



Eugene City Council

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Eugene, OR 97401
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www.eugene-or.gov

EUGENE CITY COUNCIL AGENDA

July 9, 2025

12:00 p.m. CITY COUNCIL WORK SESSION

City Council Wednesday work sessions are held using virtual meeting technology. Information about online or other options for access and participation will be available at <https://www.eugene-or.gov/3360/Webcasts-and-Meeting-Materials>

Meeting of July 9, 2025; Her Honor Mayor Kaarin Knudson Presiding

Councilors

Greg Evans, President
Alan Zelenka
Randy Groves
Matt Keating

Lyndsie Leech, Vice President
Jennifer Yeh
Mike Clark
Eliza Kashinsky

12:00 p.m. CITY COUNCIL WORK SESSION

1. WORK SESSION: City Manager Recruitment Process, Recruiter Selection

The Eugene City Council welcomes your interest in these agenda items. This meeting location is wheelchair-accessible. For the hearing impaired, an interpreter can be provided with 48 hours' notice prior to the meeting. Spanish-language interpretation will also be provided with 48 hours' notice. To arrange for these services, contact the receptionist at 541-682-5010. City Council meetings are telecast live on Metro Television, Comcast channel 21, and rebroadcast later in the week.

El consejo de la Ciudad de Eugene agradece su interés en estos asuntos de la agenda. El lugar de la reunión tiene acceso para sillas de ruedas. Se puede proveer a un intérprete para las personas con discapacidad auditiva si avisa con 48 horas de anticipación. También se puede proveer interpretación para español si avisa con 48 horas de anticipación. Para reservar estos servicios llame al 541-682-5010. Las reuniones del consejo de la ciudad se transmiten en vivo por Metro Television, Canal 21 de Comcast y son retransmitidas durante la semana.

For more information, contact the Council Coordinator at 541-682-5010,
or visit us online at www.eugene-or.gov.

July 9, 2025 Work Session

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: City Manager Recruitment Process, Recruiter Selection

Meeting Date: July 9, 2025
Department: Central Services

Agenda Item Number: 1
Staff Contact: Mia Cariaga, CS
Kathryn Brotherton, CS/CAO
Contact Telephone Number: 541-682-5010

www.eugene-or.gov

ISSUE STATEMENT

This work session is an opportunity for the Council to interview potential recruitment firms to conduct a national search for a City Manager.

BACKGROUND

In April 2025 City Manager Sarah Medary announced that she will be retiring in December 2025. The City Charter vests the City Council with the sole authority and responsibility to appoint the City Manager. If Medary vacates the position prior to the City Council permanently filling it, the City Charter provides that the Mayor appoints a City Manager Pro Tem to temporarily fill the City Manager vacancy.

At their May 12, 2025, meeting City Council decided to hire a recruitment firm to support Council's efforts to conduct a national search and hire a new City Manager. Council also decided to have a Council Committee conduct the initial review of potential recruitment firms to narrow the pool of firms and make recommendations to the full Council. The Council Committee is made up of Councilors Evans, Leech, Yeh, and Zelenka. The Council Committee met twice. At the first meeting they reviewed the initial pool of 15 firms and identified six firms to move forward to virtual interviews. The Council Committee met for a second time to interview the top six firms and identify three firms to advance to a virtual interview with Council at the July 9 work session. This July 9 work session is extended to two hours to allow each firm 30-minute interviews and 30 minutes for Council deliberation and action.

The three firms selected for virtual interviews with the Council are W. Brown Creative Partners (WBCP) at 12:00 p.m., CPS HR Consulting (CPS HR) at 12:30 p.m., and Bob Murray and Associates at 1:00 p.m. Their Letters of Interest submitted in response to a Request for Interest are included in **Attachment A**. Additionally, their interviews with the Council Committee can be viewed via the meeting recording available [here](#). CPS HR begins at [1:19](#), WBCP at [1:42:05](#), and Bob Murray and Associates begins at [2:05:28](#).

NEXT STEPS & NEEDED COUNCIL DIRECTION

After Council completes the three interviews, Council is asked during this work session to identify the recruitment firm that they would like to provide the services to conduct a national recruitment, selection process, and hiring of a City Manager. Unless directed at this work session to do something different, City staff will work with Council's selected firm to execute a contract and begin work over the Council break. The next step for Councilors will be to meet with the firm individually to provide input to inform a job posting and promotional materials that Council will be asked to approve in September.

POSSIBLE MOTION

Move to select [WBCP] **or** [CPS HR] **or** [Bob Murray and Associates] to conduct the Eugene City Manager recruitment process in accordance with the terms of a contract negotiated and executed by Central Services Director, Mia Cariaga.

ATTACHMENT

A. Letters of Interest from WBCP, CPS HR, and Bob Murray and Associates.

FOR MORE INFORMATION

Staff Contact: Mia Cariaga, Central Services Director

Telephone: 541-682-5408

Staff E-Mail: MCariaga@eugene-or.gov

City Manager Recruitment Attachment A, July 3, 2025





RECRUITMENT SERVICES



CITY MANAGER

June 11, 2025

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Confidential

I. LETTER OF INTEREST.....

June 11, 2025

Darren Schmidt
Purchasing Analyst
dschmidt@eugene-or.gov



RE: City of Eugene – City Manager Recruiting Services

It is our pleasure to submit this proposal for recruitment services to secure your ideal candidate to serve as the City Manager of the City of Eugene. **WBCP has worked on many City Manager recruitments, and we look forward to the opportunity to partner with your organization on this critical position!**

We trust our proposal will showcase our client-focused recruitment process and will act as a testament that we are passionate about what we do to make our clients happy.

Exciting news! WBCP has partnered with the National Association of Counties (NACo) and its Public Promise Procurement (PPP) Program to offer a game-changing solution. With our new streamlined service, you can piggyback on the County of San Diego's Master Service Cooperative Agreement, saving you time, money, and effort. This opportunity is available nationwide for cities, counties, special districts, nonprofits, state agencies, and educational institutions. If this is something that is of interest for this or future procurement processes, please visit our site at: <https://wbcpinc.com/naco/>

It has been proven that great employees are looking for great employers, not just a paycheck. WBCP provides a broader perspective to recruitment services – going beyond securing the ideal candidate – we brand your organization as an employer of choice. We use eye-catching marketing materials, innovative search practices, and responsive and respectful communications with your applicants and stakeholders. **Additionally, we guarantee this placement for 18 months, and we provide a fair and equal recruitment process that also focuses on attracting ethnic and gender-diverse applicant pools.**

WBCP is talented at working with you to identify the strengths, challenges, and opportunities of this job, the ideal candidate, and your community and organizational culture. WBCP will work with your stakeholders to design a recruitment strategy that will include a customized engagement process. We will have a series of meetings, discussions, stakeholder interviews, and survey(s) to get to know you, the organization, the community, the culture, and the staff whom the future City Manager will lead.

My team and I know the Oregon candidate marketplace and have many clients in your region, such as the **County of Lane, City of Tillamook, City of Independence, City of Hubbard, City of Astoria, and City of Garibaldi** (just to name a few). We have exceptional experience successfully recruiting for City Manager positions, with several of our recruitments including, but not limited to:

- **City Manager, City of Tillamook, OR**
- **City Manager, City of Independence, OR**
- **City Administrator, City of Hubbard, OR**
- **City Administrator, City of Rogue River, OR**
- **City Manager, City of Port Hueneme, CA**

To see a full list of our clients and successful recruitments, visit: <https://tinyurl.com/3j9bdd79>

We have over two decades of experience in public sector executive search services and have provided direct search services through WBCP since 2004. WBCP's executive recruiters are all highly personable and have unique backgrounds that make them well-equipped to take on your recruitments, as you will read their biographies in this proposal. WBCP now has offices in California, Oregon, Washington, Texas, and Colorado.

Confidential

I. LETTER OF INTEREST.....

Recruiting top talent has become the number-one topic among administrators. New and innovative recruitment strategies are critical to identifying and securing candidates with a deep understanding of how to assess and meet community needs and address future challenges. WBCP understands the complexity of community leadership, and we are prepared to provide a thorough, complete, and fair recruitment process to provide a diverse applicant pool. **Upon our 2024 year-end review, we found that over the last three years 63% of our placed candidates came from diverse backgrounds.** In fact, we are often selected and told that we bring a larger, more qualified and diverse groups of candidates than they have ever received from past professional recruiters.

Clients also choose our firm over others because of our ability to work with your support staff and stakeholder group (including boards, appointed/elected officials, and engaged constituents), manage all details of a recruitment process, and secure great candidates. Our dedication and commitment to the client are complemented by our deep understanding and ability to effectively navigate challenging political climates.

Our clients have great things to say about the quality of the service we provide and the amazing candidates we find them. In fact, many of our clients are return customers. Please feel comfortable reaching out to these organizations to get their feedback directly.

Lastly, we love what we do, and we are passionate about finding exceptional candidates who are also passionate about serving others. WBCP's staff are driven and desire to exceed client expectations. I appreciate your consideration in retaining our services and hope to have an opportunity to work with you in the future.

Best Regards,



Wendi Brown | Founder/President, WBCP, INC.

wendi@wbcpinc.com | 541-664-0376

www.wbcpinc.com

DIVERSITY

63%

*of WBCP candidates
placed in positions
come from a diverse
background*

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II. BACKGROUND & QUALIFICATIONS.....

Principal: Wendi Brown, President/CEO

Company Legal Name: WBCP, Inc. (W. Brown Creative Partners)

Tax ID: 81-5454037

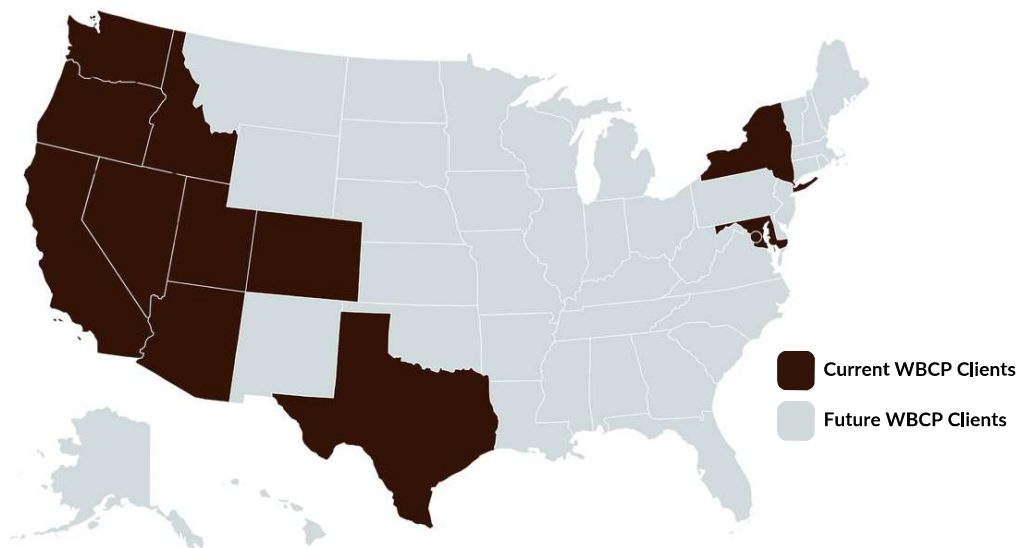
Website: www.wbcpinc.com

Phone: 866-929-WBCP (9227) / 541-664-0376

Address:

- **Oregon (3 offices including WBCP, Inc. Headquarters):** 213 E Main St., Rogue River, OR, 97537; City of Grants Pass and City of Tigard
- **California (5 offices):** San Jose, Gilroy, Roseville, Los Angeles and Santa Barbara
- **Washington:** City of Seattle
- **Texas:** City of Dallas

WBCP is serving clients across the United States!



WOMEN OWNED

WBCP, Inc. is a 100% woman-owned business, an S Corporation, not part of a parent company, and is a registered small business through the U.S. Small Business Administration (SBA). WBCP is registered to do business in all of the states that we serve..

BUSINESS HISTORY

WBCP, Inc. has been in business since 2004, and serves nonprofit and public sector organizations. WBCP offers a variety of services, including: partial and full service search services for individual contributor, supervisor, management and executive management positions; human resources consulting: organizational development, training, classification and compensation studies, analysis and assessments, etc.

II. BACKGROUND QUALIFICATIONS.....

WBCP has over 20 years of experience providing search services for public sector and non-profit organizations. We have successfully secured professionals and provided other consulting services in **California, Arizona, Colorado, Idaho, Nevada, New York, Oregon, Texas, Utah, and Washington.**

Cities of: Anaheim (CA), Arcata (CA), Ashland (OR), Astoria (CA), Atwater (CA), Berkeley (CA), Boulder City (NV), Calistoga (CA), Central Point (OR), Ceres (CA), Chandler (AZ), Colfax (CA), Corte Madera (CA), Culver City (CA), Davis (CA), Dunsmuir (CA), Duvall (WA), Fort Worth (TX), Fremont (CA), Fresno (CA), Garibaldi (OR), Gold Hill (OR), Grants Pass (OR), Hemet (CA), Hubbard (OR), Independence (OR), Irvine (CA), Laguna Beach (CA), Larkspur (CA), Lincoln (CA), Livermore (CA), Livingston (CA), Long Beach (CA), Medford (OR), Milpitas (CA), Napa (CA), Novato (CA), Oakland (CA), Orinda (CA), Oxnard (CA), Palo Alto (CA), Park City (UT), Pasadena (CA), Petaluma (CA), Phoenix (AZ), Phoenix (OR), Pismo Beach (CA), Port Hueneme (CA), Portola Valley (CA), Redding (CA), Riverside (CA), Rochester (NY), Rocklin (CA), Rogue River (OR), Roseville (CA), Sacramento (CA), San Francisco (CA), San Rafael (CA), Santa Maria (CA), Santa Monica (CA), Santa Paula (CA), Santa Rosa (CA), Solvang (CA), Sonoma (CA), South Pasadena (CA), Sutter Creek (CA), Talent (OR), Truckee (CA), Ventura (CA), Vernon (CA), Victorville (CA), West Hollywood (CA), Windsor (CA).

Counties of: Alameda (CA), Colusa (CA), Contra Costa (CA), Del Norte (CA), El Paso (CO), Fresno (CA), Humboldt (CA), Jackson (OR), King (WA), Lake (CA), Lane (OR), Los Angeles (CA), Marin (CA), Mariposa (CA), Mendocino (CA), Merced (CA), Mono (CA), Napa (CA), Nevada (CA), Orange (CA), Placer (CA), Riverside (CA), Sacramento (CA), San Benito (CA), San Bernardino (CA), San Diego (CA), San Francisco (CA), San Joaquin (CA), San Luis Obispo (CA), San Mateo (CA), Santa Barbara (CA), Santa Clara (CA), Santa Cruz (CA), Shasta (CA), Solano (CA), Sonoma (CA), Stanislaus (CA), Tehama (CA), Tuolumne (CA), Yolo (CA), Yuba (CA).

Local and National Councils, Boards, and Districts: Bear Valley Community Services District, Boulder Creek Fire Protection District, California Prison Industry Authority (CALPIA), Cosumnes Community Services District, Hass Avocado Board (HAB), Jackson County Fire District 5, Los Angeles County Employees Retirement Association (LACERA), Mendocino County Air Quality Management District, Metropolitan Transportation Commission (MTC), Modesto Irrigation District, Monterey One Water, Nevada Irrigation District, Newark Chamber of Commerce, North American Blueberry Council/U.S. Highbush Blueberry Council (NABC/USHBC), Oakland Housing Authority, Olivehurst Public Utility District, Orange County Employees Retirement System (OCERS), Placer County Transportation Planning Agency (PCTPA), Port of Long Beach (CA), Rogue Valley Sewer Services, Sacramento Area Flood Control Agency (SAFCA), Sacramento Area Sewer District, Sacramento Employment & Training Agency (SETA), Sacramento Public Library Authority, Sacramento Suburban Water District, San Benito Council of Governments, San Benito County Water District, San Joaquin County Employees' Retirement Association (SJCERA), San Joaquin Tributaries Authority, San Rafael Sanitation District (SRSD), San Ramon Valley Fire Protection District, Sonoma County Library, South Coast Air Quality Management District, Tri-City Mental Health Authority (TCMHA), Truckee-Donner Public Utility District (TDPUD), Tuolumne Utilities District, Valley Water, West Basin Municipal Water District.

Nonprofit and Joint Powers Authorities (JPAs): California Corrections, California Municipal Utilities Association (CMUA), Center Point, Central California Legal Services (CCLS), Community Food Bank, Community Works, Dogs for Better Lives/Dogs for the Deaf, Downtown Streets Team, East Bay Regional Communications Systems Authority, First 5 (Alameda County, California Association, Fresno, Santa Barbara County, San Mateo), Futures Without Violence (Family Violence Protect Fund), Gold Coast Health, Greater Richmond Interfaith Program (GRIP), LA Public Media, Latino Public Broadcasting, Los Angeles Unified School District (LAUSD), Northern Valley Catholic Social Service (NVCSS), Options Recovery, Radio Bilingüe, Sacramento County Superior Court, Sacramento Public Library Authority (SPLA), Santa Barbara Superior Court, Santa Cruz County Animal Services Authority, Teton County Joint Housing Authority (TCJHA), Transitions-Mental Health Association, Valley Consortium for Medical Education (VCME), Water Forum, West Angeles Church of God in Christ.

Private Organizations: CDS Publications, Central California Truck and Trailer, Morton & Pitalo, NAVA, SWEED, Tekmanagement, Touchstone Accounting.

Consulting services (classification and compensation services, competency modeling, job description development, job family development, job analysis): City of Fremont (CA), City of Medford (OR), City of Santa Maria (CA), City of Santa Paula (CA), County of Humboldt (CA), County of Mariposa (CA), County of Santa Barbara (CA), and County of San Luis Obispo (CA).

