



**A PROPOSAL TO CONDUCT AN EXECUTIVE
RECRUITMENT FOR AN
Assistant City Manager
ON BEHALF OF THE
City of Sunnyvale**

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May 11, 2015

Ms. Deanna Santana, City Manager
City of Sunnyvale
456 W. Olive Avenue
Sunnyvale, CA 94088-3707

Dear Ms. Santana:

Thank you for inviting Bob Murray & Associates to submit a proposal to conduct the Assistant City Manager outreach campaign for the City of Sunnyvale. The following proposal details our qualifications and describes our process of identifying, recruiting and screening outstanding candidates on your behalf. It also includes a proposed budget for the outreach efforts, and the full recruitment process for additional searches as requested.

At Bob Murray & Associates, we pride ourselves on providing quality service to local governments. We have created a recruitment process that combines our ability to help you to determine the direction of the search and the types of candidates you seek with our experience recruiting outstanding candidates who are not necessarily looking for a job. Our proven expertise ensures that the candidates we present for your consideration will match the criteria you have established and will be outstanding in their field.

With respect to the Assistant City Manager recruitment, Bob Murray & Associates offers the following expertise:

- Bob Murray & Associates is familiar with the City of Sunnyvale and the community it serves. Not only have we previously conducted recruitments for your City Attorney and for your Director of Public Safety, but Mr. Regan Williams himself also served as the Director of Public Safety before joining our firm. Bob Murray & Associates is familiar with Santa Clara County and the surrounding region. We are currently conducting the City Manager and Deputy Director for the San José-Santa Clara Regional Wastewater Facility CIP recruitments on behalf of the City of San José, as well as the Assistant Operating Officer recruitment on behalf of the Santa Clara Valley Water District. We recently completed recruitments on behalf of the County (Director of Planning and Development), as well as on behalf of the cities of Mountain View, Morgan Hill, Palo Alto, San José, and Sunnyvale. We have also conducted recruitments on behalf of the cities of Campbell (City Manager and Finance Director); Cupertino (City Attorney); Los Altos (Finance Director); Milpitas (Economic Development Manager, Fire Chief, and Planning and Neighborhood Services Director); Morgan Hill (City Attorney and Police Chief); Mountain View (Fire Chief, Police Chief, and others); Palo Alto (City Manager, Assistant Director of Planning and Community Environment, Chief Building Official, City Attorney, Planning and Community Environment Director,

and Police Chief); and San Jose (Airport Project Executives, Emergency Services Director, Deputy Director of Environmental Services, Independent Police Auditor, Integrated Waste Manager, Director of Transportation, Deputy Director of Finance, Parks, Recreation and Neighborhood Services Director, and Assistant Director of Parks, Recreation and Neighborhood Services); in addition to the San José State University (Police Chief); the Santa Clara Valley Transportation Authority (Board Secretary); and the Santa Clara Valley Water District (CEO). Our knowledge of the region, its issues and the County's outstanding quality of life will be an asset in presenting this opportunity to prospective candidates.

- Bob Murray & Associates has an unmatched record of success in recruiting local government professionals. We most recently conducted the Assistant City Manager recruitment on behalf of the City of Sanger, CA. Our past recruitments include Assistant City Manager searches for the California cities of Alameda, Barstow, Beverly Hills, Carlsbad, Dublin, Lancaster, Orange, Pasadena, Petaluma, Pomona, Rancho Cordova, Rocklin, Roseville, San Diego, Stockton, and Yuba City, in addition to the cities of Virginia Beach, VA (Deputy City Manager); North Las Vegas, NV; Peoria, AZ; and Reno, NV. Our knowledge of outstanding candidates and extensive network of contacts will ensure that the City of Sunnyvale has an outstanding group of finalists from which to select your new Assistant City Manager.

To learn first hand of the quality of our service and our recruitment successes, we invite you to contact the references listed on page 10 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 should you have any questions.

Sincerely,

Valerie Gaeta Phillips

Valerie Gaeta Phillips

President

Bob Murray & Associates

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THE RECRUITMENT PROCESS

Bob Murray & Associates' unique and client oriented approach to executive search will ensure that the City of Sunnyvale has quality candidates from which to select the new Assistant City Manager. Outlined below are the key steps in our recruitment process.

STEP 1 DEVELOPING THE CANDIDATE PROFILE

Our understanding of the City of Sunnyvale's needs will be key to a successful search. We will work with the City Manager to learn as much as possible about the organization's expectations for a new Assistant City Manager. We want to learn the values and culture of the organization, as well as understand the current issues, challenges and opportunities that face the City of Sunnyvale. We also want to know the City Manager's expectations regarding the knowledge, skills and abilities sought in the ideal candidate and will work with the City to identify expectations regarding education and experience. Additionally, we want to discuss expectations regarding compensation and other items necessary to complete the successful appointment of the ideal candidate. The profile we develop together at this stage will drive subsequent recruitment efforts.

