

CITY MANAGER



THE COMMUNITY

San Carlos (pop. 29,403), proudly known as “The City of Good Living,” is a welcoming, vibrant community located at the heart of the San Francisco Bay Area. Ideally positioned halfway between San Francisco and San Jose, the city offers the best of the Bay Area lifestyle: a temperate climate, charming and well-maintained neighborhoods, plenty of open space, a strong sense of community, and access to world-class amenities just minutes away.

Residents enjoy an exceptional quality of life supported by outstanding public schools, attractive residential areas, a lively downtown shopping district, and an abundance of restaurants, parks, and open spaces. San Carlos blends small-town warmth with the innovation and economic strength of Silicon Valley. Its modern industrial and commercial areas are home to a growing number of technology, biotech, and medical instrumentation firms, reflecting the city’s long-standing role in the region’s innovative economy.

The City offers a wealth of community amenities, including two museums, a modern library, a youth center, an adult community center, and multiple local newspapers supported by a City TV channel. Outdoor recreation is plentiful, with 14 parks, 10 playgrounds, and proximity to major golf courses, the Pacific Ocean, state parks, camping, and numerous cultural and recreational destinations throughout the Bay Area.

Over the past several years, the City Council and staff have undertaken an ambitious slate of long-range planning efforts to thoughtfully guide San Carlos through its next era of growth. These initiatives provide a clear framework for future development and redevelopment, ensuring the community can embrace new opportunities while preserving the qualities that make San Carlos unique.

The City has exciting future developments underway, with approximately 3.5 million square feet of biotech projects proposed in the City’s East Side Innovation District, and more anticipated commercial, industrial, retail, and residential applications in the next decade. In addition, the City has undertaken several long-range planning efforts, including the Northeast Area Specific Plan that will reimagine an industrial area into a neighborhood, mixing life sciences, production, distribution, and

repair uses with housing and community amenities; and a Downtown Specific Plan + Streetscape Master Plan, which includes new designs for the downtown’s street network, including new public plazas, and sets the stage for significant transformation of the downtown core. The City’s downtown also has access to the Caltrain station and the potential for new transit-oriented development along the El Camino Real Corridor.

With walkable neighborhoods, a small airport adjacent to a bustling commercial district, and residents who are deeply invested in their city, San Carlos remains a place that truly lives up to its motto, “The City of Good Living.”

CITY GOVERNMENT

San Carlos is a general law city with a Council–Manager form of government. The five-member City Council is elected at large to four-year staggered terms, and the Mayor and Vice Mayor are appointed each December by the City Council for one-year terms. The City Council appoints the City Manager, who implements the Council’s strategic direction and manages the day-to-day operations of city government. The City Council also appoints the City Attorney, along with members to three commissions, two advisory boards, one advisory committee, and one advisory council, all of which provide advice on matters of special interest.

In addition to the offices of the City Manager, City Treasurer, City Clerk, and City Attorney, the City is organized into departments including Administrative Services, Community Development, Parks & Recreation, Public Safety (Fire and Police) and Public Works. Together, 104 FTEs support these departments. The City’s Fiscal Year (FY) 2025-26 budget totals \$129.1 million, including a General Fund Budget of \$69.7 million. The City’s adopted five-year capital program for FYs 2025-2030 totals \$164 million across all funds.

The City of San Carlos has a long tradition of stable governance, strong fiscal management, and strategic investment in public infrastructure. City leadership places a high value on community engagement, thoughtful planning, and maintaining the City’s small-town character while accommodating innovation and responsible growth.

To ensure the City is accomplishing its mission, it has conducted two different community surveys for more than a decade – a Citizen Opinion Survey once a year, and the Community Characteristics Survey the following year. Overall satisfaction is high and has remained remarkably consistent across all metrics, including quality of life, satisfaction

with City services, and responsiveness to resident needs. These surveys help inform Council and City staff as they make decisions about programs and projects.

Vision, Mission & Values

Vision: The City of San Carlos will continue to lead with confidence into the future as a desirable, vibrant, equitable, inclusive, and business-friendly community, admired by all as a great place to live, learn, work, and play.