II. BACKGROUND & QUALIFICATIONS.....

INDUSTRIES

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> • Organizational Leadership • Economic Development • Facilities & Operations • Financial, Administrative Services, Accounting, Auditing • Health & Human Services, Housing, Unhoused | <ul style="list-style-type: none"> • HR, Risk, Labor/Employee Relations • Information Technology • Legal, Counsel, Clerk • Library • Marketing, Communications, PR • Parks & Rec, Community Services, Arts | <ul style="list-style-type: none"> • Planning, Environmental, Community Development, Building, Transit • Public Safety • Public Works, Transportation, Engineering |
|--|--|---|

BELOW IS A LIST OF SIMILAR RECRUITMENTS WBCP HAS MANAGED:

ORGANIZATIONAL LEADERSHIP

- City Manager, City of Atwater, CA
- City Manager, City of Boulder City, NV
- City Manager, City of Ceres, CA
- City Manager, City of Colfax, CA
- City Manager, City of Dunsmuir, CA
- City Manager, City of Garibaldi, OR
- City Manager, City of Gold Hill, OR
- City Manager, City of Independence, OR
- City Manager, City of Oxnard, CA
- City Manager, City of Pasadena, CA
- City Manager, City of Parlier, CA
- City Manager, City of Petaluma, CA
- City Manager, City of Phoenix, OR
- City Manager, City of Port Hueneme, CA
- City Manager, City of Santa Maria, CA
- City Manager, City of Santa Rosa, CA
- City Manager, City of Santa Monica, CA
- City Manager, City of Sonoma, CA
- City Manager, City of Talent, OR
- City Manager, City of Tillamook, OR
- City Manager, City of Ventura, CA
- City Administrator, City of Duvall, WA
- City Administrator, City of Hubbard, OR
- City Administrator, City of Rogue River, OR
- Town Manager, Town of Truckee, CA
- Town Manager, Town of Windsor, CA
- Town Manager, Town of Portola Valley, CA (active)
- Assistant City Manager (Municipal Services), City of Sacramento, CA
- Assistant City Manager (Public Safety), City of Sacramento, CA
- Deputy City Manager, City of Long Beach, CA
- Chief Executive Officer, CalPIA (California Prison Authority), CA
- Chief Executive Officer, Downtown Streets Team, CA
- Chief Executive Officer, Newark Chamber of Commerce, CA
- Chief Executive Officer, San Joaquin County Employees' Retirement Association (SJCERA), CA
- Chief Executive Officer, San Joaquin Tributaries Authority, CA
- County Executive Officer, County of Shasta, CA
- County Administrative Officer, San Benito County, CA
- ACAO – Assistant County Administrator, County of San Joaquin, CA

II. BACKGROUND & QUALIFICATIONS.....

ORGANIZATIONAL LEADERSHIP (CON'T)

- ACAO/HR Director, County of Mariposa, CA
- ACEO – Assistant County Administrative Officer, County of Santa Barbara, CA
- ACEO – Assistant County Executive Officer, County of Napa, CA
- General Manager, Bear Valley Community Services District, CA
- General Manager, Los Angeles Public Media, CA
- General Manager, Olivehurst Public Utility District, CA
- General Manager, Radio Bilingüe, CA
- General Manager, San Benito County Water District, CA
- General Manager, Santa Cruz County Animal Services Authority, CA
- General Manager, Tuolumne Utilities District, CA
- Chief Operating Officer, Futures Without Violence, CA
- Chief Operating Officer, WBCP Inc., OR
- Chief Operating Officer – IT and Administrative Services, Valley Water, CA
- Chief Operating Officer – Water Utility Enterprise, Valley Water, CA
- Chief Operating Officer/Executive Director, Valley Consortium of Medical Education, CA
- Assistant General Manager Water Operations, Modesto Irrigation District, CA
- Executive Director, California Municipal Utilities Association (CMUA), CA
- Executive Director, First 5 Association of California, CA
- Executive Director, Water Forum, CA
- Executive Director, San Benito Council of Governments, CA
- Executive Director, Placer County Transportation Planning Agency, CA
- Executive Director, Teton County Joint Housing Authority, ID
- Executive Director, Arts Commission, County of Santa Barbara, CA
- Executive Director, Latino Public Broadcasting, CA
- Executive Director, Northern Valley Catholic Social Service, Redding, CA
- Executive Director, Greater Richmond Interfaith Program, CA
- Executive Director, Options Recovery Services, CA
- Executive Director, Sacramento Employment and Training Agency (SETA), CA
- Executive Director, Pacific Gateway Workforce Innovation Network (PGWIN), City of Long Beach, CA
- Executive Director, Tri-City Mental Health Authority, CA
- Executive Director, First 5 Fresno, CA
- Executive Director, First 5 Santa Barbara County, CA
- Executive Director – Police Accountability Board, City of Rochester, NY
- Executive Director, San Joaquin Tributaries Authority, CA
- Assistant Executive Director, First 5 San Mateo, CA
- Chief Animal Control Officer, City of Sacramento, CA
- Chief Deputy Director, ISD, County of Los Angeles, CA
- Vice President/Business Development Director, WBCP Inc., OR
- Executive Vice President, Center Point, CA

Check out our full list of
recruitments here:
<https://tinyurl.com/3j9bdd79>

II. BACKGROUND & QUALIFICATIONS.....

RECRUITING WITH DIVERSITY IN MIND

*Since partnering with the country's largest network of diversity job boards, **we have seen a 21% increase in diverse applicants and a 13% increase** in diverse candidates placed in positions with our clients. This demonstrates WBCP's dedication to expanding outreach and removing barriers to apply, ensuring access to a highly qualified and diverse applicant pool.*

600 Diversity Job Boards:

When you post a job with WBCP, it is automatically shared across 600 diversity job boards, maximizing reach and ensuring access to a wide and inclusive pool of talent. We also utilize the largest diversity database with over 160 million resumes and 15,000 community based organization contacts to expand our search.

LinkedIn:

As LinkedIn recruiters, we have access to over 1 Billion profiles, allowing us to evaluate candidates' backgrounds, education, experience, licensure, and more.

AI:

WBCP also leverages AI tools to gather additional information to effectively reach future applicants and candidates contact information for emails and phone numbers.



WBCP understands the complexities of meeting the needs of a diverse community, and we provide a thorough, complete, and fair recruitment process.

Streamline and Satisfy the RFP Process to receive recruiting on demand. Reach out to WBCP today for more information.



Scan to learn more!



II. BACKGROUND & QUALIFICATIONS.....

WHY CHOOSE WBCP

Proven Expertise:

- **Over 20 Years in Business and 100+ Years of Experience:** With over a century of combined experience, our recruitment professionals excel in public service sectors, including cities, counties, utilities, special districts, joint powers authorities, and non-profits. Our proven track record ensures expertise tailored to your needs.
- **100% Success Rate:** In 2024, we achieved a 100% success rate, successfully filling every position we managed including partial and full scope services from engineering, planning, finance, health and human services, legal, legislative, hard-to-fill civil service positions, and many more! We deliver results no matter what the challenge.

Employer Recognition: WBCP has been recognized as Oregon's TOP 100 EMPLOYERS.

HR Teams Trust Us: We simplify the recruitment process, managing every detail so HR teams can focus on other priorities. From sourcing candidates to scheduling interviews and providing updates, our seamless approach saves time, reduces stress, and ensures results.

Strategic Marketing and Advertising: Our marketing team designs targeted campaigns using diverse, cost-effective channels powered by AI. These campaigns maximize reach while staying within budget and include:

- **Diverse Applicant Pools:** Access to over 600 diversity-focused job boards, 15,000 diversity affiliations, and 120 million resumes ensures diversity is integral to our process.
- **LinkedIn Recruiter Expertise:** With access to 230 million U.S. profiles, we connect you with top-tier talent.
- **AI-Driven Talent Acquisition:** Advanced AI strategies enhance efficiency and uncover new candidate engagement opportunities.

Trusted Partners and Culture Cultivators: We go beyond finding candidates by building trust with your team and stakeholders. Our tailored strategies align top talent with your organizational culture, ensuring a collaborative and thoughtful recruitment process.

Recruiting with Competencies: Ensures a fair, measurable, and effective hiring process. This strategic approach helps identify the client's needs and then assesses candidates on the critical skills and behaviors for success.

Benefits:

- **Fairness:** Focuses on role-specific competencies.
- **Measurability:** Provides objective evaluation criteria.
- **Better Matches:** Aligns talent with organizational and cultural needs.
- **Equitable:** Reduces bias with standardized assessments.

Recruiting with competencies delivers high-quality, measurable solutions that ensure the best candidates for your team's success and cultural alignment.

Timely and effective background and

Reference Checks: WBCP partners with a trusted third party for thorough background checks and relies on a 30-year public safety veteran, retired as a police chief, and an expert in employee investigations, to conduct expert reference verifications. This ensures accuracy, professionalism, and confidence in every hiring decision.

Guaranteed Satisfaction: We stand behind our work with a 12-24 month guarantee. If the initial placement doesn't work out, we will conduct a replacement search at no additional consulting fee, ensuring lasting value for your investment.



III. GUARANTEE.....

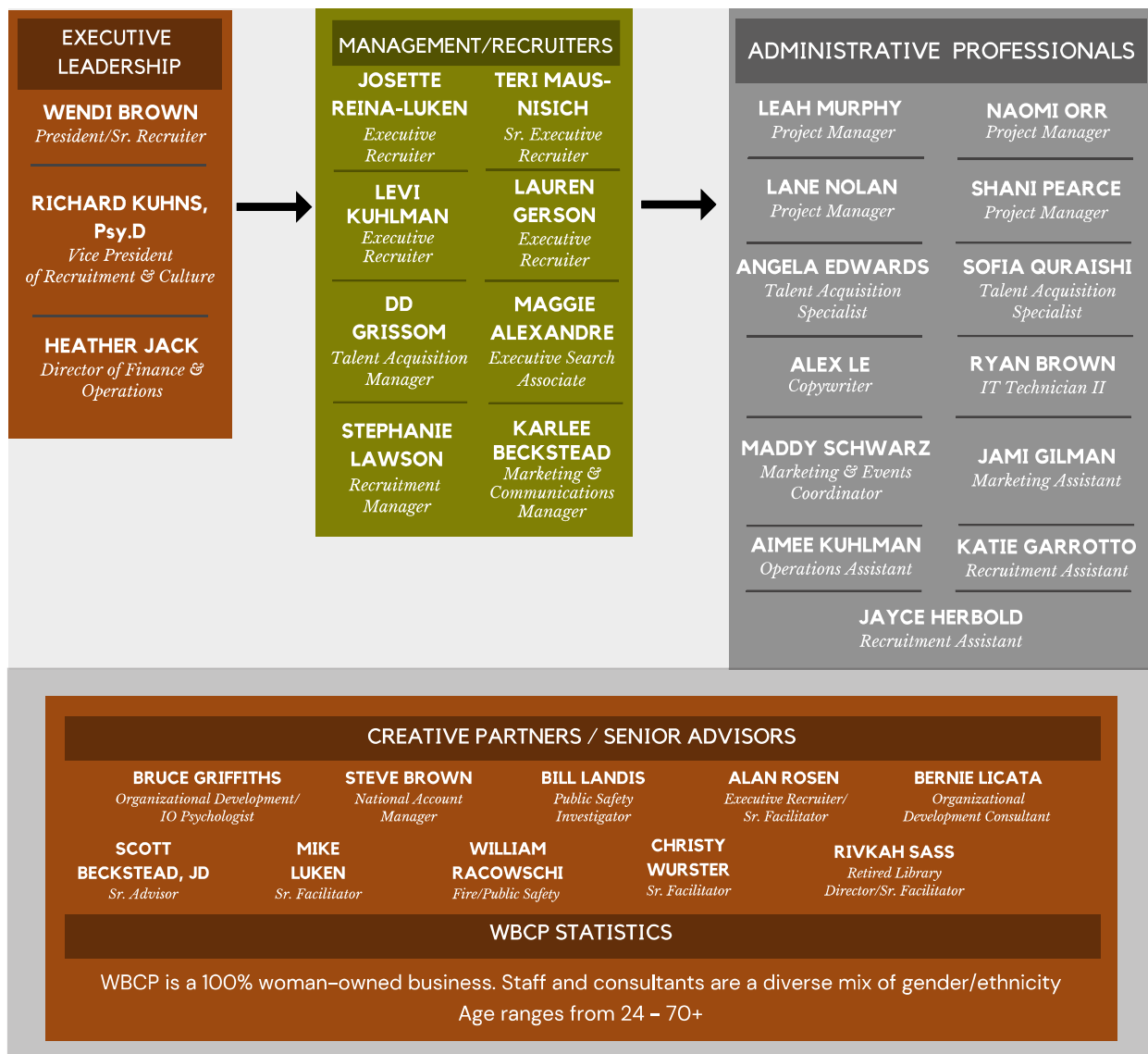
WBCP Inc. provides either a placement guarantee, or a replacement guarantee as determined by the recruitment outcome and defined below:

Successful Placement Guarantee: We guarantee a successful placement and will provide continued consulting services for one additional recruitment at no extra consulting fee. The client will be responsible for any direct expenses.

OR

Replacement Guarantee: If a candidate selected and appointed by the client leaves their position for any reason before completing **12 months** of service, WBCP will provide consulting services at no additional cost to secure a replacement. The client will be responsible for any direct expenses. This guarantee applies to one replacement within one year of the candidate's departure.

IV. ORGANIZATIONAL CHART.....



V. WBCP KEY STAFF.....

WENDI BROWN

*Lead Consultant/
Sr. Executive
Recruiter*



I am the President of WBCP, with over 20 years of experience in marketing and advertising and combine this with my background in recruiting to successfully place hard-to-fill, management, and executive positions. My team and I are passionate about helping organizations improve their recruitment services, place great talent, conduct department assessments, redesign antiquated processes, revise job descriptions, conduct salary and benchmark studies, and more. I have worked in various industries – advertising and public relations, national real estate franchisor, global manufacturing – and I have worked with nonprofit and public sector organizations since 1999. Formerly, I was an internal Human Resources Consultant for the County of Orange, California, providing countywide communications, human resources, executive search, and recruiter training services to the Assistant Chief Executive Office/Human Resources Director and, at that time, 25 decentralized departments, with 17,000 employees, serving a community of 300,000. I have a Bachelor's of Science in Business Administration with an emphasis in Marketing from Colorado Technical University; have earned several certificates in Project Management, Global Business, Marketing, and Human Resources; and working toward a Master's in Management at Southern Oregon University

RICHARD KUHN

*Vice President of
Recruiting
& Culture*



Richard Kuhn is a retired County Administrative Officer with over 28 years of experience in the Public Sector. He is currently the VP of Recruiting and Organizational Culture for WBPC. Richard began his career in Law Enforcement, transferring his focus to Administration where he served as the Director of Housing and Community Action, Behavioral Health, General Services, and Solid Waste. Richard has a "find a way, to find a way" mentality. With his vast knowledge and experience in the Public Sector he has an intuitive understanding of working with government leaders, policy makers, and the public. Richard achieved a Bachelor of Science in Business Management, a Master of Arts in Behavioral Science with an emphasis in Conflict Resolution and Negotiations, and a Doctorate in Clinical Psychology. For the past three years Richard has worked as an Executive Recruiter and Behavioral Health Consultant. As a Consultant, he worked with several Northern California Counties creating and implementing the newly state mandated 24/7 Mobile Crisis. He has now focused his time and efforts on assisting WBCP clients in finding and securing the top candidate for your organization.

V. WBCP KEY STAFF.....

TERRI MAUS-NISICH
Sr. Executive Recruiter



Terri Maus-Nisich holds a pivotal role as one of our Senior Executive Recruiters, leveraging her extensive background as a distinguished leader in local government. With a local government career spanning over 40 years, Terri's journey includes transformative roles within the County of Santa Barbara, where she ascended from Parks Director to Assistant County Executive Officer, overseeing vital municipal and health/human service departments. Her remarkable impact encompasses leadership in Homeless Services, Communications, and Emergency Management, driving community engagement, disaster recovery, and support for vulnerable populations. Before her tenure in Santa Barbara, Terri spent 15 years with the City of Santa Clarita in roles ranging from analyst to Deputy City Manager. Throughout her remarkable career, Terri prioritized strategic planning, organizational development, and innovative problem-solving, garnering numerous awards. She holds a Bachelor's Degree from UC Santa Barbara, a Masters of Public Administration from Cal State Northridge, and a graduate certificate from Harvard University's JFK School of Government.

LAUREN GERSON
Executive Recruiter



Lauren Gerson is a seasoned Executive Recruiter at WBCP, where she draws on over 15 years of experience in career services, customer relations, and operations. Her recruiting expertise extends across various industries, with notable success in health and human services, utilities, and finance. Lauren has helped organizations across multiple states fill hard-to-hire positions at every level, from individual contributors to executives. Lauren's diverse professional journey began in operations and events management, where she honed her expertise in human resources, business management, and regulatory compliance. She later transitioned to career services, and prior to joining WBCP, worked with a career coaching company helping job-seekers better leverage their skills and overcome barriers to employment. Lauren holds a Bachelor's degree in Philosophy from Whittier College. She brings a unique perspective to her role, and is committed to making a positive impact both professionally and personally. With her unwavering dedication and client-centric focus, Lauren continues to drive success and excellence in executive recruitment at WBCP.

V. WBCP KEY STAFF.....

CHRISTY WURSTER
Senior Advisor



Christy Wurster is a consultant aiding in the recruitment of city managers and other organizational leaders. She has worked in local government in Oregon since 1995 and has served in various positions up to and including City Manager. She also helps cities going through leadership transitions and works as an interim city manager until they can recruit a new manager. Christy holds a master's degree in Public Administration from Portland State University and a bachelor's degree from Western Baptist College (now Corban University). She has served as president for the Oregon City/County Management Association, the Oregon Public Purchasing Association, and the Silverton Rotary Club. She also held one of three city manager positions on the League of Oregon Cities Board of Directors between 2015 and 2018. Christy is known for her work in budget development and oversight as well as project management of infrastructure projects. She loves traveling and helping cities secure excellent leaders!

LEVI KUHLMAN
Executive Recruiter



Levi Kuhlman is an Executive Recruiter at WBCP, and an experienced professional with a multifaceted career spanning across executive recruitment, real estate, and entrepreneurship. He has worked extensively with local municipalities, special districts, and not-for-profit organizations across the Western region, with a focus in California, Oregon, and Idaho. Levi has conducted many successful recruitments in various industries including planning, rent stabilization and housing, engineering, finance, city management, transportation and transit, community development, building and safety, public safety, risk management, and information technology. Levi serves as a skilled and diplomatic liaison, earning a reputation for his personalized approach to recruiting. Before joining the ranks of WBCP, he advocated on behalf of tenants, landlord, and clients. With a diverse skill set and a commitment to excellence, Levi continues to make significant contributions to WBCP, his clients, and broadening the professional community one recruitment at a time.