STEP 2 ADVERTISING CAMPAIGN AND RECRUITMENT BROCHURE

After gaining an understanding of the City of Sunnyvale's needs, we will design an effective advertising campaign appropriate for the Assistant City Manager recruitment. We will focus on professional journals that are specifically suited to the Assistant City Manager search such as Western City, Jobs Available, ICMA, and Careers in Government. We will also develop a professional recruitment brochure on the City Manager's behalf that will discuss the community, organization, position and compensation in detail. Once completed, we will mail the profile to an extensive audience, making them aware of the exciting opportunity with the City of Sunnyvale.

STEP 3 RECRUITING CANDIDATES

After cross-referencing the profile of the ideal candidate with our database and contacts in the field, we will conduct an aggressive outreach effort, including making personal calls to prospective applicants, designed to identify and recruit outstanding candidates. We recognize that the best candidate is often not looking for a new job and this is the person we actively seek to convince to become a candidate. Aggressively marketing the Assistant City Manager position to prospective candidates will be essential to the success of the search.

STEP 4 SCREENING CANDIDATES

Following the closing date for the recruitment, we will screen the resumes we have received. We will use the criteria established in our initial meetings as a basis upon which to narrow the field of candidates.

Please review the steps below that are included in a full recruitment process.

STEP 5 PERSONAL INTERVIEWS

We will conduct personal interviews with the top 10 to 12 candidates with the goal of determining which candidates have the greatest potential to succeed in your organization. During the interviews we will explore each candidate's background and experience as it relates to the position. In addition, we will discuss the candidate's motivation for applying for the position and make an assessment of his/her knowledge, skills and abilities. We will devote specific attention to establishing the likelihood of the candidate's acceptance of the position if an offer of employment is made.

STEP 6 PUBLIC RECORD SEARCH

Following the interviews, we will conduct a review of published articles for each candidate. Various sources will be consulted including Lexis-Nexis™, a newspaper/magazine search engine, Google, and local papers for the communities in which the candidates have worked. This alerts us to any further detailed inquiries we may need to make at this time.

STEP 7 RECOMMENDATION

Based on the information gathered through meetings with your organization and personal interviews with candidates, we will recommend a limited number of candidates for your further consideration. We will prepare a detailed written report on each candidate that focuses on the results of our interviews and public record searches. We will make specific recommendations, but the final determination of those to be considered will be up to you.

STEP 8 FINAL 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 adopt an approach that fits your needs, whether it is a traditional interview, multiple interview panel or assessment center process. We will provide you with suggested interview questions and rating forms and will be present at the interview/assessment center to facilitate the process. Our expertise lies in facilitating the discussion that can bring about a consensus regarding the final candidates.

We will work closely with your staff to coordinate and schedule interviews and candidate travel. Our goal is to ensure that each candidate has a very positive experience, as the manner in which the entire process is conducted will have an effect on the candidates' perception of your organization.

STEP 9 BACKGROUND CHECKS /DETAILED REFERENCE CHECKS

Based on final interviews we will conduct credit, criminal, civil litigation and motor vehicle record checks for the top one to three candidates. In addition, those candidates will be the subjects of detailed, confidential reference checks. In order 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. We will ask candidates to forward the names of their supervisors, subordinates and peers for the past several years. Additionally, we make a point of speaking confidentially to individuals who we know have insight into a candidate's abilities, but who may not be on their preferred list of contacts. At this stage in the recruitment we will also verify candidates' degrees.

STEP 10 NEGOTIATIONS

We recognize the critical importance of successful negotiations and can serve as your representative during this process. We know what other organizations have done to put deals together with great candidates and will be available to advise you regarding current approaches to difficult issues such as housing and relocation. We will represent your interests and advise you regarding salary, benefits and employment agreements with the goal of putting together a deal that results in the appointment of your chosen candidate. Most often we can turn a very difficult aspect of the recruitment into one that is viewed positively by both you and the candidate.

STEP 11 COMPLETE ADMINISTRATIVE ASSISTANCE

Throughout the recruitment we will provide the City Manager with updates on the status of the search. We will also take care of all administrative details on your behalf. Candidates will receive personal letters advising them of their status at each critical point in the recruitment. In addition, we will respond to inquiries about the status of their candidacy within twenty-four hours. Every administrative detail will receive our attention. Often, candidates judge our clients based on how well these details are handled.

