternatives;
- Facilitate further public discussion on site location to build a new City Hall due to current size limitations and seismic issues;





- Physical expansion of the Library to better deliver programs and increase public meeting spaces;
- Determine and allocate funding for the completed Parks Master Plan to include building a Performing Arts Center and swimming pool;
- Address on-going staffing needs (recruitment and retention due to high cost of workforce housing and an extremely competitive market);
- Succession planning due to pending retirements and aging workforce; and
- Expand and build joint-use agreements and/or public-private partnerships to improve the quality of life for all those who live, work, and visit Cupertino.

Experience and Education

Experience: Ten years or more of progressively responsible administrative or staff experience in municipal government, preferably in California. Experience will also include high-level administrative and/or executive capacity involving responsibility for planning, organizing, directing, and financing a varied work program.

Education: Bachelor's degree from an accredited college or university with major course work in public administration, business administration, planning, or a related field is required. A Master's degree or other advanced degree is preferred.

Compensation and Benefits

The annual salary will remain consistent with the high value placed on the level of responsibilities for this executive position. The prior City Manager had a base salary of \$281,274. A mutually negotiated employment contract will be developed including moving and relocation and housing assistance.

The City also offers a comprehensive benefit package including:

- CalPERS Retirement:
 - » New employees to Cupertino hired after 12/29/12 with prior CalPERS (or reciprocal agency) service: 2% @ 60; Employee pays full 7% of employee contribution. The City of Cupertino does not participate in Social Security except for the mandated Medicare portion.
 - » New employees with no prior CalPERS service or a break in CalPERS service of 6 months or more: 2% @ 62; employee is required by law to pay 50% of the Normal Cost that currently equates to 6.25%.

- Automobile Allowance.
- Professional development, membership dues, and professional conferences.
- Choice of health insurance; portion of family premium paid by the City and fully or partially paid premium for employee, depending on plan.
- Fully paid life, short-term and long-term disability insurance, dental insurance, partially paid vision insurance, and fully paid Employee Assistance Program.
- Educational reimbursement up to \$1,350 for approved coursework.
- Leave Policy – Holidays: 12 holidays plus 20 hours of floating holiday time annually.
- Sick Days: 8 hours per month.
- Vacation Days: Negotiated based on experience.
- Administrative Leave: 80 hours annually.
- 9/80 work schedule.
- \$400 credit for recreation activities and programs (applicable taxes are applied to any Rec Buck reimbursements).

Recruitment Process

This is a **confidential process** and will be handled accordingly throughout the various stages of the process. Candidates should be aware that references will not be contacted until mutual interest has been established.

Early submittals strongly encouraged. Interested candidates should **no later than Monday, February 18, 2019** to Ralph Andersen & Associates by submitting a compelling cover letter and comprehensive resume to apply@ralphandersen.com. First review of resumes by the City Council will begin on Tuesday, February 19th. Appointment and contract approval are anticipated to take place in March 2019. Start date for the new City Manager will be at a mutually agreeable date.

Confidential inquiries are welcomed to Heather Renschler at (916) 630-4900 or email to heather@ralphandersen.com.

The City of Cupertino is an Equal Opportunity Employer and celebrates diversity in both the workforce and the community.