



City of  
**Santa  
Monica**



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ZERO EMISSIONS

**Director of  
Transportation**



## THE COMMUNITY

The City of Santa Monica is a beautiful beachfront community of 8.3 square miles, but with a significantly large feel and impact. Home to some 91,000 residents, Santa Monica has earned an international reputation as a progressive and forward-thinking municipality well known for its high quality of life, innovative programs and service delivery, a highly engaged community, along with a strong commitment to social and economic diversity, fair housing, the arts, and sustainability.

Residents, businesses, and visitors alike are attracted to Santa Monica, a community-centered, multi-cultural beach town, because of its desirable location and world-class amenities. The city offers beautiful neighborhoods, world famous beaches, the iconic Santa Monica Pier and Third Street Promenade, a thriving arts community, beloved local restaurants, excellent schools, exceptional health care providers, award-winning City facilities, and delightful weather.

Santa Monica's seven distinct neighborhoods are home to approximately 71% renters, due in part to generous rent control and affordable housing policies. The nearly 10,000 businesses in the city offer some 88,000 jobs. In addition to the city's beloved local businesses, everything from high profile entertainment companies and world class retail to small entrepreneurial start-ups call Santa Monica home, including Activision, Beautycounter, Cedars-Sinai, Hulu, Lionsgate, Providence St. John's, Snap, and UCLA Health. Prior to the pandemic, some 5.6 million tourists visited Santa Monica annually, contributing to its economic strength and vitality.

## GOVERNANCE

Santa Monica is a charter city with a council-manager form of government. The City Manager reports to a seven-member, part-time City Council which is elected at-large and designates its own Mayor. The City Manager has a strong executive team that includes the City's fourteen department directors, which includes the Department of Transportation Director. Santa Monica's level and breadth of services surpass those of other cities of comparable and even larger size. The City provides a full slate of services, including police and fire protection, water and wastewater, street maintenance, public landscaping, a regional transit system that served 7.7 million riders in 2022 (pre-pandemic ridership was 12.6 million), parking services, parks and recreation including 245 acres of beaches, five public libraries, planning, building and safety, the Santa Monica Pier, a cemetery, and a high level of support for social services, art and cultural programs, and public education.

As an AAA-rated city, Santa Monica has long relied on conservative fiscal assumption to plan ahead. The overall proposed budget for 2023-24 is \$740.9 million and \$746.4 for FY 2024-25, putting Santa Monica on a financially sustainable track for the future.

To learn more about the City of Santa Monica, go to:  
<https://www.santamonica.gov/>

## THE DEPARTMENT

The Santa Monica Department of Transportation (DOT) plans, builds, maintains, and operates a multi-modal transportation network that connects people with opportunity, improves lives, and protects the environment. DOT leads the City of Santa Monica's vision for a non-autocentric future, while ensuring safe, reliable, equitable and sustainable access to streets, through innovative bus, bike, pedestrian, micro mobility, and first-last mile options.

DOT combines planning, operations, maintenance, design, and programming for fixed-route, paratransit, and multi-modal transportation services under one administration. DOT also oversees traffic engineering, shared mobility and micro mobility regulation, transportation permitting, and parking operations in the City. Currently, the Transportation Department has approximately 472 employees with a budget of \$110.7mil.

## THE POSITION

The Director of the Department of Transportation provides strategic and visionary leadership while directing and managing the operations, activities and staff of the Big Blue Bus transit services, Bike and Scooter Share, walkability and safety, and Parking. The Department is broken into the following divisions:

- Community Engagement and Customer Experience
- Finance and Administrative Services
- Maintenance
- Mobility
- Operations (Big Blue Bus)
- Parking Operations and Maintenance
- Planning and Performance
- Safety and Training

To learn more about the Department of Transportation, go to:  
<https://www.santamonica.gov/departments/samodot>





**Duties and responsibilities include, but may not be limited to:**

- Translate and communicate the Department's vision of achieving "Excellence in Transportation Services" into concrete plans and measurable goals for staff – connecting the dots between diverse department functions to ensure team synergy.
- Confer with the City Manager and leadership team on department policies and programs and coordinate activities with other City departments and outside agencies.
- Direct and manage a customer-focused approach to services, consistent with Departmental values and behaviors, including community service, innovation, teamwork, integrity and continuous improvement.
- Oversee, collaborate on, and direct development of the Department's customer service, financial, capital projects and technology strategies.
- Build and develop relationships with county transit operators and agencies to ensure regional cooperation and secure support of the City's transportation goals and plans.
- Make presentations to the City Council, city boards and commissions, and community stakeholders. Respond to inquiries from the media, citizens, community groups and organizations.
- Develop and manage budget preparation and administration.
- Monitor legislative activity at the local, state and federal levels related to the transit industry, the department and the community.
- The ability to work affectively in a highly unionized environment.
- Understand and lead with the lens of Diversity, Equity, and Inclusion.
- Stay current on state-of-the-art transportation trends and practices, innovation, and technology.