JOSETTE REINA-LUKEN
Executive Recruiter



Josette, an Executive Recruiter at WBCP, specializes in government finance and the water industry with nearly 30 years of experience. Her career began in IT, managing software implementations and leading training and sales teams. After earning her MBA, she transitioned to municipal agencies, holding various management positions, including Administrative Manager and Financial Manager. With expertise in budgeting, strategic planning, and organizational development, Josette has made significant contributions to the agencies she's served. She holds a Bachelor's Degree in Political Science/Public Administration from the University of South Florida, an MBA from the University of Phoenix, and certificates in Human Resources from the California State University and Leadership from the University of Davis.

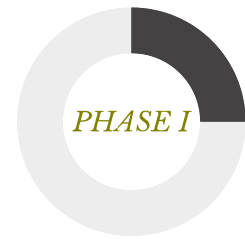
REVIEW OTHER EMPLOYEES & CONSULTANT
PARTNERS ON OUR WEBSITE:
WWW.WBCPINC.COM/WBCP-TEAM

VI. RECRUITMENT STRATEGY / PHASES.....

WBCP knows how to customize your search strategy to meet your unique recruitment needs. We customize your recruitment based on the specific needs, target audience, and challenges for each recruitment; however, below is a baseline approach for most recruitments.

CLIENT & STAKEHOLDER MEETINGS

We require the Client and/or Search Committee, and other stakeholders identified by the Client, be involved in the initial and final phases of this recruitment. These are critical phases to ensure we obtain a clear sense of the priorities and the successful hire of the right candidate. WBCP will meet with various stakeholders as warranted by the Client and the level of the position in the organization. These meetings will allow us an opportunity to gather information and gain knowledge about the organization, community, and unique aspects of the recruitment to design the ideal candidate professional profile, advertising materials, and strategic approach



FEEDBACK OUTCOME / TIMELINE DEVELOPMENT

Following the Client/stakeholder meetings, we will develop a detailed timeline for the recruitment along with a proposed advertising plan for approval.

CREATIVE DEVELOPMENT

Immediately following the client feedback activities, we will draft the competencies for the recruitment and advertising material/recruitment brochure for the Client's review. This information will summarize what was learned from Client-related interviews and will be used to advertise the opening.

MARKETING STRATEGY & IMPLEMENTATION

WBCP will execute a customized marketing/ad plan once the job announcement is created. An ad plan could include the following (based on assumptions), and will be customized based on information gathered in Phase I:

DIGITAL ADVERTISING WITH DIVERSITY IN MIND

WBCP utilizes digital advertising to obtain diverse applicant pools, leveraging local and national job boards, associations, and social media. In partnership with a diversity platform, our postings reach up to 600 local employment and diversity websites, connecting across 15,000+ community organizations and niche sites, tapping into a job bank of 2 million resumes. Upon our 2024 year-end review, we found that over the last three years 63% of our placed candidates came from diverse backgrounds.



EMAIL & DIRECT MAIL ADVERTISING

In addition to tapping into WBCP's existing pool of potential applicants, we have the capability to access various professional lists. We actively seek out additional lists through associations, contacts, and other strategic channels.

SOURCING/HEADHUNTING

WBCP employs a proactive approach by reaching out to targeted individuals and cultivating new connections through referrals from reputable sources. As a LinkedIn recruiter, we harness the power of over 350 million profiles to identify and engage with ideal candidates. Additionally, WBCP utilizes cutting-edge AI tools for precise Boolean searches, enabling us to uncover niche candidates effectively.

COMMUNICATION WITH CLIENT

We will provide weekly updates on the progress of this search unless the client prefers more or less frequent communications. We tailor our communications in accordance with our Client's needs.

VI. RECRUITMENT STRATEGY / PHASES.....

RESUME ASSESSMENT

WBCP will review resumes as they are received and/or at the close of the recruitment. Those candidates determined to be the most highly qualified will be selected for a screening interview.

SCREENING INTERVIEWS / REPORT TO CLIENT

WBCP does not restrict the number of applicants or candidates to be screened. Rather, we interview candidates who meet our ideal candidate criteria; frequently this group amounts to 20 candidates, or on average 20% of the applicant pool. Following the completion of the phone screen interviews, we will develop a report/recommended shortlist of candidates, which includes: resumes, cover letters, and a one-page profile summary of candidates' professional history, including a brief overview of WBCP's assessment and the results of their phone screen. We will meet with the selection committee/Client to review this report and select candidates for interviews. In this meeting, we will review the recruitment plan and discuss the final stages of the selection process.



COMMUNICATION WITH CANDIDATES

WBCP will take responsibility for communicating with the applicants/candidates during each phase of the search process and Client should refer any inquiries from potential or existing applicants directly to WBCP.

SELECTION PROCESS

WBCP will design and administer an appropriate final selection process based on the needs of the Client (tailored to the need and recruitment). WBCP will facilitate the invitation and coordination of these meetings/interviews and provide additional assessment tools/recommendations such as interview questions, writing and presentation exercises, problem solving scenarios, etc.

COMMUNICATION WITH CLIENT

Following the interviews and the Client's top candidate(s) selection, we will assist the Client with facilitating a thorough background and reference check. A typical approach includes a review of federal, state, and local criminal background checks and academic verification by a licensed background agency. Reference checks are conducted over the phone by a senior consultant and a final report is provided to the Client. References are completed on candidate(s) being considered after initial/panel interviews.



NEGOTIATIONS

Once the client reviews and is comfortable with the findings in the background and reference report, we are available to assist with negotiations on compensation, benefits, start date, and other transition details.

VII. SCOPE OF WORK.....

- Facilitate initial kick-off meeting with Client and other meetings that may include Executive Leadership, staff, community, and other stakeholders to assist with identifying the ideal candidate profile.
- Assist Client hiring authority/stakeholders in modifying the job description (as needed), and develop a recruitment announcement, marketing materials, and advertising plan for the recruitment.
- Attend all other meetings and engagements as needed or identified by the Client.
- Implement advertising plan including: publication, headhunting, direct mail, and other online and email marketing efforts.
- Provide timely updates and progress reports to the client regarding search services; every two weeks or as Client identifies is needed.
- Preliminary internet searches will be conducted on recommended candidates.
- Coordinate interview panel(s) as needed, or coordinate this process with Client.
- Receive and review applicants and screen those applicants to identify top candidates. Top screened paper applicants will be video/phone screened by recruiter to identify the key competencies (technical and interpersonal) to assist in identifying the top group of candidates who will be recommended at the Client/WBCP shortlist meeting.
- Facilitate shortlist meeting with Client – review and select candidates who will be invited to interview.
- Coordinate invitations to candidates.
- Develop interview questions and other selection details to meet specific needs and identify key competencies of candidates.
- Facilitate interviews with panel(s).
- Background and reference checks will be conducted with candidates who are identified as final candidates after initial Client interviews have been conducted. Background checks will typically include the following: criminal (local, state, and federal), education, credit, social security. References will be conducted based on a 360-degree perspective and will include staff, peers, and superiors. Onsite background services are available at an additional fee (see fees for details)
- Facilitate offer and negotiations with selected candidate; as directed by Client.

VIII. RECRUITMENT TIMELINE.....

BELOW IS A SAMPLE OF AN EXECUTIVE SEARCH TIMELINE THAT
WBCP WILL CUSTOMIZE FOR THIS RECRUITMENT

Week 1:

- Secure services with search firm, WBCP, Inc.
 - WBCP can schedule a Kickoff meeting as soon as we are selected.
- WBCP: review search parameters and recruiting processes with Client
 - Interview with hiring authority and other stakeholders for competencies
 - Identification of advertising venues and ideal candidate prospects
 - Calls, meetings, or coordination with other stakeholders for information gathering

Weeks 1 + 2:

- Develop and approvals: recruitment process, deadlines, ad plan and strategy, recruitment timeline and brochure
- Print coordination (if applicable)

Weeks 2 + 3:

- **OPEN RECRUITMENT AND AD PLAN:** Implement marketing plan and direct mail (if applicable)
- Secure panel member calendars
- Timeline may be extended if direct mail piece is included (i.e., print/postage)
- Finalize panel members and interview logistics and invitations to panel members

Weeks 4, 5, + 6:

- Receive applications –Collect and source applicants will continue until recruitment closes

Weeks 7 + 8:

- **CLOSE RECRUITMENT AND ADVERTISING**
- Conduct initial phone screen to identify shortlist of candidates
- Preliminary check on shortlist candidates (Google search)
- Candidate profiles developed and short list recommendations to client

Weeks 9 + 10:

- **MEETING – Client confirms selection of candidates to be advanced to panel interviews**
- Finalize questions, presentation, in-basket (as determined)
- Coordinates invitations with selected top candidates (shortlist)
- Produce panel candidate interview packets

Weeks 10 + 11:

- WBCP facilitates interview process – Interview process will be customized based on client and community needs:
 - **Day 1: Panel Interviews Conducted; Day 2: 2nd Interviews with executive leaders;**
 - 3rd interviews may be scheduled as needed with Boards/Commissions, etc.;
 - As needed schedule staff and/or community discussions/meetings

Week 12:

- WBCP conducts background and reference checks (backgrounds may be conducted by Client if current contract exists)
- WBCP conducts full reference checks for candidate(s) selected for Board/Commission interviews; or when Client is interested in making an offer

NEGOTIATIONS / HIRE:

- Hire date to accommodate possible candidate relocation
- Client (WBCP available to assist in process) conducts offer and facilitates salary negotiations with preferred candidate

IX. REFERENCES.....

1-City of Tillamook, Oregon

Similar Positions Filled:

- City Manager

Contact Information:

- Aaron Burris, Mayor – aburris@tillamookor.gov | 503-812-3257

2-City of Santa Monica, California

Similar Positions Filled:

- City Manager

Contact Information:

- Michael Arnoldus, Human Resources Manager – Michael.Arnoldus@santamonica.gov | 310-458-8613
- Dana Brown, Director of Human Resources – Dana.Brown@santamonica.gov

3-City of Pasadena, California

Similar Positions Filled:

- City Manager

Contact Information:

- Tiffany Jacobs-Quinn, Human Resources Director – tjacobsquinn@cityofpasadena.net | 626-744-4126

4-WBCP, Senior Advisor

Contact Information:

- Christy Wurster, WBCP's City Manager Consultant, brings over 20 years of dedicated public sector experience. She has served in pivotal roles, including Interim City Manager for the City of Monmouth, Interim City Administrator for the City of Madras, City Manager Pro Tem for both Brookings and Sweet Home, and City Manager for Silverton, among others. christy.wurster@gmail.com | 503-881-8214

X. MARKETING MATERIAL EXAMPLES.....

*Click below to see our marketing samples for similar positions. To see all of our brochures, visit: wbcpinc.com/closed-jobs-private/ and use the password: wbc202510**

- [City Manager, City of Tillamook, OR](#)
- [City Manager, City of Independence, OR](#)
- [City Manager, City of Pasadena, CA](#)
- [City Administrator, City of Hubbard, OR](#)
- [City Manager, City of Port Hueneme, CA](#)
- [City Administrator, City of Rogue River, OR](#)
- [City Manager, City of Atwater, CA](#)
- [City Administrator, City of Duvall, WA](#)

XI. COST SHEET/TIMELINE POLICY.....

WBCP will not limit the number of hours we work on a recruitment, rather we charge a flat rate and will spend the time necessary to ensure we are successful. Consulting fees will be billed in thirds at the beginning (open for applications and advertising campaign launched), middle (shortlist selection), and end of the recruitment process (selection made and background/ references concluded).

SERVICE COST PER RECRUITMENT CITY MANAGER

Description of Services/Deliverables:	Inclusive Rate per Recruitment:
Consulting Services: Phases I-IV in the proposal's recruitment strategy/phases section.	\$28,900 -3000 (client tailored solution) \$25,900 (flat rate)
Expenses Include: Travel to client location (up to 2 trips); document shipping fees/delivery charges to facilitate virtual meetings, panel packet content; fees for background and reference checks; may include fee for one additional consultant to travel (and related expenses) and facilitate an additional panel for one day (\$700/day); brochure/graphic design (\$950); marketing and advertising which may include: print and postage (if applicable); online job boards; social media; sourcing; and may include flat fee pricing for: LinkedIn \$395, InMails \$300, Circa Diversity Job Boards \$295, Zoom Info \$299. These expenses will be billed based on what is expended and based on the needs of the client/recruitment.	Up to \$5,500 - \$7,900 (direct expenses not-to-exceed)

Cost and Timeline Policy

To ensure the success and efficiency of our recruitment services, the following policies regarding cost and timelines are in place:

- 1. Timeline Development:** Timelines provided to our clients are valid for **10 business days**. If a timeline is not secured or confirmed within this period, it may no longer be available. In such cases, the timeline may be reassigned to another client, and a revised timeline will be provided.
- 2. Work Performed Out of Scope:** To deliver optimal results, adherence to agreed-upon dates and times for critical recruitment milestones (e.g., shortlist meeting and interview dates) is required. Any changes to these timelines after the recruitment process has commenced may result in:
 - a. Forfeiture of the Recruitment Guarantee:** Deviating from the agreed timeline will void the recruitment services guarantee.
 - b. Additional Charges:** Adjustments to timelines will incur additional fees, billed at our standard hourly rate.
- 3. Cost Negotiable:** While our standard pricing reflects the value and quality of our recruitment services, we understand that each client's needs are unique. As such, pricing may be negotiated depending on the specific scope and requirements of the engagement. Please feel free to discuss your needs with us, as we may be able to negotiate pricing.

These policies ensure clarity, fairness, and high-quality outcomes for all parties involved.

Confidential

XII. OTHER.....

INSURANCE

WBCP and its sub-consultants have reviewed the contractual agreement and the Insurance Requirements. If selected, WBCP will execute said agreement and will provide the required insurance documents. WBCP will submit certificates of insurance as evidence of the required coverage limits. Insurance policies include: liability, errors and omissions, workers compensation, and vehicle insurance.

CONFIDENTIALITY SAFEGUARDS

Confidentiality is paramount in the work we do. We ensure that the client and candidate information we receive, and conversations with our client (and certainly discussions in closed session) are kept confidential. There are several physical safeguards we have in place including: locked and alarmed office space, password, and encryption protected information on our computers and servers, multiple backup systems. As information is shared with our client, we discuss the importance of confidentiality and why it is important to the candidates they are considering but also brands the organization appropriately. We also ask candidates who are interviewed to keep candidate information confidential, as they may see or meet a candidate during the process. We emphasize that confidentiality is not just until the recruitment is completed, and a candidate is hired, confidentiality is in perpetuity. Leaked information is not a reputation that a client wants to receive, as this could deter future applicants from applying.

ORGANIZATIONAL DIVERSITY STATEMENT

WBCP embraces cross-cultural diversity and we are committed to equitable treatment and elimination of discrimination in all its forms at all organizational levels and throughout all consulting practices, including search services. We strive to reach diverse groups of people to inform them of leadership opportunities. Upon our 2024 year-end review, we found that over the last three years, 70% of our applicants and 63% of our placed candidates came from diverse backgrounds. We will make extensive efforts to attract a qualified applicant pool that represents a broad range of gender and ethnically diverse individuals.

FORCE MAJEURE

Client agrees that WBCP, Inc. is not responsible for any events or circumstances beyond its control (e.g., including but not limited to war, riots, embargoes, strikes, and/or Acts of God) that prevent WBCP, Inc. from meeting its obligations under this Agreement.



Wendi Brown, President

June 11, 2025

Date

Client, Title

Date

IV. STANDARD REQUEST FOR INFORMATION FORM
--

CITY OF EUGENE
Solicitation No. RFI 20252061

Due Date and Time: **June 13, 2025 @ 5:00 pm**

I, the undersigned, and authorized representative of WBCP, Inc.
(Firm Name)

which is a sole proprietor _____, partnership _____, or corporation X

have read and thoroughly understand the specifications, the RFI instructions, and all other conditions of the Request for Information solicitation as well as all addenda issued for this solicitation by the City of Eugene for Executive Recruitment Consultant for City Manager and agree that the information submitted is accurate and correct.

Name: Wendi Brown Title: President/CEO

Signature:  Date: 06/10/2025

Company Name: WBCP, Inc.

Tax ID Number (TIN): 81-5454037

Address: 213 E Main St., Rogue River, OR 97537

Phone: 541-664-0376 Fax: _____

E-mail Address: wendi@wbcpinc.com

Company contact for this project (if different from above):

Name: Wendi Brown Title: President/CEO

Phone: 541-664-0376 E-mail: wendi@wbcpinc.com

WBCP RECRUITMENT SERVICES

OPTION 1	OPTION 1.5	OPTION 2	OPTION 2.5	OPTION 3
PARTIAL RECRUITMENT ADVERTISING & HEADHUNTING Consulting Services: \$5,900 CONSULTING SERVICES INCLUDE* <ul style="list-style-type: none"> ▶ Hiring authority and stakeholder meetings (up to 2 hours for community/employee engagement) ▶ Develop ideal candidate profile & recruitment timeline ▶ Produce recruitment announcement ▶ Produce and implement advertising campaign ▶ Headhunt (LinkedIn, past lists, databases, associations, etc.) ▶ Implement direct mail campaign (as needed) <i>Plus expenses: Between \$3,000–\$4,500 for the advertising plan and creative brochure*</i>	PARTIAL RECRUITMENT + RESUME REVIEW Consulting Services: \$10,900 CONSULTING SERVICES INCLUDE* <i>Everything in Option 1, plus...</i> <ul style="list-style-type: none"> ▶ WBCP will review and score resumes. <i>Plus expenses: Between \$3,000–\$4,500 for the advertising plan and creative brochure*</i>	PARTIAL RECRUITMENT + UP TO INTERVIEWS Consulting Services: \$18,900 CONSULTING SERVICES INCLUDE* <i>Everything in Option 1.5, plus...</i> <ul style="list-style-type: none"> ▶ Hiring authority and stakeholder meetings (up to 8 hours for community/employee engagement) ▶ Present recommended short list of candidates ▶ Produce recommended selection assessment tools ▶ Coordinate candidate scheduling and invitations to interview <i>Plus expenses: Between \$3,000–\$4,900 for the advertising plan and creative brochure*</i>	PARTIAL RECRUITMENT + DAY 1 INTERVIEW Consulting Services: \$19,900 CONSULTING SERVICES INCLUDE* <i>Everything in Option 2, plus...</i> <ul style="list-style-type: none"> ▶ Panel coordination ▶ Facilitate first round virtual interviews for one panel (additional panels may adjust the cost to account for increased expenses) ▶ Coordinate candidate scheduling and invitations to second round interviews <i>Plus expenses: \$3,000–\$4,900 for the advertising plan and creative brochure*</i>	FULL SEARCH SERVICES Consulting Services: \$24,900 – \$28,900 Depending on position PROMO COST OF \$21,900–\$25,900! Valid until 6/30 CONSULTING SERVICES INCLUDE* <i>Everything in Option 2.5, plus...</i> <ul style="list-style-type: none"> ▶ Hiring authority and stakeholder meetings (up to 2 days of community/employee engagement) Panel coordination ▶ Facilitate all interviews Background and reference checks ▶ Virtual and/or in-person interviews travel up to 2 trips to client location ▶ 12–24 month guarantee <i>Plus expenses: Between \$5,500–\$7,900 for the advertising plan and creative brochure; travel expenses; shipping; multiple panel facilitation, etc.</i>



***OPTIONS 1–2.5 do not include:** Travel to client location, negotiation of candidate offer, background or reference checks, 12–24 month guarantee

HOURLY RECRUITMENT SERVICES: \$250/hour
 Senior Recruitment | Consulting Services

wbcpinc.com

866.929.WBCP (9227)

hrsolutions@wbcpinc.com

OTHER CONSULTING SERVICES

AT WBCP INC., WE PROVIDE...

