

CITY MANAGER RECRUITMENT SURVEY 2011

	ID	Posted	Described Qualifications for CM	Other Qualifications for CM	Pressing Concerns	Pressing Issues Next 5 Years	Action to be Taken on Issues	Other Comments	Participant's Identification
1	893	4/6/2011 12:29	The city manager should be willing to control costs, not just raise taxes as part of balancing the budget, even if it means actually negotiating with public worker unions instead of caving in to their demands. The behavior of Hollister and the City Council was deplorable in their rush to sign off on the new contract before Mayor Cassidy was inaugurated. A City Manager who does not live in the city is obviously removed from the commitments his actions represent, and it was especially galling that Hollister does not live in the community to witness the consequences of his actions.	Besides controlling costs, the Manager should be willing and able to think of innovative ways to attract businesses and residents to the strong points of San Leandro--its convenient location, relative affordability, charming downtown, Marina and other areas (Lake Chabot, etc). This doesn't just mean tax giveaways, but reduction in red tape, improvements in infrastructure, etc.	Crime and schools.	Crime and schools. The city will not attract families invested in improving life in San Leandro unless it can improve the generally sub-par performance of the public schools. Nor will it attract law-abiding, concerned citizens if there remains a perception of too-frequent crime. Nor will it attract people to downtown by filling up a housing development next to BART with "very low income" people who, by definition, have no money to spend.	I don't believe the City manager has much to do with schools. Crime can only be reduced with continued aggressive preventive policing. What the City Manager can do is open SL up for businesses, continue making downtown, the Marina, etc more attractive and generally pulling in revenues.		San Leandro resident Parent/Guardian
2	898	4/6/2011 19:19	Excellent communication skills, both verbal and written. Public finance skills and savvy. A long-range, strategic perspective and tactical implementation skills. Principled leadership and management style. Broad knowledge of municipal government administration. Excellent negotiation skills and abilities. Commitment to employee development.	Must be smart, smart, smart. Must have vision, thick skin, sense of humor, backbone, patience	1) Residents and council members too conservative to allow dynamic change that would benefit the City economically; 2) Residents too short-sighted to pay for the services they want, then scapegoating city government for spending reserves to cover those service costs; 3) self-serving City Council members who think only about the needs of their individual districts, rather than the overall good of the City as a whole, regardless of district boundaries.	Being able to retain the dedicated staff who keep the city afloat in the face of multi-year wage freezes; antagonistic council members interested only in their individual chances for reelection, vs. being stewards of the public trust.	Hold firm and manage, unlike the city council.		San Leandro resident San Leandro Employee Business Patron/Commuter
3	900	4/6/2011 20:01	The ideal candidate would already be a resident of San Leandro, thus would have a handle on the economic and cultural dynamics of the city; understand where our schools' strengths and weaknesses are and where their support comes from; what small and large businesses we already have and the importance of keeping them. Business oriented and economic development experience is important...it's not just about attracting businesses, it's are they the best fit? Will they be successful in the long term? It does the city/business no good if they come in and go out within a year, as most of the small businesses seem to do in our neighborhoods; not replacing large ones who have left. Long range strategic perspective and tactical implementation skills are a must. He/she must be able develop the vision, pull the plan together, get the necessary resources on board and execute the vision/plan. Excellent negotiation skills/abilities coupled with public finance skills and savvy rounding out a skill set that would enable them to create a long term vision, pull the necessary departments in to plan, attract new business and support the business community as a whole and budget accordingly.	Communicate to public. Most citizens don't attend the council meetings or make it a point to find out what the city is planning....but their ready to grumble. for instance, the city is putting in all these islands down E. 14th St with palm trees, while you can't drive in front of Bay Fair without almost losing your tire in a pot hole. Seems the money was misdirected. The great Kellogg facility on Williams remains empty...what's being done to make it attractive, what are the incentives, to get another large business to move in? I heard Pet Food Express Corp offices were closing, but that was ok...getting something else in...really, that's ok? Sure we don't know it all, but shouldn't the City Manager's office be able to put out quarterly newsletters to residents, or better yet, anin the SL Times listing on-going projects, 1, 5, 10 year plans; list names and phone numbers of people to contact, etc. In other words--reach out to the community more with information.	Filling the empty business space. We are perfectly situated between 80, 580, with quick access in-between on 238. What great access for any business from a distribution and customer access view point. Get better engineers designing parking lots (just awful) and quit messing with streets traffic flow that works and fix the ones that don't. San Leandro is a great mix of wonderful residential areas with excellent business communities interspersed...innovative thinking is required to support both in a healthy climate.	Most of the above, but with supporting our youth as well. We have some excellent community members who have continued to work for the community even after their children have graduated and gone to college or moved on. Invite them to participate in the planning, and hopefully keep the doors open for their children to come back to make their home here or participate as well. These individuals have been very creative in their support of our schools over the years...they have a terrific network, and imaginative ideas...utilize them.	Communicate through the local paper, sport associations, forums, facebook, twitter...you name it..use it.	San Leandro has a marvelous history which should always be respected and preserved while planning for taking the city into the future. It is strategically located for residents and businesses, a fact which should be supported with our infrastructure, and with an eye on the future.	San Leandro resident Parent/Guardian Business Patron/Commuter

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4	903	4/7/2011 0:44	A combination of finance skills & savvy and being business oriented, and being able to convey that savvy and orientation with strong communication skills.	No baggage...i.e. nobody with history of criminal history, poor ethics or integrity.	Certainly finances are important, specifically the pension issues. And the measurable standardized rankings of our school's performance...reprehensible. Crime control and (police) public safety.	Absent resolving the pressing issues now, the same issues will exist over a five year time line...and beyond.	Sever the relationship between police department and fire department for 'public safety' and budget issues. Police presence deters crime; fire presence doesn't necessarily deter fires. Get and keep more police officers on the street. Focus our limited resources on those programs...public works, parks, etc...that benefit the greatest number of people; limit funding to social programs that benefit a much smaller number of people.	Transparency in government. Citizen taxes fund the city's activities; citizens should be able to see how our taxes are being used. I'd like to see the various projects (e.g. street repairs) posted publicly, including on line.	San Leandro resident Retired
5	906	4/7/2011 2:13	Community focus and commitment to be an active participant in the San Leandro community, with willingness to reside in San Leandro a positive factor RATIONAL: "flying at 10,00 feet is not sufficient" Our manager must also be able to have eyes and ears on the ground approximating real time. Embrace diversity RATIONAL: This is reality in our world and groupthink may lead to disastrous consequences Excellent communication skills, both verbal and written RATIONAL: this is job one of a community organizer. Our manager must leverage his or her expertise with that of a network of other community members.	He or she must be family oriented! Some quotes about children: Children are educated by what the grown-up is and not by his talk - Carl Jung. Children have never been very good at listening to their elders, but they have never failed to imitate them - James Baldwin. A baby is God's opinion that life should go on. - Carl Sandburg Children make you want to start life over - Muhammad Ali. Parents can only give good advice or put them on the right paths, but the final forming of a person's character lies in their own hands - Anne Frank. We've had bad luck with our kids, they've all grown up - Christopher Morley. We worry about what a child will become tomorrow, yet we forget that he is someone today - Stacia Tauscher. Children are the living messages we send to a time we will not see - Neil Postman. The Disappearance of Childhood (introduction), 1982 Children are one third of our population and all of our future. ~Select Panel for the Promotion of Child Health, 1981 We have a great library system, and an inspiring new set of facility additions at SLHS. I believe we need to start from these existing datums and expand our investment in our future generations in ways that are humble and bold.	*Responding to current economic realities and steering a realistic course of success. *A sense of humor, humility and love, i.e., be in touch with the everyday as it actually exists. *Conservation coupled with innovation.	Ironically, I believe the "suburban dream" of our predecessors is still alive and well and getting in the way of our collective success. We must embrace who we are with appreciation and without romanticism of a past long gone or one that never really existed. There are economic and political factors that we cannot control, but we can change our attitude about who we are and what our goals are for the future. Those goals will always be misplaced if they are not grounded in our real place as a community in this region of our world.	*Work closely with our elected government representatives as well our city employees, other city workers, and mostly our families who live here. *Be open minded and very resourceful.	San Leandro needs to wake up and smell the coffee. We seem to be stuck in some kind of time warp while Oakland, Emeryville, Berkeley, Alameda, and even Richmond all show signs of innovation and conservation. Some bold ideas are manifest in these neighboring cities, but a whole lot of humble ones also were put in place.	San Leandro resident Parent/Guardian Business Patron/Commuter
6	907	4/7/2011 6:48	All are important . Any deficiency will be problemu	Transparency...willingness to be open with public	Fiscal restraint	Balance the budget	Candid with public...commitment to quality of city life issues	Pick someone with long term commitment to job	San Leandro resident Retired
7	908	4/7/2011 9:00	Being a strong leader to deal with the difficult decisions that may not always be popular with everyone.	The City Manager should not only engage the public but also consider the well being of the employees as well.	Attracting quality business to the City. Develop the Marina area so it is a source of revenue.	Same as above	Think outside the box. Realize that not only the residents are important but it is important to have quality employees that provide services.	It is important that the next City Manager has a sense of our past as well of our present and future. He or she should listen to the employees as well as residents and understand the sacrifices the employees have made to help the City.	San Leandro resident San Leandro Employee Parent/Guardian

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8	909	4/7/2011 10:56	The City Manager will be a strong, innovative leader with the proven ability to bring creative management and operational solutions to ensure the financial stability of the City and effectiveness and efficiency of services provided to the community. The City Manager runs the show, he needs to have the respect of the citizens as well as the employees. The CM must be able to see the big picture, make critical decisions and create a direction for the city to follow.		The budget deficit	fair and decent contract negotiations with the public employees, infrastructure, business development, developing the marina	I would like to see the City come out in defense of its employees and the benefits that have been negotiated for. If the situation is such that employees must lose benefits that were given in lieu of pay raises in the past, I would hope that they would be set by a well deserved pay increase. San Leandro should apply for every federal grant available to improve our infrastructure such as roads and bridges. The leaders of San Leandro should be looking closely at Alameda and Emeryville to see what they have done to create a retail friendly environment that makes those places a destination. The City needs to make a plan to utilize the marina area without destroying the amazing ecological treasure we have.		San Leandro Employee
9	910	4/7/2011 11:35	Business oriented: We need someone who is not beholden to anyone in the City including Council members, someone who will focus on bringing our City up to standards that draw new business into San Leandro not out. We do not need more housing of any kind, we need someone with the ability to say no when needed, not just a yes man.	Must not be associated, in business with, related to, or beholden to any City employee including the City Council that hires her or she.	Keeping the parking lot across from Pelton Center and not developing it, we need that parking area for our S.L. business's to survive. No more row house, low cost housing. Our schools rating are at a #3 when others are at 9 or 10, we need strong new leadership. Our District is afraid to act, we need to clean up the schools, get rid of old entrenched teachers, uniforms, metal detectors and check out the solicitors who use the parents for profit, not just give out students and parents emails like candy.	Control spending. Reasonable Budgets. No more give away dollars for business's special projects. Address escalating pensions for city employees. To create a more friendly and faster permitting process. To facilitate new building projects in a more efficient manner, instead of being passed around to employees who are not familiar with the city process. This City is a business being run inefficiently for the profit of some, not all.	An audit of budget funds for now and the future, work with the Mayor and direct the City Council in the right direction. Work with the Business community. Parking is a problem downtown. No more give away funds.	Try working with the new Mayor not against. Wake up to the fact that we have less money in the City and maybe some of you should be retired or replaced. The cost of Government has to go down and the employment has to go up in order for us to survive. The cost to retire the last Chief of Police was a big give away waste of City dollars. Who gave the OK? Quit being in favor of some and not looking at all, stop spending and giving away money we do not have. Take the personal relationships for profit out of the council.	San Leandro resident San Leandro Business Owner Retired Parent/Guardian
10	913	4/7/2011 14:15	-Broad knowledge of municipal government administration and Public finance skills and savvy. Why: important for new C.M. to step in and be productive ASAP. -Excellent negotiation skills and abilities. Why: should be able to listen to & respond effectively to all groups: management, bargaining units, and community.	-Knowledge of basic functions of various City departments. -Personable - willing to communicate with community members and with City employees of all levels. -Willing to keep City employees and S.L. residents informed, especially about City budget.	Budget issues. Serving the community with less City staff and diminishing resources.	Same as #3, and also -crime increase - schools' quality decrease -physical deterioration due to limited staffing and funds (streets, landscaping, vacant houses and businesses)	-Proactive in protecting City funds from State taking. -Support revenue generating efforts (example, Measure Z sales tax increase).	The ideal candidate would be willing to evaluate our City's overall situation and then suggest/implement changes or improvements as appropriate for our community. As a resident and City employee, I am concerned about a new City Manager who might want to "wipe the slate clean" and enter his/her own agenda.	San Leandro resident San Leandro Employee Parent/Guardian
11	914	4/7/2011 14:25	Community focus and commitment to be an active participant in the San Leandro community, with willingness to reside in San Leandro a positive factor.	Aside from those qualifications mentioned above, I think integrity is very important. I was alarmed of the Bell City incident in southern California. The city manager together with some of his employees embezzled lots of money from the city & that increased the property taxes of the residents outrageously.	crimes, street potholes, the increased sales tax of 10% & the nuclear plant in the marina	i am concerned that people won't be shopping here in San Leandro because of the 10% sales tax & crimes.	He should try to talk to the San Leandro residents to calm them down & erase their concerns.	I just wish that the city would get people's survey about some issues, for example the construction of the nuclear plant in the marina. I just found out about this issue in the newspaper.	San Leandro resident Retired Parent/Guardian

