



City of Sunnyvale  
Department of Human Resources  
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[www.sunnyvale.ca.gov](http://www.sunnyvale.ca.gov)

October 3, 2013

TO: City Council  
FROM: Teri Silva, Director of Human Resources  
SUBJECT: City Manager Recruitment Process

*Teri Silva*

The Mayor's sub-committee met with Bill Avery to discuss the City Manager recruitment process on Monday, September 30, 2013. During this meeting a tentative calendar was established and I was asked to share this information with you in advance of the meeting. Along with the tentative calendar, Bill Avery has prepared a draft job flyer for your review and consideration.

Bill will be at the City Council meeting on Tuesday, October 8, 2013 to discuss the recruitment process, calendar and job flyer. Please be prepared with your questions or comments for Bill on Tuesday night so that he can get the position posted shortly after the meeting. Also, please review your calendar for availability on the dates identified for the closed session meetings and interviews.

**Tentative Recruitment Schedule**

	Date
Application Deadline	November 20, 2013
Closed Session to Review Recommended Applicants	December 3, 2013
Interview with Most Qualified Applicants	December 13, 2013 (All Day)
Final Candidates Interview with City Council	January 10, 2014
Site Visitation for Final Candidate	January 12-24, 2014
Final Candidate Negotiations/Closed Session	January 28, 2014

Attachment: Draft Job Flyer

cc: Gary Luebbbers, City Manager  
Bill Avery, Avery & Associates

## Compensation and Benefits

The salary for the City Manager is open, DOQ. The City pays market competitive salaries, with the current salary range of up to \$264,000. The City of Sunnyvale also offers an excellent benefits package, including:

- ◆ Medical Insurance: Medical coverage is provided through CalPERS and is fully paid by the City for the employee and eligible dependents.
- ◆ Dental Insurance: Family coverage provided through Delta Preferred (PPO) or Delta Care (HMO).
- ◆ Vision: Family coverage provided through VSP
- ◆ Retirement: CalPERS 2% @ 60 plan for Classic Members, 2% @62 for new PERS members in accordance with PEPPRA.
- ◆ Paid Time Off: An all-inclusive paid-time off program.
- ◆ Holidays: Eleven holidays and an additional 20 hours of floating holiday pay per calendar year.
- ◆ Other benefits include: Deferred Compensation: The City contributes 2% to a 457 or a 401(a) plan. Management Administrative Leave of 60 hours per year; Employee Assistance Program, Flexible Spending Account.

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



## The Process

If you are interested in pursuing this unique and exceptional career opportunity, please forward (email preferred) a letter of interest, your resume, including your current salary, and five work-related references (who will not be contacted until mutual interest is established) to:

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

The final filing date for this position is November 20, 2013.

If you have any questions regarding this position, please feel free to contact Bill Avery at 408.399.4424 or Ann Slate at 805.459.5132.



# The City of Sunnyvale

*invites your interest for the  
position of*



## City Manager

## The Community

Recognized as the “Heart of Silicon Valley,” Sunnyvale, with a population of approximately 146,000 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 Google, Bloom Energy, Juniper Networks, Network Appliance, Nokia, Rambus, Apple, Twitter and Yahoo!. The draw of working in this dynamic community swells the City’s daytime workforce to over 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 18 prize-winning parks, two golf courses, fifty-one tennis courts, six public swimming pools and a state of the art Community Center. The 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, with an average temperature of 71° in July and 53° in January. Summers typically bring warm sunny days and delightful cool nights, and winters are mild, with an average rainfall of 15 inches.



## City Government

The City of Sunnyvale is a charter city, with a seven-member City Council that is elected at large. The Mayor and Vice Mayor are selected by the Council, with the Mayor serving a two-year term. The Council appoints the City Manager and City Attorney. 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 823 regular employees. The 2013/14 Budget and 20-year Resource Allocation Plan totals \$285.1M. The citywide operating budget is \$228.5M. Financially, Sunnyvale is one of the Bay Area’s best-positioned cities. Moody’s Investor Services confirms this with its recent Triple A credit rating, an independent measure of financial standing. Sunnyvale continues to take a leadership role among local governments with its fiscal policies, performance-based budgeting and unique long-term financial planning and management system. 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.

City departments include: City Manager, City Attorney, Community Development, Finance, Human Resources, Information Technology, Libraries and Community Services, Public Safety (an innovative Police/Fire combination), Environmental Services and Public Works. The City also staffs the NOVA Workforce, which provides regional job-training programs to citizens of Sunnyvale and six other municipalities.

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 service delivery.

The Sunnyvale City Manager’s Office has a staff of 18 employees and is organized into six services: City Clerk’s Office, Public Information, Economic Development/Business Attraction and Retention, City Council, Print/Mail Services and Management/Administrative Support.

The City Manager will face the following issues and challenges:

- ◆ A major downtown revitalization and development project that involves rebuilding and revitalization of the downtown center 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 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. The City Council and community 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 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.