The Polaris® Competency Model, Public Sector Edition....

....that drives long-term success by helping you identify, develop, and retain top talent. Backed by over 50 years of research, it ensures your recruitment practices and organizational development strategies align with proven results.

Providing:

- ▶ A Common Language
- ▶ Strategic Alignment
- ▶ Measurable Results
- ▶ Scientific Framework

With Polaris®, WBCP helps you build a sustainable, high-performing talent pipeline.

Strategic Solutions that Transform Recruitment Teams...

...ensuring your recruitment professionals are prepared to navigate the complexities of modern hiring landscapes, delivering a strategic advantage that propels your organization forward.

Precise, Accurate & Timely Classification & Compensation Studies...

...tailored to public and non-profit organizations.

Job Description Development...

....that transform lengthy, outdated, or ineffective job descriptions into clear, concise, and equitable tools that align with your organization's needs.

Modernization of Civil Service and Selection Rules...

...that streamline processes, and create agile, efficient recruitment systems that align with your future goals.



wbcpinc.com

| 866.929.WBCP (9227)

| hrsolutions@wbcpinc.com

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TEXAS
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OHIO

CPS HR  CONSULTING
Your Trusted HR Advisor For 40 Years



PROPOSAL

City of Eugene

Executive Recruitment Consultant for City Manager

RFI 20252061

Due Date: June 13, 2025

5:00 P.M. PT

Submitted by:

Melissa Asher

Chief of Client Services

CPS HR Consulting, 2450 Del Paso Road, Suite 220, Sacramento, CA 95834

P: (916) 471-3358, masher@cpsshr.us

Tax ID: 68-0067209

www.cpsshr.us



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IV. QUESTIONS FOR OFFERORS
(Submit responses with Letter of Interest)

Interested firms shall submit a Letter of Interest along with other materials needed for the following:

Company Experience and Qualifications:

1. Provide brief summary of your company that includes: capabilities of company, general information on company, number of years in business, and location of offices.
2. Provide your company's qualifications and experience related to public sector personnel recruitments including number of City Manager recruitments or placements along with agency name.
3. Provide background and qualifications for anyone who will be assigned to work on the City Manager search for the City of Eugene.
4. Provide example recruitment brochures or job announcements.
5. Describe your company's process and methodology to search for and screen candidates to include but not limited to: facilitating meetings, preparing outreach plans, conducting interviews, gathering background information, and summarizing data.
6. Provide a list of professional references in which you have provided similar services proposed in this RFI within the last five (5) years.

Cost Proposal:

1. Provide a cost estimate for all costs to perform the work described in Section III. Requirements/Specifications.

Please see our proposal below containing the required experience, qualifications, and cost information.

Required Submittals	Initials
Letter of Interest	<i>M.A.</i>
Signed Standard Request for Information Form	<i>M.A.</i>
Responses to Questions For Offerors	<i>M.A.</i>

IV. STANDARD REQUEST FOR INFORMATION FORM
--

CITY OF EUGENE
Solicitation No. RFI 20252061

Due Date and Time: **June 13, 2025 @ 5:00 pm**

I, the undersigned, and authorized representative of CPS HR Consulting
(Firm Name)

which is a sole proprietor _____, partnership _____, or corporation _____

Other: Joint Powers Authority

have read and thoroughly understand the specifications, the RFI instructions, and all other conditions of the Request for Information solicitation as well as all addenda issued for this solicitation by the City of Eugene for Executive Recruitment Consultant for City Manager and agree that the information submitted is accurate and correct.

Name: Melissa Asher Title: Chief of Client Services

Signature:  Date: 5/31/2025

Company Name: CPS HR Consulting

Tax ID Number (TIN): 680067209

Address: 2450 Del Paso Rd, Ste 220, Sacramento, CA 95834

Phone: 916-263-3600 Fax: 916-263-3613

E-mail Address: masher@cpsshr.us

Company contact for this project (if different from above):

Name: _____ Title: _____

Phone: _____ E-mail: _____

Letter of Interest

June 13, 2025

Darren Schmidt, Purchasing Analyst
City of Eugene
500 East 4th Avenue, Suite 303
Eugene, Oregon 97401

Submitted via email to: dschmidt@eugene-or.gov

Subject: Executive Recruitment Consultant for City Manager

CPS HR Consulting (CPS HR) is pleased to have the opportunity to submit a proposal to assist the City of Eugene (City) with the recruitment of a new City Manager. We are uniquely qualified to undertake this effort as we have vast experience in assisting public agencies with executive search, screening, and placement. We have 40 years of experience providing human resources services to state and local government agencies and non-profit organizations, and over 20 years of experience placing top executives in public agencies throughout the United States.

We understand that each agency is unique, and our extensive experience allows us to tailor our process to specifically meet your needs. Our work with local government agencies throughout the United States gives us an in-depth understanding of government operations, programs, and services.

CPS HR offers a broad spectrum of human resource services while delivering personalized, results-oriented services, utilizing best practice methods of recruitment and selection strategies from our team of recruitment experts. Each recruitment is an opportunity to shape and prepare your organization for the future. We understand how important this transition is for you and are perfectly placed to assist you in this endeavor. Once this project begins, we will work with the City to tailor our process to highlight this exciting opportunity and attract the best possible candidates.

It is our commitment to work in partnership with your organization to a successful result.

Thank you for the opportunity to be considered for this assignment. Should you have questions or comments about the information presented in this proposal, **please do not hesitate to contact me at (916) 471-3358 or via email at masher@cpsshr.us.**

Sincerely,



Melissa Asher
Chief of Client Services

Business Information and Background

About CPS HR Consulting

CPS HR is a client-focused human resources and management consulting firm, dedicated to addressing the unique challenges faced by government and non-profit organizations. Founded in 1985, we have earned a reputation as a trusted advisor by leveraging our in-depth public sector expertise to deliver practical, results-driven solutions. As a Joint Powers Authority, we are a self-supporting government agency exclusively serving public entities. This gives us a distinct advantage in understanding and meeting the specific needs of clients across all levels of government, including Federal, State, Local, Special Districts, Higher Education and Non-Profit organizations.

Our unwavering commitment to delivering an unparalleled client experience is built on our comprehensive knowledge of the complexities within the public and non-profit sectors. We assist organizations in attracting, hiring, retaining, and motivating top talent, essential for driving organizational excellence in alignment with their vision.

With more than 100 full-time employees and a network of 200+ project consultants and technical experts across the nation, CPS HR has partnered with more than 2,700 public and non-profit clients throughout the United States. Headquartered in Sacramento, CA, with regional offices in Texas, Colorado, Ohio, and Southern California, we are strategically positioned to support your organization's growth and help your employees fulfill the promise of public service.

Client Focused

We help clients succeed by:

- **Understanding Their Goals:** We listen to your needs, understand your business, and focus on achieving your desired outcomes.
- **Unlocking New Perspectives:** Together we explore new ideas, expand possibilities, and consider the broader impact on those you serve.
- **Bringing Solutions to Life:** We put plans into action, making strategies operational and effective.
- **Empowering Their Growth:** Provide you with the tools and knowledge to elevate performance and expand capabilities for your organization and those you serve.

Recruitment Experts

CPS HR specializes in the recruitment and selection of key professionals for cities, counties, special districts, and non-profits. Working in partnership with the governing body or selection team, we develop customized search strategies that focus on locating and recruiting qualified candidates who match the agency's unique needs. Our wealth of recruitment experience has been gained through **more than 20 years** of placing top and mid-level executives in public agencies throughout the United States.

- **Unmatched Recruitment Experience for Government Agencies.** CPS HR has extensive experience in recruiting executive-level professionals for public agencies across the United States. As a public agency ourselves, we understand how to work with and within government. Our understanding of public sector culture and policy uniquely sets us apart from our competitors.
- **Focus on Diversity Recruiting.** In the past three years, 57% of the candidates placed by CPS HR were female, members of ethnic minorities or both. To continue this trend, CPS HR is constantly assessing the best methods for reaching the broadest network of possible candidates. To that end, we have just signed a contract with Zoom Info, a new sourcing platform, that includes a diversity sourcing filter.
- **Seasoned Executive Recruiters.** Our recruiters possess a high level of expertise in recruiting and placing executive-level professionals. Our staff of experts includes an exceptional group of full-time employees as well as a full complement of subject matter experts, intermittent employees, and part-time employees with a variety of public and private sector experience.
- **Detailed Needs Assessments.** We conduct a detailed needs assessment to identify 1) future organizational direction; 2) challenges facing the position; 3) the working style and organizational climate; and 4) required core and job specific competencies as well as personal and professional characteristics.
- **Success Recruiting Non-Job Seeking Talent.** We recognize that the very best candidates for some types of positions may not be looking for a career change, therefore, our recruitment team takes a very aggressive approach to identify and recruit such candidates.
- **Vast Pool of Public Agency Contacts.** CPS HR maintains a database of candidates and an extensive network of external resources to leverage for executive-level positions. We utilize our vast pool of public and non-profit contacts to deliver a strong list of competitive candidates who will be well prepared to assist you in the accomplishment of your specific mission and goals.

- **Satisfied Clients.** *Our executive search client satisfaction rating averages 4.6 on a scale of 5.* While many companies talk about client satisfaction, how many measure the impact of that through assessing client satisfaction by distributing written surveys and tying the results of these surveys to their performance management system? CPS HR Consulting does. A client satisfaction survey is sent at the end of every engagement requesting feedback on the quality of our staff, deliverables, and the overall consulting relationship.
- **Retention/Success Rate.** Our success rate is tied to the longevity of the candidates we place, currently more than 95% of our placements are still in their position after two years.
- **Similar recruitments.** Below is a list of City Manager and equivalent recruitments conducted by CPS HR within the last five years.

Agency	Title	Year Completed
City of Sacramento, CA	City Manager	Current
City of Arvada, CO	City Manager	Current
City of Missouri City, TX	Assistant City Manager	Current
City of Oklahoma City, OK	Assistant City Manager	Current
San Joaquin Area Flood Control Agency, CA	Executive Director	Current
County of Orange, CA	County Administrative Officer	2025
City of Carbondale, IL	City Manager	2025
San Diego Ethics Commission, CA	Executive Director	2024
California Workforce Association	Executive Director	2024
City of Arcada, CA	City Manager	2024
County Welfare Directors Association of California, CA	Executive Director	2024
Fresno Council of Governments, CA	Executive Director	2024
City of Simi Valley, CA	Deputy & Assistant City Manager, Outreach	2024
City of Farmersville, CA	City Manager	2024
County of San Diego, CA	Chief Administrative Officer	2024
San Diego Association of Governments, CA	Chief Executive Officer	2024
City of Arcata, CA	City Manager	2024

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Agency	Title	Year Completed
California Student Aid Commission, CA	Executive Director	2024
Stanislaus County Housing Authority, CA	Executive Director	2024
City of Simi Valley, CA	City Manager	2024
Contra Costa County Employees' Retirement Association, CA	Chief Executive Officer	2024
Orange County Power Authority, CA	Chief Executive Officer	2024
Southern California Public Power Authority	Executive Director	2024
County of Luis Obispo, CA	County Administrative Officer	2024
City of Gillette, WY	City Administrator	2023
City of Phoenix, AZ	Assistant City Manager	2023
City of Phoenix, AZ	Deputy City Manager	2023
City of Baytown, TX	City Manager	2023
City of Littleton, CO	Deputy City Manager	2023
City of Littleton, CO	City Manager	2022
City of Oklahoma City, OK	Assistant City Manager	2022
City of Bellaire, TX	City Manager	2022
County of Trinity, CA	County Administrative Officer	2022
City of Nogales, AZ	City Manager	2022
County of Imperial, CA	County Executive Officer	2022
City of Turlock, CA	City Manager	2022
City of Dallas, TX	Assistant City Manager	2022
City of Tucson, AZ	Assistant City Manager/Chief Financial Officer	2022
City of Piney Point Village, TX	City Administrator	2022
City of Nogales, AZ	City Manager	2022
City of San Diego, CA	Chief Operating Officer	2022
California High Speed Rail	Chief Operating Officer	2022
City of Surprise, AZ	City Manager	2021

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Agency	Title	Year Completed
City of Aztec, NM	City Manager	2021
County of Yolo, CA	County Administrative Officer	2021
City of Aurora, CO	Deputy City Manager	2021
City of Dickinson, TX	City Manager	2021
City of Dayton, TX	City Manager	2021
County of Los Alamos, NM	County Manager	2021
City of Hercules, CA	City Manager	2021
City of Clayton, CA	City Manager	2021
City of Marysville, CA	City Manager	2021
County of Flathead, MT	County Administrator	2021
County of Yolo, CA	Assistant County Administrative Officer	2020
City of Greeley, CO	Deputy City Manager	2020
City of Reno, NV	City Manager	2020
City of Bozeman, MT	City Manager	2020
City of Richmond, CA	City Manager	2019
City of Columbia, MO	City Manager	2019
City of Union City, CA	City Manager	2019
Town of Paradise Valley, AZ	Town Manager	2019
City of Carson, CA	City Manager	2019
City of East Palo Alto, CA	City Manager	2019

Our Approach

Key Stakeholder Involvement

The City Council on behalf of City of Eugene must be intimately involved in the search for a new City Manager. Our approach assumes their direct participation in key phases of the search process. At the discretion of the Council, other key stakeholders may also be invited to provide input for the development of the candidate profile.

City's Needs

A critical first step in a successful executive search is for the Council to define the professional and personal qualities required of the City Manager. CPS HR has developed a very effective process that will permit the Council to clarify the preferred future direction for the City; the specific challenges the City is likely to face in achieving this future direction; the working style and organizational climate the Council wishes to establish with the City Manager; and ultimately, the professional and personal qualities required of the City Manager.

Commitment to Communication

Throughout the recruitment process, we are strongly committed to keeping you fully informed of our progress. We will collaborate with you to provide updates on the status of the recruitment via your preferred method of communication (phone conference, email, etc.).

We place the highest level of importance on customer service and responding in a timely manner to all client and candidate inquiries. Our previous clients and candidates have expressed a sincere appreciation for our level of service and responsiveness to the management of the recruitment process. As a result, we have many long-term relationships with clients that have led to opportunities to assist them with multiple recruitments.

CPS HR's communication continues once you have selected the new City Manager. We will contact the Council and the newly appointed City Manager within six months of appointment to ensure an effective transition has occurred.

Aggressive, Proactive, and Robust Recruitment

We take an aggressive approach in identifying and recruiting the best available candidates. There are those candidates who would gladly rise to the professional challenge and apply for this position; however, some of the best candidates are often not actively seeking a new position and may only consider a change once we present them with your opportunity. Evoking the sense of vision and opportunity in qualified persons is among the responsibilities of CPS HR, and we pride ourselves in our efforts to reach the best available potential candidates.

We use advertisements, directly email the outreach brochure, post messages and connect with potential candidates on business media such as LinkedIn, and of course, pick up the phone and call qualified individuals and referral sources.

Diversity Outreach Process

CPS HR strives to attract the most highly qualified, diverse candidate pool possible. We are pleased that our diligent efforts have resulted in more than 57% of our executive level placements being people of color and/or female candidates within the past three years.

We accomplished this by advertising with organizations like the National Forum for Black Public Administrators and the Local Government Hispanic Network in order to reach these specific population groups. We also seek candidate referrals from local subject matter experts and the national leadership of groups like Women Leading Government. By taking the time to directly contact these influential industry experts, we ensure that we capture the maximum number of distinguished candidates – particularly those who are well-known in their industries, but who may not be actively looking for a new job.

Our recruitment process results in an exceptionally diverse candidate pool and a high level of client satisfaction.

Methodology and Scope of Work

Our proposed executive search process is designed to provide the City with the full range of services required to ensure the ultimate selection of a new City Manager uniquely suited to the City's needs. As soon as CPS HR is awarded the contract for this recruitment, our Executive Compensation Coordinator will conduct an executive total compensation review in order to provide the City Council with this information during our first meeting.



Phase I: Our consultant will meet with the City Council to ascertain the City's needs and ideal candidate attributes, to target our search efforts, and maximize candidate fit with the City.

Phase II: The recruitment process is tailored to fit the City's specific wants and needs, with targeted advertising, combined with contacts with qualified individuals from our extensive database.

Phase III: The selection process is customized for the City. CPS HR will work with the Council to determine the process best suited to City of Eugene.

Below is a breakdown of the services included in each recruitment option.

Task	Description	Outreach	Partial	Full
Phase I - Develop Candidate Profile and Recruitment Strategy				
1	Finalize Schedule		X	X
2	Hold Key Stakeholder Meetings	X	X	X
3	Develop Candidate Profile	X	X	X
4	Develop Recruitment Brochure	X	X	X
Phase II – Aggressive, Proactive, and Robust Recruitment				
1	Place Ads	X	X	X
2	Identify and Contact Potential Candidates	X	X	X
3	Review Application Materials		X	X
4	Conduct Screening Interviews		X	X
5	Submit Client Report		X	X

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6	Client Meeting to Select Semifinalists		X	X
7	Notify Candidates		X	X
Phase III – Selection				
1	Prepare Assessment			X
2	Schedule Candidates; Coordinate Travel			X
3	Prepare Evaluation manuals			X
4	Facilitate Finalist Selection Process			X
5	Conduct Reference and Background Checks			X
6	Assist in Negotiation (if requested)			X

Phase I - Develop Candidate Profile and Recruitment Strategy

Task 1 - Review and Finalize Executive Search Process and Schedule

Task 2 - Key Stakeholder Meetings

Task 3 - Candidate Profile and Recruitment Strategy Development

Task 4 - Develop Recruitment Brochure

The first step in this engagement is a thorough review of the City's needs, culture and goals; the executive search process; and the schedule. CPS HR is prepared to meet with key stakeholders to obtain input in developing the ideal candidate profile and to assist us in understanding key issues and challenges that will face a new City Manager. Activities will include:

- Identifying key priorities for the new City Manager and the conditions and challenges likely to be encountered in achieving these priorities.
- Describing the type of working relationship the Council wishes to establish with the City Manager.
- Generating lists of specific competencies, experiences, and personal attributes needed by the new City Manager in light of the discussions above.
- Discussing recruitment and selection strategies for the Council's consideration to best produce the intended results.