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12	915	4/7/2011 14:25	Assuming that all candidates have a good understanding of municipal government, are good managers, and are fair and just then communication skills will be the trait that determines success. Communication is important because it is one of the basic skills of a leader and we need a leader to keep us focused on the important tasks and keep us united when it comes to tough decisions.		The poor condition of the roads is the most pressing concern in San Leandro. We are failing to maintain our current infrastructure, even while we build new infrastructure.	The lack of recreation opportunities will be our most pressing issue in the future. Our City is lacking in parks and the situation will become worse as our population increases.	Persuade the council to fund road maintenance and park acquisition.		San Leandro Employee Parent/Guardian
13	916	4/7/2011 15:24	Public finance skill and savvy	Excellent negotiation skills and abilities	Jobs jobs jobs	Fix the streets and get the marnia done and quit wasting money on studies.	Don't drege the channel,add houseing an retailoffice use to the mix.	Hire some with knowlige of the city.	San Leandro resident San Leandro Business Owner Retired Parent/Guardian
14	917	4/7/2011 15:59	Track record of success in economic development	Must have public government experiance in running similar sized City and work well with public and city staff.	Development of the Marina Maintaining streets and sewer collection system Transit oriented development Better school ratings Fire department services provided by the City	Better School ratings Mantaining City redevelopment funding.	Increase funding for education tax incentives for businesses to move to san leandro Combine fire department with another neighboring city or outsource fire services similar to city on the peninsula		San Leandro resident Parent/Guardian
15	918	4/7/2011 16:27	1. Communication skills. A good City Manager has the ability to lead City staff and work with Council and the public. The City Manager sets the tone for the City, and his ability to confidently and consistently deal with the different requirements/needs/styles/roles of each of these groups is key. 2. Knowledge and experiance in local government and finance.	Integrity, confidence and humility.	The most pressing concern is the focus on certain small issues (pet projects or people) at the expense of the overall health of San Leandro as a community and as an organization. The big picture gets forgotten as people fight for their narrowly-focused goals. The second most pressing concern is maintaining a solid course and plan for the future that anticipates continued financial constraints. We need to look at our commitments to public safety and how we can reduce the costs to save general fund money to put into reserves.	Continuing high costs of public safety personnel. Need to establish a solid, respectful and collaborative working relationship between the Mayor, Council, and City staff. Need to build up reserves. Need to continue to develop and improve the City so that it doesn't become blighted.	Take a strong leadership approach that respects/considers the needs of the community and the organization, and then make the decisions needed and stick by them. Negotiate with Police and Fire to reduce their burden on the general fund. Continue to ensure that the City is investing in infrastructure. Guide Council so that we focus on the overall City, not districts, neighborhoods or specific individuals.	Hire a strong, but understanding leader who will say "no" when needed, but in the gentlest most respectful manner possible.	
16	920	4/7/2011 17:41	1. Public finance skills and savvy (we need assistance with the budget and responsibly managing city monies during the state budget crisis) 2. A long-range, strategic perspective and tactical implementation skills 3. Broad knowledge of municipal government administration 4. Track record of success in economic development (Nos. 2-4 are necessary because we want a successful, experienced person.)		Crime needs to be reduced. Bettering our public schools (test scores, facilities, lowering elementary teacher to student ratios) is needed.	Same as #3		Do not make it a requirement that the person has to live in San Leandro. It would be nice if they did -- but if the most qualified candidate resides outside San Leandro then please choose the most qualified candidate. The pool of acceptable candidates who live in San Leandro and want the job may be very small -- don't limit our options.	San Leandro resident Parent/Guardian Business Patron/Commuter
17	921	4/7/2011 17:57	Principled leadership and management style						San Leandro Employee

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18	925	4/7/2011 20:39	Broad knowledge of municipal government administration is top of my list because we need someone who is experienced and will not have to learn on the job. Next, they should have public finance skills and savvy, because we are in a financial slump and will need to keep homeowners, and businesses thriving to make this an attractive community. I favor any of the hard skills above, and do not care if they embrace diversity, have a community focus, or are committed to employee development. these are nice to have in a candidate, but are not requirements.	Have they dealt with a similar situation successfully? Practicaly, hands on experience is the most important qualification from my point of view.	A maintainable city budget, fewer police officers, need to bring in new businesses, deal with short sales/squatters and the general decrease in real estate prices. we need to support education - both the teachers and the students. quality of life such as bad roads and potholes.	A sustainable budget. Keep and retain good people in government. bring in new businesses. improve the schools.	Propose solutions, bring people together, think creatively and independently.	We should get the right person for the job, who understands the community needs and works on behalf of the citizens.	San Leandro resident
19	928	4/7/2011 23:38	Living in the community needs to be a major consideration. I am tired of dealing with the community employees that live elsewhere, as they are not experiencing what the citizens of San Leandro do, day to day. The litter, weeds, graffiti, no community standards are the day to day experience that is getting very old and tougher to deal with. That doesn't even include the unsafe environment.....						San Leandro resident
20	930	4/8/2011 8:51	The City Manager must be a strong, innovative leader with the proven ability to bring creative management and operational solutions to ensure the financial stability of the City and effectiveness and efficiency of services provided to the community. Broad knowledge of municipal government administration	Proven experience at solving fiscal shortages with creative and fair solutions that don't unfairly burden the Miscellaneous Employee bargaining group while continuing the practice of favoring Public Safety.	Getting revenues to exceed expenditures and addressing "unfunded liabilities" without panicing in response to the temporary downturn in the economy. Preserve and respect the need for collective bargaining.	Generating enough revenue to maintain our critical infrastructure such as: Streets, sewers, traffic signals, street lights, etc. while attracting and retaining skilled staff.	Work with other City Managers in California, and John Jermanis, to create a fair and proactive plan to address the current temporary budget shortages. John has brought San Leandro through similar economic downturns in the past and is without a doubt the best resource available to a new City Manager and the Council.		San Leandro resident San Leandro Employee Parent/Guardian
21	931	4/8/2011 10:06	Communication, finance (balancing between corporate interests and the interests of the people who live and go to school here), honoring and embracing diversity.	I would like to see the person have excellent collaboration skills - to be able to work with a variety of people, community groups, institutions - especially the schools, and business. I want the new city manager to be able to bring people together and create a more inclusive decision-making process for city decisions. They need to be very knowledgeable about best practices in city management from around the county.	The budget Gaining representation from the people who live in the city and make up the two largest cultural/ racial groups - Latinos and Asians	The Budget - increasing and accessing revenue The school system - creating a Children and youth - we have the highest numbers of children and youth that we have seen in years and yet there are limited activities and resources for children, especially teens, and families in this city. Many people leave town to do educational and recreational things with their families because there are few things to do here. This is a great potential revenue generating population and the city has not tapped into it. Poverty - addressing the needs of the poorest members of our community will mean that crime will be reduced and the quality of living will go up for everyone. Making this a place where everyone has a home, access to health services, and employment/ job training/ education has to be a priority.	Being innovative and entrepreneurial using technology and developing a diverse community brain-trust will bring new ideas to the city. Looking at best practices in similar communities across the country will help solve some of these problems.	I think that given the lack of representation of Latinos and Asians on the city council it would behoove the city council to seek someone from these communities to be in this role. I would prefer that the city take it's time to find the right candidate from a Latino or Asian background than try to fill the position quickly.	San Leandro resident Parent/Guardian

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22	932	4/8/2011 12:00	Principled leadership is always the most important. Otherwise, the candidate would be an easy mark for special interests of all kinds that diverge from San Leandro's best interests.	*Dedication to sustainability and strong interest in making San Leandro a key player as a Green Belt magnet for clean-tech businesses (solar,etc),urban agriculture (including chickens), excellent and appealing mass-transit such as a downtown shuttle. *Belief in San Leandro as a great place to live for different socio-economic groups. Don't assume everyone who can afford it wants to be part of the tunnel (Walnut Creek, et al) crowd. *Willingness to keep the long-range interests of the city above special interests (no more "police-chief-for-one-year-to-bump-retirement-pay" and similar nest-feathering at the tax payer's expense).	Same as for the rest of California: education. California should be at the top, not the bottom. Even that puts us well behind the rest of the developed world for math and science. Simply building schools isn't enough. Something transformational needs to happen to get the entire community involved by preparing our students for college with tutoring (by volunteers at that Senior Center near the new 9th grade campus perhaps), business apprenticeships/ mentorships (after-school for students keeping up their grades), etc.. Make the same fuss over academics as sports with, for example, notices in the newspaper and trophies (as shown in the Chronicle recently) for students. Don't allow the millstone of bureaucracy and flawed-policy to sacrifice any more young minds to low expectations. Celebrate the "best-improved" students, not just the "straight-A's all the way through" ones. Every citizen of San Leandro can and should play a part: free movie tickets in exchange for an "A", book groups "adopt-a-student", etc. Make this our "sputnik" moment: get our kids graduated, and properly prepared for college.	I'm sure there are many issues that people with experience in running cities could enumerate. As a taxpayer, I'd like a top-down look into how money should be spent. Why are certain public employees given sweetheart contracts with high pay and unsustainable retirement benefits? Times have changed, and those contracts must as well. Don't wait 'til the city's bankrupt, or all we can afford are ex-policemen's retirements with nothing left for current officers.	The City Manager's role might be similar to a "turn-around" CFO brought into a failing company. They must make a quick but comprehensive assessment, and develop a concise action plan. Hint: if their first suggestion is hiring a bunch of consultants to "assess" run for the hills. You need a City Manager who knows how to assess on their own.	For those of you not new to the City Council, please let me never see you try that eleventh-hour move as you did minutes before the new mayor was sworn in. If you were there, I'm quite sure you know what I'm talking about. Very bad form.	San Leandro resident San Leandro Business Owner
23	944	4/8/2011 19:12	Producing a balanced budget in order for the City to be able to pay for infrastructure upgrades that are needed.	Have an allegiance to the City and enforce the codes and ordinances	Crime, age and failure of infrastructure, trash/litter on our city streets and off and on ramps to our city, lack of code compliance for residences (i.e. weeds lawns, cars parked in yards, etc).	all of the above	Get it done with the resources that are available and encourage citizens to volunteer		San Leandro resident
24	946	4/8/2011 21:16	Track record of success in municipal management AND willingness to reside in San Leandro.	I am concerned about someone coming on board for a short period of time (less than 5-10 years) and then retiring and receiving a large pension. So something that addresses that.	The most pressing concern is public education K-12. Main school issues are over-crowding at the schools, student-teacher ratios, in adequate facilities and classroom supplies, and the budget cuts. Low performing schools impact housing values and the community's quality of life. Low performing and over-crowded schools translate to more drop-outs and more crime. So other issues such as housing, business, and crime connect back to the school issue. The second big issue is city revenue vs city expenses. I am very concerned about the city paying the employee portion of benefits and the cost of pensions to city workers.	Same as above: 1. Money & facilities for public education K-12 2. Revenue vs expenses	I can accept paying more in taxes IF the expenses are streamlined. Expense concerns are around high city employee overtime and pensions.		San Leandro resident Parent/Guardian
25	952	4/9/2011 11:47	Principled leadership and management style! San Leandro can be great things with the right people. We need strong leadership and a great manager. Now that the city of San Leandro will be receiving additional funding with the increase of the sales tax, we need someone in this position that can manage this.	I would prefer someone that is already working for the city, someone that is familiar with this position, bring someone up thru the ranks, rather than bringing someone that is not familiar with this city.	Empty store fronts, not enough places to shop. I hate the homeless situation!	How can we get more businesses to come into San Leandro. I hate to drive to other cities in order to purchase nice clothes, etc. This would bring jobs as well into this city.	I'm not sure, possibly tax break?		San Leandro resident

