



**Council Meeting: May 13, 2008**

**SUBJECT: REVIEW AND APPROVAL OF THE POSITION PROFILE FOR  
THE NEW SUNNYVALE CITY MANAGER**

**REPORT IN BRIEF**

The City Council is asked to review and approve the position profile to be used in the recruitment and selection process for the new City Manager.

**BACKGROUND**

At the City Council meeting on March 18, 2008, the City Council selected Bill Avery, of Avery and Associates to develop and administer the recruitment and selection process for the new City Manager. The City Council held a study session on April 8, 2008, with Mr. Avery to discuss the plan for the City Manager recruitment and selection process. One component of the planning process is to develop the City Manager position profile.

**EXISTING POLICY**

Section 800 of the Sunnyvale City Charter states, in part, "The City Manager shall be chosen by the City Council on the basis of his/her executive and administrative qualifications."

**DISCUSSION**

At the study session held on April 8, 2008, the City Council reviewed the proposed recruitment plan with Mr. Avery of Avery and Associates, the selected executive recruitment firm for the new City Manager for the City of Sunnyvale. One component of the planning process is to develop the City Manger position profile. The purpose of the position profile, which is included in the recruitment brochure, is the following:

- Clarify the City Council's priorities for the position.
- Develop a clear understanding and consensus on the expertise, experience, education, performance attributes and operational style of the ideal candidate.
- Outline the goals, objectives, deliverables and challenges related to the position.
- Reveal insight into the various organizational dynamics and department issues that exist within the City.
- Highlight the compelling aspects of the Sunnyvale City Manager position.

To assist with the development of the position profile, Mr. Avery interviewed numerous key decision-makers within the City of Sunnyvale. These key decision-makers included, all City Council members, Department Directors, the City Attorney, the current City Manager, and a representative from each of the City's labor organizations. In addition, a public outreach effort was initiated in order to include citizen and City employee input into the development of the position profile. This public outreach effort included, a press release, several news articles, e-mails to interested parties and a web banner that resulted in approximately twenty e-mails or letters to Mr. Avery.

At the study session held on April 8, 2008, the City Council authorized the Mayor to select a City Council subcommittee to assist with the oversight of the City Manager recruitment and selection process. The subcommittee is comprised of the following members: Vice Mayor Hamilton and Councilmembers Howe and Moylan. The subcommittee met on May 1, 2008, to review and provide input to the draft profile that had been developed by Mr. Avery. The subcommittee has reviewed all the letters and e-mails that have been submitted by community members and City employees.

The proposed position profile is attached, and is awaiting final input and review by the City Council. The position profile will be included in the advertising brochure, which will be finalized approximately one week after the City Council approves the position profile. Advertising for the City Manager position will begin immediately, with the majority of advertising scheduled for the month of June. The filing deadline for this position is tentatively scheduled for June 27, 2008.

The City Council subcommittee has tentatively scheduled its next meeting for May 22, 2008. At that meeting, the subcommittee plans to discuss the candidate selection process, including the composition of interview panels. The subcommittee will provide its recommendation to the full City Council on these topics at a later (to be determined) date.

#### **FISCAL IMPACT**

There is no fiscal impact associated with the approval of the position profile for the new City Manager.

#### **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, in the Council Chambers lobby, in the Office of the City Clerk, at the Library, Senior Center, Community Center and Department of Public Safety; posting the agenda and report on the City's Web

site; and making the report available at the Library and the Office of the City Clerk.

**ALTERNATIVES**

1. That the City Council review, provide input and approve the position profile for the new Sunnyvale City Manger that has been developed by Mr. Avery and reviewed by the City Council subcommittee.
2. That the City Council modify the position profile for the new Sunnyvale City Manger that has been developed by Mr. Avery and reviewed by the City Council subcommittee.
3. Take no action at this time and provide further direction to Mr. Avery and the subcommittee.

**RECOMMENDATION**

Staff recommends adoption of Alternative #1 that the City Council review, provide input and approve the position profile for the new Sunnyvale City Manger developed by Mr. Avery and reviewed by the City Council subcommittee.

