



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 restaurants 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 93,000 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, Beauty counter,

Cedars 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.

As one of Los Angeles County's most popular and internationally recognized coastal communities, Santa Monica has been chosen to host beach volleyball in the 2028 Olympics. This event will require extensive planning and collaboration with multiple stakeholders.

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 an Assistant City Manager and Deputy City Manager, as well as the City's 11 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 an AAA-rated city, Santa Monica has long relied on conservative fiscal assumptions to plan ahead. The 2023-24 operating budget is \$740.9 million and includes 2,097 full-time equivalent employees.

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 standing as 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. The Santa Monica Fire Department recently completed its first-ever Strategic Plan. This plan will serve as a roadmap to help realize a shared vision between the community and the Department.

SMFD operates across five divisions

Fire Suppression and Rescue: Is responsible for responding and effectively mitigating fire, medical, urban search and rescue (US&R), aircraft rescue firefighting (ARF), accident, and hazardous materials-related emergencies. This is accomplished through seven (7) engine companies, one truck company, one Haz-Mat unit, one US&R and one ARFF.

Fire Prevention Division: 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.

Emergency Medical Services: Approximately 80% of all Fire Department responses are medical in nature. The Emergency Medical Services (EMS) Division ensures that when a call for help is received, the necessary expertise will be provided. In fact, the EMS Division ensures that all Santa Monica firefighters are minimally certified as Emergency Medical Technicians and that over half are licensed as Paramedics.

SMFD operates five Fire 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, EMS Chief, Fire Marshal, and three Battalion Chiefs are supported by over 137 personnel (121 sworn and 16 non-sworn). The Department has a total budget of \$54 million for FY 2022-23 and responds to approximately 17,800 calls annually.

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.

SANTA MONICA FIRE CHIEF

The City of Santa Monica seeks a strong, innovative, and inclusive 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:

The incoming Chief will assume leadership of a Fire Department with significant promising opportunities. The Chief's role will involve building upon the Department's established reputation as a world-class, innovative trendsetter in delivering exceptional services to the Santa Monica community. The Chief will champion key priorities such as:

- 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 continue to lead efforts to build a new fire station (permanent beach station) and update existing facilities and equipment.
- Lead 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 continue implementing a work plan that addresses the workforce's 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 seeking an experienced, energetic, and engaging leader to continue building on the department's established foundation. 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 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 play a pivotal role in shaping and guiding a growing department, which includes recently appointed command staff and firefighters. The Chief will be instrumental in fostering a positive and forward-facing organizational culture. A key focus for the Chief will be to develop a succession plan to prepare for upcoming Chief Officer retirements, presenting a significant chance to prioritize employee growth and effective succession strategies. The Fire Chief will have a commitment to diversity initiatives and values and actively work to ensure the Fire Department is reflective of the diverse community it serves. The Department has established a workgroup to identify opportunities to further promote Diversity Equity and Inclusion efforts.



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 being an external facing leader interacting with the community. In order to successfully lead SMFD, the Fire Chief must be a strong collaborator who is decisive, a strategic problem-solver, and a critical thinker. Building and sustaining strong relationships is key, along with the ability to navigate successfully in a highly political and unionized environment.

Essential qualities include exceptional interpersonal skills, adeptness as an outward-facing leader who actively engages with the community, and is able to foster robust relationships.

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.

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 \$258,840 - \$319,560 annually depending on qualifications and experience. The salary range will receive a 2% COLA effective July 2024. 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 (\$180.09 per month as of January 2023). A participant in

the Executive Pay Plan who retires from the City of Santa Monica and whose age upon retirement, when added to the participant's years of service with public agencies, equals or exceeds 70, and who has also completed at least five years of service with the City of Santa Monica, is entitled to a City-paid medical insurance plan upon retirement. For eligible retirees who are between ages 65 and 70, that plan shall be a Medicare-supplement plan.

- **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:** Classic CalPERS members receive 3% at 55 with an employee contribution of 9% for this year. New CalPERS members receive 2.7% at 57 with an employee contribution of 11% for this year.

To receive initial consideration, 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 **October 13, 2023**.

Materials should reflect size and scope of management experience including staffs managed, budgets administered, and significant fire service accomplishments.



THE HAWKINS COMPANY

8939 S. Sepulveda Blvd., #110-216
Los Angeles, CA 90045
www.thehawkinscompany.com

For additional information or questions, please contact

Ms. Tisa Jones, 213-309-7984,
tisa@thehawkinscompany.com or
Ms. Yonnine Hawkins Garr, 323-252-1655,
yonnine@thehawkinscompany.com or
Ms. Adrienne Montgomery, 310-995-3884,
adrienne@thehawkinscompany.com, 310-995-3884.

The City of Santa Monica is a progressive, inclusive and culturally-rich community. As leaders in public service, we strive to be an employer of choice by attracting and retaining a highly-talented workforce where people of diverse races, religions, cultures and lifestyles thrive. Our goal is to create a welcoming and inclusive environment where our staff are empowered to perform at their highest level and where their differences make a positive impact. The City is an equal opportunity employer and strives to build balanced teams from all walks of life without regard to race, color, ethnicity, religion, national origin, age, sex, sexual orientation, gender identity, marital status, ancestry, disability, genetic information, veteran status, or any other status protected under federal, state and/or local law. We aim to create a workplace that celebrates and embraces the diversity of our employees.