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26	956	4/10/2011 14:35	A long-range, strategic perspective and tactical implementation skills	Contemporary thinker, engaged with the tech startup community and creative class businesses, Gen y and Millenials.	Robberies and property crimes, school test scores/quality of schools, declining housing stock and city infrastructure.	Redeveloping and reinvigorating the City to get back to its small town flavor and feel and transition it to a creative class, tech and regional entertainment and shopping hub that is attractive to families and young entrepreneurs as well as working class people and retirees.	Redevelop, repurpose and attract new businesses as well as develop trendy urban housing and executive housing to balance out our mix and attract new energy and business types to our city to invigorate our retail and restaurant energy.		San Leandro resident
27	960	4/10/2011 17:27	The three most important qualifications are: a track record of success in economic development, public finance skills and savvy, and a broad knowledge of municipal government administration. The first qualification is important because San Leandro needs to grow its business base to ensure a healthy revenue stream. The public finance skills and government administration skills are key to making sure that the revenue generated by a strong business base will be wisely spent to deliver high quality services to the community.	The most important qualification, even more important than all the skills listed above combined, is strong interpersonal skills. An individual can have all the technical skills and competencies for a particular job, but if he or she is not able to work effectively with others then nothing can really be accomplished. The City Manager has the responsibility of working with a very diverse group of constituents, e.g., residents, elected officials, employees, etc., so strong interpersonal skills are absolutely essential.	Economic development.	Economic development.	The City Manager should have an aggressive outreach campaign to "sell" San Leandro to business. San Leandro has a wealth of resources to attract a strong business community and the City Manager should be promoting the City's assets and resources at every opportunity.		
28	973	4/12/2011 0:40	Although I believe the list of qualifications given all go "hand n hand" the two that stand out the most to me are 1)Community focus and commitment to be an active participant in the San Leandro community,with willingness to reside in San Leandro a positive factor and 2) a track record of success in economic development	Excellent communication skills, both verbal and written and MOST importantly anti-drug use including medical marijuana.	There are so many cannabis clubs and one stop marijuana shops in San Leandro...and I never see anyone in line while I drive by that looks like they need it. Mostly teenagers. It is a horrific and inexcusable set-up that only causes negative impact to our community.	Drugs & Gang Violence	Hire more public safety, reform the sheriff & police department (so they work as a team) and provide better safety and options for the unincorporated area of San Leandro. Gang members are aware there is very limited protection and services. The streets are littered with dumping and graffiti. Lost dogs run into everyone's yard. All the hard working people that own homes, work hard, go to school and pay bills are treated just like the criminals there. Everyone is scared and they have no one to turn to.	WE need strong leaders here, like the new mayor in Oakland that is "stepping into the shoes" of the people in the community. Someone who cares what is going on beyond their backyard. Also provide services or created some kind of funding for homeowners to fix up things beyond their control...like slipping foundations due to types of soil (especially in the hillside area)which causes radon gases to seep through into their houses.	San Leandro resident San Leandro Business Owner Parent/Guardian
29	974	4/12/2011 1:13	Community focus and commitment to be an active participant in the San Leandro community,with willingness to reside in San Leandro a positive factor	Highly energetic and motivated individual. Ideally moving from a different area. Bringing, new ideas and a vision for our city.	Schools and no clear vision of what we want to do with the downtown. We are losing great families as their spending power is getting to their peak. When their kids reach middle school they leave for a city with better schools. If we want more families to stay, and spend money in our city, new business and schools will need to go hand in hand.	SCHOOLS We need Charter Schools to give options to families that do not want to send their kids to large schools. Bring better schools and people will stay and help reduce the number of properties being turned into rentals. Get this future businesses to somehow help with sponsoring or contributing more to our schools. Clear vision of what stores to bring to downtown. It seems like there is a lot of frustrations with stores not wanting to come to our downtown. I thinking we have failed to offer them a vision of who will come to shop. If I ask why will people come from other areas to shop here, rather than in Pleasanton, Alameda or Walnut Creek you should be able to answer. Our local government could not do that and got the sense they felt hopeless to compete. We need a young, go getter that has a realistic vision of what we can sell that has work for us and at the same time differentiate ourselves.	Ideally, we should focus on bringing more outlet stores to downtown. Stores like Carters for example. People do not want to drive far to go to outlet malls, we have the ideal location. Stores like a Carters outlet will bring people from other areas to our downtown, including people for SF via BART. Also, we are the ideal city for the outdoor enthusiast. A marina on one side and a lake on the other, create a bike route that links them both. We have to be different and yet progressive in our thinking. We need a City manager with a clear plan and vision, if we are going to compete against other cities. We have great weather year round and a location not limited by tunnels. Let's use that, find someone that can see it. Astute, even if lacking in experience, someone that does not get easily discouraged. Not necessarily sold on the 10 years of experience, we need some new blood in this city.	Unless you are willing to step out of your comfort zone, our city will continue to move in the same direction it has in the last 20 years. Bring not a buddy, but someone who is creative, articulate and great with finances. Someone with a vision without being a dreamer. We need and want change. Thank you, VK-Begier	San Leandro resident

CITY MANAGER RECRUITMENT SURVEY 2011

	ID	Posted	Described Qualifications for CM	Other Qualifications for CM	Pressing Concerns	Pressing Issues Next 5 Years	Action to be Taken on Issues	Other Comments	Participant's Identification
30	984	4/13/2011 12:20	Community focus and commitment to be an active participant in the San Leandro community, with willingness to reside in San Leandro a positive factor I can't say enough about how this is the most important aspect of the City Manager's qualifications. If they don't live here, they don't really care what happens to the citizens of this city. The salary is so ridiculously high that they can live anywhere and pass any policy because it won't affect them at home or in the wallet. They need to live here. Also, a long-range perspective. Look beyond 5 minutes from now and see what this city could be (without squashing the citizens to get there).	Compassion. City government has become something separate from the people. It's a corporate entity that identifies itself separately from the people that it is supposed to serve, protect, and provide for. I want to see someone in that job that cares about the citizens as individuals and how policies and budgets affect them as people, not as a demographic. Current city department managers view the city as a budget and numbers and its citizens as wallets to squeeze to make those numbers work for City employees. I want a City manager who sees me as more than a wallet. Cities are not separate from citizens, they are there to represent and provide for the best interest of the citizens.	Ridiculous salaries and benefits being paid to the detriment of infrastructure. They are willing to keep salaries and benefits for city employees that far exceed those of the average San Leandro citizen and then claim there is no money to fix roads and sewers or provide proper police and fire support. We expect roads, sewers, street lights, and police and fire protection FIRST -- not after all of the fluff has been paid for.	Infrastructure repairs and building a community that attracts people, not sends them elsewhere for fear of being left to repair roads, sewers, and street lights themselves.		Listen to the citizens. Don't forget that the city is the citizens, it's not a corporation separate from those it governs. Choose a City Manager who hasn't lost sight of the people. And choose someone who lives here. I don't want to pay someone to live in San Ramon or Walnut Creek because those cities have what San Leandro doesn't. Live here and care about this city.	San Leandro resident Parent/Guardian
31	988	4/13/2011 23:34	1) Long range, strategic perspective - it is important to solve the current budget problems but also envision what the City can become and how it needs to prepare for future growth/changes. 2) embrace diversity - important to capitalize on the city's changing demographics in population and workforce 3) Principled leadership and management - with current anti-govt sentiment nationwide, this is vital to have someone the citizens can trust 4) Excellent negotiation skills and abilities - good public policy involves the ability to compromise and find a win-win 5) Commitment to employee development - an effective and inspired workforce needs to be nurtured and supported.	In recent years, San Leandro has had city managers who are good, decent and smart people, but who also value residents and staff and place treating them with respect and courtesy as a high priority. The new City Manager must also be able to make solid and difficult recommendations if needed to the Council.	-Establishing a long-term sustainable budget -helping Council make careful and reasonable decisions that promote financial stability but also ensure that important community services and programs are provided -maintaining public employee morale and retain/support effective/knowledgeable staff. Prevent brain drain as it is easy to reduce staffing but harder to build back institutional knowledge and talent.	Same as above, but also recognize that San Leandro is too attractive of a community not to positively adapt and thrive financially and to be prepared to think ahead and ensure there are sufficient resources to address the challenges and opportunities ahead.	To achieve financial stability beginning now and in the future, the City Manager must be able to give Council forthright and sometimes uncomfortable recommendations. To gear up for future prosperity and economic opportunities, City Manager must ensure there is experienced and capable staff around who will be incentivized to remain in San Leandro.		None
32	994	4/14/2011 17:17	I believe all of the qualifications are extremely important and not mutually exclusive. You I believe the ideal candidate will demonstrate each of those characteristics and competencies in context. We should not settle for anything less.	Compassion and an understanding that the city must support community nonprofit and faith-based organizations in their quest to provide support to those with the most need and least access. Our city is as strong as the residence who live here. It behooves us to empower each and every resident.	Creating job opportunities supporting working poor families at risk of losing their housing attracting businesses Marina development	Those I mentioned above as well as developing the downtown transit village.	He or she must be actively engaged in developing the vision and team both staff, the elected officials and the community members to participate in seen it to fruition.	The Latino population continues to grow yet is the least represented in terms of city staff and elected positions. It is my hope that more outreach and developing of future leaders takes place.	San Leandro business owner Parent/Guardian Business Patron/Commuter
33	1013	4/16/2011 0:37	Public finance skills and savvy Track record of success in economic development	Able to control public safety retirement cost	On going structural budget deficit, poor road maintenance	Maintain general fund reserve, keep employees salaries and benefits under control	Be proactive	Please keep the spending under control	San Leandro resident Retired Parent/Guardian
34	1016	4/16/2011 12:33	1. Public finance skills and savvy 2. Excellent negotiation skills and abilities		1. Lack of focus on attracting major businesses and smaller businesses in local area (Downtown). 2. Public safety	1. City spending 2. Public safety as it relates to spending cut in police department and social services funding.	City Manager must manage all the "politics" within the city council.	Stop all the "grand standing" and focus on "sustainable" response to the curent financial issue.	San Leandro business owner Business Patron/Commuter

CITY MANAGER RECRUITMENT SURVEY 2011

	ID	Posted	Described Qualifications for CM	Other Qualifications for CM	Pressing Concerns	Pressing Issues Next 5 Years	Action to be Taken on Issues	Other Comments	Participant's Identification
35	1021	4/16/2011 22:13	Long range strategic perspective, business oriented, public finance skills, and success in economic development.	Experience in both the public and private sector and an understanding of economics and business analysis. Maybe an MBA.	Maintaining a balanced budget while maintaining a high level of service.	Cutting or at least minimizing the cost of government and expanding the tax base through economic development.	The new City Manager should review the way the City delivers services and determine if services can be improved or costs can be reduced, or both. Multi-city districts and/or outsourcing of some services should be considered.	Don't hire a resume or a title. Hire an intelligent and innovative leader that will bring a broader perspective than someone who has spent his/her career working in a small to medium sized city.	Business Patron/Commuter
36	1024	4/17/2011 11:28	Track record of success in economic development, business oriented, excellent negotiation skills and abilities, and public finance skills and savvy.	Broad experience in operational department management and budgeting, business experience, and the ability to adapt and innovate.	Improving and maintaining the public infrastructure and bringing more businesses to San Leandro.	Finding ways to deliver excellent service to the community on a cost effective basis and increasing revenue through economic development.	The new City Manager needs to make a complete assessment of the city's strengths and weaknesses and provide a vision and road map of how to improve the City.	Look for someone who has vision and leadership skills as well as the ability to manage and administrate; a multi-dimensional executive.	None
37	1037	4/18/2011 17:03	Have long visions for the city. eg: review and see if re-structure the City organization to avoid "beauracrazy". Ways to increase efficiency of each city employees.	Have sophisticated experiece to bring a company to a great success. Great management skills. Ideally from private company, to bring new culture and opinions to this big company.	Future growth of the structure of the city organization. H0w to generate more and more revenue rahtan than just cutting cost or counting on the new sale tax.				San Leandro resident
38	1038	4/18/2011 18:06	He/she should have primary residence in San Leandro for at least 3 years Finance/budget skills Commitment to maintain existing business/tenants Plan to continue to attract and develop Bay Fair to compete with other shopping centers Keep current business taxes and property taxes low. to attract business and homeownership in San Leandro	Interest in enforcin/enhancing policy to hold businesses accountable for clean up of the area including trash in the parking lots of Walmart, Target and Home Depot, and industrial corporations. Plant more trees along E14th, Bancroft and foothill and other major cooridors throughout the city	It is the unincorporated section of our city but its activities are spilling over into our neighborhoods. The quality of our neighborhoods-external forces San Leandro does a great job of attracting businesses (revenue) but turns a blind eye to crime in some neighborhoods. It is so obvious of the trafficking of women on Foothill from 164th to the boarder of Hayward that the cab drivers, owners of hotels and gas stations run between the hotels along the corridor of foothill from San Leandro to Hayward. All you have to do is just sit on foothill near the two hotels 164th next to the chevron both owned by family and the hotel down the street 165th. The women walk the street and the men drive them to and from the hotels. it is so out in the open and growing everyday. I want someone to cut down on the crime in out city. I have been a homeowner for more than 20 years and would love to feel safe to walk the streets. Prostitution is a crime and they use the cabs, a black Lincoln and the owners and men walk the streets in their India garb.	Safety to walk and ride bikes to and from the bus and Bart stations as gas prices go up and we move to a more sustainable green community we need to put infrastructure in place so we leave the smallest carbon footprint possible. more green transportation to move throughout the city and public transportation	Support family and households activities closer to their homes. Example Bayfair Mall and the surrounding area should have transportaion,safe routes via bike or walking so that folks don't have to get in their cars to shop at nearby stores.	I love San Leandro and would like them to address crime in all neighborhoods and push it out	San Leandro resident San Leandro Business Owner Parent/Guardian
39	1043	4/19/2011 0:29	Broad knowledge of municipal government, the person should be an external candidate from another City. An internal candidate would not have the required experience or knowledge for the position.	Provide qualifications online to the public before decision is made.	Maintain existing public service.	Maintaining existing public service	Reduce high pay for police and fire departments & public safety retirement.		San Leandro resident

