



Santa Monica Fire Department
Fire Chief



THE COMMUNITY

The City of Santa Monica is one of California's premiere urban communities, a place where people take their dreams to come true. From the sunny coastline to the bustling restaurant and shopping life, residents of Santa Monica truly experience living in an idyllic destination city. A short drive away from the Los Angeles International Airport and connected to the greater Los Angeles area via light rail, both citizens and visitors of Santa Monica are able to partake in numerous arts, entertainment, and cultural attractions, such as the iconic Santa Monica Pier and Third Street Promenade. Spanning a total of approximately 8.3 square miles, Santa Monica is a small town with big city amenities and complexities.

Home to approximately 92,000 residents, Santa Monica has earned an international reputation as a progressive and forward-thinking municipality well known for its high quality of life, innovative policies and programs, uniquely participatory local democracy, and commitment to social and economic diversity, fair housing, the arts, and sustainability.

Santa Monica's seven neighborhoods house a residential population of approximately 71% renters, due in part to generous rent control and affordable housing policies. The approximately 9,858 businesses located in the city offer some 91,235 jobs. In addition to the City's beloved local businesses, everything from high profile entertainment companies and world class retail to small entrepreneurial start-ups call Santa Monica home, including Activision, Beautycounter,

Cedar Sinai, Hulu, Lionsgate, Providence St. John's, Snapchat, Twitter, and UCLA Health. Prior to the pandemic, approximately 5.6 million tourists visited Santa Monica annually, contributing to its economic strength.

THE GOVERNMENT

Santa Monica is a charter city with a council-manager form of government. The City Manager reports to a seven-member, part-time City Council which is elected at-large and designates its own mayor. The City Manager has a strong executive team that includes a Deputy City Manager, as well as the City's ten department directors. Santa Monica's level and breadth of services surpass those of other cities of comparable size. The city provides a full range of services, including police and fire protection, water and wastewater, street maintenance, public landscaping, a regional transit system that serves 13.2 million riders each year, parking, parks and recreation including 245 acres of beaches, five public libraries, planning, building and safety, the Santa Monica Pier, an airport, a cemetery, and a high level of support for social services, cultural programs, and public education.

As a AAA-rated city, Santa Monica has long relied on conservative fiscal assumptions to plan ahead. The city repositioned itself in response to the COVID-19 pandemic, restructuring operations and adopting a significantly reduced FY2021-22 operating budget of \$613.6 million, including 1,877 full time employees, putting the city on a financially sustainable track for the future.

SANTA MONICA FIRE DEPARTMENT (SMFD)

Founded on March 22, 1889, as the Santa Monica Hose and Ladder Company, the fire service has gone through many changes before its current iteration of a Class 1 Fire Department. In 1974, the Santa Monica Fire Department became the first fire department in the nation to deliver paramedic services by a fire engine company. As a Class 1 organization, SMFD provides highly specialized services, including a full-time hazardous materials unit, an urban search and rescue team, a dedicated airport response company, and an accredited fire academy and comprehensive all-hazards fire prevention division.

SMFD operates out of five stations and a Public Safety Facility that houses the Department's Administrative Offices and Fire Prevention Division. The Fire Chief, two Deputy Chiefs, Training Chief, Fire Marshal, and three Battalion Chiefs are supported by over 136.9 personnel (122 sworn and 14.9 non-sworn). The Department has a total budget of \$44,514,250 for FY 2021-22 and responds to approximately 19,000 calls annually, with over 80% consisting of EMS calls. The City has recently approved a Community Response Unit (CRU) to address the growing population of unhoused individuals.

MISSION STATEMENT

We believe in making a difference every day. We help people by preserving and improving the safety, health and wellbeing of our community.

We provide collaborative and innovative fire protection, emergency medical care and life safety services.

CORE VALUES

We are committed to service that honors our core values of **Integrity**, **Compassion**, **Teamwork**, **Accountability** and **Trust**.

Integrity: We adhere to the highest standard of conduct at all times.

