



Planning Managers

(TWO POSITIONS)



THE COMMUNITY

The City of Salinas is the 33rd largest city in the state with a population of approximately 163,542. Salinas is located in beautiful Monterey County and is the County seat. Just 40 minutes south of the heart of the nation's high-tech industry, Silicon Valley, the City has the largest population in California's Central Coast, is a multicultural and diverse community and a key asset in today's global economy. The region also boasts spectacular scenery, from breathtaking mountains and valleys, to the beauty of the sun, sand, sea, and soil. Salinas serves as the main business, governmental and industrial center of the region. The marine climate is ideal for the floral industry, grape vineyards, and vegetable growers. Salinas is known as the "Salad Bowl of the World" for its large, vibrant agriculture industry. The City is rich in diversity with an approximate 75% Hispanic population and a median age of 34, which allows for various cultural family activities and world class annual events such as the California Rodeo Salinas, El Grito Festival, Forbes Ag Tech Summit and world-renowned amenities right next door, including the Pebble Beach Golf Resort and the Monterey Bay Aquarium. Salinas is home to Hartnell, a robust community college, along with being just minutes from Cal State Monterey Bay. The City is also home to a wealth of cultural and historic assets, including the California Welcome Center/ Regional Heritage Center and the National Steinbeck Center – the only museum in the country devoted to a single author - along with Steinbeck's family home. Salinas is the birthplace of John Steinbeck.

Although agriculture forms the economic base, more than 100 manufacturing, financial, and medical related firms call Salinas home. Salinas has a global reputation as an agriculture and innovation hub, it is a source for agricultural research and resources and is developing the latest technology and advancements. Some of the largest employers in the city include the County of Monterey, Taylor Farms, D'Arrigo Bros, and Salinas Valley Memorial Hospital. Visitors can also explore the nearby Monterey Peninsula: the historic missions of San Juan Bautista, Soledad, Carmel and San Antonio de Padua, the world class wineries of South Monterey County and the beauty of nearby beaches and Pinnacles National Monument.

CITY GOVERNMENT

The City of Salinas was incorporated in 1874 and became a Charter City in 1903. The City operates under a City Council- Manager form of government. The seven-member City Council includes six members elected by district to serve four-year staggered terms on a non-partisan basis, plus the Mayor who is elected at-large and serves a two-year

term. The City employs 545 full-time staff with 175 additional temporary employees. The City's total budget is \$231.4 million. The City Manager leads and directs eight departments: Administration, Community Development, Finance, Fire, Human Resources, Library and Community Services, Public Works, and Police Service of Salinas. The City Attorney oversees the City's Legal Department.



ABOUT THE DEPARTMENT

The Community Development Department is committed to creating a safe, healthy, and prosperous Salinas through targeted revitalization and sustainable, well-designed land use and development. Department functions include planning, permitting, code enforcement, management of federal funding, rental assistance, housing production and policy, homeless services, neighborhood improvement projects, and economic development. Four Planning Managers, a Chief Building Official, Inspection Services Manager, and Code Enforcement Manager oversee the different department functions.

There are 60 full-time staff working in seven divisions within the Department: Administration, Advanced Planning & Project Implementation, Economic Development, Current Planning, Permit Services, Code Enforcement, and Housing & Community Development.

Core Values

- ❖ We believe in efficient customer service and citizen engagement
- ❖ We believe that economic vitality is important to community development
- ❖ We believe in integrity, mutual respect, courtesy, and dignity
- ❖ We believe in innovation and teamwork



Community Development Plans and Projects

- 2020 Census Salinas Action Team
- Alisal Vibrancy Plan (2019, Ongoing implementation)
 - » District Identity Master Plan
 - » Corridor Improvements
 - » Commercial Façade Program
- Chinatown Revitalization Plan (2019, Ongoing implementation)
- Visión Salinas / General Plan Update Guiding Principles (2019)
- Parks, Recreation, and Libraries Master Plan (2019, support ongoing implementation)
- City of Salinas General Plan Update Visión Salinas / (Underway) includes:
 - » City's First Climate Action Plan
 - » New Environmental Justice Element
- City of Salinas Housing Element (2015-2023) Update (Underway)
- City of Salinas Economic Development Element (2017, Ongoing implementation)
- City of Salinas Zoning Code (2006) (to be updated as part of General Plan Update)
- Downtown Vibrancy Plan (2015, Ongoing implementation)
 - » Disposition and development of city owned downtown surface parking lots
 - » Downtown Outdoor Dining Program
 - » City/County Downtown Parking Facility
 - » Salinas Intermodal Transportation Center
- West Area Specific Plan (2019, Ongoing implementation)
- Central Area Specific Plan (2020, Ongoing implementation)

THE POSITION

Planning Managers are responsible for the overall planning, direction, and coordination of their assigned division. Incumbents provide highly skilled, responsible, and experienced technical staff assistance to direct activities of their assigned division. This recruitment is for two Planning Managers; one to oversee the Advanced Planning and Project Implementation (APPI) Division and the other the Economic Development (ED) Division. Both APPI and ED Planning Managers report to the Assistant Community Development Director. The APPI Planning Manager oversees a staff of six full-time employees with additional part-time employees and intern employees. The ED Planning Manager oversees a staff of two full-time employees with an additional intern employee.