Mission: The City of San Carlos provides high-quality services, facilities, and events to its residents in an equitable, sustainable, transparent, responsive, and friendly manner to foster an inclusive, safe, and healthy community now and in the future.

Core Values:

- Fostering a safe, diverse, welcoming, and engaged community that recognizes the importance of social equity.
- Ensuring fiscal responsibility and the sustainability of San Carlos’ resources, infrastructure, and social/cultural environment.
- Proactively protecting our physical environment from the threats of climate change and reducing greenhouse gas emissions.
- Recognizing the needs and challenges of the community and promoting its well-being.
- Demonstrating high ethical and professional standards, including high quality customer service.
- Leading and managing effectively by engaging the community, thinking strategically, remaining proactive, and planning for the future.
- Supporting the well-being of employees, investing in their development, and aligning staffing and resources with the demands of City Services.

THE CITY MANAGER'S OFFICE

The City Manager serves as San Carlos’ Chief Executive Officer and is responsible for implementing Council policies and overseeing all City operations. The City Manager appoints and leads a talented executive team that offers many decades of local government experience and tenure with the City.

The City Manager is supported by an Executive Assistant and an Assistant City Manager, who also oversees a team of three full-time employees, including a Communications Manager, and two Management Analysts.

The City Manager's Office not only oversees the daily operations of the organization but also provides essential support to the City Council, manages the City's communications and community engagement efforts, and leads the development and implementation of the Council's strategic plan. The Office also coordinates major projects and initiatives and directs staff and consultants in preparing for and responding to emergencies, ensuring the City remains informed, connected, and resilient.

Key Attributes and Characteristics

San Carlos' next City Manager will lead a talented, dedicated team committed to delivering exceptional services, maintaining and enhancing infrastructure, and fostering a high-quality of life throughout the community. The City Council annually identifies a clear set of strategic priorities that reflect the community's values and long-term aspirations. The Candidate selected will play a central role in advancing these priorities by coordinating policy development, aligning resources, and ensuring meaningful engagement with residents, businesses, and regional partners.

- **Climate Change Mitigation, Adaptation & Resilience:** Advance the City's Climate Mitigation and Adaptation Plan; integrate flood and sea-level rise resilience into planning and policy decisions; expand outreach on sustainability initiatives; and strengthen the City's emergency preparedness and community education efforts.
- **Downtown Vibrancy:** Implement the newly adopted Downtown Specific Plan; oversee initiatives that reflect the community's shared vision; and evaluate phasing and financing options to support long-term downtown vitality.
- **Housing Production & Affordability:** Support efforts to expand Below Market Rate housing; facilitate the completion of active development projects; and promote increased housing production to meet local and regional needs.
- **Mobility, Traffic & Transportation Infrastructure:** Collaborate with regional agencies on bicycle and pedestrian safety improvements;

implement the City's mobility and traffic-related master plans; introduce smart technologies to improve circulation and parking; expand community education; build partnerships to support trip-reduction strategies; and modernize Public Works technology systems.

- **Northeast Area Specific Plan:** Complete an environmental review; and present the goals, policies, and development standards that will guide growth in this important district for adoption by the City Council.
- **Recreation Services & Community Well-Being:** Oversee completion of the Parks Master Plan and related General Plan updates; advance planning for North Crestview Park; and explore opportunities to expand trail connections and enhance recreation facilities for all ages.

Additionally, the City is in the early stages of evaluating a potential general sales tax measure based on recent community survey results, with broad outreach planned through early 2026 to gather feedback and refine priorities. Should the City Council choose to proceed, formal ballot measure language would be considered in summer 2026 for the November 2026 ballot.

THE IDEAL CANDIDATE

The City of San Carlos is seeking a City Manager who brings a collaborative spirit, a steady hand, and a forward-looking perspective who can help the organization and community navigate an exciting period of opportunity. The ideal candidate will be an inclusive leader who builds trust across the organization, works seamlessly with a highly engaged City Council, and connects authentically with a well-informed and active community. This individual will value transparency, intellectual curiosity, and open dialogue, and will cultivate an environment where ideas are encouraged and thoughtful and respectful debate is welcomed.