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40	1057	4/20/2011 9:18	Principled leadership and management style. A strong leader is one that can steer the ship in a steady manner, and not allow themselves to side with one faction of the Council or another. A strong leader makes bold moves to better the community, and isn't afraid of losing their job by alienating the Council.	EXPERIENCE and the ability to see the big picture. Always. A good City Manager will know how to utilize the existing talent on staff and not micro-manage.	As with most municipalities, San Leandro must wrestle with the devastating impact of employee pensions on the future ability to pay them while still providing not only essential services, but those services that make San Leandro a value.	Same as #3.	Work with the Council on appropriate and significant goal setting for the next fiscal years. Don't allow the Council to choose petty projects - big picture stuff only. Once there is a commitment by the Council to address the big picture, then other less-pressing items can be addressed.	This was not a very well-designed survey. You can expect an extremely low response rate because the typical responder will not want to type out every response, the variety of responses will be too diverse to mean anything, and the questions were too open ended.	San Leandro resident Business Patron/Commuter
41	1064	4/21/2011 3:32	Has high intelligence, astute in finances, has people skills, can think broadly and creatively, communicates well, organizational and managerial skills, organized --- a superman!	a. One who encourages cooperation and problem solving, listens to ideas, and inspires others. b. One who can bring 21st century perspective or paradigm shifts to a changing community while honoring the history of San Leandro. c. One who has clear vision and a passion for his work.	a. Nothing builds a community more than good schools, better schools, excellent schools, outstanding schools! b. We need to recover public services which were lost. c We need to make our streets safer, cleaner, nicer and more family oriented. d. We need to keep our homeowners from leaving San Leandro and keep them from shopping elsewhere. d. We need to encourage and keep good businesses.		I would like to see the City Manager work out a 5 year plan.	I think the comments above could also be appropriately made to the members of the City Council. I would really like to hear about their vision of what they'd like to see in San Leandro for all who live, work, and have businesses in our city. A clear and cohesive vision results in consistent and effective policies. Thank you for giving us the opportunity to give our input.	San Leandro resident Retired
42	1066	4/21/2011 10:49	The most important is the one not listed. The city manager should be citizen oriented. The City manager is appointed by our elected officials. As citizens we pay for his service and we should be first in line for his consideration. There is a bullet point for Business oriented which should be Business sensitive. The two are important and are connected in many ways, but the citizens come first not businesses.	They should be business smart and be able to make decisions based on the long term effect of city development. Decisions to allow large developments by major business should take into consideration the effect it will have on our environment and the wages and benefits of its citizens. Business that don't offer affordable healthcare cost the tax payers of this city and county in emergency services we end up paying for.	The most important issue is keeping our debt down by taking care of the payments we owe to our city retirees. Our retirement policies should match most of the other cities with everyone paying their fair share. City employees should be respected. Most of them have gone into debt to get an education to get the education and degrees required by our city. I know it is a difficult balancing task, but remember that if we pay peanuts we get monkeys. Lets keep good employees and not be the training ground for people to move on to other position in other cities.	See above	Study the issue and don't make decisions based on the recent popular emotional issues which malign city employees and school teachers. Have courage to do what is best for the citizens of this city not businesses and have the courage to go against popular opinion if the truth dictates otherwise. This means they should have the talent to convey best policies and solutions.	Good Luck	San Leandro resident Retired
43	1069	4/21/2011 11:41	Business oriented; Excellent communication skills, both verbal and written; Public finance skills and savvy; Track record of success in economic development; Excellent negotiation skills and abilities A long-range, strategic perspective and tactical implementation skills; Public finance skills and savvy	Some business or corporate management experience; not someone that has only been in government.	We need to bring more business to town, keep our costs in check, fund any longterm pension obligation.	Continuing to improve the quality of life and the business environment.	Focus on cost-effective government and economic development.	I think you're doing a good job.	
44	1073	4/21/2011 14:07	Willingness to reside in our city. If one does not live where they are to charge of daily operations, they cannot have the "commitment" to the community that they should have. There is always a greener pasture if they don't like what is happening around town and/or have a disagreement with people in town. Let's keep it local!	Experience, but not stuck to a certain way of management. Willingness to work with citizens, talk to citizens, and understand their concerns is a key factor in being a good manager. Youth (under 50) is a plus in my opinion. It means they may stay at least five years in the position. I would hope that they would stay until their retirement.	Financial stability; marketability of property that is underused; building projects that have been approved but not funded -- not projects that wish to borrow money from the city or have the city guarantee their loans; pension reform for public employees -- they should get no more than 1% per year of service of their highest pay -- if that is too much for our budget, our taxes and income needs to be adjusted. We are not wealthy anymore!	Same as above; requirements from the federal, state, and county for low income housing will continue to be a major issue -- no one wants to build something that they will lose money on for a long time! Crime perception will continue forever-- publicity of actual solved crimes and total crimes should be made public by area of city so people will know what the reality is -- not just a perception!	I think that the City Manager should make a city-wide statement every quarter minimum -- whether verbal or written with all the details that are available. He/she should be proactive in securing grants/funding for projects (but not with city money). He/she should be available at all community meetings, not just ones called by him. People need to see him and know him personally (or at least think that they do).	Choose wisely and consider all aspects of the manager's personality as well as his/her qualifications.	San Leandro resident San Leandro Business Owner Business Patron/Commuter

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	ID	Posted	Described Qualifications for CM	Other Qualifications for CM	Pressing Concerns	Pressing Issues Next 5 Years	Action to be Taken on Issues	Other Comments	Participant's Identification
45	1081	4/21/2011 23:30						I read the San Leandro Times this week and noted that the City Manager could potentially earn a salary of \$200,000. I hope this is fairly priced. With the City's financial difficulty and recent increase of sale tax to 10%, as a resident of SL, I am highly opposing a salary level that does not match the size and services that the city provides to its residences. City officials are entitled to reasonable benefits, but should not be out of the line.	San Leandro resident
46	1089	4/22/2011 13:14	Long range perspective. We are currently going through hard times and this could have been minimized by better management.	Computer literate and computer savvy. Will help to embrace doing more with less and identifying where that can be done. Things like direct debit of property taxes, using social media to direct police to crime (photo of people parking illegally sent via an app on a phone)	Raising more jobs locally. Improving gardening experiences by allowing bee hives locally.	Keeping San Leandro safe by lowering crime. Keeping the infrastructure solid, roads, schools community facilities funded.	Review current legislation and reduce the outdated. This can be done via a letter drop advising residents of a website and doing surveys of proposals.		San Leandro resident

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	ID	Posted	Described Qualifications for CM	Other Qualifications for CM	Pressing Concerns	Pressing Issues Next 5 Years	Action to be Taken on Issues	Other Comments	Participant's Identification
47	1100	4/22/2011 21:06	Long-range, strategic perspective and tactical implementation skills: I selected this for two reasons 1) improvements to any city do not happen overnight and a good manager can help plan and integrate changes efficiently, in stages and 2) all other characteristics and competencies listed are needed not only to pull this off, but to keep the best interest of the city in mind. And by city I mean everything that makes it work: city employees, citizens/senior citizens, business owners, families, etc.	Besides excellent communication skills, the City Manager needs to exercise diplomacy. Sensitive issues will likely arise where tact is required. Besides principled leadership and management, the City Manager will need to establish working relationships with City Council and the community.	That San Leandro has potential that isn't being met....and how does one meet their potential with a tight budget? That is a bit of a blanket statement to explain: we have so much going for us (great city employees, fast response time by emergency personnel, nice library, fantastic location with BART, love downtown Farmer's Market) but schools need to be better to attract families to move here, stores/landscaping could look nicer, we need to make sure city employees/emergency personnel continue to do a great job and stay motivated.	<ol style="list-style-type: none"> 1. Education. Improve schools because we don't want to move "because of the school system". Plus we should strive for a smart community. 2. Attract business, keep small business happy. San Leandro is perfectly situated and BART/buses makes it easy for shoppers to shop here AND businesses to hire good employees who don't want to drive to work. 3. Keep the community safe. One of the reasons we bought our home here is because we enjoy being part of a smaller community with a strong police presence. I am very impressed with our police department, we have called several times to report incidents and each time we have received a timely response with clear, level-headed feedback. 4. Keep the city streets clean, landscaping nice. 5. Make it easy and safe for residents to walk or bicycle to neighborhood stores. Two parts: 1) this is great for local businesses who have limited parking and 2) gas prices are going up, obesity is up. Why drive to the store if it's only two blocks away? 6. Keep recreation areas clean and running for the environment and our sanity. Items that tend to get cut on a tight budget are parks. We all need a break from technology and daily stress and it's nice to walk out by the marina or a local park, etc. 	<ol style="list-style-type: none"> 1. Education. Tough one because on top of regular politics when dealing with education, there is another layer of politics within education itself (I used to work at a community college district, what a nightmare of politics). With that much red tape, encouraging parents to get involved, teachers to raise the bar and students to stay motivated will be a good start. 2. Attract business, keep small business happy. This is a two-way street... on the one hand, implement realistic incentives for businesses to come and stay here. On the other hand, the city should also expect more from businesses (and building owners) to keep their properties nice and streets clean. (Example: I live near Little Namking Restaurant and refuse to eat there because it is too dirty and littered out front.) 3. Keep the community safe. Help the police department continue to run efficiently, work with the Chief. 4. Keep the streets clean, landscaping nice. If it's not in the budget, involve the community and get creative. At the intersection of Dutton and E. 14th I have stared at the same sad containers, eight of them, filled with overgrown green plants. Maybe our neighborhood could help keep the containers looking nice with a list of sustainable plants given the okay by the city. And as mentioned, business owners should pitch in and keep storefronts clean, sweep litter into the city trash container out front. 5. Make it easy for residents to walk or bicycle to neighborhood stores. Encourage the community to get out move. Add bike lanes, make pedestrian crosswalks more visible, and don't add a sidewalk that suddenly ends and leaves pedestrians stuck walking in a vehicle lane. We need to make various modes of transportation easier and safer (cars/bikes/walkers alike). (Personal example: we intentionally bought our home in walking and bicycling distance to BART, downtown and the library.) 	First, I think the city has been doing a wonderful job with the updated website, police Facebook page, newsletters for the community, city-wide cleanup day, etc. I'm impressed with the education and updates provided to the community and all of my interactions at City Hall (for a business license and later registration for a new pet) have been positive. Thank you. I would simply like to convey how much we have going for the city and how much potential I feel isn't being tapped (and no doubt a shoestring budget does not help). Point is: I would rather spend my time and money in my own city vs. going to Alameda for Trader Joe's or good Indian food, etc. We won't even go near Bayfair Mall any longer because we don't feel safe. I also do not want to move due to the school system or safety becoming an issue. My hope is that San Leandro will retain its strong sense of community while working to make improvements that will keep residents and businesses here.	San Leandro resident San Leandro Business Owner
48	1111	4/23/2011 19:42	Willing to reside in San Leandro. He/She should experience what all of the citizens do on a daily basis.	Actually listen to people.	Budget and Safety.	Same	Deal with real issues. Budget is key. Do not overspend or use money you do not have.		San Leandro resident San Leandro Business Owner Retired

