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THE CITY ORGANIZATION

Founded in 1870, incorporated in 1964, Morro Bay began as a port to export local commodities. Today, Morro Bay is a general-law city that operates under the Council-Manager form of government. The five-member City Council consists of the directly-elected Mayor, elected to a two-year term, and four City Council Members elected to 4-year terms.

The City of Morro Bay enjoys a very engaged citizenry, with high voter turnouts and a high degree of input on items of community interest. With 98.75 full-time staff, the City provides a full-spectrum of municipal services to its citizens through the following departments: Police, Fire, Public Works, Community Development, Finance, and a dedicated Harbor Department. All department heads report directly to the City Manager. In addition to the department heads, a Deputy City Manager is also a direct report and oversees economic development, tourism, recreation, information technology and public engagement. An organizational chart can be viewed at: www.raa.careers/Morro-Bay-CM

The City of Morro Bay’s adopted FY 2018 budget is $13.6 million for the general fund and $28.3 for all other funds. Unique among most municipalities, the City owns a sizable tract of land along the harbor and leases parcels to local businesses along the Embarcadero, generating approximately $2 million in revenue annually.

THE OPPORTUNITY

The next City Manager for the City of Morro Bay, California will enjoy working with a high-functioning and respectful City Council in an idyllic location along California’s Central Coast. A talented and dedicated staff will support the City Manager in executing the Council’s vision in this community abundant with small-town charm. The selected candidate will enjoy living in a beautiful, oceanside environment with a priceless quality of life.

OPPORTUNITIES AND CHALLENGES

The next City Manager will be presented with a number of known challenges and opportunities in which to excel, including:

- The most immediate challenge for the next City Manager will be shepherding the construction of a wastewater treatment and water reclamation facility. The current wastewater treatment plant must be replaced and the current construction costs are estimated at over $150 million. The City is evaluating options to complete this necessary project with a reduced burden to citizens.
- Morro Bay has a highly engaged citizenry, with diverse opinions and high voter turnout. The next City Manager must believe in open government and embrace the public engagement process.
- Like most California cities, the recent adjustment of the discount rate by CalPERS has created an imbalance in the City’s financial outlook. In approximately three years, a significant adjustment will need to be made to revenues, expenses, or both.
- The City of Morro Bay has made significant investments into long-range planning. The next City Manager will have the opportunity to execute plans that have been years in the making. The City’s General Plan and Local Coastal Program update is nearly complete. The draft Downtown Waterfront Strategic Plan and a five-year Economic Development Strategic Plan have been published.
- While Morro Bay is essentially built-out, significant commercial and infill development opportunities are anticipated. In addition, the potential for redevelopment of the closed Morro Bay Power Plant site, and interest in bringing off-shore wind energy off our coast, could bring significant opportunities to the City.

THE COMMUNITY OF MORRO BAY

The City of Morro Bay is one of seven cities located in San Luis Obispo County, California. Located on the Central Coast, Morro Bay enjoys a spectacular mild Mediterranean climate and offers endless opportunities for an outstanding quality of life. The miles of uncrowded beaches are ideal for running, walking, and horseback riding as well as all varieties of watersports including surfing, sailing, fishing, and paddle boarding. The nearby hills offer a great venue for hiking and biking. Just inland are the cities of Paso Robles and San Luis Obispo where over 150 world-class wineries are located. The cities of Monterey and Santa Barbara are also nearby. Located midway between Los Angeles and San Francisco, Morro Bay covers 10.3 square miles and is home to a population of 10,544. Morro Bay retains its small-town charm with friendly people and streets lined with local businesses.

QUALIFICATIONS

The following are minimum qualifications for this position:

Education: A Bachelor’s degree from an accredited college or university with a degree in public administration, political science, business management, or a closely related field. A Master’s degree is desired.

Experience: Five years of high-level experience in municipal administration.

WWW.MORRO-BAY.CA.US
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The next City Manager must be experienced, well qualified, and possess exceptional skills to be a leader – not just an administrator. The following traits will be key ingredients for success:

• A respect and appreciation for community engagement is critical to the success of the next City Manager. Such an approach will be well-received by both the Council and community and will engender trust in city government. Similarly, the next City Manager should have the ability to astutely read community sentiments and translate them into proposed courses of action for the Council’s consideration.

• A coaching and mentoring approach with staff, along with an appreciation for professional development and succession planning, are highly valued in the City. The Council is very interested in having the City Manager play a strong role in the development of an already strong team.

• Morro Bay’s small-town atmosphere is one of its greatest assets and the City Manager will be expected to become a friendly fixture in the community, engaging citizens and earning their trust. He or she should be genuine, approachable, invested in the City, and serve as a positive reflection of the City Council.

• An experienced Public Sector management professional, preferably with a background in city management, will be most successful. Additionally, experience related to municipal finance and economic development will be beneficial. The Council is interested in an assessment of municipal operations through fresh, experienced eyes.

• The selected candidate will enjoy working with a respectful and high-functioning City Council and will have the skill set to assist the Council in the continued development of their vision and direction for the City of Morro Bay.

• Prior experience with the construction of a wastewater treatment facility would be valuable, as will an overall familiarity with water issues in California, to help guide the City through this critical period.

• A strong work ethic will be a key trait important for success. The City Manager should be energetic, committed, and genuinely interested in the individual health and happiness of City staff.

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