CPS HR will provide a summary to the City stemming from these activities as an additional source of information for developing the candidate profile and selection criteria.

Following the completion of the workshop session, CPS HR will work with a professional graphic artist to design a recruitment brochure and present it to the City for review. Please refer to **Appendix A** for a sample brochure. Additional brochure examples are available on our website at <https://www.cpsr.us/executive-level-recruitment-2/>

Phase II - Aggressive, Proactive, and Robust Recruitment

Task 1 - Place Advertisements

Task 2 - Identify and Contact Potential Candidates

Task 3 - Resume Review and Screening Interviews

Task 4 – City Council Selects Finalists

The recruitment process is tailored to fit the City's specific wants and needs, with targeted advertising, combined with personal contacts with qualified individuals from our extensive database.

CPS HR will prepare, submit for your approval, and publish advertisements on professional and affiliate websites to attract candidates on a nationwide, regional, local or targeted basis based on the recruitment strategy. Examples may include:

Advertising Sources	
<ul style="list-style-type: none"> • City's website • CPS HR website • Western Cities • Careers in Government • Oregon City/County Management Association • LinkedIn • National Forum for Black Administrators 	<ul style="list-style-type: none"> • National League of Cities • National Association of Counties • Governmentjobs.com • ICMA • Public CEO • Women Leading Government • Local Government Hispanic Network

As a consulting firm that interacts with hundreds of public sector executives during engagements, we have a cadre of individuals who we inform of recruitments, both to increase the visibility of the opening and to attract appropriate individuals who fit the special needs of our client. Communication with these professionals ensures that an accurate picture of the requirements of the job is apparent and proliferated throughout their professional networks.

CPS HR is focused on reaching a diverse candidate pool and would recommend publications/websites that are targeted to minority and female candidates. In addition to placing ads on websites aimed at minority candidates, we will contact leaders within appropriate associations to gain their insight and referrals of possible candidates.

Within the past three years, more than 57% of our executive level placements have been minority and/or female candidates.

CPS HR will prepare an email distribution list containing prospective candidates and referral sources. These individuals will receive a link to the City Manager brochure along with a personal invitation to contact CPS HR should they have any questions about the position.

CPS HR maintains a comprehensive, up-to-date database of industry leaders and experienced professionals; however, we do not rely solely upon our current database. We also conduct research to target individuals relevant to your specific needs and expectations to ensure that we are thorough in our efforts to market this position to the appropriate audience and to garner a diverse and quality pool of candidates.

We will:

- Convey a strong sense of the purpose and strategy of the City. For many talented individuals, understanding these aspects is one of the key motivators to compete in such an environment.
- Provide guidance and resources to candidates regarding the area's cost of living, mean and median housing prices, higher education opportunities, K-12 education information, and other aspects of interest to those who are considering relocating to the area.
- Actively seek highly qualified candidates who may be attracted by the prospect of collaboration with other departments, providing exceptional leadership to the City or continuing to ensure the public confidence in the integrity of the City.

CPS HR will directly receive and initially screen all resumes. This screening process is specifically designed to assess the personal and professional attributes the City is seeking and will include a thorough review of each candidate's resume, and if applicable, supplemental questionnaire responses and other supporting materials. CPS HR will personally speak to selected candidates during a preliminary screening interview and will spend extensive time ascertaining each candidate's long-term career goals and reasons why the candidate is seeking this opportunity, as well as gaining a solid understanding of the candidate's technical competence and management philosophy. We will gather data on any other unique aspects specific to this recruitment based upon the candidate profile, as well as conduct internet research on each candidate interviewed.

CPS HR will prepare a written report that summarizes the results of the recruitment process and recommends candidates for further consideration by the Council. Typically, the report will recommend five to eight highly qualified candidates and will include resumes and a profile on each interviewee's background. CPS HR will meet with the Council to review this report and to assist them in selecting a group of finalists for further evaluation.

Phase III - Selection

Task 1 - Design Selection Process

Task 2 - Administer Selection Process

Task 3 - Final Preparation for Appointment

Task 4 - Contract Negotiation (if requested)

CPS HR will design a draft selection process based on information gathered in Phase I. We will meet with the City to review this process and discuss the City's preferred approach in assessing the final candidates. The selection process will typically include an in-depth interview with each candidate but may also include other selection assessments such as an oral presentation, preparation of written materials, and/or problem-solving exercises.

We will coordinate all aspects of the selection process for the City. This includes preparing appropriate materials such as interview questions, evaluation manuals, and other assessment exercises; facilitating the interviews; assisting the City with deliberation of the results; and contacting both successful and unsuccessful candidates.

Following the completion of the selection process, CPS HR will be available to complete the following components:

- **Arrange Follow-up Interviews/Final Assessment Process:** Should the City wish to arrange follow-up interviews and/or conduct a final assessment in order to make a selection, CPS HR will coordinate this effort.
- **Conduct In-Depth Reference Checks:** The in-depth reference checks are a comprehensive 360-degree evaluation process whereby we speak with current and previous supervisors, peers, and direct reports. (It is our policy to not contact current supervisors until a job offer is made, contingent upon that reference being successfully completed, so as not to jeopardize the candidates' current employment situation.) Candidates are requested to provide a minimum of five references. CPS HR is able to ascertain significant, detailed information from reference sources due to our commitment to each individual of confidentiality, which leads to a willingness to have an open and candid discussion and results in the best appointment for the City. A written (anonymous) summary of the reference checks is provided to the City.
- **Conduct Background Checks:** Upon a conditional job offer, we will arrange for a background check of a candidate's records on driving, criminal and civil court, credit history, education, published news, and other sensitive items. Should any negative or questionable content appear during these checks, CPS HR will have a thorough discussion with the finalist(s) and will present a full picture of the situation to the City for further review.
- **Contract Negotiation (if requested):** Successful negotiations are critically important, and we are available to serve as your representative in this process. With our expertise, we can advise you regarding current approaches to various components of an employment package. We can represent your interests with regards to salary, benefits, employment agreements, housing, relocation, and other aspects, with the ultimate goal of securing your chosen candidate.

Timeline

The project team CPS HR has selected is prepared to begin work upon receipt of a fully-executed contractual agreement. All search activities up to and including the selection of a new City Manager can be completed in 14 to 16 weeks. The precise schedule will depend on the placement of advertising on appropriate professional and affiliate websites, and the ability to schedule, as quickly as possible, the initial meeting. A proposed schedule of major milestones is presented below.

Task Name	Month 1				Month 2				Month 3				Month 4			
Weeks	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Initial Meeting/ Candidate Profile	➤															
Draft Brochure		➤														
Brochure Approved/ Printed & Place Ads			➤													
Aggressive Recruiting					➤											
Final Filing Date							➤									
Preliminary Screening									➤							
Present Leading Candidates										➤						
Semi-finalist Interviews													➤			
Reference/ Background Checks														➤		
Final Interviews															➤	
Appointment																➤
Weeks	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

Our Executive Recruiting Team

CPS HR has assembled a strong project team with each member possessing extensive recruiting experience and a direct, in-depth understanding of local government. Our executive recruitment team will work collectively to fulfill the City's needs in a timely and effective manner. We are committed to providing each of our clients the same level of service excellence, and we take great care not to take on more work than this commitment allows. We will not utilize subcontractors for these services. No staff members will be removed or replaced without the prior written concurrence of the City.

Team Resumes

Pamela H. Derby, Manager, Executive Recruitment (Resident, Sutherlin OR)

Since joining CPS HR Consulting in 2003, Pam Derby has conducted a wide range of recruitments for county, city, special district and association executives including city attorney, executive director, general manager, city manager, assistant and deputy city manager, police chief, community and economic development director, human resource director, finance director, city administrator, registrar of voters, library director, and director of information technology in addition to specialized support positions. Ms. Derby is currently conducting the City Manager search for the City of Sacramento.

Prior to joining CPS HR, Ms. Derby served as the Aide to the Yuba County Board of Supervisors serving as the Board's liaison to County Department Heads, the community, and the media. This experience provided her with a unique perspective into the special circumstances that exist in a Board/Council-Manager relationship and a keen awareness of the inner workings of local government. She is sensitive to balance the wants of the community with the needs of the client so as to tailor a recruitment process that reaches out to the most appropriate candidates and ensures a diverse group of individuals from which to make a selection. She has successfully employed these techniques in jurisdictions ranging from under 10,000 to 10 million. Moreover, she employs a firmly-held personal philosophy that candidates must be treated with the same respect and careful consideration as her client.

Prior to her local government service, Ms. Derby served in the private sector and with several non-profit lobbying associations. She was responsible for the management of several large consumer groups.

Employment History

- Senior Executive Recruiter, CPS HR Consulting
- Professional Management Consultant, CPS HR Consulting
- Administrative Technician, CPS HR Consulting

- Aide to the Board of Supervisors, Yuba County, CA
- Special Cases Manager, Consumer Relations, The Money Store, CA
- Supervisor, Trailing Documents, The Money Store, CA

Travis Fox, Executive Recruiter

Travis is an accomplished leader with over 20 years of management experience building and guiding high-performing teams to successfully deliver complex projects and strategic initiatives. Expertise in organizational performance, project management, process improvement, customer experience, and stakeholder engagement. Passionate about helping organizations and leaders optimize performance and achieve their goals.

Employment History

- San Francisco Municipal Transportation Agency (SFMTA)
 - *Project Management Office Administrator*
 - *Chief Performance Officer*
 - *Chief Information Officer*
 - *Manager, Organizational Analysis and Reporting*
 - *Principal Administrative Analyst*
- Director of Strategy Management, Wayne County Airport Authority
- Sr. Consultant, Booz Allen Hamilton
- Management Fellow, San Francisco International Airport (SFO)
- Transportation Analyst, Eugene Airport

Professional Experience

- Led the development and execution of two strategic plans for SFMTA, establishing agency-wide goals, performance metrics, and initiatives to improve operational efficiency and project delivery.
- Spearheaded the launch and management of MuniMobile, SFMTA's mobile ticketing app, enhancing the customer experience and increasing adoption through strategic marketing and stakeholder collaboration.
- Transformed Muni's customer service operations, improving complaint resolution rates from 48% to 90% within six months by implementing process enhancements and efficiency measures.
- Directed the Transit Collision Reduction Project, identifying best practices and streamlining processes, resulting in a 15% decrease in transit collisions.

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- Led key executive recruitments for senior leadership roles, including Director of Transit, Director of Sustainable Streets, and Chief Information Officer, strengthening SFMTA's leadership team.
- Identified over \$6M in operational savings and \$4M in new revenue opportunities for a top U.S. airport through performance analysis and cost-efficiency initiatives.

Education

- M.S., Public Policy and Management – University of Oregon
- B.A., Geography – University of Iowa

References

Provided below is a partial list of clients we have recently worked with in providing similar executive recruitment services. We are confident that these public-sector clients will tout our responsiveness and ability to successfully place candidates that were a good fit for their organization's needs.

Reference 1

Agency: City of Simi Valley, CA

Contact: Jennifer Gutierrez, Deputy Director of Human Resources

Phone/Email: (805) 583-6336; jgutierrez@simivalley.org

Address: 500 West Los Angeles Avenue, Simi Valley, CA 93065

Project: Full Recruitment for City Manager

Reference 2

Agency: City of Marysville, CA

Contact: Chris Branscum, Mayor

Phone/Email: (530) 812-2260; cbranscum@marysville.ca.us

Address: 526 C Street, Marysville, CA 95901

Project: Full Recruitment for City Manager

Reference 3

Agency: Citycounty Insurance Services

Contact: Patrick Priest, Executive Director

Phone/Email: (503) 763-3810; ppriest@cisoregon.org

Address: 15875 Boones Ferry Rd #1469, Lake Oswego, OR 97035

Project: Partial Recruitment for Chief Financial Officer

Cost Proposal and Guarantee

Professional Services

Our professional fixed fee covers all CPS HR services and deliverables associated with **Phases I, II, and III** of the recruitment process.

Travel expenses for candidates who are invited forward in the interview process are not included in our fixed flat fee; however, our travel team is happy to make these arrangements and an optional NTE amount of \$5,000 would be added to the contract to cover exact expenses.

Professional Fixed Fee*	
Professional Services for Full Recruitment (Fixed Flat Fee)	\$30,000
Optional Candidate Travel Expenses	NTE \$5,000

*Professional fees would be billed and paid monthly.

One-Year Service Guarantee

If the employment of the candidate selected and appointed by the City as a result of a **full executive recruitment (Phases I, II, and III)** comes to an end before the completion of the first year of service, CPS HR will provide the City with professional services to appoint a replacement. Professional consulting services will be provided at no cost. The City would be responsible only for expenses such as re-advertising, consultant travel, additional background checks, etc. **This guarantee does not apply to situations in which the successful candidate is promoted or re-assigned within the organization during the one-year period.** Additionally, should the initial recruitment efforts not result in a successful appointment, CPS HR will extend the aggressive recruiting efforts and screen qualified candidates until an offer is made and accepted. CPS HR does not provide a guarantee for candidates placed as a result of a partial recruitment effort.



We thank you for your consideration of our proposal. We are committed to providing high quality and expert solutions and look forward to partnering with the City of Eugene in this important endeavor.

City of
SACRAMENTO



City Manager

Welcome to Sacramento – California’s Capital of Opportunity

Located at the confluence of the Sacramento and American Rivers, the City of Sacramento (pop. 524,943) blends historic charm with forward-looking innovation, making it one of California’s most dynamic and livable cities. As the state capital, Sacramento is a center of government, culture, and commerce—offering a unique blend of urban energy, natural beauty, and civic engagement.

A Vibrant Community Full of Life and Culture

Residents and visitors alike enjoy a rich array of activities throughout the year. The city is home to the world-renowned Crocker Art Museum, the historic California State Railroad Museum, and the celebrated Golden 1 Center—home to the NBA’s Sacramento Kings and a premier venue for concerts and major events. Midtown’s lively arts scene, thriving nightlife, and celebrated farm-to-fork culinary movement offer endless ways to explore and connect with the community.

Outdoor Living and Natural Beauty

With more than 200 parks and 80 miles of trails, including the scenic American River Parkway, Sacramento provides abundant opportunities for outdoor recreation. Kayaking, cycling, running, and riverfront concerts are just a few of the ways residents enjoy the city’s temperate climate and green spaces.

Education and Lifelong Learning

Sacramento is a hub for public education and academic advancement. The region is served by multiple school districts and offers a range of public, charter, and private schools. It is also home to Sacramento State University and within proximity to the world-class University of California, Davis. The city’s libraries, community centers, and cultural institutions offer countless opportunities for lifelong learning, civic engagement, and professional development.

A Growing, Diverse Capital with a Bright Future

One of the most diverse cities in the nation, Sacramento prides itself on inclusivity, innovation, and resilience. As it continues to grow, the city is investing in sustainable infrastructure, equitable development, and economic opportunity. It is a community where bold ideas are welcomed—and where visionary leadership can shape the future for generations to come.

To learn more go to: www.cityofsacramento.gov



City Government

Founded in 1849, the City of Sacramento is the oldest incorporated city in California. In 1920, Sacramento city voters adopted a City Charter (municipal constitution) which is still being used today. The City operates under a Council-Manager form of government, which balances professional management with strong elected leadership. The governing body is composed of a nine-member City Council, including the Mayor, elected at-large, and eight Councilmembers, each representing a district within the city. The Mayor serves as the political leader and policy advocate for the City, while the City Council sets citywide priorities, adopts the annual budget, and enacts ordinances to support community well-being and sustainable growth.

The City Manager, appointed by the City Council, serves as the chief executive officer of the organization, responsible for implementing Council policies, delivering public services, managing day-to-day operations, and leading over 4,800 full-time employees across numerous departments.

Sacramento's city government includes a full range of departments and services, including Public Works, Utilities, Community Development, Police, Fire, Parks & Community Enrichment, Finance, and Youth, Parks & Community Enrichment, among others. These departments work collaboratively to ensure efficient and responsive municipal services that enhance quality of life for the city's residents and businesses.

The City of Sacramento operates with a total annual budget of approximately \$1.5 billion, including a General Fund of over \$700 million. The City is committed to long-term financial sustainability, transparent governance, and strategic investment in public safety, infrastructure, economic development, and community equity.

With a dedicated workforce, diverse community, and ambitious policy agenda, the City of Sacramento offers an exciting and meaningful opportunity for visionary leadership at the highest level of municipal service.



Accolades

- » **All-America City Award (2022)**
Recognized by the National Civic League for Sacramento's collaborative efforts in addressing community challenges through inclusive civic engagement. [YouTube](#)
- » **Wide Open Walls Mural Festival**
Celebrated for transforming Sacramento's urban landscape through public art, fostering community pride and cultural tourism. [Wikipedia](#)
- » **Travel + Leisure's 50 Best Places to Travel (2025)**
Sacramento was featured for its vibrant culinary scene, rich cultural experiences, and dynamic urban development.
- » **Outstanding Public Transportation System of the Year (2021)**
Awarded by the American Public Transportation Association (APTA) to Sacramento Regional Transit (SacRT) for exceptional service and innovation. [SacRT](#)
- » **#3 Economic Development Organization Worldwide (2023)**
The Greater Sacramento Economic Council (GSEC) was ranked third globally by the International Economic Development Council for its transformative economic strategies. [Greater Sacramento Economic Council](#)

The City Manager of Sacramento serves as the chief executive officer of the municipal government, appointed by the City Council. This charter officer role encompasses comprehensive oversight of city operations, policy implementation, and strategic leadership across all departments.