Prepared by:

Erwin Young, Director of Human Resources

Approved by:

Amy Chan  
City Manager

**Attachment**

- A. City Manager Position Profile

**THE CITY OF SUNNYVALE  
CITY MANAGER - JOB ANNOUNCEMENT  
Proposed**

**The Community**

Recognized as the “Heart of Silicon Valley,” Sunnyvale, with a population of approximately 138,000, is the fifth largest city in the San Francisco Bay Area and the second largest in Santa Clara County. Sunnyvale was incorporated in 1912 and, over the years, has transformed from an agricultural community, to a center for the defense industry, to the current nexus of research, development and manufacturing that created Silicon Valley. Sunnyvale is home to companies such as Yahoo!, Advanced Micro Devices, Network Appliance, and Lockheed Martin Space Systems. The draw of working in this dynamic community swells the City’s daytime workforce to 230,000.

Sunnyvale is ideally located in the spectacular San Francisco Bay Area. The San Jose, Oakland and San Francisco international airports are easily accessible. The area is home to many museums, theaters, concert halls, and art galleries, as well as numerous professional sports teams.

In addition to its ideal location, Sunnyvale is also recognized for its park system and public recreation facilities, including sixteen parks, two golf courses, fifty-one tennis courts, six public swimming pools and a state of the art Community Center. The City’s Baylands Park provides over seventy acres of developed parkland offering recreation activities, scenic pathways, and picnic areas for families. A wide variety of cultural and artistic events are available within the City, including the annual Art & Wine Festival, the Summer Music Series, Hands on the Arts children’s art fair, a weekly farmer’s market, and downtown holiday events. Additionally, the historic downtown business district is a vibrant commercial and entertainment hub.

Four school districts serve Sunnyvale, with twenty-six public and private schools. Stanford University, Santa Clara University, San Jose State University, two University of California campuses and several community colleges are nearby. Sunnyvale’s moderate climate is ideal. Summers typically bring warm sunny days and delightful cool nights, and winters are mild, with an average rainfall of 15 inches.

**The City of Sunnyvale**

The City of Sunnyvale is a charter city, with a seven-member City Council that is elected at large. The Council appoints the City Manager and City Attorney. The Mayor and Vice Mayor are selected by the Council, with the Mayor serving a two-year term. The Council and City staff enjoy a positive and mutually respectful relationship.

Sunnyvale provides a full range of services and maintains a workforce of approximately 950 regular employees. The City has an annual operating and capital budget of approximately \$270 million. The City’s performance-based budgeting system and unique financial planning and management system provide a strong structure for the City’s long-term fiscal stability, resulting in a solid overall financial foundation. The City has a balanced 20-year financial plan and operates under a two-year budget

cycle. Community surveys consistently indicate that residents and businesses are satisfied with the quality of the services and programs provided by the City.

Sunnyvale was recognized by President Clinton and Vice President Gore in 1993 as a model for local government operations. They noted that the City continuously provides more services to its citizens, at a lower cost, than other cities. The City's Planning and Management System provides a framework in which the City plans, performs and evaluates the services provided to the community in a systematic and quantifiable manner to promote accountability.

City departments include: City Manager, City Attorney, Community Development, Finance, Human Resources, Information Technology, Libraries, Parks and Recreation, Public Safety (an innovative Police/Fire combination), and Public Works. The City also staffs the Department of Employment Development, which provides regional job-training programs to citizens of Sunnyvale and six other municipalities. All Department Directors report directly to the City Manager, with the exception of the City Attorney, who is appointed by and reports to the City Council.

The City's Executive Leadership Team (ELT), consisting of the City Manager, City Attorney, and all Department Directors, is highly collaborative and collegial. The ELT works together to address substantive issues of overall Citywide importance and provide leadership direction to the organization. Creative problem solving and performance improvement are constant themes within the management culture as the City strives for continuing innovation in achieving enhancements to efficiency and effectiveness.

### **The Office of the City Manager**

The Sunnyvale City Manager's Office has a staff of 22 employees including the Assistant City Manager, who serves as the Department Director overseeing the following divisions: City Clerk, Communications Community Resources, Intergovernmental Relations and Youth and Family Resources.

