



PECKHAM  
&  
MCKENNEY  
EXECUTIVE SEARCH

# City of Watsonville Community Forum City Manager Recruitment

January 25, 2022

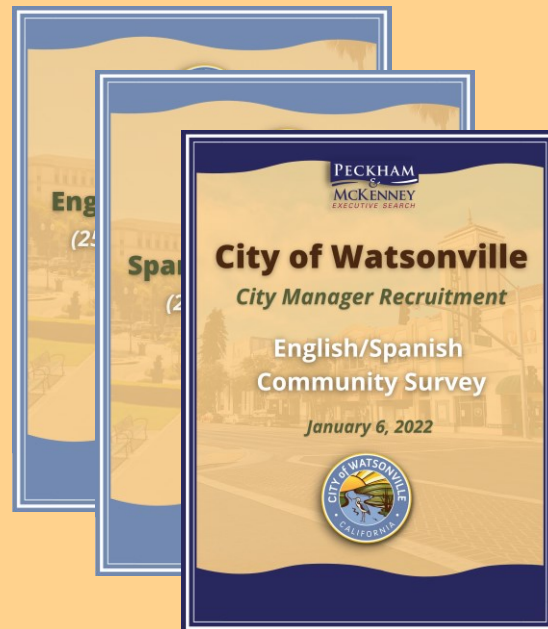
Maria A. Hurtado, Peckham & McKenney

# Background

## Watsonville City Council Seeks Community Input

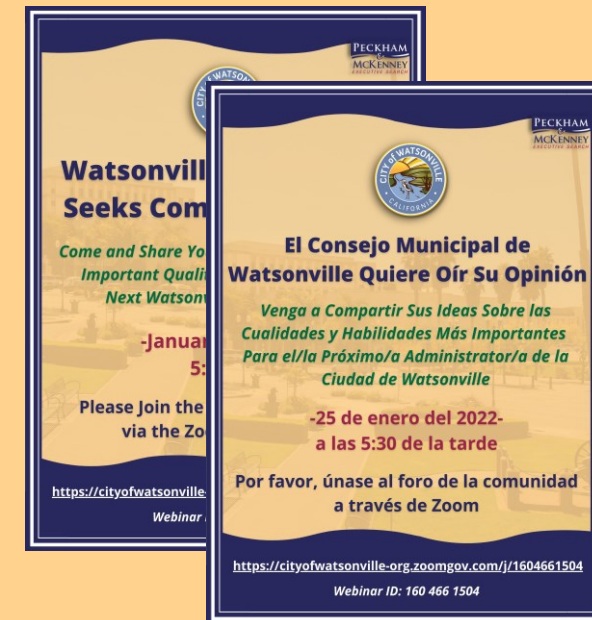
### Community Survey

*(Survey Open 12/15/21 – 1/3/22)*



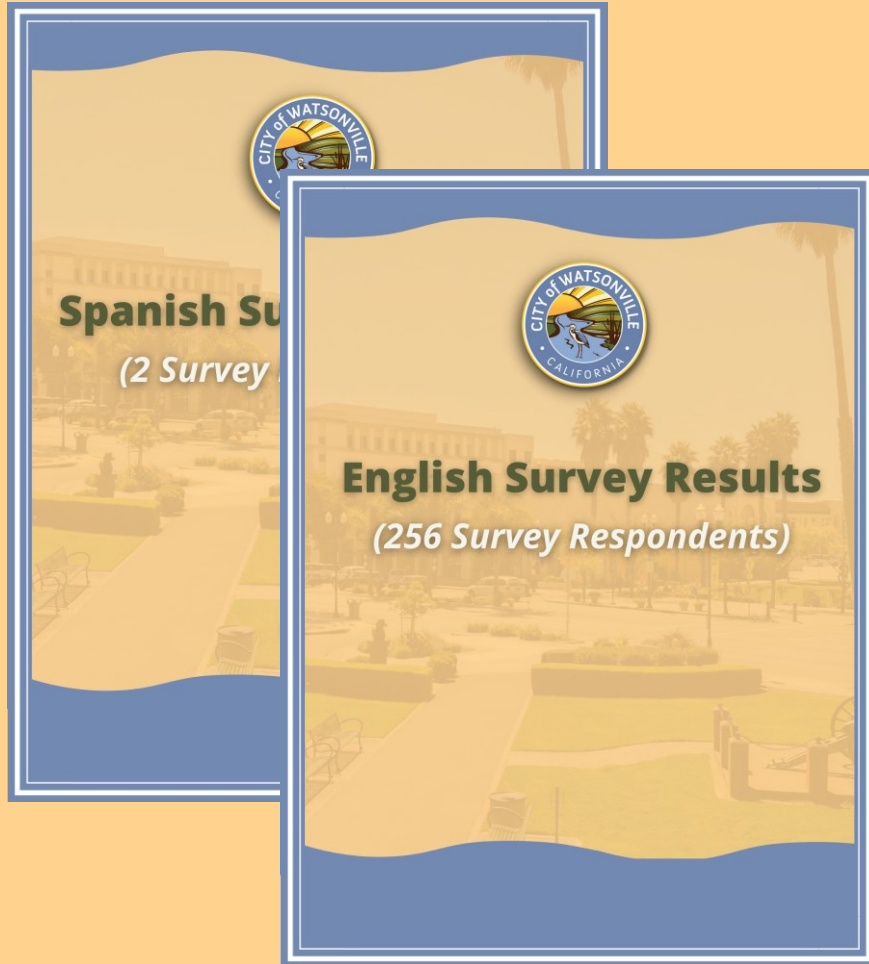
### Community Forum

*(1/25/22 Council Meeting)*





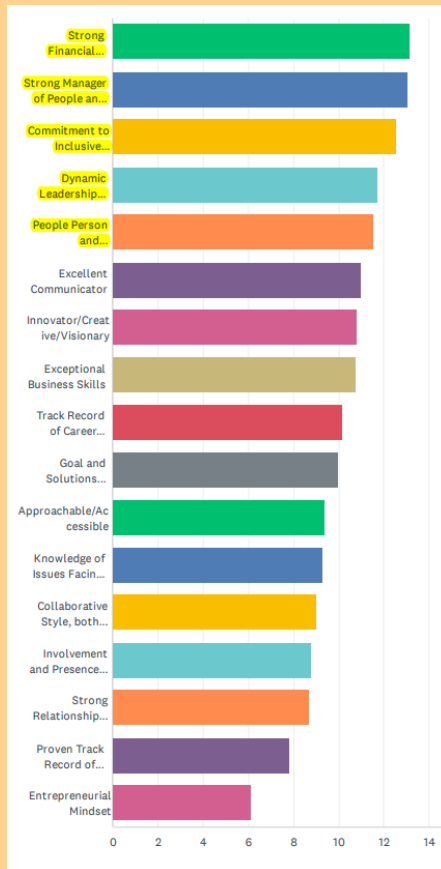
# Community Survey



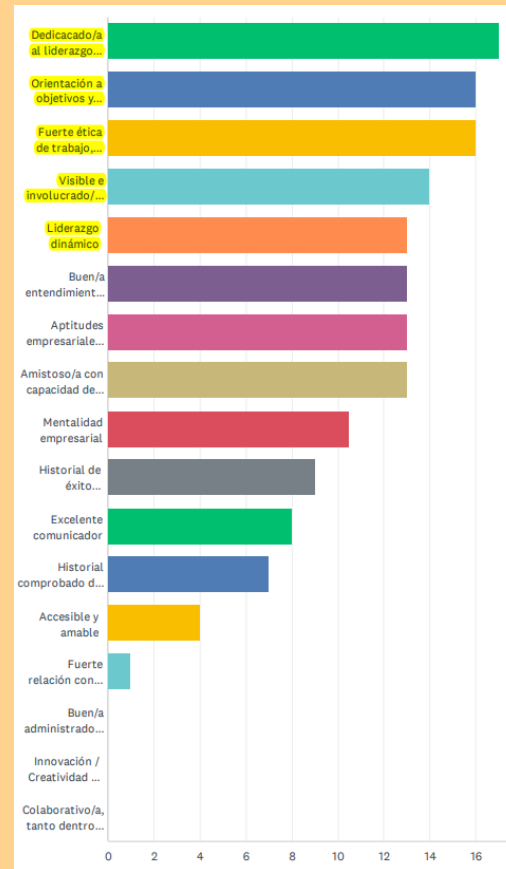
- Surveys conducted in **both English and Spanish**
- Surveys were administered between:  
**December 15, 2021 – January 3, 2022**
- Total of **258 responses** received:
  - **256 English Respondents**
  - **2 Spanish Respondents**
- **Distributed on** City's Website, Facebook, Instagram, and 55 agencies/organizations which include: American Red Cross, Assembly Members, Santa Cruz County, Pajaro Valley Unified School District, Rotary, Pajaro Valley Health Trust, YMCA, Santa Cruz Office of Education, Schools, and a variety of other local agencies and organizations