- » **Executive Leadership:** Oversee the administration of all city departments and functions, ensuring efficient and effective service delivery.
- » **Policy Implementation:** Execute policies and directives established by the City Council, translating legislative decisions into actionable programs.
- » **Strategic Planning:** Develop and guide long-term strategic plans to address the city's needs and priorities.
- » **Budget Management:** Prepare and administer the city's annual budget, ensuring fiscal responsibility and alignment with policy goals.
- » **Intergovernmental Relations:** Represent the city in interactions with other governmental agencies, community organizations, and stakeholders.
- » **Public Engagement:** Foster transparent communication with residents, addressing community concerns and promoting civic involvement.

[illegible]

Ideal Candidate

The next City Manager of Sacramento will be a visionary, principled, and resilient executive who brings both a fresh perspective and the proven capability to lead a large, complex, and politically nuanced organization. This individual must be a **true leader**—not just a skilled administrator, but a force for cultural renewal, institutional trust-building, and strategic economic and community advancement.

A Bold, Unifying Leader

Sacramento seeks a City Manager who can shape and sustain a strong, positive organizational culture grounded in **integrity, transparency, and excellence**. The ideal candidate will be an inclusive leader who motivates teams, breaks down silos, and rebuilds morale by treating staff with respect and setting a high standard of professionalism across the organization. They will possess the ability to unify the Mayor, City Council, City departments, and community stakeholders around a common purpose—restoring trust, delivering results, and addressing structural inequities. This is a role for someone who understands the weight of public leadership and leads with both confidence and humility.

Strategic Thinker and Operational Expert

This leader will bring a clear, measurable strategic vision that addresses Sacramento's most urgent challenges—particularly the structural budget deficit, fractured public trust, and inconsistent service delivery. They must be a **strong fiscal steward**, capable of confronting outdated systems, modernizing infrastructure, and identifying alternative revenue streams to ensure long-term sustainability. The ideal candidate will be outcome-driven and skilled in **results-based budgeting**, performance measurement, and transparent communication of public finances. Their decisions will reflect a sharp understanding of the city's priorities and constraints, balancing short-term needs with long-term goals.

Authentic, Accessible, and Community-Centered

Sacramento's next City Manager must embody **servant leadership**—being present in neighborhoods, listening to residents, and building genuine relationships with historically marginalized communities. They will be expected to attend town halls, walk city streets, and engage face-to-face—not just with elected officials or department heads, but with residents, small business owners, and youth. The successful candidate will communicate clearly and consistently, use digital platforms and newsletters to keep the public informed, and ensure the City is known not for bureaucracy, but for responsiveness and service.

Politically Astute, Not Political

The ideal City Manager will possess a high level of political acumen—capable of navigating complex governmental environments, understanding the nuances of policy-making, and building effective, collaborative relationships with elected officials, community leaders, and regional partners. They are skilled at reading the room, anticipating challenges, and communicating in ways that foster alignment and progress. While politically savvy, this leader maintains objectivity and professionalism, steering clear of partisanship or personal agendas. Their focus is on good governance, ethical decision-making, and implementing the policy direction of the City Council with integrity and transparency. Respected for their ability to listen, build consensus, and stay above the fray, they bring a steady, unifying presence to City Hall—ensuring the organization remains mission-focused, community-centered, and committed to long-term success.



Equity-Focused and Culturally Competent

Sacramento's diversity is one of its greatest strengths, but past practices have eroded trust in how equity initiatives and public funds are administered. The next City Manager must restore confidence by ensuring transparency in the allocation of funds, including Measure U and Measure L revenues, and by committing to racial justice and inclusive economic development. The ideal candidate will actively engage with diverse nonprofits, immigrant communities, and underrepresented neighborhoods; build equitable systems that support community-centered investment and service delivery; and, demand accountability from developers and contractors, ensuring labor and public benefit standards are upheld.

Desired Qualifications and Attributes

- » Prior experience as a City Manager, Assistant/Deputy City Manager, or senior leader of a complex public agency or regulated entity.
- » Proven success managing large budgets, diverse teams, and multifaceted initiatives in politically dynamic environments.
- » Strong communication, facilitation, and negotiation skills—able to navigate competing interests and build alignment.
- » A results-oriented, non-defensive leadership style—willing to listen, adapt, and innovate.
- » Track record of hiring and retaining high-performing, mission-driven professionals.
- » Ideally has California experience or with demonstrated capacity to quickly understand the state's unique public sector landscape.



**The next
City Manager
of Sacramento
will be a visionary,
principled, and resilient
executive...**

What Will Set the Next City Manager Apart?

- » The **moxie** to make bold decisions and the wisdom to know when to listen.
- » A **servant's heart** and a **strategist's mind**—passionate about uplifting Sacramento's neighborhoods and future.
- » An unwavering commitment to **transparency, fairness, and accountability**.
- » A leadership presence that restores pride in public service—motivating City employees and engaging the public meaningfully.

Education and Experience

The ideal candidate will possess no less than 10 years of increasingly responsible experience performing complex budgetary, financial, policy and organizational analysis duties. Experience working directly with an elected council or board in a comparably sized organization is preferred. A bachelor's degree or higher in business, public administration or a related field.



Compensation/Benefits

The annual salary range for this role is **\$273,211 - \$420,684** dependent on qualifications and is complemented by an attractive benefit package that includes:

- » **RETIREMENT/PENSION** – 2% at age 55 retirement formula for Classic PERS members; or 2% at age 62 based on provisions of the California Public Employees' Pension Reform Act of 2013 (PEPRA).
- » **HEALTH INSURANCE** – Medical, Dental, Vision Care, and EAP benefits are provided through the City. The City offers three medical providers and provides a contribution towards medical, dental, and vision premiums. Medical, Dental, Vision Care, and EAP benefits are provided to all regular employees and their eligible dependents.
- » **OTHER INSURANCE** – Group Life and Disability Insurance.
- » **DEFERRED COMP** – City sponsored 457 Deferred Compensation Plan administered by Nationwide.
- » **FLEXIBLE SPENDING ACCOUNT** – The City offers a Healthcare, Dependent Care, and Transportation FSA.
- » **VACATION** – 80–160 hours per year; accrual rate based on years of service.
- » **LEAVES** – 80 hours of management leave per year; 96 hours of sick leave per year. Leave hours are prorated for new hires.
- » **HOLIDAYS** – 13 designated days and 2 floating holidays per year.
- » **TECHNOLOGY STIPEND** – \$100 per month.
- » **VEHICLE STIPEND** – \$500 per month.



Application and Selection Procedure

To be considered for this exceptional career opportunity, submit your resume, cover letter, a list of six work-related references (two supervisors, two direct reports and two colleagues, who will *not* be notified without prior notification) by **Monday, June 30, 2025**. Resume should reflect years *and* months of employment, beginning/ending dates as well as size of staff and budgets you have managed.

Please go to our website to submit your application: <https://www.cpshr.us/recruitment/2491>

For further information contact:



Pam Derby
(916) 263-1401
E-mail: pderby@cpshr.us

Teddi Anderson
(916) 471-3439
E-mail: tanderson@cpshr.us

Website: www.cpshr.us

Resumes will be screened in relation to the criteria outlined in this brochure. Candidates with the most relevant qualifications will be given preliminary interviews by the consultants. Candidates deemed most qualified will be referred to the City. Selected candidates will be invited to participate in further interview and selection activities. An appointment will be made following comprehensive reference and background checks.



**BOB MURRAY
& ASSOCIATES**
Experts In Executive Search

A Proposal to Conduct an Executive Recruitment
for the Position of
CITY MANAGER
on behalf of the City of



RFI 20252061

1544 Eureka Road, Suite 180
Roseville, CA 95661
(916) 784-9080
(916) 784-1985 fax

June 13, 2025

Mayor Kaarin Knudson and
Members of the City Council
City of Eugene
500 East 4th Ave.
Eugene, OR 97401

Submitted via email to: dschmidt@eugene-or.gov

Dear Ms. Knudson,

Bob Murray & Associates is pleased to submit a proposal to conduct the City Manager recruitment for the City of Eugene. The following details our unique qualifications and describes our systematic–yet flexible–method of identifying, recruiting, and screening outstanding candidates on your behalf. Bob Murray & Associates is proud to offer straightforward, ***all-in pricing***, eliminating surprises and making the experience simple and stress-free. This proposal includes information on our proven process, a timeline, and a guarantee.

As the premier public sector executive search firm specializing in positions that report directly to elected boards/councils, we understand the unique dynamics, high expectations, and political acumen required of leaders in these critical roles. We don't just fill positions—we ensure the candidates we present to the City of Eugene are well-aligned with your organization's goals, values, and culture. Our team is composed of experienced executive recruiters and former public-sector executives—professionals who are passionate about public service and attuned to current trends in government leadership. With over 34 years of experience and a network of more than 40,000 professionals and organizations, we've built a strong reputation for delivering exceptional candidates and achieving repeat success with our clients.

Bob Murray & Associates recognizes that we work at the pleasure of the City Council and our job is to facilitate the Council in finding the City's next City Manager. Our best practice is to establish a strong partnership with the Council, to ensure the placement of a City Manager who is ideally suited to its needs. In developing this collaborative approach, we will seek the opportunity to meet with the council members individually to discuss their expectations for the City's new City Manager. The feedback received from the council members will be essential in providing guidance when recruiting and screening candidates for the position.

Current and recent recruitments we have completed similar in scope to your upcoming search include the following:

2025

Davis, CA (City Manager) - *current*
 Live Oak, CA (City Manager) - *current*
 Oakdale, CA (City Manager) - *current*
 Dallas County, TX (Assistant County
 Administrator) - *current*
 Fowler, CA (City Manager)
 Louisville, CO (City Manager)

2024

Vernon, CA (City Administrator)
 Folsom, CA (City Manager)
 Murrieta, CA (City Manager)
 Aliso Viejo, CA (City Manager)
 Hayward, CA (City Manager)
 Manhattan Beach, CA (City Manager)
 Emeryville, CA (City Manager)
 Reno, NV (City Manager)
 Clovis, CA (City Manager)
 Clayton, CA (City Manager)
 Vancouver, WA (City Manager)
 Orinda, CA (City Manager)
 Pinole, CA (City Manager)
 Novato, CA (City Manager)
 Saratoga, CA (City Manager)
 Sparks, NV (City Manager)

Salinas, CA (City Manager)
 Pacific Grove, CA (City Manager)
 Marin County, CA (County Administrator)

2023

Auburn, CA (City Manager)
 Desert Hot Springs, CA (City Manager)
 Downey, CA (City Manager)
 Merced, CA (City Manager)
 Moraga, CA (Town Manager)
 Piedmont, CA (City Administrator)
 Rio Vista, CA (City Manager)
 San Bruno, CA (City Manager)
 San Marino, CA (City Manager)
 San Rafael, CA (City Manager)
 San Ramon, CA (City Manager)
 Santa Clara, CA (City Manager)
 South Gate, CA (City Manager)
 Ventura, CA (City Manager)
 Winters, CA (City Manager)
 Yountville, CA (Town Manager)

We work as a team on every search at Bob Murray & Associates. Your Project Lead would be our Pacific Northwest based Recruiter, Jeff Mori, who would not only direct and supervise the project team from beginning to end but also serve as the Recruiter for the project as well.

To learn first-hand about the quality of our services and why the majority of our engagements come from repeat and referred clients, we invite you to contact the references listed on page 13 of the attached proposal.

We look forward to your favorable consideration of our qualifications. Please do not hesitate to contact us at (916) 784-9080 with any questions.

Sincerely,



Valerie Gaeta Phillips
 President, Bob Murray & Associates

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THE RECRUITMENT PROCESS

Bob Murray & Associates' recruiters are specialists in finding positive placements and providing security and fairness to candidates and clients while ensuring the integrity of the search process. Outlined below are the steps in our proven recruitment process, refined through our 34+ years of experience in executive recruiting.

STEP 1 DEVELOP THE CANDIDATE PROFILE

Our understanding of the City of Eugene's needs will be key to a successful search. Jeff Mori will meet virtually with the City of Eugene and key stakeholders to learn as much as possible about the ideal candidate for the City Manager position. Key stakeholders often include:

- Council/Board Members - up to five virtual one-on-one meetings with the Recruiter
- Internal Stakeholders (e.g. Department Heads) - up to two virtual group meetings with the Recruiter
- External Stakeholders (e.g. Chamber of Commerce, Community Groups) - one virtual one-on-one or group meeting with the Recruiter

Internal and External Stakeholders

We find that many of our clients value a recruitment process that opens the opportunity for employees, community members, business leaders, and organization representatives to provide input regarding the ideal candidate. Our recruiters are skilled in virtually facilitating group staff meetings, forums for the business community, and/or town hall meetings that provide for equitable involvement from a variety of constituencies.

If the City of Eugene desires, we will work with the City to create a customized virtual community and/or staff input process. *Please note: Virtual facilitation of stakeholder meetings is included in the professional fee. On-site Recruiter facilitation is available for an additional fee - please refer to "Costs and Guarantee" on page 7 for pricing information.*

Online Stakeholder Surveys

Sometimes clients are seeking input from a wider range of stakeholders—such as community members, business leaders, and organization representatives—online surveys are ideal to solicit input regarding qualities of the ideal candidate. Our experienced recruiters excel at crafting targeted, thoughtful, open-ended questions and can design a customized survey, providing a link for easy sharing on your website. After closing, your dedicated Recruitment Coordinator will send you the survey

response data for your review and analysis. This proposal includes one Online Survey. Additional Online Surveys are available under Optional Services (please refer to page 7).

We want to become familiar with the values and culture of the organization, as well as to understand the current and future issues, challenges, and opportunities in the City of Eugene.

Mr. Mori will review and help define the City's wish-list regarding the ideal candidate's personality, management style, knowledge, skills, and abilities and will work with the City of Eugene to identify expectations regarding education and experience. The City and Mr. Mori, will discuss compensation, benefits, and other key information necessary to ensure that outstanding candidates are attracted to this opportunity. The profile we develop together at this stage will drive subsequent recruitment efforts.

STEP 2 DESIGN/DISTRIBUTE BROCHURE AND ADVERTISEMENTS

Mr. Mori and your dedicated Recruitment Coordinator will use the candidate profile developed with the City of Eugene to create a professional recruitment brochure, with the assistance of our professional graphic designer. The four-page, full-color brochure will describe the community, organization, position, ideal candidate, and compensation and will include pictures provided by the City of Eugene that you feel best represent your organization and your community.

Upon your approval, Mr. Mori will send the brochure by email (and postal mail if desired) to a targeted audience, personally inviting potential candidates to apply for the City Manager position. We will also place the recruitment brochure on our [website](#), which attracts over 11,000 unique hits weekly and is a trusted resource for candidates seeking executive and professional positions. Two sample brochures are included in this proposal package for your reference.

Mr. Mori will also design an effective advertising campaign appropriate for the City Manager recruitment. Our broadest outreach comes through our active social media involvement on LinkedIn as well as our monthly newsletter where upcoming and current positions are featured. Sources such as *Western City Magazine*, PublicCEO, and the Careers in Government website will be used to reach an extensive local government audience, while position-specific postings will be chosen to attract candidates who have built their careers in and are committed to the City Management field.

Suggested City Management-specific advertising sources for the City of Eugene's search include:

- International City County Management Association
- League of California Cities
- California City News
- California City Management Foundation
- League of Women in Government

Bob Murray & Associates does not typically place ads with job aggregators or general job posting sites such as CareerBuilder, Monster, or Indeed, as we have found that the broad reach of these sites does not necessarily lead to quality candidates for executive and professional positions.

Reaching Diverse Candidates

Bob Murray & Associates, a woman- and minority-owned business, is **proud of its commitment to attracting and placing diverse candidates**. Nearly 50% of our last 100 placements were women; Hispanic placements 25%; African American placements 13%; Asian placements 21%; and Native American placements at 1%. Not only do we place advertisements with websites designed to attract minority and female candidates, but our President, Valerie Phillips, is a member herself of many diversity-focused organizations including the Local Government Hispanic Network, the League of Women in Government, the Professional Women's Network, Mexican Professionals, and Women Leading Government. She networks frequently with fellow members to gain insight into which potential candidates are leaders in their field.

Mr. Mori will seek to reach candidates in communities and organizations with demographic profiles and populations served like that of the City of Eugene, to maximize the potential for individuals from a wide variety of backgrounds, cultures, and life experiences to be considered for the City Manager position.

STEP 3 RECRUIT CANDIDATES

The strongest candidates are often those who are successful and content in their current positions and need to be sold on a new opportunity. Our extensive network of contacts, developed through **over 2,100 successful placements**, is a primary source for identifying and obtaining referrals for these candidates. Our in-house database of 40,000 current and former executive and professional candidates is a valuable resource that can only be built over time—time that we have invested into perfecting our process for finding the right candidates for our clients. Our aggressive outreach efforts are focused on phone calls to personally invite potential applicants, answer questions, and allay any

reservations, and these efforts are essential to the success of the City Manager recruitment.

STEP 4 SCREEN CANDIDATES

Following the closing date for the recruitment, your Recruiter will screen all resumes we have received, using the criteria established in the candidate profile as a basis upon which to narrow the field of candidates. Internal candidates receive sensitive consideration, and your Recruiter will discuss with the City how the City of Eugene wishes to proceed with these candidates.

STEP 5 CONDUCT PRELIMINARY INTERVIEWS

Your Recruiter will personally interview the top 10 to 15 candidates from the resume screening, with the goal of determining which candidates have the greatest potential to succeed in your organization. To reduce travel-related expenses to our clients and increase efficiency in the search process, these interviews are typically conducted via Zoom, Teams, or other convenient videoconferencing applications.

STEP 6 SEARCH PUBLIC RECORDS

Under the direction of your Recruiter, your dedicated Recruitment Coordinator will conduct a review of published print and online articles for each recommended candidate. Sources include Lexis-Nexis™, Google, social media, and our contacts in the field. This will alert your Recruiter to any further detailed inquiries we may need to make before our recommendations are finalized.

STEP 7 MAKE RECOMMENDATIONS

Based on our findings during the preliminary interview process, your Recruiter will meet with the City virtually or on site to share the complete applicant list and recommend a limited number of candidates for your further consideration. Your Recruiter will make specific recommendations and will help facilitate discussions regarding the candidate pool, but the final determination of interviewees will be up to you.