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	ID	Posted	Described Qualifications for CM	Other Qualifications for CM	Pressing Concerns	Pressing Issues Next 5 Years	Action to be Taken on Issues	Other Comments	Participant's Identification
49	1114	4/23/2011 22:25	A long-range, strategic perspective and tactical implementation skills San Leandro has been left behind because of old age thinking. Our City has all the necessary makings for a great city if we have the right people running it. Our location is great. A city manager with long-range, strategic perspective and tactical implementation can move us into a new era. We can become a very desirable location rather than as some think of us as "the getto". It's hard to swallow then you tell others where you live and get that kind of response.	A Motivator with leadership qualities. It's important to motivate the people that work for and with you. A real leader can do this and when you have the people that work for you believe in you - so much can get accomplished. It goes without saying a very honest and dedicated person.	Naturally the budget but in addition, we need to bring jobs to the city and fix up our downtown area and other areas. The Marina is a lovely place and if done right could be a huge plus for this city.	Growth, Marina and our schools	I wish I had more knowledge and experience to provide those answer. I just know we have to bring more business back into our city, keep the Marina as "the jewel of the city". Design it so it doesn't become just a bunch of buildings but as a "desitnation place" where others outside our city want to come. We need to continue to work on makeing our schools the best in the nation! That will make people want to rasie their families here.		San Leandro resident Retired
50	1115	4/23/2011 23:59	Knowledge of municipal govt admin., track record of economic DEVELOPMENT (not immplenetaiotn of plans that never were fulfilled), long range perspective, excellent communicaiton skills. all, I view, are importnat b/c I think that the city has gone without these qualities with our last city manager. SL must grow, keep up with the current time, and adapt to current changes if it's expected to be profitable.	An independent thinker, one who is skilled and experienced in long term planning, one who has people skills with which he can relate to the entire cross section of SL citizens.	Profitability. crime. economiic development plans that appear to have been made under clouds of secrecy with the past administration and city manager. much needed pension reform and the concern of the SL loan with CalPers. development plans for ALL of san leandro and in a manner that fits the need (and not the wants of the city council) of all of SL	Pension reform. budgetary concerns. local governemetn waste. infrastructure upkeep. attracting new, fresh businesses to the city, and not just downtown or in the west end. marina project.	Engage in frank, candid discussions & review current pension system. we really cannot seem to afford it. review best manner to upgrade infrsatructure in a way that evenly distributes cost to SL citizens WHEN THE CITY IS NOT LEGALLY RESONSIBLE, BUT KEEPS THE COST ON THE CITY WHEN IT IS LEGALLY RESPONSIBLE FOR IT.	I truly hope that the city council seriously undertakes some internal reviews of itself and how it has operated and conducted itself under the former mayor and during the election. quite frankly, i'm elated that we have a new, independent, fresh, progressive, mayor who challenges the city council to view things differently. in just the first few months of his adminstration,the city has a fresher feel, an air of transparency, and thoughtful outlook for all SL citizens. I've never felt that with any former administration in this city. change is for the good. I hope you all continue to work in unison and respect each other and work colelctiovely towards the common good for all of SL.	San Leandro resident
51	1117	4/24/2011 9:48	Track record of success in economic development. Much of our community is changing and I believe it is important for the city manager to help develop a economic plan to reduce vacant stores and shops and blight at our cittess edges. With a vision to bring our city up it will bring more people that invest in our community by living and working here.	I think the manager should live in this community, to feel and see the effects of their decisions.	The schools and lack of viable vision for our downtown.	The marina, what to do with this valuable community asset.			San Leandro resident Parent/Guardian

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52	1121	4/24/2011 15:19	The most important qualification is "Track record of success in economic development". The reason why: If he, or she, has success in economic development, then all of the other qualifications should be excellent if a successful track record been established already.	Someone who has lived in San Leandro for at least five years. Be computer savvy as the Stephen Cassidy. Passed the CPA exam sometime in they're life. Own a home in this city. Not a greedy person just looking to get a higher bracket pay check. Able to answer questions in public meetings with ease.	Pot holes. The community should help also. Spot the hole, look both ways for traffic, take a picture of the tire wrecker and send the photo and address to the city manager. Fixing the PA system at the Community Center. Being able to hear at public and private meetings would help the community in understanding a speaker. Not an echo, feedback "what did he say" not a \$80 dollar PA system for a garage band.	Clean up the city streets. Have a meeting with Bob Jones. He owns a good portion of San Leandro. Bob has great ideas how to make the city look better and attract businesses. Stop the police from harassing the students after schools are let out. Some Police are still prejudice.... according to my son. He has been going to the public schools here in San Leandro and is now a senior at the high school. It's just an observation from my son who has a lot of friends of all nationalities. Try to get a Trader Joes in the area. Get the recycling removed from the Safeway parking lot on Dutton Ave. It's an eye sore, noisy, and be away from surrounding homes. Maybe in a less populated area. I have had my car keyed in that parking lot.	Have a close relationship with the Mayor. Follow the ideas of balancing the budget for the city with the same ideas as Stephen Cassidy . The police and public employees should contribute into they're own pension. Let the public know where they're money is going, and why, from our the city taxes.	Stop paying for the red light cameras at certain intersections. Put up fake ones. Find a asphalt company that has a proven track record, literally. Keep Sausage and Suds a permanent show in October. The Englander should help finance the entertainment with bands which live in or close to San Leandro. Not high priced bands that put the event in the red. "Music Unlimited" should help with the PA system. A shuttle service should also be hired to escort people home, if they need to be to keep the roads safe for everyone. This is a great event for people to meet neighbors and friends. The mayors should always attend to meet the community.	San Leandro resident Parent/Guardian
53	1122	4/24/2011 23:05	Community focus and commitment to be an active participant in the San Leandro community. It is important the the Manager is fully aware of what the community needs as well as desires. The Manager should have the interest of the community at heart at all times. S/he is a public servant, not a private.	Knowledge of the history of San Leandro- urbanizations, race relations, structural inequalities, path for a brighter future for all	Affordable housing in areas close to public transportation- Bart and bus	Affordable housing, public transportation	Carry out the Station Area Plan- especially focus on staying true to the number of affordable housing units and their size (allowing for large families, the elderly and those with disabilities) as well as implement anti-displacement policies		
54	1130	4/25/2011 13:10	The City Manager essentially is San Leandro's public sector CEO. As asserted by a few in the ethnic community who are unaware that Proposition 209 was voted into law on 5 November 1996. Prop 209 prohibits public institutions from considering race, sex, or ethnicity. This provides a mandate to San Leandro to makes it's candidate selections and final selection based on specific background, accomplishments, education and experience as the only parameters of consideration. The most vital element to the city manager's duties is insuring as the town's CEO, that fiscal responsibility is strictly adhered to through proposed budgets. The budgets submitted must not be influenced by politics (politically neutral)- but a straight forward pro-active advocate to fiscal discipline as a representative to the financial health of the town.	In order of priority: 1. Forming and implementing city policy and generating ideas for increased efficiency in city services. These efficiency recommendations and specific contributions from the city manager should be posted for the general public to view. This further makes available the productive effectiveness of the city manager in the eyes of the revenue provided public. 2. Beyond the city council, works closely with a variety of public, private and community organizations and citizens groups in developing and implementing programs to achieve City priorities and solve community problems. 3. Develops Council meeting agenda with Mayor; attends and participates in all City Council meetings. 4. Would like to see an MBA in public administration with accomplished skills in the disciplines of public financing, municipal budgeting, financial administration, program and policy formulation.	Reform areas that have caused the majority of the SL's debt by focusing on increasing city potential revenues from properties which have relatively been ignored and allowed to remain vacate for years vs. raising taxes on existing residence and businesses. 1. Keeping the Marina focused on strictly leisure, recreation, boating revenue streams attracting visitors. A grass roots city movement with property owners in increasing the occupancy rates in; A. Downtown E.14th corridor to 150th Ave focusing equally on empty stores fronts and vacant lots. B. Industrial & commercial properties (Exemplified by Williams St between Doolittle & Timothy Dr. & the Farrallon Dr. - Wicks Blvd. areas)	#3 above.	Develop and propose an action plan that specifically targets revenue enhancements from vacant business properties. The package should include a target goal, objectives that stimulate reducing current vacancy rates, charges property owners with specific accountability guidelines and manages the progress in a pre-determined outline which is reviewed and critiqued by the Mayor and city council on a monthly basis.	We are in an era where each council member must look at the town in general vs. "what's needed in my district" mindset. This creates a body politic of doing what is right instead of doing what is popular within a focused district. A single resident or business in the south of town is just as affected positively or negatively as someone in the north. The city needs to adopt what is right for all, instead of what is popular to some. Each council needs to effectively communicate this in their local town halls. If not, what is inadequate or overlooked in the past causing fiscal challenges in the present, will continue to dramatically burden all of the town's populous in the future regardless of their location. From stimulated retail revenues, taxes by consumers, home owner taxes and business fees - all have a direct connection to one degree to another on the city's ability to stimulate much needed revenue. The Marina plan is one such current example of a misdirected focus. To add an element of additional office (non retail) to that master plan when the city already has an abundant amount of long term vacate non retail properties, causes concerns to even the basic levels of judgment. Beyond the marina, empty store fronts, vacant lots and an old worn downtown look on the E.14th	San Leandro resident San Leandro Business Owner Business Patron/Commuter

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							corridor provides an impression to passerby visitors and residents of a town in disrepair and an absence of pride. The property formerly occupied by Blockbuster Video @ Davis & Hayes is now totally vacant. Will we be driving past it in the same condition a year from now? This city wide problem alone causes economical hardships to existing retailers and residents alike and is the single component missing from any current city priority discussion and action plan to remedy it. Passing legislation's to require who is left to pay more is no longer viable and has not - nor will it solve the city revenue issues.		
55	1139	4/26/2011 0:57	I believe that receptive or listening communication skills are as critical as one's expressive verbal and written skills. A good listener attends to and comprehends what is heard, can interpret the ideas back to the speaker(s), is able to integrate the information from many sources into clear innovative concepts or visions and draw people together to elaborate and implement those ideas.	A pragmatic problem-solving approach. A sense of humor. Likes people - is a team player when necessary. Doesn't take self too seriously, is able to learn from his/her mistakes and apologize, if needed.	Maintaining essential city services in light of these financially challenging times.	Citizen safety, excellent education that prepares our children for the ever-changing global economy.	Continue to get input from the residents...but input from internet sources would be skewed in favor of the more educated middle class and not as representative of the less-educated, financially poorer population, who would probably need to be heard in person.	I am glad for this opportunity to express some of my thoughts. Thank you.	San Leandro resident Retired
56	1140	4/26/2011 11:15	The top three qualifications for the City Manager should be the ability to collaborate and communicate with the community, San Leandro businesses, Council and staff, economic development, and financial savvy.	Hire the best person for the job whether they live in the City or not. The community is entitled to first class City manager that will commit to the City and has a proven track record. The track record should include community participation and he/she must demonstrate that they have committed to other Cities they have worked in.	Economic development. The City needs a City Manager that can work with businesses and is able to negotiate to bring new business into the City.	Economic development and infrastructure. With the current budget, our infrastructure is deteriorating.	Finalize the plans on developing the Marina for mixed use. It's great to get community input but many projects/improvements proposed by this City in the past and the new Marina project go into analysis paralysis. Make a decision and move forward!		San Leandro resident Parent/Guardian
57	1141	4/26/2011 11:56	Public finance skills are important to weather these tough economic times. Embrace diversity as SL is a mix of nationalities and ages. Business oriented to generate revenues. Negotiation skills will be important to garner the support of the citizenry as well as city employees.	I believe the City Manager should reside in San Leandro.	Like most cities/counties in California doing more with less resources. Less revenues suggests the focus should be on reducing expenses and long term structural changes.	Increasing revenues (more retail?), reducing expenses (pension reform), reducing crime, NO NEW TAXES!	Actively work on getting a Trader Joe's in SL. Work with the employee Unions to reduce employee's relying solely 100% on the employer to provide health and retirement benefits. Work with the community to designate more Neighborhood Watch areas. We just raised the sales tax to 10% - that should be enough.	I sincerely hope the Council will consider whether a candidate is suing or has previous sued an employer. I would NOT support the selection of a candidate such as Anne Marie Gallant, most recently with the City of Alameda, or Deborah Ederly, most recently with the City of Oakland. Both of these individuals are suing their previous employer.	San Leandro resident Parent/Guardian

