



City of
Santa Rosa
CALIFORNIA
CITY MANAGER



**BOB MURRAY
& ASSOCIATES**
EXPERTS IN EXECUTIVE SEARCH



THE COMMUNITY

The City of Santa Rosa is the vibrant heart of Sonoma County and a welcoming hub for commerce, culture, and community life in the North Bay. With approximately 178,000 residents, it offers the energy and amenities of a major Bay Area city while preserving a friendly, approachable atmosphere. Santa Rosa is deeply committed to education and lifelong learning, supported by strong public schools, a community college, and a state university that contribute to the community's intellectual and cultural vitality.

Surrounded by rolling vineyards, world-class wineries, and breathtaking natural beauty, Santa Rosa provides an exceptional quality of life. Residents and visitors enjoy miles of scenic cycling routes, expansive parks, championship golf courses, and easy access to the dramatic Northern California coastline. The city's lively downtown and surrounding communities feature a rich arts scene, including a symphony, performing arts center, and local theaters, along with an impressive array of acclaimed restaurants, breweries, and gathering places. Consistently recognized for its sustainability, walkable downtown, and community character, Santa Rosa and its neighboring communities offer an inviting setting to live, work, and thrive.

To learn more about the Santa Rosa community, visit: [SRCity.org/visitors](https://srcity.org/visitors)

GOVERNMENT STRUCTURE AND CITY OVERVIEW

Santa Rosa was incorporated on March 16, 1868. It is a charter city and operates under a Council-Manager form of government. The City Council is comprised of seven members representing districts. The City Council selects the mayor from among its members to serve a two-year term. The City Council appoints both the City Manager and the City Attorney.

The City's Fiscal Year 2025/2026 Operating and Capital Budget is \$554 million, with approximately 1,500 regular and temporary employees. As a full-service city, Santa Rosa has the following departments/divisions: City Attorney, City Clerk, City Manager, Communications & Intergovernmental Relations, Finance, Fire, Housing & Community Services, Human Resources, Information Technology, Parking, Planning & Economic Development, Police, Real Estate Services, Recreation & Parks, Transportation & Public Works, and Water.

The City of Santa Rosa continues to focus on long-term financial stability. The wildfires that swept through the community in 2017 and 2019 caused the City to deplete General Fund reserves below levels established by the City Council. While the City has replenished those reserves, the revenue losses resulting from the COVID-19 pandemic have created a new set of financial challenges and uncertainty which the City is addressing through multi-pronged strategy including temporary cost-saving measures and a measured use of reserves.



Despite the uncertainties in the local economy and the challenges they present, the City remains committed to strengthening its financial position and addressing structural issues resulting from increasing pension costs, aging infrastructure, and additional demands for services. The revenue portfolio is diverse, with the city not dependent on one major revenue source. For Fiscal Year 2025/2026, the city has a total budget of \$76 million in capital projects. General Fund expenditures of \$216.8 million reflect the City's emphasis on funding core services and addressing the Council's goals and priorities.

THE POSITION

The City of Santa Rosa, California, is seeking an accomplished and community-centered City Manager to advance the City Council's mission and priorities while addressing the evolving needs of the community. The ideal candidate is a seasoned public administrator with a strong foundation in municipal fiscal management, budget development, human resources, and staff leadership, preferably with experience in California local government. This leader will be known for forthrightness, resilience, and strategic thinking, balancing confidence with humility and empathy. A demonstrated commitment to advancing diversity, equity, and inclusion is essential, as is the ability to cultivate an organizational culture grounded in professionalism, honesty, creativity, and mutual respect. The successful candidate will be eager to make a long-term commitment to Santa Rosa and to actively engage with the community's culture, history, and vision for the future.

Reporting directly to the City Council, the City Manager is responsible for the efficient and effective delivery of public services and for ensuring transparency, accountability, and ethical governance across the organization. The City Manager builds trust through collaborative leadership and maintains positive working relationships with elected officials, City employees, partner agencies, and the public. By fostering

an environment rooted in integrity, service, inclusion, and teamwork, the City Manager provides steady organizational direction and ensures City operations are responsive, high-performing, and aligned with Council priorities.

- Provide strategic leadership in the development and implementation of City goals, policies, and operational priorities that align with City Council direction and community needs.
- Lead the preparation, administration, and stewardship of the City's budget in close partnership with department directors, ensuring fiscal responsibility and long-term sustainability.
- Guide the development of the City's capital improvement program, including long-range planning and innovative financing strategies.
- Partner with department leadership to address complex administrative and operational challenges, offering sound judgment and timely recommendations.
- Keep the City Council well informed through clear, accurate, and forward-looking reports on financial performance, program outcomes, and emerging community needs.
- Ensure the effective and equitable enforcement of City ordinances and policies.
- Oversee the preparation of plans and specifications for City Council-authorized projects and initiatives.
- Clearly interpret, analyze, and communicate City policies, procedures, and programs to elected officials, staff, and the public.
- Engage regularly with residents, businesses, community organizations, and regional partners to build trust, collaboration, and shared solutions.
- Personally address complex or sensitive community concerns and requests for information with professionalism and responsiveness.
- Serve as a visible and effective ambassador for the City in the community and at regional, state, and professional forums.
- Coordinate City activities with other governmental agencies and external organizations to advance shared objectives.
- Recruit, develop, mentor, and evaluate a high-performing leadership team and City workforce.
- Perform all duties prescribed by City code or directed by the City Council and carry out related responsibilities as assigned.



and timely communication while keeping them well informed of emerging issues, trends, and matters of citywide importance.