We typically recommend 6-8 candidates that we feel best match your expectations and prepare a detailed report on each candidate. This virtual "Recommended Finalist" eBook is provided to each member of the decision-making body and includes:

- Candidate list with Recommended Finalists identified in *Group 1* and *Group 2* (primary and secondary recommendations), as well as *Internal* candidates
- Summary of experience and education for each Recommended Finalist candidate
- Complete cover letter and resume for each Recommended Finalist candidate

- List of *Other Applicants* (those who did not meet minimum qualifications or were otherwise unsuitable, based on our screening process)

Bob Murray & Associates maintains all search records for a period of seven (7) years following each recruitment, and we are happy to forward cover letters and resumes for each applicant by postal mail or email as soon as the recruitment closes to new applications.

STEP 8 FACILITATE PANEL INTERVIEWS

Our years of experience will be invaluable as we help you develop an interview process that objectively assesses the qualifications of each candidate. We will work with the City of Eugene to craft and implement an interview approach that fits your needs. This may include panel and/or individual interviews by the City Council; key stakeholders, community/employee interview panels; writing and presentation samples; meet-and-greets; or other specialized process elements your Recruiter helps the City of Eugene to design.

Your Recruiter will be present on-site during the panel interviews to facilitate as necessary during the process and to guide discussion to consensus regarding final candidates. Bound interview books will be provided for each interview panel member containing:

- Recruitment brochure with candidate profile
- Interview schedule
- Suggested interview questions
- Experience summary, cover letter, resume, and rating form for each candidate
- Ranking forms for use during the panel interview process

We will work closely with your staff to coordinate and schedule interviews. Our goal is to ensure that each candidate has a positive experience, as the way the entire process is conducted will influence the final candidates' perception of your organization.

STEP 9 CONDUCT BACKGROUND AND REFERENCE CHECKS

Your Recruiter and your Recruitment Coordinator will conduct detailed reference checks for up to two (2) final candidates. To gain an accurate and honest appraisal of the candidates' strengths and weaknesses, we will talk candidly with people who have direct knowledge of their work and management style. In addition to gaining a 360-degree view of candidates from the perspective of their supervisors, subordinates and peers for the past several years, we will make a point of speaking confidentially to individuals who may have further insight into a candidate's abilities but who may not be on their preferred list of contacts.

Your Recruitment Coordinator will work with the two (2) final candidates and our professional backgrounding firm, HireRight, to conduct credit, civil litigation, and motor vehicle record checks and verify candidates' degrees.

STEP 10 ASSIST IN NEGOTIATIONS

We recognize the critical importance of successful negotiations and can serve as your representative during this process. Mr. Mori knows what other organizations have done to put deals together with great candidates and what the current market is like for City Manager positions in organizations like the City of Eugene's. Your Recruiter will be available to advise you regarding current approaches to difficult issues, such as housing and relocation. We will represent your interests and advise the chosen candidate and you regarding salary, benefits, and employment agreements, with the goal of putting together a deal that results in the appointment of your chosen candidate. With our proven experience and vested interest in a positive outcome, we can turn a very difficult aspect of the recruitment into one that is straightforward and agreeable for all parties involved.

COMPLETE ADMINISTRATIVE ASSISTANCE

We receive many unsolicited testimonials each year from clients and candidates alike noting our prompt, considerate, accurate, and professional service during the search process. Throughout the recruitment, in time intervals that suit the City of Eugene, we will provide you with updates on the status of the search and attend to all administrative details on your behalf.

Candidates receive immediate acknowledgement of their applications, as well as personal phone calls and/or emails (as appropriate) advising them of their status at each critical point in the recruitment. Candidates who receive preliminary or final interviews and are not chosen to move forward in the interview process will receive personal calls from your Recruiter on behalf of the City of Eugene.

It is our internal company standard that all inquiries from clients and candidates receive a response within the same business day whenever possible, and certainly within 24 hours if the inquiry is received during the work week. Your Recruiter will be available to the City of Eugene by office phone, cell phone, and email at any time to ensure a smooth and stress-free recruitment process.

COSTS AND GUARANTEE

PROFESSIONAL FEE AND EXPENSES

The **all-inclusive professional services fee** for conducting the City Manager recruitment on behalf of the City of Eugene is **\$37,000**. Services provided for in this fee consist of all steps outlined in this proposal, including design and distribution of the recruitment brochure, advertising, marketing and promotion, administrative support, public records research, comprehensive background reporting on the final candidates, postage, technology, and two days of on-site meetings. This proposal is valid for 60 days from the date of the proposal.

*Optional Services are listed below and are in addition to the professional services fee. Expense reimbursement for **Consultant travel** related to additional on-site meeting days is billed at the actual rate (airfare/mileage, lodging) and is the responsibility of the City of Eugene.*

The professional fee does not limit the amount of time invested by Bob Murray & Associates in promoting a successful outcome for this project. In fact, our mission for this project is to ensure we assist in identifying the right candidate for the City of Eugene. Therefore, Mr. Mori will contact the City at the first anniversary of the placement to confirm an effective transition has occurred.

Optional Services

- **Additional virtual stakeholder meetings:** \$250/meeting
- **Additional on-site meeting days:** \$1,500/day/Consultant, plus travel expenses
- **Online Surveys:** \$500/each (includes preparing recommended questions, preparing and sharing the survey link, closing the survey, and sending the survey response data for your review and analysis)
- **Additional background checks:** \$300/candidate
- **Additional reference checks:** \$500/candidate
- **Additional hires:** \$9,000/candidate

GUARANTEE

In the event a candidate recommended by our firm resigns or is terminated within the first 12 months of employment, Bob Murray & Associates will provide the City of Eugene with professional services to secure a replacement. Services will be provided at no cost, aside from the following *reimbursable* expenses incurred on the City of Eugene's behalf during the new search:

- Brochure design and distribution (\$695 reprint only, \$1,275 edit/reflow/reprint)(*if needed*)
- Advertising actual costs (estimated at \$2,975)
- Public records search for all new candidates (\$500)
- Background Checks (\$300/candidate)
- Reference Checks (\$500/candidate)
- Consultant travel reimbursement (if travel is needed)
- *Plus any applicable Optional Services, if desired*

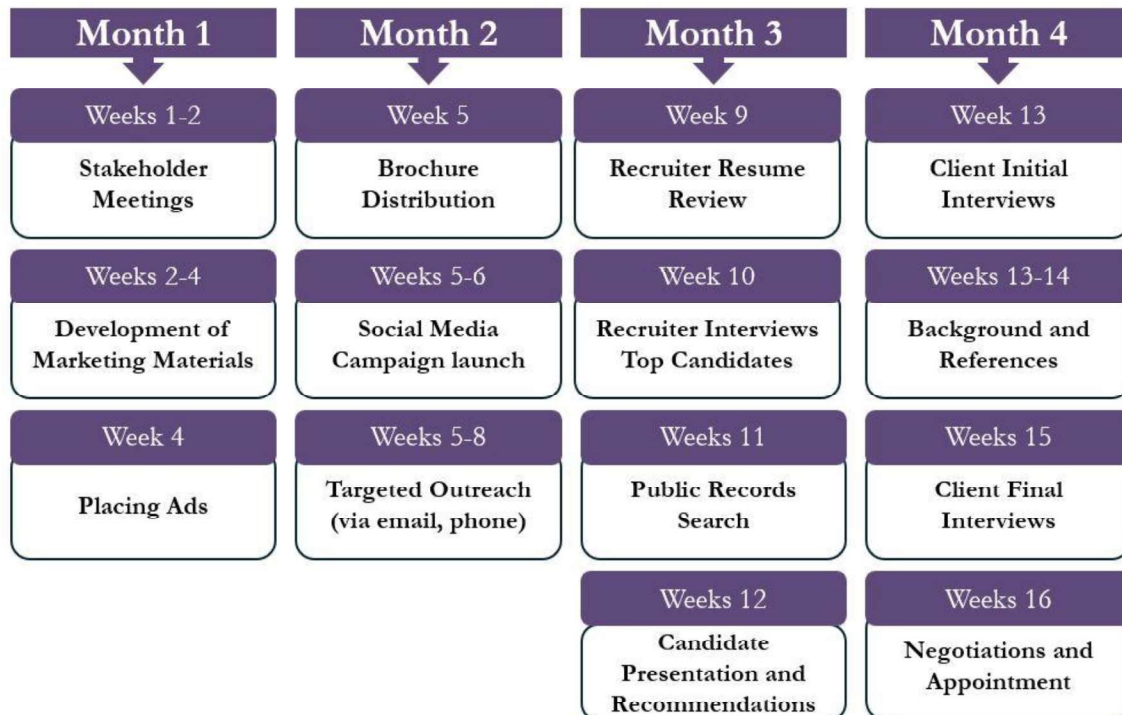
In the event that a placement is not made from the initial recruitment, Bob Murray & Associates will provide professional services to conduct one additional recruitment. Services will be provided at no cost. However, the City of Eugene will be responsible for the *reimbursable* expenses as noted above.

We are confident in our ability to recruit outstanding candidates and do not expect the City to find it necessary to exercise this provision of our proposal.

RECRUITMENT SCHEDULE

We are prepared to start work on this assignment upon receipt of a signed professional services agreement or other written, authorized notification. A full search can be completed in 13-16 weeks from the date of initial meetings with our client.

The final recruitment schedule will be determined in collaboration with City of Eugene. A typical timeline of tasks and events is included here for reference.



FIRM PROFILE

OUR STAFF

Bob Murray & Associates is a small firm focusing exclusively on executive search services. We have a team of seventeen (17):

- Bob Murray, *Founder*
- Valerie Gaeta Phillips, *President*
- Gary Phillips, *Executive Vice President*
- Joel Bryden, *Vice President*
- Yasmin Beers, *Senior Executive Recruiter*
- Adele Fresé, *Senior Executive Recruiter*
- Stacy Stevenson, *Senior Executive Recruiter*
- Jon Lewis, *Executive Recruiter*
- Stephanie Dietz, *Executive Recruiter*
- Melanie Richardson, *Executive Recruiter*
- Jeff Mori, *Executive Recruiter*
- Michael Ishii, *Executive Recruiter*
- Ian Schmutzler, *Executive Recruiter*
- Alexandria Kopack, *Recruitment and Operations Manager*
- Kathy Lolas, *Senior Recruitment Coordinator*
- Grace Marshall, *Senior Recruitment Coordinator*
- Steph Souza, *Recruitment Coordinator*

JEFF MORI, EXECUTIVE RECRUITER



Jeff Mori has 31 years of local government experience he brings to Bob Murray and Associates, having retired as the Vancouver, WA Chief of Police in October 2024.

Jeff started his career at the Washington County Sheriff's Office in Hillsboro, OR, finishing his tenure as the Undersheriff. He joined the Vancouver Police Department in 2019.

He has significant experience working and collaborating with a variety of government and public stakeholders. Jeff develops strong relationships and assists others in reaching their full potential and goals.

Whether working as a government executive, volunteer sports coach, or professional instructor, Jeff quickly recognizes talent. He understands the importance of providing meaningful feedback and helping people navigate complex processes.

Jeff is a graduate of the FBI National Academy, Harvard Kennedy School's Senior State and Local Executives program, and PERF's Senior Management Institute for Police. He obtained his Bachelor of Science Degree from Oregon State University. He and his wife reside in southwest Washington State, and have three adult children.

CORPORATION

Bob Murray & Associates was founded in May 2000 and operated under the corporation name MBN Services, Inc. until June 2014; our new corporation name is GVP Ventures, Inc., incorporated in California in 2014. Contact information for the corporation and the firm is as follows:

GVP Ventures, Inc. OR Bob Murray & Associates
1544 Eureka Road, Ste. 180
Roseville, CA 95661
(916) 784-9080
apply@bobmurrayassoc.com

Our corporation and firm are financially sound (and have been so since 2000), with documentation from our accountant available to your organization prior to final execution of a professional service agreement. We have never been involved in any litigation, aside from our personnel serving as expert witnesses when called to do so.

PROFESSIONAL ASSOCIATIONS

Our firm, represented by either our President or our Executive Vice President, are involved in the following organizations to remain engaged with current and future issues relevant to the work we conduct on behalf of clients like City of Eugene:

- California Special Districts Association
- California City Management Foundation (CCMF)
- Engaging Local Government Leaders (ELGL)
- International City/County Management Association (ICMA)
- International Network of Asian Public Administrators (I-NAPA)
- League of California Cities
- League of Women in Government
- Municipal Management Association of Northern California (MMANC)
- Municipal Management Association of Southern California (MMASC)
- National Forum for Black Public Administrators (NFBPA)

Members of our leadership team not only attend events sponsored by these associations but are also frequently called upon to serve as panel members and to provide specialized lectures regarding industry-specific issues. Recent and upcoming speaking engagements and trainings provided by our staff include:

- “Role of the Chief” class, annually presented by Jon Lewis on behalf of the California Police Chiefs Association;
- MMANC and MMASC annual mock interviews;
- Annual League of California Cities Booth; and
- Annual League of California Cities City Manager’s Conference (City Manager hosted event).

REFERENCES

Clients and candidates are the best testament to our ability to conduct quality searches. Clients for whom Bob Murray & Associates has recently conducted similar searches are listed below:

CLIENT:	City of Aliso Viejo, CA
POSITION:	City Manager
REFERENCE:	Mayor Tiffany Ackley (949) 425-2510
CLIENT:	City of Murrieta
POSITION:	City Manager
REFERENCE:	Ms. Rosa Vega, Administrative Manager (951) 461-6010
CLIENT:	City of Reno, NV
POSITION:	City Manager
REFERENCE:	Ms. Norma Santoyo, Assistant City Manager, (775) 300-0677
CLIENT:	City of Sparks, NV
POSITION:	City Manager
REFERENCE:	Ms. Jill Valdez, Human Resources Director, (775) 300-0677

We appreciate the City of Eugene's consideration of our proposal and look forward to working with you.



IV. STANDARD REQUEST FOR INFORMATION FORM
--

CITY OF EUGENE
Solicitation No. RFI 20252061

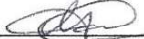
Due Date and Time: **June 13, 2025 @ 5:00 pm**

I, the undersigned, and authorized representative of Bob Murray & Associates
(Firm Name)

which is a sole proprietor _____, partnership _____, or corporation X

have read and thoroughly understand the specifications, the RFI instructions, and all other conditions of the Request for Information solicitation as well as all addenda issued for this solicitation by the City of Eugene for Executive Recruitment Consultant for City Manager and agree that the information submitted is accurate and correct.

Name: George Lolos Title: Contract Administrator

Signature:  Date: 6-13-2025

Company Name: Bob Murray & Associates

Tax ID Number (TIN): 47-1050108

Address: 1544 Eureka Rd. Suite 180 Roseville, CA 95661

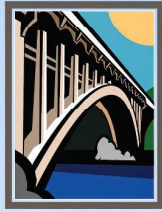
Phone: (916) 784-9080 Fax: (916) 784-1985

E-mail Address: george1@bobmurrayassoc.com

Company contact for this project (if different from above):

Name: _____ Title: _____

Phone: _____ E-mail: _____



CITY OF
FOLSOM
DISTINCTIVE BY NATURE

CITY MANAGER



THE COMMUNITY

Anchored in the foothills of the Sierra Nevada, the City of Folsom is comprised of beautiful parks and trails, family-oriented neighborhoods, and outstanding shopping, dining, and cultural options for visitors and residents alike. The City is renowned for highly ranked schools, excellent public safety with low crime rates, and a strong employer base. Located 20 miles east of Sacramento and about 1.5 hours from Lake Tahoe, Folsom is a high-tech, forward-looking city, with firms ranging from small to large international corporations. The City is a dynamic metropolis with a unique mixture of sophistication, historic insight, and a prospering business community.

Folsom has a rich history that includes the famous California Gold Rush Days which created a legacy of excitement that propels the City today. The City also has an abundance of recreation for all ages from water sports such as kayaking, water skiing and sailing to an expansive network of 50+ miles of integrated trails for biking and hiking. Folsom Lake State Recreation Area is the most popular multi-use, year-round unit in the California State Park System. Each year visitors flock to the 18,000-acre park to fish, hike, camp, picnic, ride horseback, water ski, boat, swim, and study nature. Folsom Lake, the larger of the area's two lakes, is formed behind Folsom Dam and has 120 miles of shoreline. The City also offers diverse shopping, fine restaurants, and quality lodging. The historic district and oldtown with their landmarks, great scenery, and wonderful shopping are located just above the shores of Lake Natoma on the American River. Over 60 antique dealers make the City one of the oldest and largest centers of the antique trade in the West. More than 40 artisanal studios, art galleries and working artists make the City a fascinating destination for the collector.

The City's ideal location provides easy access to many major metropolitan areas, such as Sacramento – California's State Capital, San Francisco, Lake Tahoe, and the California Coast. Folsom residents enjoy the highest household median income in the Capital Region and the 13th highest in the state. The City has been named the best place to raise a family in California, has been ranked as one of the safest cities in the U.S., is listed as one of the most livable small cities in California, is noted as one of the best places in California to find a job, and has two schools that were selected as best high schools in the country. These along with its natural scenic beauty and a great climate make Folsom a wonderful place to live, work and raise a family.



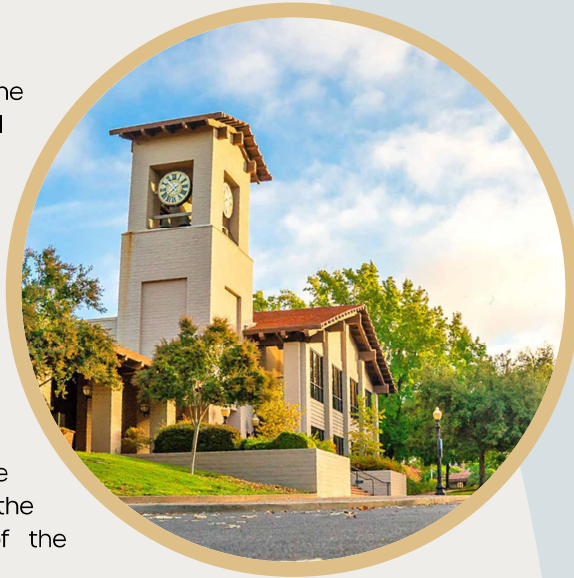
CITY GOVERNMENT

Folsom residents elect five City Council members representing five distinct districts who serve four-year terms. Each year, council members select a Mayor and Vice Mayor from their ranks. Under direction of the City Council, the City Manager oversees day-to-day operations of the City and directs a staff of about 500 permanent employees. Folsom's General Plan serves as the guiding document to lead the City into the future. It emphasizes Folsom's family-friendly atmosphere and calls for at least five acres of park land for each 1,000 residents and city co-sponsorship of family activities. It envisions easily accessible retail centers, without adding traffic into the City's core. The General Plan also paints a picture of attractive new neighborhoods and a carefully preserved Historic District. Folsom residents also play an active role as the City handles routine business and shapes itself for the future. Committed citizens keep the City on track, providing thoughtful guidance to assure that Folsom retains the values which have lent it generations of appeal. The City has a Fiscal Year 2024-2025 General Fund budget of approximately \$117M.