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58	1142	4/26/2011 11:57	Long-range strategic perspective and tactical implementation skills: City Manager has to be able to be steady in implementing long-range plans and policies without bowing to immediate crisis or political wildfires.	Experience in all or most of the line departments (public works, community development, finance, engineering, police) rather than solely administrative experience	Short term budgetary concerns are overshadowing important long term issues such as climate change, sustainable economic and housing development and future stability of the organization. Staff morale is at the lowest point while employees are asked to "do more with less." City Manager should be in a stronger position to guide the organization and City Council/Mayor toward comprehensive programs instead of political grandstanding over unrealistic election issues.	Budgetary concerns are being given too much emphasis at the expense of other important issues. We need to develop our communication with the community better and begin to focus on other issues such as sustainability (both economic and environmental.)	Dedicate staff resources to long range issues; provide more training to Council, boards and commissions regarding their institutional and professional duties; strengthen communications with the community by reinstating a public information officer position; provide leadership to both Council and staff.	Look beyond the immediate crisis and keep an eye on stability of the organization and community. Educate yourself about the issues that the City's professional staff have to grapple with both internally and regionally before you make sweeping changes based on political positions taken during the recent elections.	San Leandro resident San Leandro Employee Parent/Guardian
59	1143	4/26/2011 12:06	Community focus and commitment to be an active participant in the San Leandro community, with willingness to reside in San Leandro a positive factor. A City Manager must live in the town he works in so that he has a vested interest in the recommendations/decisions he makes for the city.	A City Manager must be a "coalition builder" among city employees, council members and citizens.	The economy and the "blame game" for the economic health of the city being played out in the media by some members of the city council and their supporters.	Inviting business back to San Leandro. There are far too many empty store fronts along East 14th and other areas that need businesses in them.	Work more closely with the Chamber of Commerce and have a concrete plan in place to attract businesses to San Leandro.	Stop the disenfranchisement of the citizens of San Leandro who reside west of Dutton and south of Bancroft. It appears that some members of the council are playing only to their supporters and any future political carrer they may have.	San Leandro resident San Leandro Employee Parent/Guardian
60	1144	4/26/2011 12:09	Leadership and vision - the ability to listen to staff and the community, make a decision and move forward while support from staff and the community.	A person who has proven their ability to connect with a community, staff, and provide leadership during difficult times or resolving difficult issues.	Continue to offer services with limited resources. Ability to bring groups, especially public safety, to participate in sustainable pensions without demoralizing or demonizing employees.	Being able to sustain services for a full service City so we do not become a public safety City.	Eliminate dredging and get on with developing the Marina and not wasting money the City doesn't have. Do a special tax for any addition to public safety rather than continuing to eliminate the quality of life services that make the City a community.		
61	1145	4/26/2011 12:15	The new City Manager must have strong collaboration skills and be able to demonstrate successful relationships with a wide variety of community organizations - non-profits, businesses, school districts, regional agencies, etc. It's essential that s/he be able to communicate effectively, which includes the ability to weigh issues and gain concensus and support of an issue that serves the majority of the community. Integrity should be a top word used to describe the new City Manager. We need a compassionate leader who is able to think outside the box and willing to take a stand.	We need someone who can think strategically and move this organization forward. We need someone who can deal with new realities of government - reduced resources.	Pension sustainability- especially as it relates to public safety. Comprehensive long-term fiscal planning. Infrastructure improvements - especially for streets. Development of the Shoreline as a regional amenity - we need something/somewhere to be proud of.	The public schools need to be improved so that businesses want to locate here and people want to live here. Not that this will actually be the City Manager's responsibility, but s/he should be aware of the importance of public education to the success of a City.	Evaluate how City resources are allocated and look for ways to adjust. For example, do we want to be a city in which 60% of our funds are used for police and fire. If not, what can we do to maintain the level of service but decrease costs. Do firefighter salaries really need to be on par with police officers? Can we afford to pay pension costs equal to 45% of salaries? The new City Manager should also explore the possibility of a tax to support the City's streets and roads - they are abysmal!	The new City Manager, once appointed, needs the trust and respect of all seven Councilmembers who need to work together to create a vision for the City of San Leandro. Right now with 4-3 votes, it's hard to know where we are going and have confidence that actions taken by the Council will not simply be reversed later or another direction taken. We can't get anywhere if we aren't in agreement where we are going.	San Leandro Employee
62	1146	4/26/2011 12:19	Public finance skills, knowledge of funding options available to assist the City in the current economic situation is the most important quality due to the challenges of the current economic situation.	Ability to think outside the box, listen to those that do.	Budget related issues. How to provide quality service with less revenue.				

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63	1149	4/26/2011 12:49	Commitment to employee development. Government tends to have long term employees so it is best to assure they are good at their jobs, and can benefit from new technological advances, best business practices and from a feeling of worth to the organization. San Leandro has so many employees who desire this and do an excellent job - the new City Manager needs to foster the same culture that has existed here for quite some time.	Business oriented - a need to understand you can't always get what you want, and why. The City Manager must be able to balance the needs of the City with the available resources, both financial and personnel, as well as network with other City Managers and other Public Officials to seek what is best for the City of San Leandro.	Employee morale... The financial pinch for the City has created difficulties for employees financially as well. Undoubtedly these financial issues created a domino affect as at least some curtailed spending, affecting San Leandro businesses. For example, many cut back on spending for lunch, thus affecting many of the restaurants. As prices continue to rise it causes employee spendable income to decrease, putting more pressure to make ends meet.	Keeping good employees. Funding from outside resources from the County(?), State, and Federal Governments. Ability to progress with technology - keeping up with it while attempting to support the present needs. Provide the services the Residents and Businesses desire and need, including things such as Public Safety and the condition of the streets.	Recognize that percentage salary increases, although negotiated with the Union, do not work for Management. A 3% increase for someone making \$50,000 is \$1,500. For a manager making \$150,000 it is \$4,500. Cost of living, an average, is actually more costly to those making less than those making more. And the disparity between higher and lower incomes grows further (in this example, a wider gap of \$3,000 dollars). Here is where percentages break down... Continue to foster the "family" environment with City Employees as this bolsters Customer Service throughout, whether Employee to Citizen or Employee to Employee. The City of San Leandro, especially in comparison to other Cities AND the Private sector, is outstanding with regard to concern for others.	Please consider the big picture - the City as a whole and not simply District needs, and attempt to find someone well balanced in both the technical skills of the position and the people skills needed to impact the City in very positive ways. This is a wonderful City and that comes about through the culture created and maintained by its leaders, both yourselves and the people the City employess. Thank you!	San Leandro Employee Business Patron/Commuter
64	1150	4/26/2011 13:34	Community focus & commitment to be an active participant in the San Leandro community, with willingness to reside in San Leandro a positive factor- I think being a San Leandro resident is really a big factor because that will make him love & care for the city more. he will have some sense of loyalty to the city & its residents also.	Having integrity is very important. the incident in city of bell in southern CA is really alarming. the city manager & his employees embezzled money & raised the property taxes of its residents.	Crimes, road improvements, the 10% sales tax	All of the above	By putting more police in Oakland & San Leandro border i think can help reduce crimes. i don't know who determines the road improvements. we just had some people worked on our street, but instead of paving it nicely they just put patches even though there were no holes!!! now it looks more awful!!!	I just like to reiterate again about our street improvements. I just wish they could make our streets look better.	San Leandro resident Retired Parent/Guardian
65	1153	4/26/2011 14:06	To use a medical analogy, the city needs an ER doctor, someone that can stop the bleeding and stabilize the patient. Longer term rehabilitation can wait. The city faces enormous immediate fiscal issues. We need someone who can lead the city out of its fiscal crisis. Since the cost of existing pay and benefit obligations are driving the current fiscal crisis, that suggests someone with financial expertise, and the political acumen to take on the unions.	Race should not be a criteria. A recent letter to the editor of the Times suggested such based on the racial composition of the city. There is no logical basis for such an argument. One could just as easily argue that new hires should represent the minority populations of the city, which according to the statistics cited would be the white and black segments of the city's population. Both arguments have nothing to do with hiring a city manager. Whom ever is selected should be expected to be culturally sensitive to all segments of the city.	Costs, costs, costs, costs, costs, Once we get the current fiscal crisis under control, we can revisit priorities. In terms of current costs, pay and benefits (pensions) are driving current and future costs for the city and must be addressed now.	Payroll and pension obligations. Local governments are facing the equivalent of the housing bubble over the next 5 to 15 years. These costs are out of control and will only get worse, to the point of driving local government into bankruptcy as the only option.	Union contracts must be addressed, and restructured.		San Leandro resident
66	1154	4/26/2011 14:57	Public finance skills and savvy, Embrace diversity, Community focus and commitment to be an active participant in the San Leandro community, with willingness to reside in San Leandro a positive factor Why? Our city is very diverse ethnically and socio-economically. This is to be celebrated, with all residents given honor and respect. If our city manager lived in SL, he/she would have the same investment that all of us who live here do. We are all in a financial mess and need a good strong leader to help pull us out.	I want someone who wants to work hand in hand with the school district, not separate and always in contention, for the sake of our children.	The number of empty retail spaces. Concern that our sales tax increase be used wisely for the community, not for the salaries of those already making 6 figures. The Marina area, we are a "coastal" city, how wonderful to keep that little piece of heaven clean and protected.	Sound money managing. Live within our means.	This is not my expertise, but I think the city manager should be very strong in this area. Seek the priorities of the community.	City Staff...many part time employees were cut to save full-time jobs? I realize that we have had to tighten our belts. I do not understand the policy of hiring high paid retired staff to continue in jobs that they have retired from.	San Leandro resident San Leandro Employee Parent/Guardian Business Patron/Commuter

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67	1165	4/27/2011 1:15	Excellent negotiation skills and abilities	Excellent communication skills, both verbal and written	Budget sustainability and maintenance of our roadways	Budget sustainability and maintenance of our facilities	He should express the challenges to the Council and recommend solutions based upon staff input		San Leandro resident
68	1167	4/27/2011 14:00	BUSINESS ORIENTED!! A new and experienced manager from the outside with proven ability in business and public agencies to analyze, organize and implement changes necessary to bring about efficiencies in all departments. Cut the fat, implement new efficiencies, maintain necessities.	Hire an efficient headhunter!! Spend the money to advertise nationwide and go after the best qualified and proven manager available. Don't be in a hurry to hire right away. The wages and benefits offered should be very attractive.	Balancing the budget and living within its means. It can be done in city government as it MUST in business.	Get the city out of debt and free itself of the continuing costly interest and debt service charges.	Actions for CM to take: 1. Do a thorough and detailed management audit and analysis of each department and have the ability and authority to make necessary changes with backing of the Mayor and City Council. 2. Cut the huge waste on unnecessary capital improvement projects, such as repeatedly dredging the mudflats, and ripping up streets for flowers and trees in median areas.	Most important is to take the time, effort and expense to go after and get new blood in the CM office. Go outside the city and get a manager strong enough to make necessary changes beneficial to the city, no matter whose ox gets gored.	San Leandro resident Retired
69	1169	4/27/2011 17:08	Community focus and commitment to be an active participant in the San Leandro community, with willingness to reside in San Leandro a positive factor. the city's highest paid leader should live in San Leandro. this is important for the citizens to see the city manager cares enough about the city to live here and not just collect a big salary, then drive to danville to live.	Should be an outside candidate not currently working for the City, outside experience is important for this position.	To maintain current city services.	Maintain a strong tax base, i.e. attract new business through tax incentives and streamline customer service.	Work hard to meet the needs of citizens.		San Leandro resident
70	1171	4/27/2011 17:31	* Public finance skills and saavy to get us back to fiscal stability * Long range strategic perspective & tactical implementation to plan for the future and not live for today * Active participant in San Leandro to understand what the community needs * Embrace diversity because the city is now made up of 70% non-white minorities and need to be sensitive to the special needs of the community * Business oriented to attract new businesses into town * Excellent negotiation skills to renegotiate employee contracts that is more commensurate to business and better for taxpayers * Demonstrate success in economic development to get the ball rolling on development projects	The new City Manager should know how to run the City like a CEO would run a profitable business in a competitive environment. This person should be able to go out and sell the city and bring in more investors and businesses into town. While this activity will help increase revenue, a successful CEO would also look for ways to operare the City in a lean and mean manner, eliminating any unnecessary and duplicate processes. A CEO would be willing to make decisions and not just study issues to death.	1. Fiscal stability for the City 2. Eliminate crime and change the perception	Assuming we are able to fix the concerns mentioned in #3 above, 1. Economic Development	1. Renegotiate pension contract. 2. Proactively market City, attracting developers & business owners 3. Make it more attractive for investors & business owners to operate in San Leandro by giving more competitive incentives 4. Start making decisions & take action instead of studies after studies. Sound decisions will be accepted by the community if you can explain positive outcomes.		San Leandro resident Parent/Guardian