# Results: Top 5 Personal Attributes

## English Survey



## Spanish Survey



## Top 5 Results (English Survey)

1. Strong Financial Understanding – 13.14%
2. Strong Manager of People and Resources – 13.03%
3. Commitment to Inclusive Leadership – 12.52%
4. Dynamic Leadership Skills – 11.74%
5. People Person & Relationship Builder – 11.56%

## Top 5 Results (Spanish Survey)

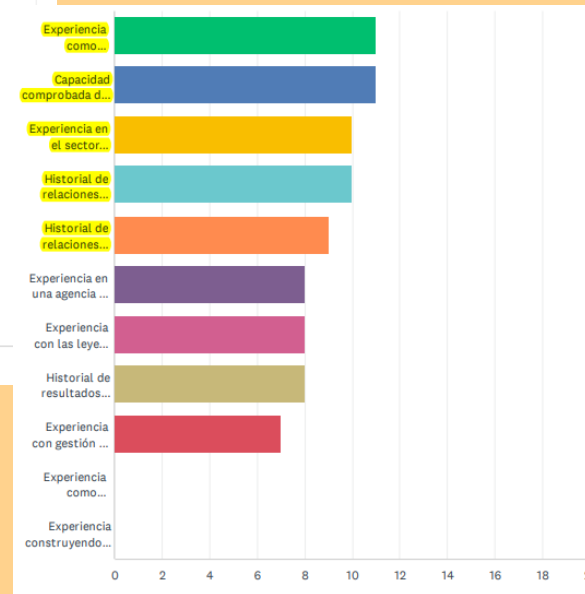
1. Committed to Inclusive Leadership – 17%
2. Goal & Solutions-Oriented – 16%
3. Strong Work Ethic/Integrity/Discipline – 16%
4. Involvement & Presence in the Community – 14%
5. Dynamic Leadership – 13%

# Results: Top 5 Career Experience

## English Survey



## Spanish Survey



## Top 5 Results (English Survey)

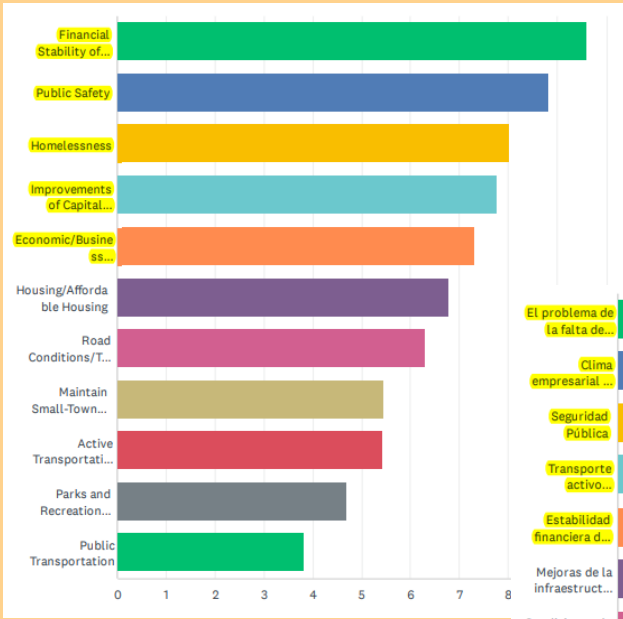
1. Experience as a City Manager/Administrator – 9.59%
2. Experience as an ACM, DCM or Dept. Head – 8.32%
3. Public Sector/Local Government Experience – 7.87%
4. Experience in an Agency of Similar Size, Scope, Complexity, and Diversity – 7.80%
5. Experience Building a Strong Economic Base – 7.61%