BUDGET AND TIMING

PROFESSIONAL FEE AND EXPENSES

The consulting fee for conducting the Assistant City Manager outreach campaign on behalf of the City of Sunnyvale is \$10,000 plus expenses. Services provided for in the fee consist of all steps outlined in this proposal including one (1) day of meetings on site. The City of Sunnyvale will be responsible for reimbursing expenses Bob Murray & Associates incurs on your behalf. We estimate expenses for this project to be \$3,500. Reimbursable expenses include such items as the cost of recruiter travel; clerical support; placement of ads. Postage, printing, photocopying, and telephone charges are allocated costs and included in the expense estimate. This price reflects the outreach campaign and includes steps 1-4.

According to the RFQ the City has requested pricing information for executive level recruitments that may be conducted within 6 months of each other, the prices are given with the anticipation that a full recruitment is conducted. The consulting fee structure for conducting recruitments on behalf of the City of Sunnyvale is as follows:

- The first recruitment - \$16,500 plus \$6,900 for expenses.
- The second recruitment - \$15,500 plus \$6,500 for expenses.
- Any additional recruitments - \$14,000 plus \$6,500 for expenses.

TIMING

We are prepared to start work on this assignment immediately and anticipate that we will be prepared to offer the initial paper screening of candidates 9 weeks from the contract start date.

PROFESSIONAL QUALIFICATIONS

BOB MURRAY, FOUNDER

Mr. Murray brings over 25 years experience as a recruiter. Mr. Murray is recognized as one of the nation's leading recruiters. He has conducted hundreds of searches for cities, counties, and special districts. He has been called on to conduct searches for some of the largest most complex organizations in the country and some of the smallest.

Mr. Murray has conducted searches for chief executives, department heads, professional and technical positions. Mr. Murray has taken the lead on the firm's most difficult assignments with great success. His clients have retained him again and again given the quality of his work and success in finding candidates for difficult to fill positions.

Prior to creating Bob Murray & Associates, Mr. Murray directed the search practice for the largest search company serving local government in the country. Mr. Murray has worked in local government and benefits from the knowledge of having led an organization. Prior to his career in executive search he served as the City Manager for the City of Olympia, Washington. He has also served as an Assistant City Manager and held positions in law enforcement.

Mr. Murray received his Bachelor of Science Degree in Criminology from the University of California at Berkeley with graduate studies in Public Administration at California State University at Hayward.

VALERIE GAETA PHILLIPS, PRESIDENT

Ms. Gaeta Phillips has over 15 years of recruiting experience, including more than a decade of recent experience in executive search for public, private, and startup companies nationwide. Ms. Gaeta Phillips has expertise in the full recruiting cycle, from process design and outreach through candidate assessment and selection. She has placed senior-level candidates in a variety of industries and fields, including Finance, Information Technology, and Engineering. Ms. Gaeta Phillips is valued for her passion for finding and retaining the most outstanding candidates for even the most difficult or untraditional assignments and for her commitment to her clients' success. Ms. Gaeta Phillips has a passion for helping people, evidenced by her fundraising and efforts to raise awareness for organizations such as Autism Speaks and the M.I.N.D. Institute.

GARY PHILLIPS, EXECUTIVE VICE PRESIDENT

Mr. Phillips started his career with a New York based Fortune 100 company and quickly became a Senior Manager building and running a large customer service organization in New York and eventually in thirteen countries in Europe. He also served as a Director with a large Fortune 500 company and was responsible for developing and maintaining new and existing clients in Europe, Asia, and Australia. He then became Senior Vice President with a public enterprise software company. Some of his successes include building an organization from 2 to 250 people worldwide; acquiring 5 companies in two years; and growing a company from 800 to 1200 employees.

Mr. Phillips was part of an executive acquisition and recruiting team where he helped build a start-up enterprise software company in San Francisco. He recruited top notch talent, and built a world class organization. The company was eventually sold to a Fortune 500 software company.

Mr. Phillips has maintained customer relationships in the public sector, private sector, as well as medical, and financial institutions. He prides himself on finding key talent and offering the best customer service to his clients.

Mr. Phillips is involved in his community as a soccer coach and as an organizer of fundraisers for Autism Speaks in Sacramento. Mr. Phillips received his Associate of Science degree, as well as completed coursework at Rochester Institute of Technology, NY.

REGAN WILLIAMS, SENIOR VICE PRESIDENT

Mr. Williams brings 30 years of local government experience to Bob Murray & Associates. Most recently, he worked as a private consultant with Deloitte and Touche on various public sector assignments. Prior to that, he served as Director of Public Safety with the City of Sunnyvale, CA.

