



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Mark Danaj

SUBJECT: SEE BELOW

DATE: 05-22-06

Approved

Date

6/02/06

COUNCIL DISTRICT: N/A
SNI: N/A

SUBJECT: ADOPTION OF STATEMENT OF POLICY AND QUESTIONS FOR PROSPECTIVE DIRECTORS OF PARKS, RECREATION AND NEIGHBORHOOD SERVICES AND PLANNING, BUILDING AND CODE ENFORCEMENT

RECOMMENDATION

It is recommended that Council adopt Statements of Policy and City Council Questions related to the selection of new Directors of Parks, Recreation and Neighborhood Services and Planning, Building and Code Enforcement as described in this memo, in compliance with City Charter Section 411.1.

OUTCOME

The results of this action will be to provide direction to the City Manager on the selection process for the vacant Director positions and to comply with City Charter provisions.

BACKGROUND

In December 2001, the City Council adopted a process for Council confirmation of department head appointments, in compliance with City Charter Section 411.1. The process requires that the Council, prior to meeting with the City Manager's recommended candidate for department head positions that are subject to the Charter's requirements, adopt a statement of policy for the department involved, along with proposed questions for the Council to present to the prospective appointee.

At the direction of the City Manager, Employee Services staff is coordinating the efforts of two executive search firms. Murray & Associates is conducting the recruitment for Director of Parks, Recreation and Neighborhood Services and Avery and Associates is conducting the recruitment for Director of Planning, Building and Code Enforcement. Council adoption of the Statement of Policy and Council questions will frame the task of creating a profile for the ideal candidate for the position.

ANALYSIS

Once the profiles are completed, the consultant firms will conduct nationwide recruitments for qualified candidates. The City Manager will then conduct an interview process guided by the input provided by Council through its adoption of the attached documents. At the conclusion of that process, the Manager will present proposed appointees for Director of Parks, Recreation and Neighborhood Services and Director of Planning, Building and Code Enforcement to Council for consideration at Closed Session, along with written answers to the questions adopted by Council as part of this action. If Council confirms the nominee, the appointment would be formally approved at that afternoon's Council meeting.

The proposed Statements of Policy reflect the departments' mission and core services as proposed for approval by Council as part of this year's budget process. The proposed broad goals, objectives, and aspirations for each department were developed based on previous Council direction and key issues facing each department.

The proposed Council questions reflect those adopted in December 2001. For the previous recruitment for Director of Planning, Building and Code Enforcement, three questions were added by Council, two of which are now included in the standard list of questions for all department director appointments. A copy of the adopted additions is attached. No questions were added by Council for the previous recruitment for Director of Parks, Recreation and Neighborhood Services. Further questions specific to each department may be added at this time, and of course, Council members will be able to ask further questions of the proposed appointees in the Closed Session.

ALTERNATIVES

Not applicable.

PUBLIC OUTREACH

Outreach will occur through selected focus groups and other forms of public involvement in the hiring process.

HONORABLE MAYOR AND CITY COUNCIL

05-22-06

Subject: Statement of Policy and Council Questions for Prospective Directors of PRNS & PBCE

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COORDINATION

This memo has been coordinated with the City Manager's Office.

COST IMPLICATIONS

None.

BUDGET REFERENCE

Not applicable.

CEQA

Not a project.


MARK DANAJ
Director, Employee Services

For questions please contact ARLENE GIBBS, DEPUTY DIRECTOR, at 975.1439.

Attachments



STATEMENT OF POLICY
Parks, Recreation and Neighborhood Services Department

Department Mission

To support the livability of neighborhoods, offer opportunities for individuals to enjoy life, and strengthen communities of people.

Core Services

- **Community Strengthening Services** – Provide services that enable individuals and groups to exercise power and influence over their own lives and communities.
- **Life Enjoyment Services** – Provide opportunities for City residents to play, learn, socialize and receive supportive assistance to live healthy and enriched lifestyles.
- **Neighborhood Livability Services** – Support community residents, schools and neighborhood organizations to make their neighborhoods more livable, provide and maintain open space and neighborhood parks.

Council Policy

Council policy as to performance measures, resource allocation, and project delivery is contained in the 2006-07 Proposed Operating Budget, and the 2006-07 Proposed Capital Budget/2007-11 Capital Improvement Plan.

Other proposed broad goals, objectives, and aspirations include:

- To ensure all parks and facilities will be safe, clean and well maintained and the delivery of quality CIP projects on-time and on-budget.
- To provide a broad spectrum of affordable and accessible life enjoyment services which contribute towards the social, physical, educational, and enrichment needs and expectations of San José customers and residents.
- To develop capable, connected leaders and strong neighborhood organizations, and support the development and implementation of neighborhood driven plans.

STATEMENT OF POLICY
Planning, Building and Code Enforcement Department

Department Mission

Guide the physical change of San José to create and maintain a safe, healthy, attractive and vital place to live and work.

Core Services

- **Community Code Enforcement** - Enforce and promote compliance with local and State codes to ensure a safe, healthy and attractive community
- **Development Plan Review & Building Construction Inspection** - Manage and review development and construction applications to facilitate the issuance of permits in compliance with applicable codes and policies
- **Long Range Land Use Planning** - Develop land use plans and policies to guide the future physical growth of the City

Council Policy

Council policy as to performance measures, resource allocation, and project delivery is contained in the 2006-07 Proposed Operating Budget, and the 2006-07 Proposed Capital Budget/2007-11 Capital Improvement Plan.

