



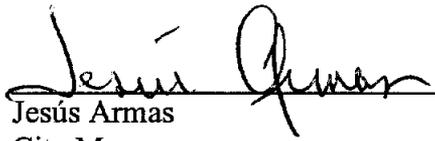
CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 04/24/07
AGENDA ITEM _____
WORK SESSION ITEM WS#2

TO: Mayor and City Council
FROM: City Manager
SUBJECT: City Manager Recruitment Profile

To aid in the recruitment for a City Manager, a brochure will be developed which will describe the desirable qualifications and skill sets for this position. Additionally, to acquaint prospective candidates with Hayward, the brochure will also describe the organization and the community. Attached for the Council's consideration is the final draft of the information to be included in the brochure. The Council is asked to review it and to confirm it properly reflects the information the Council would like disseminated to applicants.

On Wednesday, April 18, a variety of forums were conducted to provide an opportunity for community members and staff to also provide input regarding desirable qualifications. A summary of the information obtained during these sessions will be provided at the worksession.


Jesús Armas
City Manager

Attachment

City of Hayward *"The Heart of the Bay"*

The Community

With a population in excess of 145,000 residents, Hayward is strategically located on the thriving eastern shore of the San Francisco Bay. One of the most ethnically-diverse communities in the nation, Hayward's premier location provides convenient access to San Francisco, San Jose, Oakland, and the three area airports. Hayward is served by BART, AMTRAK, and an extensive network of freeways.

Hayward is known as the "Heart of the Bay" not only for its central location but also for its accepting and caring environment. With resident input, Hayward balances the needs of a growing urban population for housing and economic development with preservation of open space. Its "Smart Growth" approach to land use planning and development with ready access to public transportation has won awards at the State and National level.

The City's varied and well-balanced economic base includes a central business district, regional shopping center, large and modern industrial areas, executive airport and expanding residential areas. Hayward has created an award-winning, transit-oriented, pedestrian-friendly downtown with a balanced mix of housing, retail shops, offices and restaurants. The Civic Center serves as the focal point for this revitalization of the downtown core. Encouraging new businesses to move to Hayward, expanding the City's sales tax base, and strengthening its diverse economy are priorities of the City. Several challenges remain as the City continues to implement its downtown plan, major planning efforts in other parts of the City, and reuse and infill activities throughout the community.

Cultural and educational offerings may be found in Hayward at California State University and Chabot College, with its Performing Arts Center. Hayward's Historical Museum, Sun Gallery, Hayward Arts Council, the Phantom Galleries, and the John O'Laigue Galleria at City Hall provide a variety of exhibits throughout the year. Through the Hayward Area Recreation and Park District, residents have access to six swim centers, 42 tennis courts, a rodeo arena, a community theater, the stunning Japanese Tea Garden, two golf courses and day camp facilities for children. Hayward residents enjoy a sunny, temperate climate with moderate rainfall. Here, people from many cultures live and work together to build a community reflective of its residents.

The Organization

The City of Hayward was incorporated in 1876 as a Charter City. Hayward functions under the Council-Manager form of government with a Mayor and six Council Members directly elected for alternating, four-year terms. The June 2008 election will involve five seats on City Council; four seats are for four-year terms, and one seat is for a two-year term. In keeping with its status as an established but growing community, the Hayward City Council has focused its priorities on maintaining and enhancing neighborhoods and quality of life and on preparing the community for the future.

The Mayor and Council appoint the City Manager, City Clerk, and City Attorney. The City Council and management staff place a premium on a team management approach, quality customer service, innovation, and cost-effective service delivery in meeting the needs of the community.

With a workforce of over 900 full-time employees and an overall annual budget of \$189 million, the City provides a full range of services to its residents. City departments include Public Works, Library, Human Resources, Community and Economic Development, Finance and Internal Services, Fire, Police, City Clerk, City Attorney, and City Manager, which includes Technology Services. In addition, the City operates and maintains facilities for water distribution and storm water and sanitary sewer collection and disposal. The City also operates a general aviation airport, downtown parking facilities, and an exhibition hall with meeting rooms. Through its Redevelopment Agency, the City provides development services and improvements in a project area encompassing approximately 1,500 acres.