## Top 5 Results (Spanish Survey)

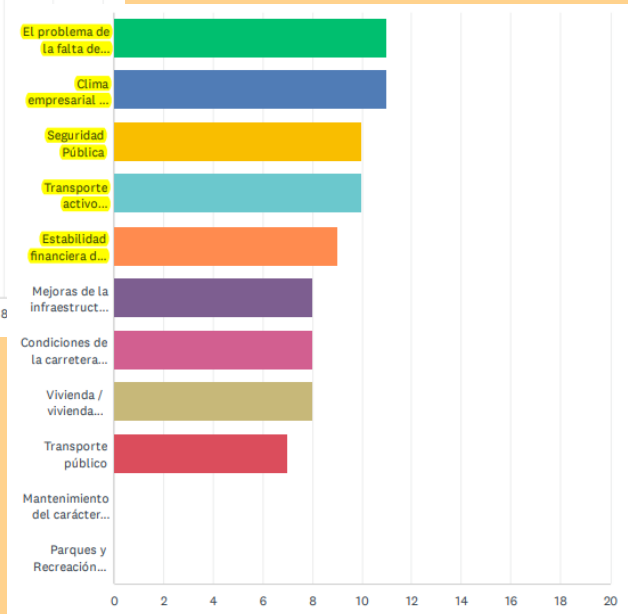
1. Experience as an ACM, DCM or Dept. Head – 11%
2. Proven Ability to Effectively Create/Maintain Momentum and Effectively Lead – 11%
3. Public Sector/Local Government Experience – 10%
4. Track Record of Positive Community Relations – 10%
5. Track Record of Strong City Council Relations – 9%

# Results: Top 5 Issues

## English Survey



## Spanish Survey



## Top 5 Results (English Survey)

1. Financial Stability of City – 9.60%
2. Public Safety – 8.83%
3. Homelessness– 8.01%
4. Improvements of Capital Infrastructure – 7.76%
5. Economic/Business Climate/Economic & Business Development – 7.31%

## Top 5 Results (Spanish Survey)

1. Homelessness – 11%
2. Economic/Business Climate/Economic & Business Development – 11%
3. Public Safety – 10%
4. Active Transportation (Biking and Walking Infrastructure)– 10%
5. Financial Stability of City– 9%

# Community Survey Results

The following paragraph was included in the official Peckham & McKenney Recruitment Brochure to reflect the results of the community survey:



The recruitment brochure is a multi-page document. The top left page features a large yellow square. The top right page is titled 'SEARCH SCHEDULE' and lists the following dates: Filing Deadline: February 10, 2022; Preliminary Interviews: February 21 - 24, 2022; Recommendation of Candidates: March 8, 2022; Finalists Panel Interviews: March 22, 2022; 2nd Interview (if necessary): March 23, 2022. Below this, it states: 'These dates have been confirmed, and it is recommended that you plan your calendar accordingly.' The middle left page contains a paragraph about the position, followed by 'THE COMPENSATION' section which states: 'The current annual salary is \$235,750. Final salary will commensurate with experience, education, skills and background. The city also offers an attractive benefits package, including: RETIREMENT: The city participates in the California Public Employees' Retirement System (CalPERS) under a 2% @ 60 formula for Classic Members. Employees pay 7% - A 2% @ 62 formula applies. New/PEPRA Members (employees age 6-25% City Management Employees also participate in Social Security at 7.65%.' The middle right page features a photograph of a house and is titled 'THE RECRUITMENT PROCESS'. It states: 'To apply for this exciting career opportunity, please submit your cover letter and resume (including month/year of employment) via our website: [www.peckhamandmckenney.com](http://www.peckhamandmckenney.com). Please do not hesitate to contact Maria Hurtado toll-free at (800) 422-5119, by cell at (831) 247-7885 or via email at [maria@peckhamandmckenney.com](mailto:maria@peckhamandmckenney.com), if you have any questions regarding this position or the recruitment process.' The bottom left page features a photograph of a vineyard and is titled 'THE RECRUITMENT PROCESS'. It states: 'To apply for this exciting career opportunity, please submit your cover letter and resume (including month/year of employment) via our website: [www.peckhamandmckenney.com](http://www.peckhamandmckenney.com). Please do not hesitate to contact Maria Hurtado toll-free at (800) 422-5119, by cell at (831) 247-7885 or via email at [maria@peckhamandmckenney.com](mailto:maria@peckhamandmckenney.com), if you have any questions regarding this position or the recruitment process.' The bottom right page features the Peckham & McKenney logo and the text: 'PECKHAM & MCKENNEY EXECUTIVE SEARCH [www.peckhamandmckenney.com](http://www.peckhamandmckenney.com)'.