### **Issues & Challenges**

The City Manager will face the following issues & challenges:

- A major downtown redevelopment project that involves rebuilding and revitalization of the downtown is in progress, and presents significant challenges and opportunities for the City. The City Manager plays a key role in moving the project forward, ensuring timely completion of development milestones, communicating thoroughly and often with the City Council, and continually addressing urgent issues that are unavoidable in a project of this scope and complexity.
- The study and financing of a number of significant capital and infrastructure projects are on the horizon, including renovation of an aging Wastewater Treatment Plant, Library development, updating the City's Administrative Offices, and evaluating effective utilization of Parks and Recreation facilities.
- Continued refinement of the City's long-term financial plans to respond to the community's desire for state-of-the-art programs and services.
- Workforce planning and strengthening organizational effectiveness will also require inspirational and dynamic leadership from the City Manager.

- The challenges coming from accommodating growth within a largely built-out community while preserving neighborhood character.

## **The Ideal Candidate**

The new City Manager will be replacing Amy Chan, who is retiring after close to three decades of service with the City, the last four years as City Manager. The successful candidate will of necessity be a quick study, straightforward and even-handed. This position requires a combination of vision and “big picture” thinking along with a practical and proactive style. Public input has made it clear that the citizens expect a City Manager who is unquestionably ethical, and who shares the public's commitment to long-term sustainability of all aspects of the City: economic, environmental, demographic, and cultural. It will therefore be essential for the new City Manager to understand and support Sunnyvale's tradition of long-range planning and the related budget structure. The preferred candidate will bring a high level of credibility demonstrated by a style of leading through inspiration. Creating a positive and supportive environment that motivates staff to strive for excellence will mean that the Manager will be comfortable delegating, and accessible with an open door policy. In addition, the new Manager must have a reputation of success in complex and fast-paced organizations, as well as a history of building effective relationships with City Council members; key to that success will be a proven track record of keeping the Council collectively informed of all relevant issues and concerns.

The City Council expects the new City Manager to be involved with and visible in the community, demonstrating a commitment to positive engagement with elected officials, neighborhood citizen groups, business and development communities, peer groups and staff. This position requires a candid and open communicator, who is politically astute but operates in an apolitical and objective fashion, and is diplomatic but direct. In the course of furthering Council goals and objectives, the new City Manager must provide clear and unwavering guidance to the City Council that reflects community interests and best practices for innovative municipal governance. An inclusive approach with sensitivity to the multi-cultural environment and diverse needs of the city's residents should be demonstrated by the ideal candidate. The new City Manager will achieve great satisfaction from his/her role in leading and continually improving a policy-driven, process-oriented, and transparent organization.

The position requires a four-year degree in Public Administration, Business Administration, or a related field. A Master's degree is desirable. The new City Manager should have an extensive background in municipal management. Candidates with experience managing a large and sophisticated public entity as a City Manager, Assistant City Manager or Executive Director are highly encouraged to apply.

## **Compensation and Benefits**

The salary for the City Manager will be market competitive and placement depends on qualifications of the selected candidate. The City of Sunnyvale also offers an excellent benefits package, including:

### **(INSERT BENEFIT INFORMATION)**

For additional information regarding the City of Sunnyvale, please visit the City's website at [www.sunnyvale.ca.gov](http://www.sunnyvale.ca.gov).

## **Application and Selection Process**

To be considered for this exciting career opportunity, please forward a letter of interest and your resume with salary history and five work-related references (who will not be called until mutual interest is established) to:

Bill Avery or Ann Slate  
Avery Associates  
3½ N. Santa Cruz Ave., Suite A  
Los Gatos, CA 95030  
Fax: 408-399-4423  
E-mail: [jobs@averyassoc.net](mailto:jobs@averyassoc.net)  
[www.averyassoc.net](http://www.averyassoc.net)

Final filing date: June 27, 2008

If you have any questions regarding this position, please contact Ms. Slate at 805-459-5132 or Mr. Avery at 408-399-4424.