

CEA ACTION PROPOSAL

Page 1 of 6

Per California Code of Regulations, title 2, section 548.5, the following information will be posted to CalHR's Career Executive Assignment Action Proposals website for 30 calendar days when departments propose new CEA concepts or major revisions to existing CEA concepts. Presence of the department-submitted CEA Action Proposal information on CalHR's website does not indicate CalHR support for the proposal.

A. GENERAL INFORMATION

1. Date

2024-03-22

2. Department

SF Bay Conservation & Development Commission (BCDC)

3. Organizational Placement (Division/Branch/Office Name)

Executive/Legislative and External Affairs

4. CEA Position Title

Director of Legislative and External Affairs

5. Summary of proposed position description and how it relates to the program's mission or purpose. (2-3 sentences)

The Director of Legislative and External Affairs will be responsible for providing coordinated and cohesive direction related to legislative and external affairs in support of BCDC's strategic vision and mission as well as key priorities of the Administration. The incumbent will be responsible for developing a strategy and proactive agenda to advance BCDC's interests and bringing external perspectives back into the organization to help inform BCDC's strategies.

6. Reports to: (Class Title/Level)

Executive Director/Exempt

7. Relationship with Department Director (Select one)

- Member of department's Executive Management Team, and has frequent contact with director on a wide range of department-wide issues.
- Not a member of department's Executive Management Team but has frequent contact with the Executive Management Team on policy issues.

(Explain):

8. Organizational Level (Select one)

- 1st
- 2nd
- 3rd
- 4th
- 5th (mega departments only - 17,001+ allocated positions)

CEA ACTION PROPOSAL

B. SUMMARY OF REQUEST

9. What are the duties and responsibilities of the CEA position? Be specific and provide examples.

External Affairs 30%

- Directs agency's communications operations including developing relationships with the media, crafting official comments and press releases, and providing guidance to staff and Commissioners on media-related issues.
- Serves as primary spokesperson for news media inquiries regarding BCDC actions, policies, and programs. Performs duties associated with both proactive and reactive press relations including overseeing organizational responses to inquiries, finding spokespeople, preparing media releases, and monitoring media coverage. Prepares speeches and other communications for BCDC leaders to deliver at events, conferences, and other public forums.
- Identifies and develops communication strategies for newsworthy actions and activities. Serves as a key advisor to the Executive Director on public affairs issues, keeping them apprised of trends in external political, social, environmental, and sustainability domains. Develops and executes plans, goals and objectives that align with the BCDC's public policy priorities. Works closely with BCDC leadership and staff in developing messaging of policy positions.
- Develops outreach materials for the public, serves on the website strategy team of BCDC's public website, coordinates activities of the internal social media team, participates in collaborative projects, and provides crisis communications messaging for the agency when necessary to ensure consistent and positive brand messaging.

Legislative Affairs 30%

- Coordinates, plans, organizes, and directs BCDC's state and federal legislative program; identifies the need for legislation; determines alternatives, develops recommendations, and identifies strategies concerning potential legislative proposals; drafts legislative language; secures legislative authors as needed; presents analyses and recommendations at the commission meetings; testifies before legislative committees; coordinates the development of required legislative reports, and evaluates and responds to proposed modifications as they arise.
- Monitors the status of legislation; analyzes and coordinates analysis on bills affecting BCDC and recommends the department's position; negotiates amendments to make bills more amenable to the department; analyzes and coordinates enrolled bill reports for legislation passed by the Legislature and sent to the Governor. In the development of legislative analysis and recommendations, collaborates with subject matter experts to determine the full impact on the department from a policy, fiscal, legal, and equity impact.
- Negotiates with legislative staff and principals on behalf of BCDC, collaboratively determines best approaches to creating, promoting, and resolving legislative issues, including analyzing alternatives and amendments.
- Acts as the liaison with legislative staff of the Natural Resources Agency, other agencies and departments, and the Administration. Responds to questions from the Legislature, Congress, and other entities concerning legislative issues.