As a result of a number of retirements at the executive level over the past few years, the City of Hayward has been fortunate to attract outstanding talent on the Executive Management team. The City Manager will lead this team in developing a cooperative and cohesive partnership in the delivery of services to the community. In addition, a focus will be placed on succession planning within the organization to ensure that talent is prepared for future promotional opportunities. The City of Hayward has actively addressed budgetary constraints over the past several years and will continue to operate in a fiscally responsible manner. Labor settlements are currently being negotiated and expected to be complete within the next few months.

Hayward is a community that is continuously evolving with new opportunities to build on past successes. The City has won numerous awards for design, development and innovative methods. Hayward is actively engaged in the study or development of a number of physical improvements to the community including a land use plan involving about 300 acres of State-owned property previously earmarked for roadway construction; completion of the South Hayward BART Station Concept Plan involving transit-oriented development and amenities; Cannery Plan; EIR and design for the Rte. 238 Corridor Improvement Project to alleviate congestion associated with regional and local traffic; and the design and construction of a mixed-use project on six acres in the downtown core. All of these exciting projects will require significant cooperation with State, County, local agencies and transportation authorities in order to ensure their success. The City of Hayward invites you to visit its web site at www.hayward-ca.gov.

The Position

This opportunity is available due to the upcoming retirement of Jesús Armas, who has served as Hayward City Manager since 1993 and previously served as Assistant City Manager. To gain information regarding the desired background, abilities, and traits of the ideal candidate for City Manager, input was solicited from the Mayor and City Council as well as Executive

Management Team, City staff, appointed boards and commissions, and residents. Hayward is seeking the following in the next City Manager.

- A creative visionary who embraces the unique identity of the community. Forward-thinking, flexible in their approach, and able to take advantage of past successes in order to affect positive change for the future. A problem solver.
- Appreciates and is sensitive to a community that is socioeconomically and demographically diverse.
- A proven ability to develop and maintain interagency cooperation, relationships, and partnerships. Identifies opportunities to engage the community in creating partnerships to address issues relating to public safety, library and community services, and homelessness.
- Works effectively and collaboratively with the Mayor and all Council members, keeping all equally informed and anticipating their needs. A consultant to the Mayor and Council. Politically astute and apolitical.
- A collaborative, approachable, and fair leader who has confidence in the City team and elicits and is open to new ideas and input. Has the proven ability to assess the organization and promote a team orientation.
- Fiscally responsible with future spending.
- Possesses a sense of humor and excellent interpersonal skills. Has an appreciation for balance. Honest, open, and of the utmost integrity and ethics. An effective communicator who possess strong listening skills.
- Sensitive to the environment and understands sustainability.

A Bachelor's degree in public or business administration, finance, or related field is required; a Master's degree is preferred. In addition, the individual selected will have proven experience in a local government agency with a background in finance, budget, redevelopment, grants, and development-related approaches and solutions to future issues.

The Compensation

The salary for this position is currently under review; however, it will be competitive in the market and dependent upon the qualifications of the selected candidate. The City pays 7% of the employee's 8% retirement contribution under the Public Employees' Retirement System (2.5% at 55 formula). In addition, \$1,010 is paid annually by the City into a deferred compensation program on the employee's behalf. The employee may make additional voluntary contributions to the deferred compensation program. The City provides fully paid

hospital, medical, dental, vision, life and long-term disability insurance, auto allowance, and generous leave allowances.

The Recruitment Process

If you are interested in this outstanding opportunity, please send your resume and cover letter electronically to:

Peckham & McKenney
apply@peckhamandmckenney.com

Please do not hesitate to call Bobbi Peckham toll free at (866) 912-1919 if you have questions about the position or the recruitment process.

The City of Hayward celebrates the diversity of its community and its workforce and is an Equal Opportunity Employer.

Search Schedule

Resume Filing Deadline	May 25, 2007
Preliminary Interviews	June 4 – 8, 2007
Recommendation of Candidates	June 12, 2007
Finalist Interview Process	July 10, 2007

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