



## **Deputy Director of Public Works - Transportation**

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## COMMUNITY PROFILE

Strategically located on the thriving eastern shore of the San Francisco Bay, the City of Hayward (population 161,000 in 64 square miles) has steadily grown, developed, and continued to reinvent itself since its beginnings in the 1800s.

The Bay Area is a hive of technological innovation, and Hayward is in the center of it all: 25 miles southeast of San Francisco, 14 miles south of Oakland, 26 miles north of San Jose, and connected directly to Silicon Valley by the seven-mile Hayward/San Mateo Bridge and a short leg of I-880. With three international airports within 25 minutes, its own executive airport, two BART stops, and a central Amtrak station, Hayward is perhaps the most connected city in the region.

Today, Hayward is on the cusp of yet another evolution, leveraging its unparalleled location, relative affordability, and a wide range of quality-of-life benefits to catch the eye of everyone from Fortune 500 companies to young professionals, families, tech startups, and major developers.

Billed as the second-most diverse city in the state of California and the third-most nationally, Hayward boasts a vibrant mix of cultures and customs. A wide range of community-wide events supported by volunteers and civic organizations provide countless opportunities to unify residents in a celebration of community spirit. Hayward is also rich in cultural facilities and prominent heritage sites. Museums, theatres, galleries, and displays of public art are plentiful, highlighted by the City's Japanese Garden,

the Douglas Morrison Theatre, the Hayward Area Center for History and Culture, and numerous art galleries. The City is rich with public art as well, headlined by its nationally recognized mural arts program. These elements form a rich tapestry in Hayward's historic downtown, a resurgent food and entertainment hub with excellent transit connectivity.

With many other attractive qualities – California State University, East Bay; a modern City Hall adjacent to BART; historic downtown buildings; a PGA-stop championship golf course; an ideal climate; and easy access to the rest of the Bay Area – joining the City of Hayward's management team is a unique opportunity within the public sector: a chance to exercise innovative leadership and an opportunity to continue the tremendous forward momentum of one of the Bay Area's most dynamic cities.

## THE CITY OF HAYWARD

The City of Hayward was incorporated in 1876 as a Charter City. Operating under the Council/Manager form of government, the Mayor is directly elected, and six Council Members are elected for alternating, four-year terms. In keeping with its status as an established but growing community, the Hayward City Council has focused its priorities on maintaining and enhancing neighborhoods and quality of life and preparing the community for the future.

The Mayor and Council appoint the City Manager, City Clerk, and City Attorney. The City Council and management staff place a premium on a team management approach, quality customer service, innovation, accountability, and cost-effective service delivery in meeting the needs of each neighborhood and the community.

Recently named an All-America City in 2016, Hayward counts itself amongst an elite group of cities nationwide recognized for the strides made by community groups and local governments to tackle key issues such as hunger, homelessness, and health care access.

With a workforce of over 890 full-time employees and an operating budget of \$315 million and \$158 million capital budget, the City provides a full range of services to its residents. City Departments

<https://hayward-ca.gov/your-government/departments/transportation-division>

include: City Attorney's Office, City Clerk's Office, City Manager's Office, Development Services, Finance, Fire, Human Resources, Information Technology, Library & Community Services, Maintenance Services, Police, Public Works: Transportation and Engineering, and Utilities and Environmental Services.

## THE TRANSPORTATION DIVISION

The Transportation Division is responsible for transportation planning and engineering. Reporting to the Deputy Director are three engineers, a transportation planner, and two technicians. The City is involved in a number of transportation studies and projects, both within the City and on a regional level. Additional information can be found at: <https://www.hayward-ca.gov/your-government/departments/transportation-division>

## THE POSITION

Under general direction of the Director of Public Works, the Deputy Director of Public Works - Transportation plans, directs, supervises, and reviews the activities, projects, and programs in the Transportation Division. Specific responsibilities include:

- Representing and advocating for the City at the Alameda County Transportation Commission (Alameda CTC), and its various committees, and serving as the Technical Advisory Committee member at the Alameda CTC.
- Working with the Metropolitan Transportation Commission (MTC), Alameda CTC, Caltrans, and other outside agencies to identify grant opportunities and prepare grant applications.
- Leading and fostering the City's implementation of bicycle and pedestrian initiatives and projects.
- Establishing and maintaining good working relationships with community groups and other transportation-related stakeholders.
- Coordinating the City's Transportation Division activities with other City departments, divisions, and sections, and with outside agencies.
- Representing and advocating for the City on issues related to the Union Pacific Railroad's Capital Corridor and other public transit agencies, including Bay Area Rapid Transit (BART) and AC Transit.

