

**CITY OF WATSONVILLE**  
**REQUEST FOR PROPOSALS**  
**FOR**  
**CITY MANAGER RECRUITMENT SERVICES**

**ISSUED March 21, 2024**

**PROPOSALS DUE:**  
**Friday, April 5, 2024**



**RFP Contact**  
**Nathalie Manning, Deputy City Manager**

275 Main Street, Suite 400  
Watsonville, CA 95076  
[Nathalie.manning@watsonville.gov](mailto:Nathalie.manning@watsonville.gov)  
831-768-3021

## **I. Proposal Intent:**

The City of Watsonville is seeking the services of a highly qualified executive search firm to manage the recruitment and selection of its City Manager. The consultant should have the knowledge and expertise to advise the City Council on the recruitment and selection process, how to involve key stakeholders and staff, and attract highly qualified and compatible candidates.

## **II. Background:**

The current City Manager will be leaving Watsonville for a new position effective May 16, 2024.

The City of Watsonville is known throughout the world for its long and rich heritage as a center for agriculture, especially berries. Watsonville has also become a proving ground for entrepreneurs and businesses from all types of industries and emerging technologies. Its central location, nestled between the Monterey Bay and the Santa Cruz Mountains, offers growing companies quick and easy highway access while avoiding daily traffic snarls.

Watsonville's location is topped only by its ideal climate and rustic, small town charm of a close-knit community. The Watsonville area offers beaches, mountains, wine, food, activities, and more. Watsonville is located 95 miles south of San Francisco, at the southern end of Santa Cruz County. It covers 6.6 square miles and has a population of 52,590 (2020). It is a quick 30-minute drive to Monterey and less than an hour from the beautiful Big Sur coastline. Silicon Valley is less than 45 minutes away from our charming town.

The City of Watsonville with approximately 430 full time and approximately 100 seasonal and temporary employees prides itself on providing excellent customer service to the community. The City is a full service city and provides Fire, Police, Parks, Libraries, Integrated Waste and Recycling, Landfill, Water and Wastewater, and Airport services.

## **III. Scope of Services:**

### **Scope of Work:**

The City anticipates that the search will include four phases as follows:

- 1) Development of Candidate Profile and Recruitment Strategy
- 2) Outreach and Advertising Campaign
- 3) Candidate Screening
- 4) Candidate Selection, Background, and Job Offer

### **Core Services:**

The core services required include:

- a) Act as the primary contact to the City Council and guide and advise them through the recruitment and selection process.

- b) Interview Council Members to obtain feedback for desired characteristics and qualifications of a City Manager.
- c) Advise Council on all phases of the recruitment, including who should be involved and at what level. This will include input regarding participation from key stakeholders and community members, department heads, and other staff.
- d) Coordinate stakeholder, staff and community input per Council direction.
- e) Develop recruitment materials
- f) Conduct statewide outreach and advertising campaign aimed at producing the highest quality City Manager candidates
- 1. Identify and contact referral sources and contact potential candidates
- g) Review and screen candidates. Personally meet with top candidates prior to presenting them to the City Council.
- h) Recommend final selection process and facilitate process with City Council to review and interview final candidates.
- i) Conduct background on final candidates
- j) Negotiate compensation package with final candidates if requested.

#### **IV. Proposal Format and Content**

Proposals should be concise and limited to information requested. Each proposal shall include the following information.

- A) Qualifications: Provide resumes of the key personnel to be assigned to the project and list the City Manager recruitment processes that they have coordinated within the last three years.
- B) Work Plan: Provide a brief description of the work plan proposed to carry out the tasks outlined in the Scope of Work.
- C) Costs: Submit a cost proposal including a proposed amount for each task and the overall cost to complete the entire scope of work. Proposals must include a list of proposed personnel who will work on the project, allocations of time each person will work on the project and the corresponding hourly rates. Cost proposals must include all costs that will be incurred including projected reimbursable costs for travel, supplies, and other related costs.
- D) Schedule: Provide a schedule outlining key milestones related to the scope of work and estimated date of completion.
- E) Additional services (optional): Include any related and recommended services not specified in this RFP which may be considered essential or beneficial by the firm. These services should be priced separately.
- F) References: Provide five professional references including name and daytime contact information. California governmental agencies are preferred.

#### **V. Selection Process**

The selection will be made based upon the following criteria:

- 1) Experience and Qualifications
- 2) Ability of proposed approach to meet the needs of the City of Watsonville
- 3) Cost effectiveness

Proposers may be invited for interviews or to make oral presentations to the City Council.

#### **VI. Submittal**

For a proposer to be considered, the City must receive one printable PDF copy of the proposal via e-mail sent to Nathalie Manning at [nathalie.manning@watsonville.gov](mailto:nathalie.manning@watsonville.gov) with the subject line "Executive Search Firm RFP Response" by **5:00 p.m. on Friday, April 5, 2024**.

The City will not be responsible for the payment of any expenses incurred as a result of responding to the proposal.

The deadline for submissions is **5:00 p.m. on Friday, April 5, 2024**.

For information concerning the RFP or if you have any questions, please contact:

Nathalie Manning, Deputy City Manager at (831) 768-3021 or  
[nathalie.manning@watsonville.gov](mailto:nathalie.manning@watsonville.gov).

This RFP and any subsequent addendums are available online at the City of Watsonville's website at [www.cityofwatsonville.org](http://www.cityofwatsonville.org).

The City of Watsonville is an equal opportunity employer and any mandated Federal and State laws and requirements will be followed.