CITY OF SAN FERNANDO,

CALIFORNIA



EMPLOYMENT OPPORTUNITY

CITY MANAGER

CITY OF SAN FERNANDO
INCORPORATED
AUG. 31 1911
CALIFORNIA

HR Dynamics & Performance Management

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COMPENSATION & BENEFITS

Salary: The current compensation for this position is $277,568 annually. A mutually agreeable employment contract will be negotiated with the selected candidate, dependent upon qualifications.

CalPERS Retirement: 2% @ 55 plan for Classic members; and 2% @ 62 for PEPRA members. The City also participates in Social Security.

Medical/Dental/Vision: Cafeteria plan monthly flex-dollar allowance for family coverage is $2,814.09 per month. City contributes $150 per pay period to a designated retiree medical trust or savings plan. Voluntary flex spending accounts for healthcare and dependent care available.

Deferred Compensation: $500 per month to the employee's 457 plan; additional voluntary contributions and/or Roth IRA enrolment available.

Paid Leave: 13 paid holidays, 160-240 hours of annual leave based on years of service; 120 hours (15 days) of management leave annually prorated in the first year.

Life Insurance and Disability: $50,000 basic life and AD&D coverage. City-paid short and long-term disability insurance plans provided.

Auto/Cell Phone Allowances: $400 per month automobile allowance and $125 per month cellphone allowance.

Education/Wellness: Up to $3,000 per fiscal year for tuition reimbursement; and up to $750 per fiscal year for qualifying wellness expenses.

Professional Dues: City-paid.

Longevity Pay: 3% after 10 years of service.

Bilingual Pay: $100 per month for qualifying employees.

THE POSITION AND OPPORTUNITY

A city with a proud identity. A community that values connection. An opportunity to lead where leadership makes a difference.

San Fernando offers an exceptional opportunity for an accomplished municipal executive who values the personal connections, visibility, and direct community impact that distinguish leadership in a smaller city. Proudly independent within the San Fernando Valley, the City combines a rich cultural heritage, established neighborhoods, and an engaged community with the challenges and opportunities of delivering modern municipal services.

The next City Manager will play a pivotal role in implementing San Fernando Vision 2031, the City's adopted five-year strategic plan. This includes strengthening organizational leadership and workforce capacity, modernizing infrastructure and technology, supporting long-term fiscal stability, enhancing public safety, and building community trust.

San Fernando seeks an experienced executive who can translate Council direction into visible, measurable results while honoring the City's identity and traditions.

THE ORGANIZATION

Incorporated in 1911, San Fernando is a general law city operating under the Council-Manager form of government. The five-member City Council establishes municipal policy, adopts the budget, and appoints the City Manager to administer City operations and carry out its direction.

The City provides a broad range of municipal services through the City Manager's Office, City Clerk, Administrative Services, Community Development, Police, Public Works, and Recreation and Community Services. The FY 2026–27 Table of Organization authorizes 194 positions representing 146.24 budgeted full-time equivalents. Its compact scale creates opportunities for direct engagement with department leadership, employees, and the community.

San Fernando Vision 2031 identifies five organizational values: Sustainability, Service Excellence, Integrity, Community, and Equity. Together, they emphasize stewardship of public assets, responsive and transparent services, professionalism and respect, community connection, and fair access to resources.



QUICK FACTS & STATISTICS:

Population: Approximately 23,500

Area: Approximately 2.4 square miles

Median Household Income: $83,024

Median Age: 37.5

Homeownership Rate: 61.6%

Diversity: 92.4% Hispanic or Latino



CITY COUNCIL'S VISION:

The City's vision is to be a safe, beautiful, and thriving community known for resilient infrastructure, an inclusive spirit, and a strong shared identity.

THE COMMUNITY

Known as the "First City of the Valley," San Fernando offers the distinct identity and civic pride of an independent municipality in the heart of the San Fernando Valley. Incorporated in 1911, the City retains a strong sense of history, close neighborhood connections, and a rich cultural heritage.

Situated at the foot of the San Gabriel Mountains, approximately 23 miles north of downtown Los Angeles, San Fernando encompasses about 2.4 square miles and is home to approximately 23,500 residents. Its compact geography creates opportunities for accessible local government and meaningful connections among residents, businesses, and City leadership.

The community's established neighborhoods, local businesses, parks, cultural traditions, and civic activities contribute to a distinctive sense of place. Residents value their City's independence, community relationships, and commitment to preserving local character while investing in essential services and public spaces.

STRATEGIC PRIORITIES

Adopted by the City Council on May 18, 2026, San Fernando Vision 2031 sets six priorities for fiscal years 2026–2031. The next City Manager will lead implementation with the Council, executive team, staff, and community:

- **Strengthen and Unify City Leadership and Structure** — Clarify governance roles, align operations with the strategic plan, reinforce accountability, and evaluate departmental performance and financial practices.
- **Build a Resilient, Skilled, and Supported Workforce** — Evaluate service delivery, plan for staffing and succession, and strengthen employee development and retention.
- **Restore, Maintain, and Modernize Infrastructure, Technology, and Facilities** — Prioritize the water system, capital planning, asset management, deferred maintenance, and technology modernization.
- **Strengthen the City's Financial Foundation** — Improve forecasting and oversight, diversify revenues, manage costs, advance economic development, and strengthen grant management.
- **Enhance Public Safety** — Address neighborhood and park safety, support code compliance, and invest in data-informed police technology.
- **Foster Community Trust, Engagement, and Shared Identity** — Implement community outreach, strengthen partnerships, and celebrate San Fernando's distinctive history and culture.