An engaged and visible leader in the community, the ideal candidate values authentic community engagement and understands the importance of building trust through accessibility, responsiveness, and active listening. They will think beyond traditional approaches to develop innovative partnerships with other jurisdictions, agencies, businesses, and institutions to advance city projects and initiatives. With a strong ethical foundation and unwavering commitment to the public trust, this leader will champion transparency, equity, and inclusion, and advocate for initiatives that enhance quality of life, including continued support for public safety and community well-being.

Internally, the City Manager will foster a high-performing, inclusive, and empowering organizational culture grounded in teamwork and collaboration. A humble yet confident leader, they will invest in developing and mentoring staff, demonstrate emotional intelligence, and model effective human resources practices. Solutions- and outcomes-driven, the ideal candidate is a big-picture visionary and creative problem solver who performs well under pressure, communicates clearly and persuasively in public settings, and inspires confidence across the organization and throughout the Santa Rosa community.

Any combination equivalent to experience and education that could likely provide the knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Experience - Eight years of progressively responsible experience in administrative, managerial, or staff capacity in a large municipal organization, involving the responsibility for the planning, organization, implementation



THE IDEAL CANDIDATE

The ideal candidate for City Manager is a seasoned municipal executive with large-city experience who brings a strong finance background encompassing municipal budgeting, grants management, and fiscal oversight. Politically astute and highly collaborative, this leader will work closely and effectively with the Mayor and City Council, providing clear, thoughtful,

and supervision of varied work programs typically as a department head or assistant department head, to demonstrate possession of the knowledge and abilities listed above;

Education - Equivalent to a Master's Degree from an accredited college or university with major course work in public or business administration or a closely related field.

CITY OF SANTA ROSA MISSION STATEMENT:

To provide high-quality public services and cultivate a vibrant, resilient, and livable City.

COMPENSATION AND BENEFITS

The prior City Manager's salary was \$341,428; the salary for the incoming City Manager is negotiable and depends upon experience and qualifications. The City of Santa Rosa does not participate in Social Security but assesses the Medicare contribution of 1.45%. Among the fringe benefits are:

Retirement - CalPERS, 2.5% @ 55 formula with single highest year compensation for Classic Members. Employee pays 9.5% employee contribution. New CalPERS Members formula is 2.0% @ 62 with 3-year final average compensation; employee pays 7.75% employee contribution.

Deferred Compensation - Employees can choose to contribute to a 457 Deferred Compensation Plan.

Health Insurance - City provides choice of three plans (Kaiser, Anthem Blue Cross EPO and Anthem Blue Cross PPO); City contributes between 80% and 87.5% of the monthly premium for employee and dependents.

Dental and Vision Insurance - The City provides and contributes the monthly premium for Delta Dental PPO and VSP vision plans for employee and dependents.

Life Insurance - The City provides Life Insurance at \$50,000 with the option to purchase up to \$200,000.

Paid Holidays - The City observes 12 paid holidays annually, plus 2 to 3 "floating" holidays per year depending on years of service.

Sick Leave - Accrued at the rate of 8 hours per month with service credit for unused sick leave.

Long Term Disability - The City provides Long Term Disability at 60% of monthly income up to \$6,000, with a benefit waiting period of 60 days.

Short Term Disability Leave - The City provides Short Term Disability at 55% of weekly pre-disability earnings, reduced by deductible income, with a max weekly benefit of \$1,500 and max 60 days of benefits per claim..

Paid Family Leave - Plan pays a max weekly benefit of \$1,620 up to eight (8) weeks within a rolling 12-month period.

Vacation Leave - 80 hours of accrual annually for one to four years of service. Additional days are earned with additional years of service.

Vehicle Allowance - \$500/month

Administrative Leave - Up to 80 hours.

Relocation Assistance - Negotiable

For additional information on the City of Santa Rosa, visit its website at: www.srcity.org

Or review benefits at: <https://flimp.live/CityofSantaRosa>



TO APPLY

If you are interested in this outstanding opportunity, please apply online at:

www.bobmurrayassoc.com

Filing Deadline:

March 8, 2026

Following the closing date, resumes will be screened according to the qualifications outlined above. The most qualified candidates will be invited to personal interviews with Bob Murray & Associates. A select group of candidates will be asked to provide references once it is anticipated that they may be recommended as finalists. References will be contacted only following candidate approval. Finalist interviews will be held with the City of Santa Rosa. Candidates will be advised of the status of the recruitment following selection of the City Manager.

If you have any questions, please do not hesitate to call Mr. Gary Phillips at:

(916) 784-9080