- Coordinating City's participation in regional projects within the City and those with potential impacts on the City.
- Developing and implementing strategies to promote and improve the safe, orderly, and efficient movement of pedestrian and vehicular traffic, including signs, markings, and traffic control devices.

## OPPORTUNITIES AND CHALLENGES

The next Deputy Director of Public Works - Transportation will be presented with many known challenges and opportunities in which to make an impact on the community, including:

- Significant opportunities to be the face of Hayward in transportation matters, with support from a strong and competent staff. The next Deputy Director will increase Hayward's involvement and advocacy with regional entities, such as the Alameda County Transit Commission, CalTrans, Bay Area Rapid Transit, the Union Pacific Railroad, and the Metropolitan Transportation Commission, to ensure proper representation of Hayward's interests and appropriate funding for Hayward projects.
- Continuing to deliver projects that improve multimodal transportation. Hayward is strongly invested in becoming more bicycle and pedestrian friendly and the next Deputy Director will have the opportunity to help shape transportation in Hayward in ways that will have long lasting impacts.
- Finalizing and implementing a Traffic Impact Fee that is currently under development.
- Implementing a Vision Zero program, for which the next Deputy Director will be the champion.



## THE IDEAL CANDIDATE

The ideal candidate will be a transportation professional with a track record of collaboration and accomplishment through regional relationships. Strong communication skills and experience with transportation advocacy are critically important. While technical skills in the field are important, the candidate's ability to leverage strong collaborations and effective relationships is most needed.

In Hayward, a high priority is placed on customer service for all its residents, developers, and other commercial customers. The ideal candidate will have a customer service mindset and the ability to permeate that culture throughout the organization.

The ideal candidate will also have a proven track record of implementing "complete streets" projects in close cooperation with residential and business communities.

## QUALIFICATIONS

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

**Education:** A Bachelor's degree from an accredited college or university with major course work in transportation planning, engineering, or public administration, including or supplemented by special study in transportation planning and/or engineering. A Master's Degree is desirable.

**Experience:** Five years of progressively responsible experience in transportation planning and/or traffic engineering, including two years of supervisory experience.

## COMPENSATION

The salary for this executive position is \$154,668 - \$188,032, with placement within the range dependent upon qualifications. Additionally, the selected candidate will enjoy excellent benefits including:

**CalPERS Retirement System:** All eligible employees become members of the California Public Employees Retirement System (CalPERS). This program provides 2.5% @ 55 years of age for CalPERS classic members (11% employee contribution) and 2.0% @ 62 for CalPERS new members (9.25% employee contribution). The City does not contribute to Social Security.

**Annual Leave:** Vacation accrual of up to five weeks (negotiable, depending on experience); up to 14 days of management leave; 14.5 paid holidays; and sick leave at 12 days.

**Insurance:** The City offers excellent benefits for its employees including medical, dental, and vision coverage, in addition to short and long-term disability coverage.

**Other Benefits:** The City offers an Employee Assistance Program. Employees can also elect enrollment in deferred compensation, VEBA, and/or Pre-Paid Legal.

## HOW TO APPLY

This is a confidential process and will be handled accordingly throughout the various stages of the process. Candidates should be aware that references will not be contacted until mutual interest has been established.

All interested candidates should apply by **October 4, 2021**, to Ralph Andersen & Associates by sending a compelling cover letter and a comprehensive resume to [apply@ralphandersen.com](mailto:apply@ralphandersen.com). Preliminary video screening interviews will be followed by a comprehensive interview process tentatively set for early August 2021. Additionally, a supplemental questionnaire may be required with responses to specific questions.

For further information or questions on the recruitment process, please contact Mr. Greg Nelson at (916) 630-4900. Confidential inquiries are welcomed.



**The City of Hayward is an  
Equal Opportunity Employer.**