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71	1172	4/27/2011 18:47	Public finance skills and savvy: In such critical time when cities nationwide are budget deficits, the City of San Leandro can't afford to have a City Manager who does not have a clear grasp of public financial management. The City of San Leandro can't end up bankrupt like the City of Vallejo. It also can't have the outrageous pay scandal like the City of Bell, California. Track Record of Success in Economic Development: Sustainable economic development is important to the survival of any city. Without a focused strategy on generating revenues for San Leandro to pay for expenditures, the long-term health of this city will decline. Economic development also includes improving the well-being of the residents of San Leandro by keeping it a safe neighborhood and strong stance on getting rid of crimes in San Leandro. San Leandro can't become like West and East Oakland.	Understanding of risk management is also very important.	1. Reducing crime in San Leandro. Residents of San Leandro like the small hometown feel and neighborhood safety compared to other Bay Area cities. If San Leandro does not get tough on crime, long-time residents will relocate to a safer place to live. 2. Specifically, city employees must start to contribute to the cost of their pensions. The public can no longer afford to pay 100% of the cost of city employee pensions. San Leandro's own City Manager has advocated this course of action. Cities across California are asking employees to start making pension contributions. Yet, here in San Leandro, there is a lack of leadership. The city council approved contracts earlier this year that continue to allow employees to pay nothing toward their retirement. THIS MUST CHANGE!	Same responses as in question #3.	Whatever actions necessary to address those issues. It's the City Manager's job to figure out the actions. That's what the City Manager is being paid to do.	All city employees are public servants and should always keep that in mind. The financial health of San Leandro depends on cost cutting initiatives taken by ALL city employees. Taxpaying public can't afford to have wasteful spending. There is no such thing as a "free lunch".	San Leandro resident
72	1173	4/27/2011 19:24	Knowledge of government administration and budgeting skills. Out of the box thinking and the ability to bring new business to the city to help fix the budget crisis, without cutting city staff or services.	Someone who wants to keep the "small town" feel of the city but also wants to improve services and business in the city.	The budget crisis, bringing new quality businesses to the city, continuing city services (recreation/police/fire/etc), school overcrowding and residency issues, and increased crime.	The most important issue facing the city in my opinion would be the budget crisis and cutting city services.	Balance the budget without cutting services and staff.	Please bring more quality businesses to San Leandro, we have enough 99 cent stores and Walmarts, what we need are small quality businesses in the city.	San Leandro resident San Leandro Employee
73	1174	4/27/2011 20:32	He/she should possess all the qualities of the above, BUT, if he/she is a resident of San Leandro, then I think that his/her heart will be more focused and committed to our community.	You covered it in the above qualifications.	Get out of the red (financially). Stop taxing residents phone bills. Why do we have to pay for someone's mistakes in financing the city? We vote for bond issues, what more?	Do something with the Marina. We do not need condos, apartments, or boats there. What we need is a Marina "for the people" to use. Not just the few who have boats. Also how many of those boat owners actually live in San Leandro? We could use some restaurants that are not "high end" like Horatios. How about an I Hop restaurant, or one like Pier 29 in Alameda? The owner is willing to open one at our Marina. I spoke to her a few years ago, and she said to have our mayor call her. I told Mayor Santos about it, and he said "Have her call me." I didn't give her that message. I think the Mayor should have followed up on it.	Let the residents vote on important issues, like the options for the Marina. Or at least, let them phone in their thoughts to someone in the city management. Fill out questionnaires about the Marina, by mail or e-mail.	PLEASE ----- no more fast food restaurants in San Leandro. I was born and raised in San Leandro, and at the age of 81, I have seen many changes. Some good, some, stupid, and a waste of money.	San Leandro resident Retired

CITY MANAGER RECRUITMENT SURVEY 2011

	ID	Posted	Described Qualifications for CM	Other Qualifications for CM	Pressing Concerns	Pressing Issues Next 5 Years	Action to be Taken on Issues	Other Comments	Participant's Identification
74	1177	4/27/2011 21:44	Principled leadership and management style... but more... not just "principled like in law abiding, ethical, etc. S/he should have that for sure. But San Leandro needs a leader who is innovative and thinks outside the box -- is a risk taker... not risky, but willing to try new things. In addition, a leader who will lead... that is allow the staff to take risk and implement programs and new ways of work without fear of upsetting the (workplace) culture. In the past, I feel has been too much like a group of "Stepford Wives" -- all in lock- step. Not because they are all the same but because they were afraid to be different and be a thought leader.	S/he needs to be skilled and demonstrated consensus builder. The City Manager should be a people person... willing to interject his/herself into the community. Be a part of the community. It was the craziest thing that everyone allowed Steve Hollister to be the city manager after he moved out of town and then said he would not let his kids even go to the movies here. We need someone who is willing to invest. The City Manager must be one that embraces the varied deomographics and service needs of our city -- even more so than the City Council, the City Manager should know what these demographics are to make sure that policy from the City Council is inclusive in its implementation. Not only a track record of economic development, but a track record of professional service. Seasoned...not a newbie. Someone who regardless of whether they are a person of color or not, is open to recruiting and appointing people of color in key positions. Now, no one is going to say that in an interview, but a key question might be ...how would they recruit for various positions. So are they even knowledgeable of the diverse sources from which to recruit diverse groups of people.	Budget -- do we have enough money to keep going. Leadership -- mayor, council and city manager. A new mayor in position who is known NOT to be a consensus builder so will he stop things or help things. So the other leadership is important. Public Safety -- of course, always public safety ... police and fire... I think the new police chief is a god-send. Youth activities and development of such	Economic development and business development / retention. Youth activities and development of such Long term budget needs	Manage the city like many of us manage our homes: don't spend what you don't have. Restore, rebuild staff morale. Team build. Continue to work with police and fire in an effective manner. Not kowtow to the unions all the time, but fine places where there can be win-wins. Youth activities and programming needs to be a priority of the City Council so that the CM can then direct the appropriate funding and resources to those programs and services.		San Leandro resident San Leandro Business Owner
75	1178	4/28/2011 10:19	There are three qualities I think are essential for the new City Manager - Track record of success in economic development, Community Focus and public finance skills.	Collaboration. The City Manager is the CEO of the City and as such should be able to collaborate with the Council, community, business leaders and schools to move forward on projects that benefit the City.	Economic Development and Infrastructure.	Pension reform, Schools and economic development. Although the City does not have control over the schools or the budget, s/he needs to work with the schools and the community to improve the schools so San Leandro is a City where people want to move to.	Work with other Cities in Alameda and Contra Costa Counties to develop a strategy for pension reform so that San Leandro stays competitive with other cities in the area. San Leandro has already made improvements to the pension that other cities have not. We want to be competitive so that we continue to hire quality employees and not just employees waiting out their time until their retirement.	City staff is committed to this City whether they live in town or not. Staff deserves a leader that can work with staff, Council, business and the community. We all want to be successful and continue to improve the quality of life in this community.	San Leandro Employee Parent/Guardian Business Patron/Commuter
76	Hard Copy	04/28/11	Track Record in economic development. Be business friendly to attract companies to San Leandro to increase more employment opportunities.	Excellent negotiation skills and abilities. Implement a budget based on priorities with current revenues and growth projections.	Prioritize needs in regards to emergency and protective services for community welfare.	Business growth and private sector jobs.	To evaluate issues and aggressively pursue equitable solutions.		San Leandro Resident Retired
77	1181	4/28/2011 15:29	*Public finance skills and savvy (because we area financial crisis) *Principled leadership and management style (because we need an ethical and focused leader in these trying times) *Broad knowledge of municipal government administration (because we need responsible management of all city government departments from the top to the bottom of the SL organization) *Excellent negotiation skills (because we need a prudent leader who is willing to work with and compromise with different people)	Excellent Public Relations skills	Crime Poor Economy Maintenance of city services	Crime Prevention Development of local businesses			San Leandro resident San Leandro Employee

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	ID	Posted	Described Qualifications for CM	Other Qualifications for CM	Pressing Concerns	Pressing Issues Next 5 Years	Action to be Taken on Issues	Other Comments	Participant's Identification
78	1182	4/28/2011 15:34	Broad knowledge and experience in municipal government administration. It is vital that the City have a strong administrator who has extensive background - as well as a passion for the profession. We need a professional!! Someone who can manage and motivate a variety of department heads as well as work with the Council and carry out their policy direction by communicating with department managers. Enthusiasm for the community is a bonus.	Sense of humor; sense of fairness. Strong professional commitment. Someone who is ethical and a leader for the organization. The organization will be only as good as the top leader. Someone enthusiastic for the profession, their role, this community. Outstanding communication skills. Someone who knows the role and can work equally well with the Council and the staff. Above all, extremely intelligent and approachable.	Looking to the future of economic development; cleaning up properties and placing a priority on how the town and neighborhoods 'look'; creating SL into a place where people want to move; safety - and the perception of safety; schools and education; fiscal sustainability in the long run. These things take time, but they are important.	Economic development; activity in the downtown, and sustainable, exciting and mixed-use at the marina; schools have got to improve academically (the perception or reality) as they are the key to economic development; keeping people here (restaurants, safe neighborhoods), recreation and library and special event programs when the funds are better)	I think the role of the city manager is to work with the council (who should be listening to the community) and then to lead the organization to create the programs, etc. that are desired. Someone who has experience will also provide some new ideas of what works and doesn't work - but is willing to try new things to address old issues. Not be a 'yes' person to the council, but to provide info and strategy and options for them to have available to make intelligent decisions. They should be the lead for the organization so that the council doesn't have to get involved in management, but stay at the policy level and feel confident that staff is doing their work. There needs to be respect by both sides for each other.	I do not believe the manager living here matters - compassion and commitment matters to me. We might get someone who is running from a mess in another city! We need someone who sees the potential in this town - and has enthusiasm to energize the organization that he is leading to carry out the work that needs to be done. We need someone who is very intelligent and an experienced administrator and who knows labor issues to make changes in a positive way (like pensions). Finally, someone positive. I am tired of all the critical press and people complaining. It's a good city and all we need is an experienced person to manage it and who wants to make it better. I live here and I want to stay here.	San Leandro resident Parent/Guardian
79	1198	4/29/2011 12:21	Strong leadership and communication skills are essential to a successful city manager. The City Manager must be decisive, dealing with difficult situations in a timely and fair manner. The City needs a leader that supports the operations of the city and the provision of quality services to our citizens. The City Manager must also be able to work effectively with the City Council, managing Council expectations and priorities with City operations.	A City Manager with strong public finance skills is important. The City will continue to face fiscal challenges over the next 5 years, and a city manager that can actively participate in guiding the city to fiscal sustainability is crucial. While I do not believe that the selected candidate must be a resident of San Leandro (this is unrealistic in today's environment), I do agree that the individual must become an active member of the San Leandro community.	Business development and retention is a critical area for the city, as it plays a key role in the long-term fiscal sustainability of the city.	Fiscal sustainability is probably the most important issue facing the City. How do we balance our budget while continuing to deliver the same level of quality services?		The City Manager should be allowed to direct and oversee the operations of the City as described above.	None
80	1208	4/29/2011 21:25	Most important, in order: Track record of success in economic development. This is a MUST. Business oriented (including focus on LARGE business--not just small business) Excellent negotiation skills and abilities. This person should be ready to make concessions to businesses, to influence them to moving into town. Use creative methods to do so. Be willing to acknowledge the challenges and then ask businesses to help the City to build a new downtown, etc. A long-range, strategic perspective and tactical implementation skills Excellent communication skills, both verbal and written. This person should be able to represent the City in a savvy and professional manner.	Track record of taking a similar-sized City with similar challenges from HERE (the current state) to THERE (the ideal state). We need someone who has done this before with a City at least the same size if not larger than SL. Someone who comes from a different part of the CA or the US and a smaller city will not have the right experience and perspective. Someone with a large network outside the public arena. This person should have, for example, a 500 network on LinkedIn.	Brand: not the courage to establish one and publicize our desire to be better. We are suffering from old thinking: "We're great and people should pay us to come here." Crime Attracting white collar business of large scale Quality of schools (this is why my neighbors and brother are moving). This is HUGE problem.	Crime Attracting white collar business of large scale	Taking chances. Calling up businesses in Oakland, the City, etc., and inviting them to come to SL. Smiling, calling again, staying in touch. Someone who networks in a powerful, meaningful, and sincere way.		San Leandro resident San Leandro Business Owner Parent/Guardian

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81	1209	4/29/2011 22:25	Comm skills, strategic perspective, principled leadership, committed to employee development (including self development!)	Firm understanding that the average household income in SL is 23 percent below the county wide average. Therefore, the new city manager will agree to receiving no more than 77 percent of the average salary for city managers in the county, and will also be committed to managing hiring practices in SL so that no new city hires will receive compensation above the same threshold. Our city compensation structure must unwaveringly reflect the economic realities of our citizens. If we do not commit to this path forward now, we will find ourselves in the same position that we see in Wisconsin, Michigan, and Ohio. I am sure no one in city leadership wants to go down that path!	Readjusting to economic realities. Living, working, and budgeting at a level 23 percent below the averages for the averages within Alameda County. If we manage our city within these limited constraints, we may actually become a true role model. Just as the Oakland A's compete against wealthy teams such as the Yankees and Red Sox, and are very competitive, so should SL. This may mean we alter our current hiring practices. Instead of looking for hugely experienced folks with long track records, let's look at hiring smart young employees with tons of up side, time and energy, hungry to make a name for themselves through innovative thinking and practices. Let them move on after 4 to 5 years, to wealthier cities, and refresh our roster with new young up and comers. This is the way our city needs to move forward. .	Innovative thinking. For example, why have a librarian here at \$200k and a duplicate in Hayward. Buying the same books, setting up the same children's reading programs, Internet access issues, and admin duties. Look to expand the area of responsibility across both cities with one librarian, cutting the cost for each city in half.	Begin immediate discussions with city leaders here and in Hayward. But those is just one specific function to look at. There are many. Some cities are finding savings by combining police and fire departments, cross training, and getting more bang for the buck. We have a parking specialist program which is a profit center and helps maximize limited parking for our convenience, and benefiting our merchants. How about a specialty unit dedicated specifically for driving safety. Drivers who use cell phones (not hands free) are four times more likely to be in an accident. Yet, I do not see SL with a defined safety program to reduce the rampant driving while on the phone, let alone while testing. This is a program that would increase our safety (much more than cameras at five intersections, would be self sustaining, if not actually a nice revenue source, and could be operated using folks trained to do one job only, not taking any significant training curricula much as our parking maids/mates with their focused function.	One other area the new City Manager should look at is our policy on approving and signing multiple-year contracts. Too many times we have seen mayors and council members come in with issues they cannot react to because predecessors have locked in deals that may have seemed to be good but over the years became out of step and inappropriate. I suggest that it would be prudent to pull together higher thresholds of approval for contracts that are over a five year term. Majority voting for a five year deal, 60 percent vote for 6 year contracts, 66 percent for 7 year or longer contracts.	San Leandro resident Retired Business Patron/Commuter
82	1210	4/30/2011 0:33			Staying within Budget. Not spending more than revenue available- solvency.	Projecting and planning for population growth/decrease and business growth/decrease within San Leandro.	Do what is necessary to attract viable businesses to the community. People will come to work and live in San Leandro. The type of new businesses San Leandro can or should support must be determined.		San Leandro resident Retired