**SEARCH SCHEDULE**

Filing Deadline: February 10, 2022  
Preliminary Interviews: February 21 - 24, 2022  
Recommendation of Candidates: March 8, 2022  
Finalists Panel Interviews: March 22, 2022  
2nd Interview (if necessary): March 23, 2022

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

...candidates with a demonstrated track record and commitment to excellent internal and external customer service, with strong administrative and leadership experience serving communities of similar size, scope, and complexity as City Manager, Assistant City Manager or Department Head are ideal candidates. The minimum qualifications include a Bachelor's degree and at least one year experience as a City Manager or three-year experience as an Assistant City Manager or equivalent in a city of comparable or larger size. A Master's degree with major coursework in public administration or business administration and Bilingual English/Spanish is desired.

**THE COMPENSATION**  
The current annual salary is \$235,750. Final salary will commensurate with experience, education, skills and background. The city also offers an attractive benefits package, including:

**RETIREMENT:** The city participates in the California Public Employees' Retirement System (CalPERS) under a 2% @ 60 formula for Classic Members. Employees pay 7% - A 2% @ 62 formula applies. New/PEPRA Members (employees age 6-25% City Management Employees also participate in Social Security at 7.65%.

**DEFERRED COMPENSATION**  
CONTRIBUTION: None

**MEDICAL/DENTAL/VISION INSURANCE:** The City offers generous medical, vision, and dental benefits.

**LIFE AND AD&D INSURANCE:** City provided at \$50,000 of coverage

**VACATION:** Vacation accrual of up to 20 days per year dependent upon length of service.

**HOLIDAYS:** 13 paid regular holidays per year, plus 1 floating holiday.

**SICK LEAVE:** 15 sick leave days per year.

**ADMINISTRATIVE LEAVE:** Up to 13.5 days of administrative leave per year.

**TUITION REIMBURSEMENT:** \$1,000 per year

**BILINGUAL PAY:** \$75 or 250/month dependent upon Bilingual level

The City of Watsonville is an Equal Opportunity Employer.

**THE RECRUITMENT PROCESS**  
To apply for this exciting career opportunity, please submit your cover letter and resume (including month/year of employment) via our website: [www.peckhamandmckenney.com](http://www.peckhamandmckenney.com). Please do not hesitate to contact Maria Hurtado toll-free at (800) 422-5119, by cell at (831) 247-7885 or via email at [maria@peckhamandmckenney.com](mailto:maria@peckhamandmckenney.com), if you have any questions regarding this position or the recruitment process.

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*“Through feedback from a Community Survey, the Watsonville community stated that they want a City Manager that is committed to **inclusive leadership, is goal and solutions oriented, has integrity and discipline with a strong work ethic, and is a dynamic leader who is involved with and has a strong presence in the community.**”*

# Next Steps

- **Filing Deadline..... February 10, 2022**
- **Preliminary Interviews..... February 23-24, 2022**
- **Recommendation of Candidates..... March 8, 2022**
- **Panel Interviews..... March 22, 2022**



# Purpose of Tonight's Community Forum

*In addition to the Community Survey, the City Council seeks additional public input on the most important qualities and skills for the next Watsonville City Manager:*

1. What important attributes do you feel the next City Manager should possess?
2. What would you like the City Council to consider when selecting a new City Manager?