



# CAREER OPPORTUNITY

*San Rafael, California*



*Come join our  
boundary-  
pushing and  
transformative  
Executive Team  
at the City of  
San Rafael!*

## COMMUNITY DEVELOPMENT DIRECTOR City of San Rafael, California

**\$156,336-\$190,032 annually, DOQ/DOE**

**T**he City of San Rafael is looking for a Community Development Director to lead our City Planning, Housing, Building Construction, and Code Enforcement into the future. This position is part of the City's passionate and skilled executive team that promotes a culture that: inspires creative thinking and engagement, proactively pursues actions to ensure that San Rafael continues to be an amazing place to be, provides effective and easy access to City services, and supports work-life balance. If you are looking for a career where you can work in a fast-paced and positive environment, initiate and manage exciting projects, and be a part of a dynamic leadership team, then this is a great match for you!



## THE CITY

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**S**AN RAFAEL IS THE ECONOMIC AND CULTURAL HEART OF MARIN COUNTY, and its high quality of life is centered on its commercial districts, strong neighborhoods, and community resources, such as active lifestyle and unmatched natural environment. San Rafael (population about 60,000) is a full-service, charter city with a City Council/City Manager form of government with 12 departments, more than 400 employees, and an annual budget of over \$100 million. The City's vision is to be a vibrant economic and cultural center reflective of its diversity. The City Council is highly engaged and seeks to: strengthen and promote the urban and commercial areas; facilitate measures to develop new, needed housing; be in the forefront on sustainability and planning for climate change; and protect the beautiful, natural environment that is part of the community setting.



# OUR CULTURE: TOGETHER SAN RAFAEL

**S**AN RAFAEL'S ORGANIZATIONAL CULTURE framework is a Helen Putnam Award-winning initiative called "TOGETHER SAN RAFAEL." City employees are our greatest asset, and we seek talented individuals with diverse backgrounds who are creative, curious, and excited about a challenge. We are a results-driven team focused on the needs of community members. The **Together San Rafael initiative is focused** on modernizing City services and increasing the engagement of employees. This initiative recognizes the interconnectedness of the customer and employee experience. TOGETHER SAN RAFAEL is about:

- ▶ **COLLABORATING** cross-departmentally.
- ▶ **EMPOWERING** all City employees to share and implement their innovative ideas.
- ▶ **CELEBRATING** the innovation happening every day in our departments.



## GUIDING PRINCIPLES

Employees across the organization developed our guiding principles. We are integrating these in everything - we do, and the Community Development Director plays a pivotal role in achieving these goals.

### Together in Service

- Collaborate across departments
- Appreciate diverse perspectives and help others succeed
- Assume positive intent

### Start with Community Needs

- Cultivate trust
- Design services with "customer" in mind
- Convene and co-create



### Find Something to Say Yes To

- Take risks and try new things
- Seek creative solutions
- Create an exceptional customer experience

### Reimagine the Status Quo

- Find the root problem
- Ask "why" we do it this way
- "Fail" fast, learn, and try again

### Practice Openness

- Communicate well and often
- Be open to change
- There's always more to learn

### Be Mindful

- Every interaction creates a story
- Be fiscally responsible
- Honor those we serve with integrity



# THE DEPARTMENT

**THE DEPARTMENT'S MISSION** is to make San Rafael a great place to live and do business and is committed to improving the quality of life in the community. The Department is comprised of three divisions:

**CITY PLANNING.** Prepares and implements the City's General Plan, provides information on land use, zoning, housing, site development standards, and processes applications for land use permits and entitlements. Facilitating the creation of housing, particularly affordable housing, is a key focus.

**BUILDING CONSTRUCTION.** Administers and issues building-related permits, administers the residential building resale program, and administers online permitting and permit records. This division now has a virtual counter which has streamlined the permitting process, improved permitting coordination across multiple departments, provided more online options to customers, and reduced human contact to assist with communicable disease/contact concerns.

**CODE ENFORCEMENT.** Improves and maintain quality of life and protects the health and safety of San Rafael residents. This division administers the hotel and apartment inspection program and enforces the massage business and short-term rental programs.