The successful candidate will be confident and self-aware, capable of leading with humility, courage, and a willingness to learn. They will bring a growth mindset to the role, preparing the City and its workforce for the future through thoughtful change management and the strategic use of technology. They will also bring the vital insight needed to help the City Council align around shared priorities and the communication skills to engage with a diverse and well-informed community.

San Carlos is looking for a leader with both vision and follow-through, someone who can see the possibilities ahead and has a proven ability to turn ideas into results. A hands-on, engaged management style paired with creativity, resilience, and a passion for land use and planning will help this individual guide the City through a period of exciting transformation.

The ideal candidate will bring:

- A collaborative, team-oriented approach that empowers staff and supports organizational excellence.
- The ability to attract, develop, and retain talented employees.
- Strong communication skills and the ability to engage effectively with residents, stakeholders, and City Council.
- Visibility in the community while being accessible to residents and stakeholders.
- A hands-on, engaged management style paired with the strategic thinking needed to guide long-term initiatives.
- Exceptional strategic thinking skills, with the ability to anticipate challenges, identify opportunities, and align resources to achieve long-term community goals.
- Demonstrated success in managing change, modernizing systems, and advancing innovation across an organization.
- Political acumen and the ability to build alignment around shared goals and priorities.
- Proven negotiation skills and the ability to build consensus among diverse stakeholders, including regional partners, developers, and community groups.
- Insight into development opportunities and land use planning, with a keen understanding of how to balance economic growth, community character, and sustainability.
- Unwavering integrity and a commitment to ethical leadership and transparent decision-making.

A typical qualifying background would be five years of executive-level experience in local government or a comparable public agency, and a master's degree in public administration, public policy, or a related field.

COMPENSATION & BENEFITS

The City Council is committed to offering a competitive compensation package that reflects the current market and the candidate's experience while also being fiscally responsible. The current City Manager's salary after 17 years in the position is \$423,299. The starting salary for the City Manager position is anticipated to be near \$350,000, with the potential for growth based on performance and tenure. Salary is supplemented by attractive benefits that include, but are not limited to:

Retirement: California Public Employees' Retirement System (CalPERS) - 2% @ 55 for classic members (employee pays pre-tax contribution of 7%) or 2% @ 62 for new members under the Public Employee Pension Reform Act (employee pays pre-tax contribution equal to one-half of Normal Cost).

Deferred Compensation: May be considered.

Medical Insurance: A variety of insurance options for single and family coverage. Employees who have medical health coverage through another source with benefits comparable to the City plan may waive City coverage. The City will pay an amount equal to the current employee only contribution to the Section 125 plan for each month that the employee continues to receive health insurance through their spouse or another source.

Dental: City pays the full monthly premium for employees and dependent coverage.

Vision: City pays the full monthly premium for employees only.

Auto Allowance: Available.

Vacation Leave: 12-25 vacation days per year, depending on the length of service. Accrual rates can be based on prior service in CalPERS agencies.

Holidays: 11 City-paid holidays annually.

Sick Leave: 12 days of sick leave annually.

Administrative Leave/Floating Time: 80 hours per year of administrative leave and 24 hours per calendar year of float time, prorated at the time of hire.

Other Benefits: City-paid life insurance. Accidental death and dismemberment and long-term disability insurance; health care reimbursement and dependent care reimbursement accounts; employee assistance program and tuition reimbursement.

Hybrid Work Environment: San Carlos offers flexible work opportunities.

Potential candidates outside the Bay Area are strongly encouraged to research the cost of housing and overall cost of living in the area before applying.

Application & Selection Process

This recruitment will close at **11:59 pm on Sunday, January 25, 2026**. To be considered for this opportunity, upload a cover letter, resume, and a list of six professional references using the "Apply Now" feature at www.tbcrecruiting.com

TB&CO.

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Following the closing date, resumes will be screened against the criteria articulated in this brochure. Applicants with the most relevant qualifications will immediately be granted preliminary interviews by the consultants. Candidates deemed to be the best qualified will be invited to interview with the City Council. The City Council anticipates making an appointment in a timely manner following the completion of thorough background and reference checks. Please note that references will not be contacted until the final stage of the process and in close coordination with the candidate.

