

**ROSS VALLEY FIRE DEPARTMENT
STAFF REPORT
August 22, 2013**

For the meeting of August 26, 2013

TO: Fire Board

FROM: Debra Stutsman, Executive Officer

SUBJECT: Recruitment Firms

RECOMMENDATION

That the Fire Board authorizes the Executive Officer to execute an agreement for executive recruitment services with the consulting firm of Ralph Anderson & Associates, and approves the transfer of \$25,000 from Contingency to the New Hire line item.

BACKGROUND

At the regular Fire Board meeting of Wednesday, July 10, Fire Chief Roger Meagor notified the Fire Board of his intention to retire from the fire service at the end of the year. Staff recommended obtaining proposals from recruitment firms to carry out an executive recruitment to fill the vacancy.

DISCUSSION

In conjunction with the Town Managers of Fairfax and Ross, the Executive Officer and Fire Chief prepared a Request for Proposals document (Attachment #1). A list of recruitment firms was compiled, also in conjunction with the other Town Managers (Attachment #2). Letters seeking proposals were sent to the seven firms on the list on July 29, 2013. Four proposals were submitted, including Avery Associates, Bob Murray & Associates, Crabtree Consulting Services and Ralph Anderson and Associates. A summary table of the four firms is attached (Attachment #3).

The Town Managers and Fire Chief met on Thursday, August 22, to review the four proposals. It was the consensus of the group to select Ralph Anderson & Associates, based on their preparation of a thorough candidate profile, the utilization of a named principle, their experience conducting recruitments in Marin and their use of technology (social media, Skype, etc). All three Town Managers and the Fire Chief were in agreement with the selection.

FISCAL IMPACT

The recruitment cost is \$25,000. Staff recommends the Board authorize the transfer of \$25,000 from line item 6201 – Budget Contingencies to line item 6094 – New Hire, leaving a balance of \$5,000 in the budget contingencies account.

Respectfully submitted,



Debra Stutsman
Town Manager

- Attachment 1 – Request for Proposals
- Attachment 2 – Recruitment Firms
- Attachment 3 – Summary Table

July 29, 2013

To: Each Individual Firm

Subject: Recruitment of Fire Chief for the Ross Valley Fire Department

The Ross Valley Fire Department is seeking proposals from firms to provide full recruitment services for the position of Fire Chief. It is the Department's intent to contract with a firm that can provide the following services and coordination:

- Develop a comprehensive position profile through consultation with members of the Fire Board and Town managers
- Develop a job description for the position
- Develop a recruitment flyer for the position
- Review current compensation and recommend changes based on market conditions
- Handle all outreach communications to identify candidates
- Search for and identify candidates
- Screen applicants
- Prepare a search report that recommends the top group of candidates and provides detailed information about backgrounds and experience
- Develop materials for the interview processes
- Arrange and manage interview panel(s) at the RVFD
- Review final candidates' references and conduct full background investigation
- Assist in negotiating a final compensation package

Firms interested in being considered shall submit four (4) bound copies and one electronic copy (as a PDF on disc or thumb drive) of your proposal at your earliest convenience, but no later than 4:00 p.m. on Friday, August 16, 2013 to:

Debra Stutsman, Executive Officer
Ross Valley Fire Department
777 San Anselmo Avenue
San Anselmo, CA 94960

Questions may be directed to the Executive Officer at (415) 258-4652.

Sincerely,

Debra Stutsman
Executive Officer
Ross Valley Fire Service

ATTACHMENT #1



REQUEST FOR PROPOSALS

ROSS VALLEY FIRE DEPARTMENT (RVFD) Executive Recruitment for Fire Chief

Section 1: Background

The Ross Valley Fire Department (RVFD), a Joint Powers Agency comprised of the Towns of Fairfax, Ross, and San Anselmo and the unincorporated Marin County community of Sleepy Hollow, wishes to hire an executive recruiter to fill the position of Fire Chief. This at-will position reports to the RVFD Board of Directors through the Executive Officer of the RVFD. The Board of Directors is made up of two elected representatives from each Town and two elected representatives from the Sleepy Hollow Fire Protection District. The Executive Officer position rotates among the three Town Managers of Fairfax, Ross and San Anselmo. The Fire Chief serves as the principal Fire Department executive management officer and is responsible for managing a full range of fire suppression and fire prevention operations for the RVFD. The Fire Chief is also responsible for key administrative operations including finance and human resource operations of the RVFD. The Fire Chief also contributes to the JPA's organizational strategic mission, planning and operations processes and procedures.

Section 2: Position Summary

This is the key executive management position within the RVFD and, therefore we are hiring a professional executive recruiter to source excellent candidates with outstanding experience in fire suppression and prevention operations as well as a strong background in administrative operations.

Section 3: Proposal Content

Cover Letter

Please begin with a letter introducing your firm and summarizing your approach to accomplishing the executive recruitment for the Fire Chief. This section should indicate the length of time for which the proposal is effective (minimum of 60 days).