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83	1217	4/30/2011 16:29	<p>All of the above-listed qualifications are necessary, but what has been lacking is a strong and innovative leader who possesses enough intelligence and creativity to develop a vision and long-term strategic plan to help this City move from its provincial status as a jurisdiction, boost employee morale, and increase and stabilize its revenues and reserves. Although the City has a General Plan, there does not appear to be an overall annual action plan and progress on actions that are communicated to the public or staff about what the annual priorities are. There has been a lack of feeling integrated as departments --we all work in silos & there seems to be little cross pollination.</p>	<p>I would like to see a CM be a skilled and experienced leader who is a visionary who can inspire employees and the public about the City's future. I have not seen this kind of visionary in the current or past CM or in any department heads. Management seems to be fine with the status quo, and no one in the CMO seems bold enough to bring forth ideas that would put San Leandro on the Bay Area map. I would ask if any candidates have solutions to the City deficit, except to lay off staff, cut salaries/benefits, implement furloughs, and cut program costs. Measure Z was a good start but not bold enough. We need a CM who is willing to be supportive of all employees in an equitable way by educating the Council and residents about all department services instead of primarily favoring public safety employees (e.g., an example was the Measure Z brochure which unduly highlighted safety services). This City needs a CM with enough courage to reduce our City's largest budget cost, public safety. We do not need another CM with a law enforcement background who is unwilling to tackle this major issue.</p>	<p>The most pressing concerns are the slow economic and jobless recovery, leading to budget deficits and staff layoffs, lack of revenue, and the ever-growing costs for public safety. If one does not reduce the largest budget cost, one just constantly chips away at much smaller costs which demoralizes the rest of the employees. I have yet to see a CM, Mayor or City Council member show enough courage to deal with the largest budget expense -- fire and public safety salaries and benefits. Even when there were layoffs and cuts across all departments, there were no significant give backs by public safety employees who use their clout and scare tactics with the Council and public to maintain their force. It is always the 800 lb. gorilla in the room that does not get discussed thoroughly in public. There needs to be open and transparent dialogue about public safety costs, followed up by strong negotiations that lead to significant reductions. If the safety staff are unwilling to reduce their salaries and benefits, then more layoffs should occur as has happened in other cities. The CM should also study the possibility of outsourcing police, hiring new officers at much lower salaries and reduced benefits, and even negotiating give backs from current safety retirees if at all possible. With the layoff of other police officers in other jurisdictions, I am sure our City could attract good police candidates for reduced costs. I do not readily see cost reductions by using the county fire department staff. Hiring county fire employees was intended to reduce costs, but these employees consistently seem to garner larger salaries and benefits. Why doesn't the City have more leverage in negotiations and savings in costs? All the cities that contract with the county fire department should be able to unite to leverage their power and demand reductions in fire costs.</p>	<p>Slow economic recovery, low staff morale if no COLA given in the next five years, budget deficits, public expectation for quality services with reduced staff, and lack of affordable housing for the workforce.</p>	<p>To take care of the budget deficit in a significant way, the new CM, Mayor and City Council must show enough courage to deal with the largest budget expense -- fire and public safety salaries and benefits. Even when there were layoffs and cuts across all departments, there were no significant give backs by public safety employees who use their clout and scare tactics with the Council and public to maintain their force. It is always the 800 lb. gorilla in the room that does not get discussed in public. There needs to be open and transparent dialogue about public safety costs, followed up by strong negotiations that lead to significant reductions. If the safety staff are unwilling to reduce their salaries and benefits, then more safety layoffs should occur as has happened in other cities. The CM should also study the possibility of outsourcing police, hiring new officers at much lower salaries and reduced benefits, and even negotiating give backs from current safety retirees if at all possible. With the layoff of other police officers in other jurisdictions, I am sure our City could attract good police candidates at reduced salaries & benefits.</p>	<p>I have seen different members of the public propose that the Council review and reduce high management salaries. I have yet to see such proposals discussed seriously. If there have to be future reductions in salaries/benefits/pensions, then I think there should be a tiered reduction, so that people earning \$125,000 or more have higher reductions than others. The Council needs to be courageous and act to reduce the largest budget expense public safety costs. For too long, the police and fire have gotten sweetheart deals to the detriment of other employees and to public services in general. Safety employees need to learn to compromise and cut their salaries and benefits like other non-safety employees have done. The Council seriously needs to think about supporting social service agencies again through the General Fund. There has been a significant rise in the need for social services with significant reductions in support to nonprofit agencies which can help save taxpayers funds by providing services at lower costs than residents use emergency-related services like hospital emergency wards or psychiatric institutions. I would like to see the new CM and other Council members stand up to the Mayor more often when he becomes too assertive with his opinions and acts as if he has a mandate to be a strong Mayor. At times Mayor Cassidy is unduly inflexible and abrasive in his manner and tone. Also, the Mayor does not always seem engaged when there are others who express differing opinions. The Mayor and Council members should be willing to hold occasional town halls with the public and employees. Every Council meeting I have attended is pretty boring, and often the same members of the public attend. The Council should be more pro active about encouraging civic engagement, particularly doing what it can to attract the largest growing diverse residents (Asians and Hispanics). The website and social media could be used as tools to elicit more public input. This survey is a good example of gathering input but should have been translated in Chinese and Spanish, too. As noted above, if the Council is serious about reducing high budget costs, then they need to act courageously and do the right thing to reduce public safety costs, our City's highest expense.</p>	<p>San Leandro resident San Leandro Employee Parent/Guardian</p>

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84	1218	4/30/2011 16:48	Long-range strategic perspective; focus on community & public services; embrace diversity; success in economic development	Commitment to focus on all services, particularly social services, as important and not just keep safety services as a top priority, which is just too costly.	Lack of revenues to keep this City growing in a quality way. Council needs to think of other ways to raise revenues -- e.g., higher business taxes. Ongoing budget deficits.	Providing quality public and social services. If the economic recovery remains at a snail's pace, Council needs to think about job creation more. Rising costs of housing.	Think about raising revenues in more creative ways. Control high budget costs like fire and police costs, which seem to be the largest budget cost.	Take a balanced approach to competing priorities. You can't keep sacrificing all other programs to public safety costs.	San Leandro resident San Leandro Business Owner
85	1219	4/30/2011 17:40	This list is soft and squishy. It says in effect that the candidate should have lots of "skills" and "abilities", and that it wouldn't hurt to favor good government. I'll merely offer up the name of Charlie Long, formerly of Pinole and Hercules, as an example of what a city manager should be. Google his name to see what I mean.	I place a lot of stock in the quality of the candidate's cover letter. A letter full of the kind of generalities in the list above would disqualify him or her in my mind. A well-told story of his life and history, with a few specific ideas on how he'd "manage" would vitiate a multitude of sins or omissions in his resume. "You know a good cover letter when you see it!"	Getting the financial house in order.	Keeping the financial house in order.	Announce proposed high-priced agreements with city employees or contractors in time for a healthy public debate, instead of the current practice of secret agreements followed by the City Attorney's pronouncement that any deviation from the City Manager's proposal would result in a lawsuit against the city.	I just did.	San Leandro resident Retired

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86	1221	4/30/2011 19:00	Excellent negotiation skills (except when negotiating her/his own compensation package!) I feel our city is living with multiple contracts and deals that are not on the most favorable terms; a new CM with great negotiation skills could make a big difference moving forward.	I would like to see a new CM that will focus energies on the feedback coming directly from the residents, and deeply discount the overly influential council members with their pet projects and favored business contacts. I would like us to hire a young energetic CM that is way smarter than our current leaders, and one that works cheap, and has the ambition to make such a significant positive difference in the next three to five years, that cities across the country will recruit him/her away from us. It is a fine goal to hire someone that can have that kind of impact!	We need to repeal the new city sales tax, or at a minimum extend the tax a negative three years. I would like to see a new city manager that can champion these two nascent initiatives as they make their ways to our ballots. We need to spend more energy on public safety in terms of street crime, robberies, texting/talking while driving versus targeting parking violations. I am hopeful our CM would work with our State Senator to put forth a bill in Sacramento that would add mandatory \$3,000 fines payable to the city coffers for any robbery or violent crime committed by a perpetrator crossing city lines from their residence to commit the crime. I believe over half of such crimes occur in SL, and we need a state law with teeth in it to capture revenues, over and above current penalties, to pay for the extra expense we incur when dealing with "out-of-towners" crossing into our city to commit crimes. Ellen Corbett can indeed write this bill and get it passed! Ask our new police chief for the numbers, and doing the math, you will see that we might be able to actually afford to run this city given this revenue retrieval program.	Besides repealing the ill-conceived sales tax increase, we need to establish a real city identity. Right now, you can drive up and down the East Bay and never know which city you are in. There is nothing that sets San Leandro apart. Calling us the "cherry city" no longer is meaningful, nor factual. You could call us the high tax city, but that wouldn't be a big draw. For a good taste of what a down trodden city can do to establish a true identity and sense of place, I suggest our CM and city officials take a day to check out Exeter, a community that put its act together and would be a role model for cities such as ours to experience what is possible given some imagination, cooperation, planning, and long term discipline. Which, I must add is not what I see now. I just read that we will be selling the old Lucky Stores parking lot, which we bought for \$6 Million. We absolutely have to recover the full purchase price or garnish the difference from the paychecks of those who bought and are selling. Also, though, our leaders spent valuable resources and money developing a housing and transit plan whereby our new model for building anywhere near the Bart station would include retail and business space on first floors of developments, and housing above. Now we are hearing that the potential developer of the Lucky property indicates they cannot implement the plan, as the economic model is invalid. I would suggest that either we hold to our formal plan and find a developer that can make the model work, or alternatively, get our money back from the organizations we paid to develop the housing/transit plan in the first place. One or the other party is incompetent, or did not do due diligence. We residents of SL should not be the ones holding the bag. This first test of the program will set the stage for all future developments, so we need to be crystal clear in saying either, developers follow the plan or officially scrapping the plan altogether.	CM needs an intense immersion period, to study and critic all current city plans and contracts before doing anything. Then prioritize the work that needs to take place to mitigate the negatives, and finally to maximize new opportunities heretofore not realized. CM should open discussion with neighboring cities to explore job sharing cross city-giving both cities cost savings. Re-open as discussions on the feasibility and cost benefit associated with annexation of Sheffield Village.	1) Run a cost/benefit study on our "sister city" status. Do we really need to devote all that valuable floorspace in City Hall for this? What other costs are being absorbed? To be PC, shouldn't we consider changing every ten years to a new city, and for once call it a "brother city"? But only if we are assured of hard dollar cost/benefit that can be demonstrated help our bottom line. 2) Abandon any dredging costs not paid for entirely by the folks that can afford to own boats, and who say "the boats are pretty, spend more millions" 3) If in fact we do develop an upgraded marina with dining, conference facilities, additional recreational facilities, we will need to address the entrance to the area (Marina Blvd. from the freeway to the bay. It took years for the Davis entrance to downtown to become what it is today, and it will take years for Marina as well. But that will have to be "in any budget that addresses the Marina area itself" It can't be an unexpected add-on, as we will not be able to pay for it. Develop and execute an effective campaign to convince owners of not for profit organizations to relocate out of San Leandro. Replace them with organizations that will be expected to pay property taxes. I estimate that as much as 12% of the property in the city currently is enjoying exemptions from property tax. How much would our city budget look different if we even reduced that number by 2 per cent?	San Leandro resident
87	1225	5/1/2011 2:04	Embrace diversity-to be able to pivot from the position "he's in so as to reach an understanding of the community upon his own reflection & experience	To define the existing skills & experience he brings to the table in relation to the above qualifications	The political power shift needed to include a diverse council & mayor that reflects the makeup of the city	"Green" issues, economic dev., & a partnership with organizations to assist the poor, youth & homeless	Study the issue & prioritize, then have a plan of action	Good luck	San Leandro resident Parent/Guardian