Compassion: We treat those we serve as we want our own family treated. We are courteous and respectful to all, every time, every call.

Teamwork: Teamwork is the cornerstone of the fire service. We are committed to constantly working together and supporting each other toward a common goal of excellence in achieving our mission.



Accountability: We strive to meet the highest standard of the fire service, both personally and professionally. We are accountable to those we serve and to each other in all that we do.

Trust: Since 1889 we have faithfully served our community. We earn trust through our actions and behavior.

SMFD operates across four divisions.

Fire Suppression and Rescue: Is responsible for responding and effectively mitigating fire, medical, urban search and rescue (USAR), aircraft rescue firefighting (ARF), accident, and hazardous materials-related emergencies. This is accomplished through six (6) engine companies, one truck company, one Haz-Mat unit, one USAR and one ARF.

Fire prevention: Develops and implements programs designed to prevent or reduce the magnitude of emergencies such as loss of life and property, personal injury, or environmental damage. This division manages the City's Certified Unified Program Agency, (CUPA) program and enforces codes, ordinances and laws through inspection of new construction and existing buildings. It also offers public safety education to schools, community members and City employees in fire safety and disaster assistance response training.

Training Division: Provides and manages training for each Fire Department division, including recruitment programs and recruit training academy for firefighters. It is also responsible for coordinating regional training involving other area fire departments.



Administration Division: Consists of the Fire Chief and the administrative staff, which is responsible for establishing and implementing policy and procedures, evaluating operational effectiveness, and implementing improvements, setting the Department's goals and objectives, and managing both ongoing and one-time projects.

SANTA MONICA FIRE CHIEF

The City of Santa Monica seeks a strong, innovative leader to serve as the next Fire Chief. The Fire Chief reports to and confers with the City Manager on department policies and programs. As part of the executive team, the Fire Chief also collaborates with other department heads to ensure organization-wide policy formulation and implementation regarding all aspects of public safety. SMFD is known for their dedicated staff, being at the forefront of public safety technology and being the first to share resources. Although SMFD has long maintained many of its traditions, the department also thinks beyond the traditional roles of fire suppression and emergency medical services and has emerged as an industry leader in providing creative community risks reduction public safety services.

KEY RESPONSIBILITIES:

- Directs, plans, and manages the activities and staff of the Fire Department.
- Plans and coordinates emergency operations to ensure the prevention of death, injury, property loss and environmental damage.
- Formulates the Fire Department's organizational design, mission, goals, rules, policies, and procedures. Assesses the adequacy of fees, codes, and ordinances and follows up

appropriately to implement necessary changes.

- Recommends and implements approved changes to the City's fire protection system, which includes emergency response, prevention public education, and enforcement activities related to fire, rescue, medical emergencies, hazardous materials, building construction, transportation, and disaster preparedness.
- Plans and coordinates a community wide disaster preparedness program.
- Coordinates with outside agencies under various mutual aid agreements.
- Directs budget preparation and administration.
- Responds to major emergencies as appropriate.
- Oversees the selection of personnel, disciplinary actions, and training programs.
- Maintains effective working relationships with employee labor associations.
- Monitors, advises, and addresses, as appropriate, related local, county, state and federal legislation.



KEY PRIORITIES:

Santa Monica's next Fire Chief will assume leadership of a Fire Department with key challenges and opportunities to continue the Department's legacy as a world-class, innovative trendsetter in delivering outstanding services to the Santa Monica community.