Visit [www.cityofsanrafael.org/departments/community-development/](http://www.cityofsanrafael.org/departments/community-development/) to learn more about the Community Development Department's Divisions.

## OPPORTUNITIES & PROJECTS

*The new Community Development Director will champion:*

- ▶ Implementing the **General Plan 2040**. The General Plan 2040 (draft currently under review) includes an impressive and exciting list of programs to plan ahead for sea level rise, housing and social equity; this work will be challenging and exciting.
- ▶ Launch and administer a "form-based" code for the Downtown Precise Plan area that will streamline the planning and design process.
- ▶ Implement the **Climate Change Action Plan**. This work will include planning for projected sea level rise.

# THE JOB

**THE COMMUNITY DEVELOPMENT DIRECTOR LEADS** the vision, management and execution of projects and business processes in three main divisions: City Planning, Building Construction, and Code Enforcement. This position is part of the City's executive team with a culture that inspires creative thinking, engagement and supports quality of life and work-life balance. This is an at-will, executive position that reports directly to the City Manager and oversees an annual operating budget of \$4 million. The Director oversees approximately 20 staff: three division managers, a principal analyst and 16 indirect FTE. This position will also:

- ▶ Recommend short- and long-range planning.
- ▶ Provide planning and land use consultative services and recommendations to elected officials, commissions, civic groups, executive leadership, and the general public.
- ▶ Develop and implement community development and growth management.
- ▶ Oversee grant applications and management, and contracts and partnership agreements with community groups and organizations.
- ▶ Lead policy development, updates to service delivery, and process improvements.
- ▶ Lead innovation to a more transparent and open government with easier access to services and resources.
- ▶ Recruit, select, develop, coach, manage, and lead a team of land, planning, building and other professionals.
- ▶ Interpret City, County, State and Federal code, law, and regulations, and enforce local ordinances.

# IDEAL CANDIDATE PROFILE

## *The successful candidate will:*

- ▶ Explore and advance new ways to engage with our community in a broad and inclusive manner.
- ▶ Modernize and demystify the permitting experience so that it's easy to both get and process permits.
- ▶ Take the lead in addressing the need and work with other groups to support plans to increase housing, particularly affordable housing.
- ▶ Develop and maintain positive relationships with internal and external stakeholders.
- ▶ Demonstrate an understanding of municipal operations, budgeting, and personnel leadership.
- ▶ Seek community connection and communication opportunities to gain insight and develop programs and services that fit the needs of the community.
- ▶ Be highly community oriented, and customer service minded.
- ▶ Simplify processes and reduce bureaucracy.
- ▶ Have excellent project manager skills.
- ▶ Be inspired by challenges and question the status quo.
- ▶ Be a clear communicator and skilled presenter.
- ▶ Leverage modern technology and methods.
- ▶ Provide staff with autonomy and guidance.
- ▶ Promote a healthy and diverse work culture.
- ▶ Skillfully navigate politically charged environments.
- ▶ Support and listen to stakeholders and community members.
- ▶ Be passionate about their work and profession.
- ▶ Employ forward-thinking and creative skills and offer technical expertise to bring new and better ways of providing services to the community.
- ▶ Advise on and promote ways to streamline zoning and other laws, building permit review and inspection.
- ▶ Reflect the wishes of the City Council, executive leadership, and constituents.
- ▶ Be an exceptional communicator, collaborator, and problem solver.
- ▶ Be eager to get immersed in the community
- ▶ Shape the future of the department!



## **IN ADDITION TO THE ABOVE COMPETENCIES, OUR CANDIDATE SHOULD HAVE:**

- ▶ Equivalent to graduation from an accredited four-year college or university with a degree in land-use planning, urban planning, landscape architecture or closely related field, AND
- ▶ Six years of experience in municipal planning, including at least two years in a supervisory capacity.
- ▶ AICP (American Institute of Certified Planners) certification is desirable.

