

# City Manager

CITY OF CUPERTINO, CALIFORNIA

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## THE COMMUNITY

The City of Cupertino is located against the foothills of the Santa Cruz Mountains at the heart of the world famous Silicon Valley. Around the world, Cupertino is renowned as the headquarters of high-tech giant, Apple Inc., as well as over 60 other Silicon Valley companies. With 58,000 residents, Cupertino has one of the most diverse, progressive, and technologically savvy populations in Northern California, and the City is committed to being a model multicultural community.

From its beginnings as a robust agricultural district to a thriving residential and high-tech center, the City of Cupertino has carefully developed and nurtured the community within its 11 square miles. Meticulously groomed neighborhoods and well-designed office and shopping complexes are hallmarks of this vibrant community. The City has successfully blended high tech companies with family-friendly neighborhoods, well-maintained parks, and beautiful open space preserves. The combination of innovation, education, and collaboration make Cupertino a desirable location for residents, businesses, and visitors alike.

An award-winning public school system has drawn residents from all over the world. Education is a strong community value; more than half of the residents hold college degrees, and the high school graduation rate of 95% is one of the highest in the country. Elementary schools are consistently in the 10<sup>th</sup> highest performing in the state, with 11 schools recognized as distinguished schools in 2010. The City's high schools are on *Newsweek Magazine's* list of top high schools in the nation; 77% of high school graduates enter college immediately upon graduation. Top ranked De Anza College offers outstanding opportunities as well as other nearby institutions of higher learning, including Stanford University and others.

Cupertino is a city that is rich in cultural diversity with over 64% Asian and 30% Caucasian residents. Superb restaurants offer International fare including Chinese, Japanese, Vietnamese, Korean, Indian, French, and Italian cuisine. Cupertino's lush social tapestry includes a range of parades and festivals, such as the Silicon Valley Fall Festival, Cherry Blossom Festival, Diwali Festival of Lights, World Journal Mother's Day Festival, and Tournament of Bands.

The City of Cupertino continues to achieve great accomplishments with the Stevens Creek trail

renewal and creek restoration, a future Main Street project, Rosebowl groundbreaking, Homestead Shopping Center upgrade, Crossroads Retail upgrade, Cupertino Village, and Apple Campus 2. With its strong community values and healthy economic base, Cupertino will continue to move forward enhancing innovative solutions, creating partnerships, and exploring relationships for a better tomorrow. To learn more about the City of Cupertino, please visit [www.cupertino.org](http://www.cupertino.org).

## CITY GOVERNMENT

Swept up in Santa Clara Valley's postwar population explosion in the late 1940's, concerned community leaders began a drive that led to incorporation in 1955. A general law city, Cupertino has a City Council/Manager form of government. The Cupertino City Council has five members elected at large to overlapping, four-year terms, and it is subject to term limits. The Council members themselves elect the Mayor and Vice Mayor for a term of one year. The Council appoints the City Manager and City Attorney, and Cupertino has had only four City Managers since 1955. Helping to guide the City's continued development and quality of life are a dozen commissions including Planning, Fine Arts, Technology Information & Communication, Parks & Recreation, Housing, Teen, Library, Bicycle & Pedestrian, and Public Safety.

Cupertino enjoys a talented and collaborative management team, appointed by the City Manager, that includes a Director of Administrative Services, Director of Parks and Recreation, Director of Community Development, and Director of Public Works. The organizational structure is relatively flat and flexible, thereby allowing efficiencies through team building. The City currently has 163 full-time employees and an annual City budget of \$67.4 million, which includes a General Fund Budget of \$43.9 million. The City contracts with the Santa Clara County Sheriff's Office for law enforcement services, and fire protection services are provided by the Santa Clara County Fire Department.

Cupertino is fiscally strong and has the luxury of strong sales and property tax revenues. The City has proactively addressed the economic downturn and has successfully maintained a responsible level of services. Cupertino enjoys the highest possible credit rating, a balanced budget, and general fund reserves of \$14.4 million.