Local Government Outreach 30%

- Coordinates and engages with external stakeholders on behalf of BCDC to build effective coalitions and gain insights, input, and advance BCDC's interests. Represents BCDC with external stakeholders, identifies earned speaking opportunities, and works with BCDC staff to identify appropriate topics and speakers.
- Performs outreach to local governments regarding BCDC's policies, programs, and processes to educate city/county/special district staff about how BCDC works – and how to work best with BCDC. Develops and implements advocacy strategies and effective relationships to promote BCDC's interests. Maintains a broad understanding of current and future partners' strategies, goals, and initiatives to enable growth opportunities.
- Incorporates key lessons from BCDC divisions and Commissioners to create prioritized list of topics to include in outreach briefings.
- Collaborates with divisions to recommend adjustments to programmatic and process-driven concerns raised by local governments.

Directs Coastal Zone Management (CZM) Learning Program 10%

- Creates formal system to learn lessons from other CZM programs, and work with BCDC staff to apply those lessons so that BCDC can retain its status as a model CZM agency.
- Serves as primary staff contact for National Oceanic and Atmospheric Administration (NOAA) and Coastal States Organization (CSO) to participate actively in those national programs that will enable BCDC to retain its status as a model CZM agency.

CEA ACTION PROPOSAL

B. SUMMARY OF REQUEST (continued)

10. How critical is the program's mission or purpose to the department's mission as a whole? Include a description of the degree to which the program is critical to the department's mission.

- Program is directly related to department's primary mission and is critical to achieving the department's goals.
- Program is indirectly related to department's primary mission.
- Program plays a supporting role in achieving department's mission (i.e., budget, personnel, other admin functions).

Description: BCDC's mission is to protect and enhance San Francisco Bay and to encourage the Bay's responsible and productive use for this and future generations. BCDC is the only government agency with the appropriate regulatory authority and jurisdiction to lead this effort as provided by the McAteer-Petris Act. This executive level position provides critically important political and communications analysis, strategy, and advice to senior staff and the Commission as it relates to the formulation, development and implementation of policies to better implement its goals. The Director of Legislative and External Affairs prepares and presents BCDC's positions on legislation and other issues under its jurisdiction. This level of input is a significant factor in the development and evaluation of agency policy. The position would work directly with senior staff and the Commission to advise them on legislative, governmental, coastal zone management, and public participation matters, and would be involved in shaping and advancing policy priorities. This position coordinates with the Executive Director, senior staff, and Commissioners on all matters pertaining to the annual legislative session; analyzes, interprets and drafts legislation; monitors the progress of all legislation; meets with and responds to the Executive Branch, media, and legislative inquiries; represents the Executive Director and BCDC on legislative and public affairs related matters; meets with individuals and provides public information documents to maximize public involvement. This position also participates in policy and program development decisions; serves as the liaison with other governmental agencies for program compatibility; establishes and maintains relationships with the Governor's Office, the California Natural Resources Agency, and State regional and local governmental agencies and performs duties and responsibilities as assigned by the Executive Director. These functions are directly related to the BCDC's primary mission, and essential to achieving its goals.

CEA ACTION PROPOSAL

Page 4 of 6

B. SUMMARY OF REQUEST (continued)

11. Describe what has changed that makes this request necessary. Explain how the change justifies the current request. Be specific and provide examples.

Since the Governor's California Climate Commitment legislation was signed in 2022, there has continued to be an increasing policy emphasis on climate change and sea level rise. BCDC has identified a greater programmatic need for an executive level position (CEA A) that is focused on providing critically important political and communications analysis, strategy, and advice to senior staff and the Commission as it relates to the formulation, development and implementation of policies to better implement its goals. The Director of Legislative and External Affairs will prepare and present BCDC's positions on legislation and other issues under its jurisdiction. This level of input is a significant factor in the development and evaluation of agency policy. The position would work directly with senior staff and the Commission to advise them on legislative, governmental, coastal zone management, and public participation matters, and would be involved in shaping and advancing policy priorities. This position coordinates with the Executive Director, senior staff, and Commissioners on all matters pertaining to the annual legislative session; analyzes, interprets and drafts legislation; monitors the progress of all legislation; meets with and responds to the Executive Branch, media, and legislative inquiries; represents the Executive Director and BCDC on legislative and public affairs related matters; and meets with individuals and provides public information documents to maximize public involvement. This position also participates in policy and program development decisions; serves as the liaison with other governmental agencies for program compatibility; establishes and maintains relationships with the Governor's Office, the California Natural Resources Agency, and State regional and local governmental agencies and performs duties and responsibilities as assigned by the Executive Director. This change will allow BCDC to more proactively, efficiently, and comprehensively address the ongoing climate change and sea level rise initiatives along with other mission-related legislation, public affairs, and local government goals and objectives.

