



City of  
Santa Rosa  
Fire Department

# FIRE CHIEF





**Santa Rosa** is the urban heart of the wine country. It's the hub for all there is to explore in Sonoma County. With a focus on family and cultural diversity, Santa Rosa is a place with something for everyone. Have breakfast at a funky downtown coffee shop, take a bike ride through a vineyard or explore the majestic redwoods as you head out to the coast. Enjoy fresh, Sonoma-grown food and world-famous local beer and wine; then catch a music show, an art opening and so much more.

Come be apart of a vibrant city with endless possibilities!

### ABOUT THE CITY

Santa Rosa is the seat of Sonoma County and the center of trade, government commerce, and medical facilities for the North Bay. With 181,000 residents, Santa Rosa is the fifth largest city in the San Francisco Bay Area. It boasts many attractions usually found in larger cities – including a symphony, performing arts center, theater and internationally recognized restaurants. Despite the big city amenities, Santa Rosa still retains the warmth of a small town.

The surrounding area is home to over a hundred wineries and vineyards, 16 golf courses, beautiful parks and the spectacular Northern California coastline. The City has an excellent school system, a community college and a state university located nearby. Santa Rosa has been named one of the 50 greenest cities in the United States and was recognized for having one of the top five mid-sized downtowns in California.

#### WHAT'S NEARBY:

*Heart of the Wine Country*

55 Miles North of **San Francisco**  
30 Miles East of the **Pacific Ocean**  
209 Miles West of **Lake Tahoe**

### CITY GOVERNMENT

Santa Rosa was incorporated as a City by the State Legislature on March 16, 1868. Santa Rosa has operated under the Council-Manager form of government since its adoption in 1923. Policy making and legislative authority is provided under the authority of the City Council, consisting of seven members, all of whom are elected on a non-partisan basis. The City Council transitioned to direct elections and established seven Council districts. Three Council members were elected to represent even-numbered Council districts on November 6, 2018. Council members from the remaining odd-numbered Council districts will be elected this year, in 2020. Following the biennial Council election, the Council selects one of its members as Mayor, serving as the executive head of the City for a two-year term. The Council appoints the City Manager and the City Attorney. The City Manager is the administrative head of the City, who in turn appoints the heads of the various departments, including the Fire Chief.

**Recipient of the "All American City Award"**

~National Civic League (2007)



Santa Rosa's General Fund Budget for FY 2019-2020 is \$178.7 million and has a workforce of approximately 1,254 full-time equivalent employees.



## ABOUT THE FIRE DEPARTMENT

The Santa Rosa Fire Department (SRFD) is an organization committed to its Mission:

***"As a professional, all-risk fire department, we protect lives, property, and the environment through emergency response, prevention, and community involvement."***

SRFD provides a full range of services delivered in a responsive manner, with a focus on exceptional customer service. The Department's top priority is to ensure the safety and emergency preparedness of all citizens; achieved through outreach programs in fire prevention, public education, advanced life support, hazardous material safety and fire suppression activities.

SRFD has mutual aid agreements established with the Sonoma County Fire District and Kenwood.

The Department includes 151 employees comprised of a Fire Chief, a Deputy Chief, six Battalion Chiefs, one Fire Marshal, a non-sworn manager and administrative support staff serving a community of over 181,000 residents and covering a service area of 42 square miles. There are ten fire stations, strategically located throughout the city. The SRFD responds to more than 28,000 calls for service, per year, specific to fire response, emergency medical, rescue, and hazardous materials incidents.

The department provides fire suppression, rescue, first response emergency medical services, operations-level hazardous materials response, fire prevention, and life-safety services from all ten fire stations. Since 2016, the SRFD has held a Class 1 rating by the ISO (Insurance Service Office).

The Department is committed to enriching the quality of life for Santa Rosa residents, by protecting the lives, property and the environment, and by maintaining outstanding and collaborative relationships with other City departments, the community, and public safety partners throughout the Sonoma County region.

## KEY PRIORITIES FOR THE INCOMING FIRE CHIEF

- Enhance SRFD's training and staff development programs through coaching and mentoring of newly hired personnel.

## Santa Rosa was Voted as a "Best Place to Live"

~Livability

(2013, 2014, 2015, 2016, 2017)

Build a succession plan that ensures a well-trained, highly efficient team that demonstrates the core values of integrity, trust, teamwork, and service excellence.