Essential Job Functions include but are not limited to the following:

- ❖ Administers, oversees, and supervises complex planning and community development activities
- ❖ Conducts and oversees research, assembly, analysis, and use of planning data, including social, economic, housing, community facility, transportation, and other demographic information
- ❖ Coordinates divisional activities with other City departments, civic organizations, governmental and non-profit agencies, as well as the general public
- ❖ Works with regional agencies on the formulation of policies affecting local government, such as air quality, water resources, transportation, housing, and other regional issues



- ❖ Supervises, schedules, trains, evaluates, and disciplines professional, technical, and clerical staff; researches and analyzes divisional needs; implements recommendations to improve programs and carry out policy
- ❖ Drafts ordinances, ordinance amendments, and resolutions; interprets and analyzes legislative proposals and activities; ensures program compliance with federal, state, and local regulations
- ❖ Prepares and oversees division budget; plans, implements, and administers grants from other agencies
- ❖ Reviews, and approves, staff reports, correspondence, and meeting minutes to ensure accuracy and compliance with the City and departmental goals, objectives, and policies; supervises, coordinates, reviews, and evaluates environmental and technical studies for all level of California Environmental Quality Act (CEQA) compliance
- ❖ Negotiates, develops, and administers contractual agreements

Focus of Advanced Planning & Project Implementation:

- ❖ Responsible for the preparation and implementation of long-range City plans including the general plan, area specific plans and associated policies, actions, and projects
- ❖ Coordinates with local, regional, state, and federal agencies on land use, housing, environmental, and long-range planning initiatives
- ❖ Processes complex planning projects that include Annexation and Sphere of Influence Amendments and Development Agreements
- ❖ Responsible for the preparation and implementation of community plans and associated policies, actions, and projects
- ❖ Oversees the implementation of neighborhood projects such as installation of streetscape enhancements and park amenities, creation of a façade improvement program, and commissioning of public art murals
- ❖ Acts as liaison for City/County coordination related to Downtown Government Center, the Alisal (East Salinas) and future growth areas

Additional skill set in current planning, housing, and economic development (business retention and expansion, opportunity site predevelopment, disposition, and development activities) is desirable, but not necessary.

Focus of Economic Development Division Planning Manager:

- ❖ Coordinates the implementation of the Economic Development Element across City departments and with external agency and community stakeholders
- ❖ Responsible for City business retention and expansion program and associated small business development support activities



- ❖ Manages disposition and development of identified properties in City's real estate portfolio following state Surplus Land Act and City disposition requirements
- ❖ Identifies, pursues, and administers grant funding to finance infrastructure development to facilitate feasibility of larger development projects
- ❖ Supports agricultural technology initiatives; encourages support for agricultural technology and other educational/training programs for area youth

THE IDEAL CANDIDATE

The ideal candidate is a strong leader, team player, and staff manager; possessing excellent supervisory skills necessary to guide, mentor, and develop employees and create a respectful and high performing working environment. The successful candidate will have broad experience in all areas of planning with extensive expertise managing staff and creating an organizational structure with a sense of team and purpose. As the manager interacts with a variety of internal and external stakeholders, exceptional interpersonal skills and political acumen are of the utmost importance. The successful candidate will have a proven track record creating efficiencies, implementing best practices, and removing unnecessary bureaucratic obstacles, while working with and establishing clear procedures and policies, both written and verbally. The ideal candidate will possess a passion for public service, especially serving an underserved community; an entrepreneur from within who recognizes this opportunity to create and establish an effective and efficient administrative infrastructure for long-term success. This is the perfect opportunity for the individual that wants to make a positive impact in a community.

MINIMUM QUALIFICATIONS

- ❖ Bachelor's degree in urban or regional planning/development, public administration, business administration, economics, or a closely related field
- ❖ Five (5) years plus of increasingly responsible professional work experience in urban planning, community development, public administration, economic development, or real estate acquisition, disposition, and management, or closely related field, which includes supervision
- ❖ Master's Degree in urban or regional planning/development, public administration, business administration, economics, or a closely related field may be substituted for one (1) year of the required experience
- ❖ Bilingual English/Spanish is helpful, but not necessary

COMPENSATION AND BENEFITS

The annual salary for this position is **\$107,472 - \$137,172 DOE**. The City offers an attractive benefits package including:

- ❖ **Health Insurance:** The City currently pays 100% of the cost of the Delta Dental plan and Vision Service Plan (VSP) for employees and their eligible dependents
The City contributes up to 95% of the PERS Platinum health plan premium. Other PERS health coverage may be available depending upon residence
- ❖ **Annual Leave:** May be used for vacation and/or sick leave. Leave is currently accrued at a rate of 248 hours per year for the first five years with additional longevity increases in annual leave depending on years of service
- ❖ **Life Insurance:** Term life insurance up to \$150,000
- ❖ **Bilingual Premium Pay:** \$75 per pay period. Eligibility is determined by City Manager and subject to passing a City administered bilingual exam
- ❖ **Holidays:** 12 per year
- ❖ **CalPERS Retirement Plan:** The City participates in the California Public Employees' Retirement System (CalPERS) under a 2% @ 55 formula for Classic members. New members, as defined by PEPPRA, are under a 2% @ 62 formula. The City also participates in Social Security

The above-listed benefits are subject to change and do not constitute a contract. Please visit the City website for a full description of benefits for the Association of Management Personnel of Salinas. **Please click here to view the position benefits:** <https://www.cityofsalinas.org/our-city-services/human-resources/bargaining-units-mous>

APPLICATION PROCESS AND RECRUITMENT SCHEDULE

This recruitment is Open Until Filled.

To be considered, please submit a resume, cover letter, and five work related references (who will not be contacted in the early stages of the recruitment) to: <https://koffassociates.com/planning-manager-2/>.

Resumes should reflect years and months of positions held, as well as size and budgets of past organization(s).

For additional information, please contact:



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Resumes will be screened based on the criteria outlined in this brochure. Candidates with the most relevant qualifications will be given preliminary interviews by the consultant. Koff & Associates will report the results to the City. The City will then select candidates to participate in panel interviews. Extensive reference and background checks will be completed on the selected candidate.