### CUPERTINO'S BASIC CORE VALUES:

- Provide prompt, courteous and equitable service that responds to individual needs.
- Treat each customer and employee with respect, dignity and sensitivity.
- Support and encourage individual professional growth and innovation to enhance customer service and employee satisfaction.

- Create a positive, professional environment based upon teamwork.
- As a team, provide the highest level of satisfaction in all programs and services.



A built-out community, Cupertino faces issues relating to land use, development, traffic congestion, and environmental sustainability, and the City continues to strive for increased transparency and communication to its residents and businesses alike. The City has won numerous professional awards including the California League's *Advancement of Diverse Communities*, *Helen Putnam Awards*, yearly budget and financial reporting awards, and an IPMA *Outstanding Small Agency Organization of the Year*.

## THE POSITION

This career opportunity is available following the successful 12-year tenure of David Knapp, who has recently accepted a similar position out of state. In discussions with members of the City Council as well as management team, the following attributes and experience were noted to be components of the ideal candidate profile.

The desired candidate for the position of City Manager is a collaborative and proactive leader who has the experience and the ability to be fair, balanced, and keep Council members equally informed. The Manager will possess an honest and thoughtful approach to working with the Council and will provide counsel and recommendations based upon proven experience. The City Manager will have the ability to evaluate and offer alternative ideas and will partner with the Council to identify solutions.

While leading a skilled professional staff, the City Manager will set the tone and maintain an organizational culture that embraces teamwork, respect, equality, and collaboration. The Manager will be an advocate for and empower staff, as well as promote accountability throughout the organization. The selected Manager will be personable, visible, and approachable.

The new City Manager will understand and embrace the uniqueness and diversity that Cupertino brings and will be willing to serve as an active and visible member of the community. It is desired that the City Manager reach out to the community in order to keep residents and business owners equally apprised and informed. It is expected that the City Manager will be accessible and responsive to the public and





development and maintain strong regional cooperation and partnerships.

Given anticipated future development in Cupertino, it is expected that the

new City Manager will have the ability to manage large projects, take a visionary approach, and be in tune with long-term issues. The City Manager will be a hands-on manager, sensitive to fiscal responsibility, and utilizing technology in the best manner for efficient and effective service.

The selected candidate will possess proven leadership and management abilities as well as a solid knowledge and understanding of local government services. The ideal candidate will have proven experience in municipal finance/budgeting, economic development, and land use as well as communication and collaboration. Most importantly, the City Manager will be sensitive to and respectful of a diverse community. A Bachelor's degree in public or business administration or related field is required; a Master's degree is preferred.

## THE COMPENSATION

Salary is dependent upon the qualifications of the selected candidate. In addition, the City of Cupertino provides a competitive package of benefits, including:

- CalPERS 2.7% @ 55 PERS Retirement. City pays 6% of the employee contribution and the employee pays the remaining 2%.
- CalPERS 1959 Survivor Benefit.
- Choice of health insurance with the employee's premium paid by the City in addition to portion of family premium.
- Fully paid vision, life, and disability insurance.
- Partially paid dental insurance.
- Fully paid Employee Assistance Program.
- Annual Leaves - 10 to 22 days of vacation annually based on years of service with credit given for previous employment in the public sector; 12 holidays, 20 hours of floating holiday; 40 hours of administrative leave; and 96 hours of sick leave annually.
- \$350 monthly auto allowance.
- Deferred compensation plan available.
- Sports Center Membership and \$400 credit towards City recreation activities and programs annually.
- Generous Housing Assistance.



## SEARCH SCHEDULE

Resume filing date .....June 8, 2012  
 Preliminary Interviews ..... June 11-19, 2012  
 Recommendation of Candidates.....June 20, 2012  
 Final Interview Process .....June 29 and 30, 2012  
 Anticipated Start Date ..... September 4, 2012

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

## THE RECRUITMENT PROCESS

To apply for this outstanding career opportunity, please send your resume and cover letter electronically to:

**Peckham & McKenney**

[apply@peckhamandmckenney.com](mailto:apply@peckhamandmckenney.com)

Resumes are acknowledged within two business days. Call Bobbi Peckham toll-free at (866) 912-1919 for more information.



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