- Establish a department-wide equity and inclusion action plan that includes strong internal equity policies, initiatives and programs while incorporating a robust equity program that addresses resource allocations and service delivery models that are consistent with Santa Rosa's commitment to race and equity.
- Establish an outreach recruitment and retention plan that attracts and retains diverse and qualified talent for the department.
- Conduct an organizational assessment including a SWOT analysis and community needs assessment/survey that includes an evaluation of apparatus, vehicles, equipment, and stations/facilities and make corresponding recommendations for funding to ensure adequate resources to support the public safety needs of the community.
- Identify new revenue sources and establish a SRFD Five-Year Revenue Projection Plan.
- Conduct an analysis and create a plan to enhance Wildlife incident response.
- Strengthen SRFD's fire prevention and EMS programs.
- Examine, update and codify SRFD's Policies and Procedures to ensure consistent application, including the implementation of safety initiatives and wellness policies; administration of programs and procedures to address firefighter wellness; minimize and prevent work related injuries; and promote a healthy work environment.

## ABOUT THE FIRE CHIEF POSITION

The Fire Chief is appointed by and reports directly to the City Manager. The Chief is responsible for leading the Santa Rosa Fire Department and ensuring "best in class" prevention and emergency response services and public education programs for the community. It is essential that the Fire Chief build collaborative and respectful relationships and provide high quality services that promote best practices; supply the department with adequate resources and professional training. The Chief will also set the tone for the department by promoting a well-trained, customer-centered approach that is also responsive, technologically advanced, inclusive, and reflects the mission and core values of the Santa Rosa Fire Department.

The Fire Chief is a key member of the City's Executive Team and performs highly technical, administrative, supervisory work centered around fire prevention, suppression, and

emergency medical services. Tasks may also include administrative duties such as formulating the Department's budget and providing periodic reports to the City Manager regarding Department activities. The Chief will enhance the City's comprehensive Disaster Preparedness Programs to upgrade resources in the Emergency Operations Center and will ensure City-wide EOC training is provided to employees. This position is a Fair Labor Standards Act (FLSA) Exempt position and is not eligible for overtime.



## THE IDEAL CANDIDATE

The Fire Chief must be a dynamic, external facing leader, with a demonstrated ability to be fully engaged and accessible to both employees and the community at large. Candidates must have a proven track record, building collaborative relationships within the community, City Council, City management, SRFD staff, labor unions and other critical stakeholders. The successful candidate must have the ability to shape and mentor a growing department, mixed with newly appointed firefighters and seasoned command staff; to take SRFD to the next level. The selected candidate must be a working Chief who is able to be an effective communicator and a good listener; who also possesses strong administrative, managerial, employee relations, strategic planning and budget management skills. It is critical for the candidate to have command and/or operational experience in all aspects of EMS, fire suppression, and prevention. The successful candidate must be politically savvy, approachable, inclusive, team-oriented and possess personal integrity and honesty, while being committed to developing a first-class organization.

Finally, the City of Santa Rosa seeks a Chief that will build trust, respect and credibility in the department and in the community; with a focus on encouraging diversity, engagement and inclusion.

## QUALIFICATIONS

- Minimum of seven (7) years of experience in fire suppression, emergency medical services, supervisory management and administrative experience with at least three (3) years at a Chief Officer level or in a senior managerial position.
- Graduation from an accredited college or university with a Bachelor's degree (with a preferred emphasis in fire science, public or business administration, or a closely related field). Completion of a Master's degree is highly desirable.

- Completion of the Fire Basic Training Academy or equivalent program and/or proven work experience.
- Possession of, or ability to obtain and maintain, a valid California Driver's License.
- Ability to successfully pass a comprehensive background investigation, with no felony convictions or disqualifying criminal history within the past seven years, as well as a pre-employment physical.

## SALARY AND BENEFITS

The current salary range for this position is \$168,355- \$217,510 (currently under review). The City also provides an excellent benefits package, including:

- CalPERS retirement system; CALPERS health plans, medical, dental and vision benefits, paid holidays, a retirement health savings account, vacation, sick and administrative leave; life insurance; long term disability insurance; a 457 deferred compensation plan.



## APPLICATION AND SELECTION PROCESS:

To be considered, please submit your resume and cover letter of interest, outlining the background and experience that makes you the ideal candidate for the City of Santa Rosa Fire Chief. Please submit your application materials electronically to: [santarosa.fc@thehawkinscompany.com](mailto:santarosa.fc@thehawkinscompany.com) by **December 11, 2020**. Resumes received by **December 11, 2020** will receive first consideration. The position is open until filled.

For additional information or questions, please contact Mr. Bill Hawkins by phone at: (213)308-0945, or via email at: [bill@thehawkinscompany.com](mailto:bill@thehawkinscompany.com), or you may contact Ms. Yonnine Hawkins Garr by phone at: (323)252-1655, or via email at: [yonnine@thehawkinscompany.com](mailto:yonnine@thehawkinscompany.com).



### THE HAWKINS COMPANY

8939 S. Sepulveda Blvd., #110-216  
Los Angeles, CA 90045  
[www.thehawkinscompany.com](http://www.thehawkinscompany.com)