Other proposed broad goals, objectives, and aspirations include:

- **Facilitate Development** - A significant factor to capturing local business expansion is the ability to provide companies with assistance through the complicated and dynamic development process to maximize their capital investment and job creation in San Jose
- **Clear and Current Land Use Policies** - Long-range land-use planning is necessary to guide housing, economic development, downtown revitalization, neighborhood preservation, open space and natural resource protection, and to create public facilities and services.
- **Predictable and Financially Stable Development Process** - The 5-year goal for the development process is to make San José the best place in America to do business through:
 - Establishment of a predictable and timely development review process by emphasizing a facilitation approach, providing seamless "one-voice" service delivery, and updating the General Plan;

- Achievement of financial stability and full cost recovery for the development fee programs by implementing a development services enterprise fund, adjusting hourly rates annually for changes in staff costs, and performing periodic cost of service analyses;
 - Expanding provision of enhanced service options at a premium fee for customers requiring expedited service; and
 - Continually improving the process and customer service through an ongoing dialog with development customers about their concerns and priorities.
- **A Current and Comprehensive General Plan** - A three-year process to update the San José 2020 General Plan, that includes significant community involvement, will begin in 2006-2007.

**CITY COUNCIL QUESTIONS
DEPARTMENT HEAD HIRING PROCESSES**

1. Please describe your education, experience, and accomplishments, and explain how they prepare you for this position.
2. The Statement of Policy for the department lists the Council's approved goals, objectives, and aspirations. Please explain, in general terms, your planned approach to these issues.
3. If there any other major challenges you see for the department, please describe your planned approach to dealing with them.
4. What is your plan for ensuring that you maintain good communication with the Mayor and City Council members? What is your plan for maintaining good communication as to your department's services and activities with the general public?
5. San José is a city that enjoys a strong economic base, tremendous diversity, and the lowest big city crime rate in the country. As the "capital" of one of world's leading centers of economic innovation, San Jose is engaged in a world wide competition for leading technology and innovative companies and talent to work in those companies. At the same time, we face the need to strengthen our neighborhoods, continuously improve the services we provide, and grow wisely. How do you see yourself and this department contributing to successfully meeting those challenges?
6. Please describe a challenging economic development project that you have worked on that required a creative solution to resolve a regulatory or code issue.
7. Who do you see as the department's customers?
8. What standards would you like to have in place to measure performance of the department in providing timely, efficient, and informative service to its customers?

COUNCIL AGENDA: 12/11/01
ITEM: 3.5



Memorandum

TO: Honorable Mayor and City Council

SUBJECT: Adoption of Statements of Policy
and Questions for Prospective
Department Heads

FROM: Chuck Reed

DATE: December 6, 2001

1306

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1224

APPROVED:

DATE:

RECOMMENDATION

1. Amend the Statement of Policy for the Housing Department by adding:

The Department provides timely, efficient and informative service to its customers in support of the policy direction set through the General Plan and other relevant regulations and Council policies and actions.

2. Add the following to the Manager's recommendation for questions to be asked of each prospective appointee for director of the departments of Planning, Building and Code Enforcement, Public Works and Housing:

If an applicant is trying to build something that the city wants, in a place that the city wants it, how would you ensure that the department helps them do so in a timely manner?

Who do you see as the department's customers?

What standards would you like to have in place to measure performance of the department in providing timely, efficient and informative service to its customers?

BACKGROUND

The City Charter Section 411.1 says:

- (a) The Council shall adopt a written Statement of Policy for each City Department which is under the administration of the City Manager. Said Statement of Policy shall set forth the broad goals, objectives and aspirations to be accomplished by that Department.
- (b) When the position of head of each Department becomes vacant, the Council shall review and, if necessary, amend the previously approved Statement of Policy. The Council also shall adopt a set of questions which are intended to elicit responses from each prospective appointee concerning the goals, objectives and aspirations in the Statement of Policy.

Honorable Mayor and Council

Subject: Adoption of Statements of Policy and Questions for Prospective Department Heads

December 6, 2001

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The City Manager, in his Informational Memo dated November 26, 2001, Subject: "Executive Recruitment," has provided copies of the current Statements of Policy for each of the three departments and five questions to be asked of each prospective department head. My recommendations are for items to be added to what the Manager has provided.

A handwritten signature in cursive script that reads "Chuck Reed".

Chuck Reed
Councilmember

**RECRUITMENT SCHEDULE
FOR
PRNS DIRECTOR AND PBCE DIRECTOR**

SEARCH PHASES	PRNS Director	PBCE Director
Consultant Selection Consultant City Lead	4/25/06 Murray CMO Kay Winer	4/25/06 Avery CMO Kay Winer
Stakeholder Input and Profile Development	5/2 - 6/25/06	5/2 - 6/25/06
Outreach and Marketing Position Opens/Closes	6/6 - 7/17/06	6/6 - 7/17/06
Administration of Selection Screen Candidates Panel Interviews Preliminary Background and Reference Checks	6/27 - 8/7/06 TBD	6/27 - 8/7/06 TBD
Facilitate Hire Tentative Finalist Interview Negotiate Offer Anticipated Start Date	8/7 - 8/22/06 10/15/06	8/7 - 8/22/06 10/15/06