## THE IDEAL CANDIDATE

The ideal candidate will be an innovative, strategic, and articulate leader with the ability to effectively manage and motivate a large and diverse public sector organization. A demonstrated track record in strategic planning, sound fiscal/financial abilities, as well as strong communication and interpersonal skills necessary to build strong working relationships with an engaged City Council, executive leadership, staff and key stakeholders are essential. This position requires a visionary leader committed to quality process improvements, customer service, and performance management. The successful candidate will understand the need to balance strong technical skills, astute political acumen, provide operational leadership, and adapt well to changing priorities.

This skilled department head will enjoy managing interesting and innovative sustainability programs in a smart city environment, during a time when the City has many new housing and other community development projects. An understanding of the risks in transportation from safety, security, and staff health is a must. This position requires someone who understands transportation at the highest level and is committed to quality process improvements, customer service, talent management, collaboration, building strong working relationships with elected officials, key stakeholders, and staff.

**Key Skills, Attributes and Characteristics:**

- Possess knowledge and sensitivity to the City's goals and initiatives in the areas of mobility and equity, providing innovation in multimodal transportation and fairness in prioritizing project implementation and completion throughout the City's various communities.
- A collaborative leadership style to coordinate well with other departments, outside agencies and organizations, staff, boards and commissions, and business and community stakeholders.
- The ability to develop and implement clear goals, objectives, policies, procedures, and departmental performance standards.
- An effective manager able to assess and evaluate talent at all levels, and provide mentorship, coaching, and employee development.
- Able to evaluate the Department's operations and structure and forecast future changes to best meet the needs of the City and its residents and visitors.
- A solid, optimistic leader and role model with a positive presence; demonstrate initiative, be action oriented, exercise good judgment, and treat others with respect; be approachable.
- A commitment to public service, fiscal responsibility, and innovation and efficiency in government.
- Ability to balance vision and have a realistic approach to goals.
- Dedication to sustainability and a passion for a new wave of transportation.
- An appreciation for Transportation technology and connectivity.





## QUALIFICATIONS

- A Bachelor's degree from an accredited university.
- Eight years of progressively responsible professional transit management, transportation planning, parking management and operations experience.

## SALARY AND BENEFITS

The current salary for the Director of Transportation is **\$215,544 - \$266,100.**

The City also offers an attractive benefit package that includes:

- **CalPERS Pension:** Retirement formula is based on appointment date and membership status with CalPERS.
- **Medical:** City pays 92% of medical premium for employee and eligible dependents. Available plans: Kaiser; Blue Shield HMO, PPO, or HDHP plan
- **Cash-in-lieu Option:** Employees with eligible group medical coverage can waive medical and receive \$69.23 bi-weekly taxable payment (\$1800 annually).
- **Dental:** City pays for HMO or PPO Delta Dental plan premiums for employee and eligible dependents
- **Vision:** City pays for Vision Service Provider plan premiums for employee and eligible dependents
- **Life:** City paid term life insurance coverage of two times your base salary, rounded to the next \$1,000, not to exceed \$500,000.
- **401a:** City contributes \$190 per month and employee contributes \$625 per month. If employee elects one-time lifetime opt out of plan, employer contribution will be alternatively contributed to 457b plan.
- **Retiree medical employer contribution:** Upon eligibility, the City pays for retiree medical insurance employee only coverage up to age 70, as provided in the Executive Pay Plan (EPP) Resolution.
- **Management Leave:** 24 hours of non-cashable leave and 8 hours of cashable leave are available July 1st of each fiscal year. The non-cashable days must be taken by the end of the fiscal year and cannot be carried over to the following year. The cashable day must be used by or cashed out at the end of the fiscal year.
- **Holiday:** 14 holidays, includes 2 floating holidays, one of which can be cashed out at the end of the fiscal year.

- **Vacation:** 12 vacation days/year, which accrues at one 8-hour day per month. Following completion of the first six calendar months of service, first six months of vacation leave accruals (48 hours) is accessible.
- **Sick Leave:** One (1) sick leave day per month. Following completion of the first six calendar months of service, first six months of sick leave accruals (48 hours) is accessible.
- **Tuition Reimbursement:** \$2,500 tuition reimbursement

## APPLICATION PROCESS AND RECRUITMENT SCHEDULE

**This position will be open until filled. Resumes will be reviewed upon receipt.**

To be considered, please electronically submit your resume, cover letter and a list of six professional references (references will not be contacted in the early stages of the recruitment) to:

<https://koffassociates.com/director-of-transportation-sm/>

Resumes should reflect years and months of positions held, as well as size of staff and budgets you have managed. 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 executive recruiter. Koff & Associates will report the results to the City. The City will then select candidates who will be invited to participate in a formal interview process. Extensive reference and background checks will be completed on the selected candidate.



The City of Santa Monica is a progressive, inclusive and culturally-rich community. As leaders in public service, we strive to be an employer of choice by attracting and retaining a highly-talented workforce where people of diverse races, religions, cultures and lifestyles thrive. Our goal is to create a welcoming and inclusive environment where our staff are empowered to perform at their highest level and where their differences make a positive impact.

The City is an equal opportunity employer and strives to build balanced teams from all walks of life without regard to race, color, ethnicity, religion, national origin, age, sex, sexual orientation, gender identity, marital status, ancestry, disability, genetic information, veteran status, or any other status protected under federal, state and/or local law. We aim to create a workplace that celebrates and embraces the diversity of our employees.