THE IDEAL CANDIDATE

The City of San Fernando seeks an accomplished, approachable, and forward-thinking municipal executive who combines strong professional expertise with integrity, sound judgment, and a genuine commitment to public service.

The successful candidate will possess and demonstrate many of the following personal and professional attributes:

- **A Trusted and Effective Partner to the City Council**

The ideal candidate will understand and respect the distinction between policymaking and administration, providing the Council with candid advice, objective analysis, and timely information. This leader will communicate proactively, maintain positive working relationships with all Council members, and demonstrate the political awareness and diplomacy necessary to navigate differing perspectives. Equally important is the ability to accept direction, establish clear expectations, and follow through on commitments while maintaining the confidence and trust of the Council.

- **A Financially Astute and Strategic Executive**

San Fernando seeks a leader with strong municipal finance experience, including budgeting, revenue diversification, financial forecasting, grant management, and long-term fiscal planning. The successful candidate will balance disciplined stewardship with thoughtful economic development, capital investment, and the implementation of the financial strategies in San Fernando Vision 2031.

- **An Engaged and Accountable Organizational Leader**

The next City Manager will be a visible, accessible leader who establishes clear direction, supports department heads, and fosters teamwork, accountability, and continuous improvement. The ideal candidate will strengthen workforce and succession planning, employee development and retention, cross-department collaboration, and modernization of City processes and technology.

- **An Effective Communicator and Community Partner**

The successful candidate will be comfortable engaging with residents, businesses, community organizations, and regional partners. Strong interpersonal skills, cultural awareness, and an appreciation for San Fernando's diverse population are essential. This leader will listen attentively, communicate clearly, remain approachable during challenging situations, and respond to community concerns with professionalism and respect. A visible presence in the community and a commitment to building relationships will help strengthen public trust and confidence.

- **A Results-Oriented Leader with Vision and Initiative**

San Fernando seeks an executive who can see beyond immediate operational demands, anticipate future challenges, and translate ideas into achievable results. The ideal candidate will bring initiative, creativity, and the ability to evaluate opportunities from multiple perspectives. Experience advancing capital projects, improving municipal services, managing organizational change, and building partnerships will be valuable. Above all, this leader will demonstrate perseverance, adaptability, and a commitment to delivering meaningful progress for the City and its residents.

OPPORTUNITIES AND CHALLENGES

The next City Manager will help implement San Fernando Vision 2031 while strengthening the organizational foundation needed to deliver essential services. The plan identifies opportunities to clarify governance roles, improve departmental coordination, address staffing capacity and succession, modernize processes and technology, and maintain a capable, supported workforce.

Long-term fiscal sustainability and public assets are central priorities. The City Manager will guide financial planning and forecasting, revenue diversification, economic development, and effective grant management while advancing water-system improvements, capital planning, asset management, and deferred-maintenance strategies.

Equally important will be advancing public safety and maintaining community confidence. The successful candidate will build productive relationships with the Council, employees, residents, businesses, and regional partners; encourage meaningful engagement; and turn the City's adopted priorities into practical, measurable accomplishments.



QUALIFICATIONS

Education: A bachelor's degree from an accredited college or university in finance, business administration, public administration or related field. A master's degree in business administration, public administration or related field is preferred; AND

Experience: At least seven (7) to ten (10) years of management and administrative experience in a municipal government or similar public agency setting, at least five (5) of which were at a department head level or higher, or an equivalent combination of training and experience. Prior City Manager or Assistant City Manager experience is highly desirable.

The ideal candidate will demonstrate comprehensive knowledge of municipal operations, public finance, personnel administration, labor relations, economic development, capital improvement planning, and intergovernmental relations. Political acumen, sound judgment, and the ability to work effectively with elected officials and a diverse community are essential. Bilingual proficiency in English and Spanish is highly desirable.

The City Council reserves the right to select any combination of experience, education and work history that will provide the highest level of service to the City Council, the organization and the community.



THE CITY OF SAN FERNANDO

TO APPLY

If you are an accomplished municipal executive seeking an opportunity to make a lasting impact in a proud, close-knit community, we invite you to consider becoming San Fernando's next City Manager.

To be considered, submit a resume clearly identifying relevant experience and education, together with a compelling cover letter. Email the required documents in PDF format to **Jobs@HRDPM.com**. All materials must be submitted no later than 5:00 p.m. PST on **December 11, 2026.**

The City of San Fernando is an Equal Opportunity and ADA Employer.

If you have any questions, or would like to discuss this opportunity further, please contact:

Henry Garcia, Executive Recruiter
c. 951.999.1617 | Henry@hrdpm.com

Rhonda Strout-Garcia, Executive Recruiter
c. 951.905.0025 |Rhonda@hrdpm.com

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THE SELECTION PROCESS

Resumes will be reviewed in relation to the qualifications and ideal candidate profile described in this brochure. Candidates whose backgrounds most closely match the City's needs will be invited to a preliminary interview with the HRDPM recruiter.

Top candidates will be recommended to the City Council for further consideration and finalist interviews. Reference and background review will be coordinated with the selected candidates; references will only be contacted with candidate approval. Candidates will be kept informed of their status throughout the recruitment process.

Recruiter interviews: Week of January 6th, 2027
City Council finalist interviews: February 6th or 13th, 2027
Anticipated appointment: March, 2027

HR Dynamics & Performance MANAGEMENT, INC.