# COMPENSATION & BENEFITS

The City of San Rafael offers an attractive compensation and benefits program. The range for this position is **\$156,336–\$190,032 annually DOQ/DOE**, and a competitive benefits program including:

**CAR ALLOWANCE:** \$350/month allowance or a city pool vehicle may be utilized

**RETIREMENT:** The City is a part of the Marin County Employees Retirement Association (MCERA) plan, which offers reciprocity between agencies in CalPERS (this is part of the 37 Act County System); Classic members receive 2% @ 55 formula and PEPRAs members receive 2% @ 62 formula, with up to 2% COLA

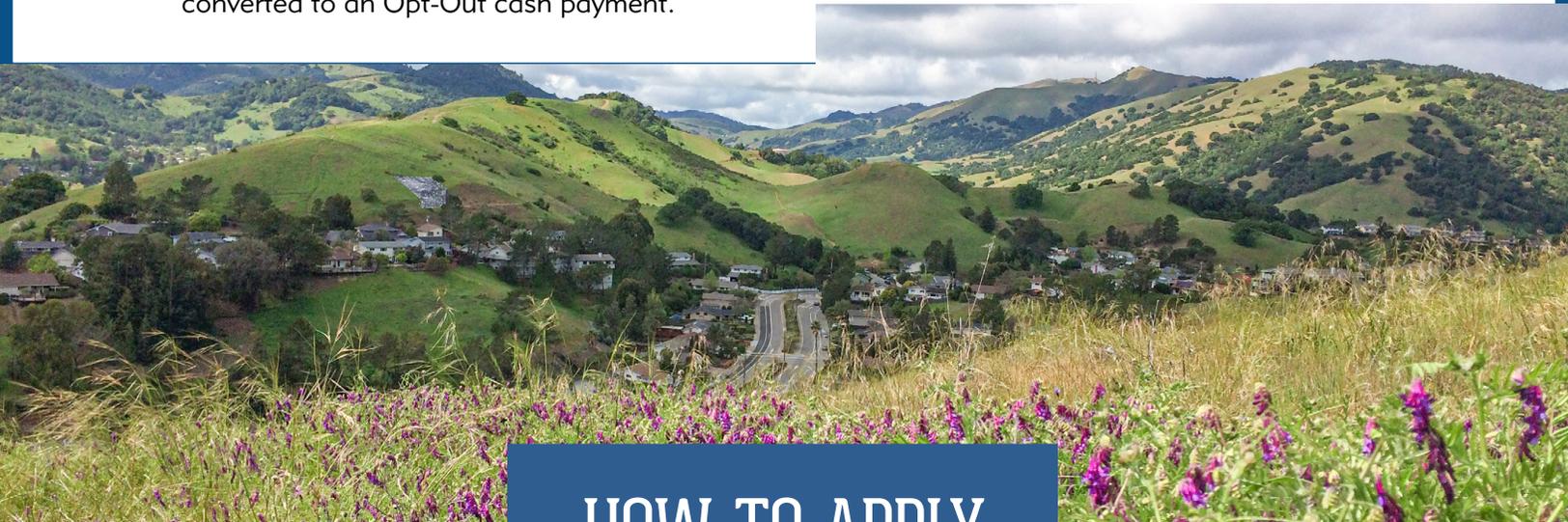
**HEALTH INSURANCE:** Full flex cafeteria plan which can be applied to a health plan or converted to an Opt-Out cash payment.

## LIFE AND LONG-TERM DISABILITY

**INSURANCE:** \$250,000 basic life and long-term disability is two-thirds of the salary, up to \$7,500/month

## DENTAL AND VISION INSURANCE

**ANNUAL LEAVE:** vacation ranges from 15–25 days (depending on years of service), 12 days sick leave, 10 days administrative leave, 11 holidays and 2 floating days



## HOW TO APPLY

*This position is open until the needs of the City are met, apply by **JANUARY 14, 2021** for first consideration.*

APPLY AT: [wbcpsc.com/job-board/](http://wbcpsc.com/job-board/)

### INTERVIEWS

Interviews will be held **FEBRUARY 1 & 2, 2021** (selected candidates will need to be available both days)

### QUESTIONS?

Please contact your recruiter, **Sam Sackman**, with any questions:  
**866.929.WBCP (9227)** toll free | **541.630.0657** direct  
[sam@wbcpsc.com](mailto:sam@wbcpsc.com)