Work Program

Please provide a detailed plan for the services to be provided. Identify all tasks and work products for the following services and coordination:

- Develop a comprehensive position profile through consultation with members of the Fire Board and Town managers
- Develop a job description for the position
- Develop a recruitment flyer for the position
- Review current compensation and recommend changes based on market conditions
- Handle all outreach communications to identify candidates
- Search for and identify candidates
- Screen applicants
- Prepare a search report that recommends the top group of candidates and provides detailed information about backgrounds and experience
- Develop materials for the interview processes
- Arrange and manage interview panel(s) at the RVFD
- Review final candidates' references and conduct full background investigation
- Assist in negotiating a final compensation package

Schedule

The proposal shall include a preliminary project schedule that identifies milestones and completion dates by task from the beginning through the approval of a final candidate by the Ross Valley Fire Board.

Budget and Fees

The consultant should provide a fee estimate. The proposal shall include a spreadsheet identifying personnel, hourly rates, project responsibilities and estimated amount of time expected for each task. The proposed budget is to be presented as no-to-exceed figure, with all overhead/expenses included. The consultant should outline the terms of payments, based on monthly billings to the department.

Qualifications

The proposal shall include a description of the firm, all sub-consultant firms and qualifications for providing professional consulting services. Include descriptions of similar projects undertaken within the last five years, including any experience with recruitments of fire service personnel, working with Marin communities and experience with community process.

Section 4: Selection Process

Firms interested in being considered shall submit four (4) bound copies and one electronic copy (as a PDF on disc or thumb drive) of your proposal at your earliest convenience, but no later than 4:00 p.m. on Friday, August 16, 2013 to:

Debra Stutsman, Executive Officer
Ross Valley Fire Service
777 San Anselmo Avenue
San Anselmo, CA 94960

If you have any questions during the preparation of your proposal, please contact Debra Stutsman, Executive Officer, by phone at (415) 258-4652 or by email at dstutsman@townofsananselmo.org.

Bob Murray & Associates
1677 Eureka Rd, Suite 202
Roseville, CA 95661
www.bobmurrayassoc.com
apply@bobmurrayassoc.com
916-784-9080

William Avery & Associates
3 ½ N. Santa Cruz Ave, Suite A
Los Gatos, CA 95030
www.averyassoc.net
jobs@averyassoc.net
408-399-4424

Peckham & McKenney Executive Search
6700 Freeport Blvd, Suite 203
Sacramento, CA 95822
www.peckhamandmckenny.com
bobbi@peckhamandmckenny.com
phil@peckhamandmckenny.com
866-912-1919

Teri Black & Company
4232 Pascal Place
Palos Verdes Peninsula, CA 90274
www.tbcrecruiting.com
info@tbcrecruiting.com
310-377-2612

Alliance Resource Consulting LLC
400 Oceangate, Suite 510
Long Beach, CA 90802
www.allianceRC.com
info@alliancerc.com
562-901-0769

Ralph Andersen & Associates
5800 Stanford Ranch Road, Suite 410
Rocklin, CA 95765
www.RalphAndersen.com
info@ralphandersen.com
916-630-4900

Crabtree Consulting Services, LLC
9062 Duovo Way
Elk Grove, CA 95758-5806
www.crabtreeconsulting.net
info@crabtreeconsulting.net
916-365-2279

**ROSS VALLEY FIRE DEPARTMENT
EXECUTIVE RECRUITMENT RESULTS**

	Avery & Associates	Bob Murray	Crabtree	Ralph Anderson
Ability to meet search objectives	Meet with Board, Managers, Command Staff and labor to create position profile and understanding on expertise, experience, education etc. of ideal candidate.	Work with Board, Executive Office, other stakeholders to understand organization, expectations to develop profile.	Flexible work program to meet needs of organization.	Meet with Fire Board, Town Managers, Department Staff, stakeholders and others to gain understanding of the position and Department.
Experience and qualifications	Recent Fire Chief recruitments for County of Marin, Visalia, Benicia and Stockton. Earlier recruitments for Mountain View, Moraga-Orinda, Rodeo-Hercules and County of Sonoma.	Current Fire Chief recruitments for Napa, Lodi, Piedmont and Salinas. Recent recruitments for Folsom, Milpitas, Chula Vista, Mountain View and Oceanside.	Experience with rural fire departments, such as Jenny Lind FPD, Copperopolis FPD, Linden Peters FPD, Waterloo Morado FPD; no Marin experience.	Since 2009, Fire Chief recruitments for Oakland, Arlington TX, Kansas City MO. Related recruitments for Town of Ross and County of Marin.
Marketing and communication materials	Targeted candidate list, active referral solicitation, personalized mailing campaign, listing with various agencies, print advertising and web posting on fire safety related websites.	Professional journals, recruitment brochure, mail to extensive audience	Mail flyer to all F.D.'s, post on website, online job boards, outreach to possible candidates on proprietary list.	Ads in Fire publications, website, other professional publications, personal contact with potential candidates.

	Avery & Associates	Bob Murray	Crabtree	Ralph Anderson
Staff Assigned	Principal – Paul Kimura	Recruiter to be assigned	Senior Consultant Larry Crabtree	Heather Renschler, Chief Executive Officer, Robert Berg, Executive Vice President
Location	Los Gatos, CA	Roseville, CA	Elk Grove, CA	Rocklin, CA
Length of time for recruitment	17 weeks	16 weeks	13-19 weeks	11-13 weeks
Cost	\$16,900 + expenses (estimated at \$7,000) = Total \$23,900	\$19,500 + expenses (estimated at \$6,900) = Total \$26,400	\$8,000 + travel	\$25,000