

CITY OF MARTINEZ

DEPUTY DIRECTOR OF STRATEGIC PLANNING AND COMMUNITY DEVELOPMENT

Excellent Benefit Package

CITY

Martinez, “The Home of John Muir,” established in 1876, is the County seat of Contra Costa County. It is located along the Sacramento and San Joaquin rivers in the central part of the County. The City’s roots can be traced to the late 1840’s, when it served as a ferryboat transit point across the Carquinez straits on the way to the gold fields.

By the time of its incorporation, Martinez had evolved into one of the area’s most significant trading posts and shipping ports. Today, the City covers 12.5 square miles and has approximately 35,948 residents. As one of California’s first towns, Martinez retains a strong sense of history and family.

The renowned naturalist, John Muir, made Martinez his home for nearly a quarter of a century and in 1914, the year of Muir’s death, the legendary baseball great Joe DiMaggio was born here. One of the unique aspects of Martinez is its architecture. Many of the downtown shops still retain their early 20th century look and charm, with some homes dating back more than 125 years.

Martinez is a city of many treasures and its historic downtown area provides a quaint atmosphere that draws residents from all over. Its small town lifestyle is transforming with unique restaurants, restored buildings, art galleries, coffee houses, and antique shops. Martinez is a family friendly, energetic sports town. The newest additions to the City are two renovated warehouse buildings, now home to indoor sports businesses NorCal Courts and USA Sports, a brand new \$6 million dollar City-run aquatic center, \$2 million renovated library, and a \$4 million dollar renovated regional park. The City is also moving forward with the renovation of the City’s marina, the expansion of the intermodal train station, and the expanded use of the City’s waterfront Amphitheater.

CITY GOVERNMENT

The City operates under the Council-Manager form of government. The City Manager is responsible for the efficient implementation of Council policy and effective administration of all City government affairs. The City is organized into four departments reporting directly to the City Manager. They are Administrative Services, Community and Economic Development, Police, and Public Works. The City employs 131 employees and 88 part time employees.

The City of Martinez goals are:

- Reenergize the downtown with an emphasis on providing housing for residents who want to live near an intermodal train station, open space, nearby marina, and enjoy a high standard of living.
- Revitalize the retail and commercial districts in downtown to attract small businesses, new shops, renovated historic buildings, and a reemerging night life for young and old alike.
- Strengthen the local economy by creating sustainable and viable economic development programs that promote the creation and retention of jobs within the City of Martinez.
- Invest in the City's waterfront infrastructure and landscaping, attract a quality restaurant, renovate the Amphitheater, improve the marina, provide the fishing pier with a facelift, and pursue a new hotel for patrons.
- Consider future annexations that better define the Martinez demographic landscape, create light industrial manufacturing and new jobs, and improve the infrastructure and landscaping in the North Pacheco Area.
- Resolve the long term parking problem and consider a public/private joint venture which includes adding new retail, residential, and a three level parking garage on Lot #4 in downtown Martinez.
- Foster a collaborative environment to leverage community resources in dealing with issues of social and community wellness

POSITION

The Deputy Director of Strategic Planning and Community Development reports directly to the City Manager and serves the City of Martinez in an administrative capacity overseeing the introduction and smooth functioning of emerging and ongoing programs. As a member of the City's Executive Management Team, this newly created position will work closely with the City Manager in aligning the budget and day-to-day operations with the vision and goals of the Council and seeks to provide and implement resource efficient processes and continuous improvement in staff operations. In addition, the position will also oversee the creation of an Economic Development Corporation non-profit Board under the direct oversight of the City Council.

The Deputy Director identifies opportunities for productivity increases through process implementation, introduces a new housing opportunity fund for the City, acts as the chief conduit for all public information outreach to the community, communicates to the staff, elected officials and community regarding objectives and results, and plays an integral role in marketing the downtown revitalization efforts in collaboration with Main Street Martinez and the Chamber of Commerce. Additionally, the position will identify and advise the City Manager and elected officials on issues of policy significant to the community and the provision of public services. The position will be responsible

for researching and writing grant proposals that will help finance the Council's economic development goals.

PRIORITIES

- Build strong relationships and partnerships with the City Manager, Mayor and each Council member. Establish trust, confidence and open communication to effectively implement and execute the Council goals.
- Develop relationships and mutual trust with staff in order to align individual department goals and investments with overall City goals and objectives.
- Develop strong, positive relationships with the community and encourage resident engagement. Quickly establish self and become a visible figure in the community, build trust, solicit feedback and provide transparent communication to clearly articulate City services, goals, initiatives, and progress.
- With the City Manager and City Council, develop and execute a strategy focusing on striking a balance between sound economic development /housing projects and maintaining a quality of life for the residents.
- Establish relationships with the County and Courts and build mutual trust and respect with these agencies. Share best practices and look for opportunities to collaborate and drive efficiency when appropriate.
- Develop a plan to resolve long standing parking problems in the City, and specifically oversee implementation including the timely construction of a parking garage on lot 4 in the downtown area.
- Develop a plan to complete the renovation of the Zocchi buildings and parking lot; improve waterfront facilities such as the ball fields, Amphitheater, restaurant and a hotel facility and oversee implementation.

IDEAL CANDIDATE

The City Manager seeks a Deputy Director who demonstrates an ability to get projects done and assist in moving the City of Martinez forward. The next three to five years is a crucial period in the ongoing transformation of the City. The ideal candidate must have the knowledge and skills to balance strategy with day-to-day operations. The ideal candidate embraces diversity, leads by example and is fully invested in the City's success. The successful candidate is recognized as a business supporter with an interest in economic development and has the ability to see complex issues from a broader perspective.

The successful candidate must have excellent analytical skills, the ability to write excellent staff reports, present complex findings to the Council and community and deliver information with the utmost clarity.

The successful candidate will work in a fast paced environment, with a modest amount of financial resources and have creativity and imagination to utilize existing funds more effectively.

The City Manager is searching for a candidate who has previous policy experience in housing and community development. The City is exploring developing a housing opportunity fund to facilitate building a larger housing stock in the downtown as envisioned in the Martinez Specific Plan. This would require a working knowledge of the Community Development Block Grant program, federal and state grants, and a thorough understanding of the County's role in attracting and developing quality housing opportunities.

The ideal candidate is technologically savvy and uses technology as a way to drive efficiency. An articulate communicator, the ideal candidate brings valuable experience in developing effective relationships both internally and externally and enjoys sharing best practices.

OTHER DUTIES

- Housing and Community Development activities: Housing Element coordinator responsible for implementing goals, securing funding and fostering partnerships to achieve goals. Primary contact with other local housing agencies that could assist with achieving City goals outlined in Housing Element. Lead liaison with Contra Costa County Redevelopment, CDBG, Housing and Finance department and State.
- Grant writer: Research grants that City may be eligible for and prepare submissions for all applicable grants that support economic community development. Identify and develop funding streams to support the following types of activities:
 - Unreinforced masonry building loan program
 - Small business loan
 - Housing Development/ Land Use – Infill
 - Explore possibility of City becoming an entitlement City
 - Green building technology
 - Transportation HUB (AB 32 and AB 3375)
 - Brownfield
- City Department Policy Liaison (internally): Prepare internal policies that coordinate with all other supporting departments to achieve City mission.
- Finance and program management: Ability to create financial feasibility analysis by utilizing various public and private funding sources.
- Community Public Information officer: Create communication model which allows Martinez residents and small business owners a forum in which to address policy matters.

- Social and Community wellness: Lead community Liaison with local services providers to address community social issues such as homelessness, substance abuse, child protective services, neighborhood watch programs, and youth programs.