THE POSITION

The City Manager plans, organizes, and directs the overall administrative activities and operations of the City; advises and assists the City Council; and represents the City's interests with other governmental agencies, business interests, and the community. The City Manager must keep Council informed and advised of the financial condition and future needs of the City, and make recommendations to the Council concerning the affairs of the City as are deemed necessary or desirable. Duties and responsibilities include but are not limited to:

- Representing the City in the Community at professional meetings.
- Preparing and administering the annual budget and capital improvement plan.
- Enforcing laws and contracts; Providing for enforcement and faithful execution of all laws, regulations and rules of the City, all provisions of the Charter, and all acts of the Council.
- Attending all Council meetings and participating in discussions; making recommendations for City Council adoption.
- Responding to and resolving difficult and sensitive citizen inquiries and complaints.
- Directing and conferring with department heads concerning administrative and operational problems.
- Appointing, removing and disciplining all employees of the City pursuant to requirements set out in the Charter.
- Directing and supervising the administration of all departments, offices, and agencies of the City.
- Administering and safeguarding all contracts of which the City is a party.
- Making reports to the Council concerning the operations of City departments, offices and agencies.
- Performing other duties consistent with the Charter as may be required by the Council.



federal, state, and local laws, codes, and regulations is essential. The successful candidate must be transparent and respectful with high emotional intelligence. Candidates must have the ability to communicate effectively, both verbally and in writing, and establish positive and effective working relationships with those contacted in the course of work.

Qualified candidates possess a Bachelor's degree from an accredited college or university in public or business administration or a closely related field, along with five (5) years of increasingly responsible management experience in local government, preferably in a city manager or county administrative office, including significant administrative, financial, and personnel management responsibilities. A Master's degree in public or business administration is highly desirable.

COMPENSATION

The incumbent City Manager's salary is currently \$290,050. The salary for the incoming City Manager is negotiable and dependent upon experience and qualifications. The City of Folsom also offers an attractive benefits package including:

Retirement - Public Employee Retirement System (CalPERS)

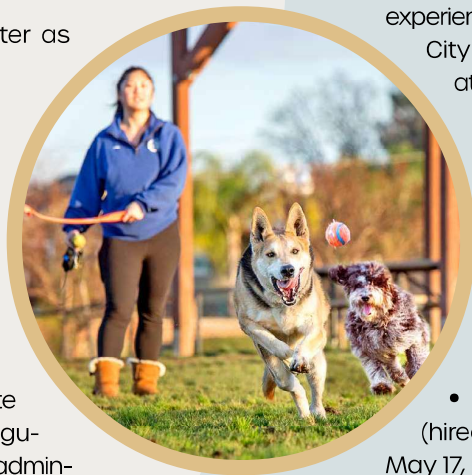
- PERS Classic Members (hired into PERS on or prior to May 16, 2011), formula is 2.7% @ 55
- PERS Classic Members (hired into PERS on or after May 17, 2011), formula is 2% @ 55
- PERS PEPPRA Members (hired into PERS after January 1, 2013), formula is 2% @ 62

Social Security and Medicare - Employer and Employee both contribute 6.2% to Social Security and 1.45% to Medicare.

THE IDEAL CANDIDATE

The City of Folsom is seeking a politically savvy, flexible, and proactive candidate to serve as the next City Manager. The ideal candidate is innovative, positive and solution oriented with the ability to provide effective leadership and mentorship to staff. A professional, team oriented, and confident leader will do well in this role. The successful candidate must have the ability to select, supervise, and evaluate assigned staff; interpret and apply laws, rules, and regulations; and analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.

The ideal candidate will maintain a customer service focus and engage the community. A consensus builder who removes obstacles and thinks outside of the box is desired. The new City Manager must bring balance and adaptability. Knowledge of principles and practices of municipal government; current social, political, and economic trends; and pertinent



Medical – Employer contributes set amount for medical.

Dental – Employer pays 80% of premium (Delta Dental).

Vision – Employer pays 80% of premium (VSP).

Life Insurance – \$100,000 policy City paid for you; \$2,000 for each eligible dependent. Accidental Death and Dismemberment: \$100,000.

Holidays – 13 paid City holidays, including one floating holiday.

Disability Insurance – Short- and long-term disability paid by City with benefit of up to 60% salary up to age 65 for non-job related injuries or illnesses. Current maximum of \$1,252 weekly for STD. Workers compensation insurance covers on-the-job injuries or illnesses.

Annual Leave – The City provides 24 hours per month of paid Annual Leave for use as vacation or sick time.

Cash Out of Annual Leave – Employees may cash out up to 40 hours of annual leave per fiscal year.

Management Leave – In recognition that exempt managers often work more than 40 hours per week, the City provides paid Management Leave of 80 hours per year.

Deferred Compensation Match – 7.5% of the employee's gross salary. Employee match not required.

Auto Allowance – The City provides \$500 per month in auto allowance.

Expense Allowance – The City provides \$200 per month in expense allowance.

Tech Allowance – The City provides \$100 per month in tech allowance.

TO APPLY

If you are interested in this outstanding opportunity, please apply online at:

www.bobmurrayassoc.com

Filing Deadline:

October 27, 2024

Following the closing date, resumes will be screened according to the qualifications outlined above. The most qualified candidates will be invited to personal interviews with Bob Murray & Associates. A select group of candidates will be asked to provide references once it is anticipated that they may be recommended as finalists. References will be contacted only following candidate approval. Finalist interviews will be held with the City of Folsom. Candidates will be advised of the status of the recruitment following selection of the City Manager.

If you have any questions, please do not hesitate to call Ms. Valerie Phillips at:

(916) 784-9080





CITY OF
Vancouver
WASHINGTON



**CITY
MANAGER**





Click on the image below to learn about
what Vancouver has to offer...



The Community

Vancouver is situated on the north bank of the Columbia River directly across from Portland, Oregon. The Pacific Coast is less than 90 miles to the west and the Cascade Mountain Range rises on the east. Mount St. Helens National Volcanic Monument and Mt. Hood are less than two hours away while the spectacular Columbia River Gorge National Scenic Area lies 30 minutes to the east. Home to indigenous tribes for millennia prior to European settlement, Vancouver is one of the oldest cities in the northwest with a rich history that precedes Washington statehood. Its heritage includes Hudson's Bay Company, US military history, the Kaiser Shipyards of WWII, and significant growth since the late 20th century - all major contributions to the cultural and economic fabric of the city of today. The Fort Vancouver National Historic Reserve, a national park, is adjacent to downtown and honors the rich history and heritage of the city. The Columbia River is a central feature of the region as it connects and sustains the community. Vancouver combines the excitement of a major metropolitan area with a welcoming atmosphere and abundant recreational opportunities.

A vibrant, growing city, Vancouver has an incorporated population of 200,000, a direct service population of nearly 300,000 (utilities and fire/EMS), and an urban growth area population of nearly 400,000. The city is in a sustained period of significant growth and urbanization, adding more than 30,000 new residents in the last 10 years. This growth has brought within it a vibrant diversity that is quickly evolving the community's tapestry of cultures and identity. A language other than English is spoken at home in 20% of households – predominantly Spanish - and there are 100 languages spoken by students in the Vancouver School District and in communities throughout the city. New community-based organizations, cultural events and partnerships are continuously emerging and evolving to reflect Vancouver's evolution.

There are multiple urban center developments planned or underway across the city, such as the Fourth Plain Corridor, where the city has committed significant ARPA and transportation funds; The Waterfront Vancouver; the city-led Heights District redevelopment project; the Vancouver Innovation Center; and the Riverview Gateway District, which includes the HQ redevelopment and Columbia Palisades mixed use centers. Additional significant district development and redevelopment is occurring or planned to occur throughout the city.

The current pipeline of development projects could add as many as 30,000 more residents and more than 10,000 new jobs in the next 6-10 years. This growth is expected to continue to cement Vancouver's emerging identity as a leading community in the greater metropolitan area. Other economic drivers in the community include industries such as healthcare and education (with Washington State University – Vancouver and Clark College campuses) as well as headquarters and traded sector businesses such as Banfield Pet Hospital headquarters, HP Inc., ZoomInfo, Papa Murphy's Pizza, and significant silicon-based technology and biotech industry clusters that include Shin Etsu Handotai America and AbSci.

Click to learn about:

[Vancouver's Awards and Recognition](#)



The Organization

The City of Vancouver operates as a first-class charter city under a Council-Manager form of government. The City Council is comprised of seven members including the Mayor, all of whom are elected at large. Under the city Charter, the Mayor serves as the presiding officer of the Council and the ceremonial head of the city and members of Council serve as policy makers with no regular administrative duties. The City Council adopts a vision for the community, appoints the City Manager, sets policy direction and adopts a biennial budget. The City Manager advises Council on vision and policy, develops a recommended biennial budget and leads the city organization to carry out policy direction in support of achieving the community vision and policies of the Council.

Vancouver is a full-service city, providing high quality direct services to incorporated (full service) and unincorporated (sewer, water, fire & EMS) areas. Services are provided by more than 1,300 full time employees and hundreds of seasonal employees who are committed to providing services aligned with the city's values. The city has a 2023-24 general fund of \$566 million and a total biennial budget of \$2 billion, including a \$362 million capital budget. The city is fiscally sound with a AA credit rating, carries a very low debt burden, and maintains reasonable budget reserves. Vancouver is a leader in innovation and results oriented services in the region and has become known for transformative approaches to affordable housing, transportation planning, urban redevelopment, addressing homelessness, and evolving community expectations related to policing and public safety.

After 17 years of service with the city – 14 as City Manager - the current City Manager is retiring from public employment. The organization is remarkably stable due to the departing City Manager's long tenure of leadership, and has an organizational structure that includes a leadership core of two Deputy City Managers and 14 department directors that collaborate on organizational direction and strategy in alignment with policy direction from the Council. Most department directors were appointed to their roles within the last 3 years, suggesting a prospective period of stability in these key senior leadership positions.

All members of the city organization are committed and aligned to build a city of the future along the Columbia River through a shared commitment to equity, stewardship, resilience, and community safety. In doing so, all employees embrace the practice of the city's organization values of being **collaborative, innovative, compassionate, empowered, and inclusive**.



The Position

The City Manager is appointed by City Council and is the head of the administrative branch of the city government, responsible for the proper administration of all affairs of the city and for leading and managing the city organization in support of achieving community vision and Council goals. Pursuant to city Charter, the City Manager has the power and is required to:

- » prepare and submit to the City Council a recommended biennial budget, and be responsible for its administration upon adoption;
- » prepare and submit to the City Council as of the end of the fiscal year a complete report on the finances and administrative activities of the city for the preceding year;
- » keep the City Council advised on the financial condition and future needs of the city and make such recommendations as may to the manager seem desirable;
- » appoint or remove the City Attorney, subject to the approval of the City Council;
- » appoint and, when necessary, remove all officers and employees of the city except as otherwise provided by the charter, or state laws;
- » perform such other duties as may be prescribed by this Charter or required by the City Council, not inconsistent with the Charter.

(continued)



The Position

The City Council has established three universal policy themes that guide all work of the city: **climate action, equity and inclusion**, and **community safety**. Aligned with these universal themes, the city adopted a strategic plan in 2023 that includes eight focus areas for the next six years:

- **Transportation and Mobility**
- **Economic Opportunity**
- **Housing and Human Needs**
- **Vibrant and Distinct Neighborhoods**
- **Culture and Heritage**
- **Safe and Prepared Community**
- **Climate and Natural Systems**
- **High Performing Government**

The City Council is seeking a dynamic and accomplished executive leader to advance all aspects of the strategic plan. Immediate priorities include:

- » **Housing and homelessness:** the city is experiencing a housing crisis rooted in a lack of sufficient housing supply. Related to this, the city is also in a declared emergency relative to homelessness. In 2023, voters renewed an affordable housing levy that will raise \$10 million annually over the next decade that the next City Manager will need to leverage to implement both a housing action plan and emergency response plan to address this critical issue.
- » **Climate Action:** the city has adopted bold climate action goals in a Climate Action Framework that targets carbon neutrality by 2040. The next City Manager will need to be able to lead and support the organization's transformation of municipal operations as well as catalyze community change through policies and programs to achieve this ambitious goal.
- » **Community Safety:** safety is a paramount duty of the city. In 2021, voters approved a fire levy that includes new and additional staffing as well as replacement and retrofit of several fire stations. In addition, the city is currently engaged in a community conversation about police resourcing. The next City Manager will be expected to lead and deliver major investments in each of these areas.
- » **Transportation and Mobility:** the city is committed to transforming its street system into a mobility system that is safe and effective for all users regardless of how they move. In 2023 the Council adopted a forward leaning Transportation System plan that will be a guide for this work, and the next City Manager will need to be a champion of this transformation.
- » **Comprehensive plan:** the city is in the early stages of a major update to its 20-year comprehensive growth management plan. State law mandates planning for an additional 75,000 new residents within the current city limits by 2045. The city is embracing this opportunity to embed a clear vision for the future of Vancouver as a thriving urban community, and the next City Manager will play a critical role in supporting and delivering this work.
- » **Interstate Bridge replacement:** While not led by the city, planning for a replacement of the I-5 interstate bridge connecting Portland and Vancouver across the Columbia River is well underway with the city as a key stakeholder and regional partner. This \$6+ billion project will occur immediately adjacent to Vancouver's downtown, will enhance safety, regional connectivity and freight mobility as well as connect Vancouver to the Portland region's light rail system. Construction is currently forecasted to begin in 2026, and last for up to 10 years. The next City Manager will play a critical leadership role in assuring the project delivers the full potential of value add to Vancouver.

The Ideal Candidate

The City Council is seeking a candidate that can reinforce and accelerate the current trajectory of the city and support a seamless transition of leadership. Vancouver's next City Manager will be a seasoned municipal leader with demonstrated skill and experience in the full range of core leadership and management competencies. They will be actively engaged with all facets of the city organization and be skilled at cultivating relationships and partnerships external to the organization.

As a **proven strategic leader** with high interpersonal competence and emotional intelligence, the next City Manager will be capable of defining and communicating a unified vision and purpose, leveraging all resources and tools to achieve it. They will be masterful at championing the organization's mission and vision with staff and others, and will foster a safe place for employees to take risks and initiative. The new City Manager will serve as an example to others by applying lessons learned to future initiatives in support of achieving the vision. The next manager will be capable of examining the full scope of factors that influence an issue, determining calculated risks, and developing and using relationships and interpersonal skills to build consensus. Further, the successful candidate will have a track record of creating new and innovative strategies to deal with rapid change and instilling a culture of continuous improvement.

The successful candidate will be an **exceptional communicator** and have a proven record of ensuring and managing community involvement in local government to support good decision making. The City Manager will be capable of building relationships among local, state, and federal elected and appointed officials to advocate for the community. In doing so, they will play a critical role in ensuring robust public outreach in the policy-making process, promoting civility in public discourse, and advocating for diverse viewpoints to be considered. They will learn, respect and be a steward of Vancouver's history with various political, social, and economic issues, and be skilled at identifying a range of engagement, positive communication, and conflict resolution methods appropriate to the issue at hand.

Equity and inclusion is a foundational policy and operational value for the City of Vancouver, and the successful candidate will be experienced and skilled at creating an environment of involvement, respect, and connection of diverse ideas, backgrounds, and talent throughout the organization and the community. The new City Manager will be able to authentically bring everyone, including historically excluded individuals and groups, into processes, activities, and decision making, and will take a proactive approach to service delivery and decision making that accounts for underlying inequities to equitably improve the quality of life for all.

The next City Manager will also offer a demonstrated record of success in **discerning community needs and providing responsive, equitable strategies** using data, technology, and contemporary communications channels. The successful candidate will be skilled at convening, encouraging, and ensuring that all facets of the community are represented and have the opportunity to engage in community discussions and issues, celebrating that engagement and building a culture of transparency throughout the organization. While the city is financially strong and stable, the next manager will be capable and experienced in developing strategic funding recommendations and building consensus for those recommendations when needed.

Qualified candidates possess a bachelor's degree in public administration, Planning, Business Administration, or a closely related field as well as fifteen (15) years of increasingly responsible municipal experience, including a minimum of five (5) years as a City Manager or Deputy City Manager of a comparatively large, complex, full-service organization. A master's degree is preferred. The City Council may consider any relevant combination of skills, education and experience as qualifying for this position.

The Compensation

The City Manager is an at-will position. While an employment agreement is expected, Washington state law prohibits fixed term contracts for city managers. The retiring manager has an executive compensation package that includes a base salary of \$344,000 plus fringe benefits, and the successful candidate will be competitively compensated based on the knowledge, skills, abilities and experience they bring to the role.

Residency inside the city limits is required by city Charter. Vancouver also offers an excellent benefits package, including the following:

Retirement Plan – The city participates in the Washington Public Employees' Retirement System (PERS) as well as 457(b) and 401(a) plans.

Health Insurance – The city offers multiple plan choices and pays a majority of the premium for the level of coverage the employee has selected.

The city pays the full amount of premiums for dental and vision plans.

Holidays – 11 paid holidays per year.

Paid leave – The city provides Paid Time Off (PTO) accrued at a minimum of 180 hours per year that may be used for vacation and/or sick leave. In addition, the city provides 40 hours of exempt leave per year (prorated) to be used in the year granted.

Life Insurance – city provides term life insurance in the amount of up to double the salary not to exceed \$300,000.

Vehicle Allowance



To Apply

If you are interested in this opportunity, please
apply online at:

www.bobmurrayassoc.com

Filing Deadline: May 26, 2024

Following the closing date, resumes will be screened according to the qualifications outlined above. The most qualified candidates will be invited to personal interviews with Bob Murray & Associates. A select group of candidates will be asked to provide references once it is anticipated that they may be recommended as finalists. References will be contacted only following candidate approval. Finalist interviews will be held with the City of Vancouver. Candidates will be advised of the status of the recruitment following selection of the City Manager.



**BOB MURRAY
& ASSOCIATES**
Experts In Executive Search

If you have any questions, please do not hesitate to call

Ms. Valerie Phillips at:

(916) 784-9080