- Provide strong, steady, and decisive leadership during a period of budgetary constraints while ensuring resources are allocated appropriately to meet the needs of the department from a capital and human resources perspective.
- Oversee the completion of a "best in class" Fire Academy and lead efforts to build a new fire station (permanent beach station) and update existing facilities and equipment.
- Initiate a department-wide transparent succession planning process that ensures service excellence, accountability, staff development, and training at all levels based on principles of diversity, equity, and inclusion. Also, the Chief will establish an equity and inclusion action plan that addresses the workforce race and gender representation disparities.
- Provide leadership and support to the membership as they adjust to providing public safety services in a post pandemic environment with emphasis on the well-being of all department personnel in a manner that fosters positivity, teamwork, and accountability at all levels.
- Serve as a trusted leader in the community who is a key ambassador for public safety and community well-being.
- Continue to implement new technology to enhance the department's overall efficiency.
- Be a key partner in addressing issues that arise from the growing population of unhoused individuals; collaborate with other city departments to implement policies and procedures that allow for effective approaches for ensuring public safety.

THE IDEAL CANDIDATE

The City of Santa Monica is looking for an experienced and energetic leader to be the next Fire Chief of the Santa Monica Fire Department. A strong leader who is collaborative and mindful of the role the Fire Chief plays as the touchstone of the Fire Department for the community. The next Fire Chief will have

experience managing a fire department that extends past traditional fire suppression and understands the importance of maintaining policies and procedures that promote public safety awareness. Additionally, the next Chief will be an adept communicator with an empathetic spirit who can guide the Fire Department in post-pandemic conditions and understands the importance of prioritizing the health and well-being of its membership.

The successful candidate will have a unique opportunity to shape and mentor a growing department with newly appointed firefighters and foster a culture of positivity and vision. One of the Chief's primary goals will be to develop a succession plan for Chief Officer vacancies due to anticipated retirements. This creates a huge opportunity for employee development and succession planning.

The Fire Chief is responsible for overseeing the areas of fire prevention/life safety, training/emergency medical services, community preparedness, operations, and administration. Top candidates for consideration will have a proven track record of leadership in all aspects of best-in-class fire services delivery. The ideal candidates must possess outstanding interpersonal skills and demonstrated abilities in community engagement. In order to successfully lead SMFD, the Fire Chief must be a strong collaborator who is decisive, a problem-solver, and a critical thinker. Building and sustaining strong relationships is key, along with the ability to navigate successfully in a political and unionized environment.

Other key attributes include an ability to develop and administer complex budgets, a sophisticated operational background coupled with strong analytical skills.





MINIMUM QUALIFICATIONS:

Education: Graduation from an accredited college or university with a bachelor's degree in fire science, technology or administration; public or business administration; or a related field is required.

Experience: Six (6) years of progressively responsible experience administering and managing emergency and non-emergency activities in a Fire Department with at least three (3) years as a Chief Officer.

COMPENSATION & BENEFITS

The salary range for this position is \$240,480 - \$296,892/year depending on qualifications and experience. Santa Monica offers a competitive benefits package including the following:

- **City Paid Health Insurance:** Effective January 1, 2021, the City pays 92% of the medical insurance premium for employees and eligible dependents with the employee contributing 8%.
- **Retiree Medical Insurance:** The City makes a contribution into a retiree medical trust (\$173.10 per month as of January 2021).

- **Supplemental Retirement Plans:** 457 and 401(a) deferred compensation plans are available with a City contribution of \$190 per month to the 401(a) or, alternatively, the 457 plan. The 401(a) plan, which an employee can elect to "opt-out" of, is funded through a \$625 per month employee contribution.
- **CalPERS Retirement:** 3% at 55 formula for Classic CalPERS members receive 3% at 55 with an employee contribution of 11.5%. New CalPERS members receive 2.7% at 57 with an employee contribution of 11.25%.

To be considered, please submit your resume and cover letter of interest outlining the background and experience that makes you the ideal candidate electronically to smfd.fc@thehawkinscompany.com by **September 3, 2021**. Resumes received by **September 3, 2021** will receive first consideration. Materials should reflect size and scope of management experience including staffs managed, budgets administered, and significant fire service accomplishments.

For additional information or questions, please contact Ms. Tisa Jones 213-309-7984, tisa@thehawkinscompany.com or Ms. Yonnine Hawkins Garr at 323-252-1655, yonnine@thehawkinscompany.com.



THE HAWKINS COMPANY

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