Mr. Williams was involved in the development of some of Sunnyvale's most innovative programs and has a national reputation for excellence in law enforcement. He has been responsible for numerous recruitments throughout his career. Clients find his insight and expertise in recruitment and selection a valuable asset.

Mr. Williams received his Bachelor of Science Degree in Administration of Justice from San Jose State University. He is also a graduate of the FBI National Academy.

JOEL BRYDEN, VICE PRESIDENT

Mr. Bryden has over 30 years of local government experience that he brings to the firm, having recently retired as the Chief of Police in Walnut Creek, CA.

Throughout his career, Mr. Bryden has been involved in public sector consulting. He has vast experience in hiring and promotional processes, as well as interviewing candidates for advancement in all aspects of local government. Mr. Bryden has a solid reputation as a leader in the public sector, and clients find his ability to find and evaluate outstanding applicants invaluable.

Mr. Bryden is a graduate of the FBI National Academy and obtained his Bachelor of Arts degree in Communication from San Diego State University.

FRED FREEMAN, VICE PRESIDENT

Mr. Freeman brings over 24 years of local government experience to Bob Murray & Associates, with 11 years in the recruitment field. Mr. Freeman is a retired Chief of Police and has served as an elected official in local government. He has vetted hundreds of local governmental officials in the pre-employment process and conducted recruitments for positions in all sectors of public agency employment.

In addition to his career in the law enforcement field, Mr. Freeman served as the Mayor and the Mayor Pro-Tem for the Los Alamitos City Council. Mr. Freeman has been a member of the Public Safety Policy Committee - California League of Cities; the Orange County Fire Authority Board of Directors; and the Orange Line Development Authority as the Vice-Chair. His unique perspective and experience, as both a member of executive city staff and as an elected official, provides exceptional results for our clients.

Mr. Freeman is a graduate of the FBI National Academy and received his Teaching Credential from the University of California Los Angeles.

AMANDA URRUTIA-SANDERS, PRINCIPAL CONSULTANT

As a consultant with Bob Murray & Associates, Ms. Urrutia-Sanders is responsible for research, candidate recruitment and screening, as well as reference checks and background verifications. She focuses on client communication and works closely with clients to coordinate candidate outreach and ensure a successful search.

Ms. Urrutia-Sanders brings several years of industry experience as she worked for one of the nation's largest recruitment firms. Her insight into the recruitment process is a valuable asset to Bob Murray & Associates.

Ms. Urrutia-Sanders received her Bachelor's of Arts degree in Communications from the University of Wyoming.

AMBER SMITH, SENIOR CONSULTANT

As Senior Consultant with Bob Murray & Associates, Ms. Smith acts as a liaison between clients and candidates from beginning to end of each recruitment process. She is responsible for the development and distribution of position recruitment and advertising materials, client research, reference and background checks, responding to requests for proposals, and providing a broad range of support services for the recruiting team.

Ms. Smith brings over 5 years of client-oriented customer service, administrative, and management experience to Bob Murray & Associates. She is committed to working as a partner with clients and candidates in order to provide a quality service and experience.

Ms. Smith received her Bachelor of Arts degree in Business Administration from La Sierra University, Riverside, California.

ROSA GOMEZ, ADMINISTRATIVE MANAGER

Ms. Rosa Gomez is the Administrative Manager at Bob Murray & Associates. Ms. Gomez is the first point of contact at Bob Murray & Associates and has extensive administrative experience.

Ms. Gomez is known for her personal approach as she works closely with clients and candidates alike to ensure a successful search. As the first point of contact for Bob Murray & Associates Ms. Gomez's professional approach is of the highest caliber.

REFERENCES

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

<i>CLIENT:</i>	City of Roseville, CA
<i>POSITION:</i>	Assistant City Manager, City Manager, City Treasurer/Financial Executive, Electric Utility Director, Human Resources Director, Planning Director, Police Chief, and Public Works Director
<i>REFERENCE:</i>	Mr. Ray Kerridge, City Manager, (916) 774-5362; Ms. Gayle Satchwell, Human Resources Director, (916) 774-5475; or Mayor Carol Garcia, (916) 752-6185
<i>CLIENT:</i>	City of Sanger, CA
<i>POSITION:</i>	Assistant City Manager
<i>REFERENCE:</i>	Mr. Brian Haddix, City Manager, (559) 876-6300
<i>CLIENT:</i>	City of Morgan Hill, CA
<i>POSITION:</i>	City Attorney (2); Police Chief; and Community and Economic Development Director (outreach only)
<i>REFERENCE:</i>	Mayor Steve Tate, (408) 779-7259