CEA ACTION PROPOSAL

C. ROLE IN POLICY INFLUENCE

12. Provide 3-5 specific examples of policy areas over which the CEA position will be the principle policy maker. Each example should cite a policy that would have an identifiable impact. Include a description of the statewide impact of the assigned program.

- **EXTERNAL AFFAIRS:** Serves as primary spokesperson for news media inquiries regarding BCDC actions, policies, and programs. Serves as a key advisor to the Executive Director on public affairs issues, keeping them apprised of trends in external political, social, environmental, and sustainability domains. Develops and executes plans, goals and objectives that align with the BCDC's public policy priorities to promote efficiency of the organization. Develops social media policy, coordinates activities of the internal social media team, serves on the website strategy team of BCDC's public website, participates in collaborative projects, develops outreach materials for the public, and provides crisis communications messaging for the agency when necessary to ensure consistent and positive brand messaging.
- **LEGISLATIVE AFFAIRS:** Coordinates, plans, organizes, and directs BCDC's state and federal legislative program. Monitors the status of legislation; analyzes and coordinates analysis on bills affecting BCDC and recommends the department's position; negotiates amendments to make bills more amenable to the department; analyzes and coordinates enrolled bill reports for legislation passed by the Legislature and sent to the Governor. In the development of legislative analysis and recommendations, collaborates with subject matter experts to determine the full impact on the department from a policy, fiscal, legal, and equity impact to influence policy accordingly.
- **LOCAL GOVERNMENT OUTREACH:** Coordinates and engages with external stakeholders on behalf of BCDC to build effective coalitions and gain insights, input, and advance BCDC's interests. Develops and implements advocacy strategies and effective relationships to promote BCDC's interests. Maintains a broad understanding of current and future partners' strategies, goals, and initiatives to enable growth opportunities.
- **COASTAL ZONE MANAGEMENT (CZM):** Collaborates with the National Oceanic and Atmospheric Administration (NOAA) and Coastal States Organization (CSO) and creates formal system to ensure BCDC uses best practices from other CZM programs and retains its status as a model CZM agency.
- **COMMISSION POLICIES:** Besides making and influence policy as related to external affairs, legislation, local government, and coastal zone management in this specific role, this position will develop, evaluate, and implement all BCDC policies a member of senior staff.

CEA ACTION PROPOSAL

C. ROLE IN POLICY INFLUENCE (continued)

13. What is the CEA position's scope and nature of decision-making authority?

As part of the McAteer Petris Act, BCDC has jurisdiction over 9 counties along the Bay's shoreline. The southernmost is Santa Clara County north to Marin County, east to Contra Costa, Napa, Solano and Sonoma. Projects have included large sports stadiums, large business developments, piers, ports, and residential projects. The impacts vary from individual neighborhoods, surrounding cities, regional, and state interests. These decisions also have an impact on transportation systems, air, noise and water quality, traffic, jobs, businesses, and more.

The Director of Legislative and External Affairs has authority to make recommendations to the Commission and is responsible for providing coordinated and cohesive direction related to legislative and external affairs in support of BCDC's strategic vision and mission as well as key priorities of the Administration. The incumbent is responsible for developing a strategy and proactive agenda to advance BCDC's interests and bringing external perspectives back into the organization to help inform BCDC's strategies moving forward. The Director of Legislative and External Affairs represents BCDC with external partners, serves as a member of BCDC's senior staff, and makes decisions as required to implement BCDC's laws and policies. This position has authority to make decisions related to external affairs, legislation, local government, and coastal zone management in addition to organization-level, statewide decisions as a member of senior staff.

14. Will the CEA position be developing and implementing new policy, or interpreting and implementing existing policy? How?

The CEA position will be responsible for a high level of legislative and policy interpretation, development and implementation activities. The position will provide guidance to staff, Commissioners, professional organizations, and the public about current or proposed legislation, propose solutions to problems identified by Commissioners, the Executive Director, staff, and the public. The Director of Legislative and External Affairs will develop specific policies and procedures for the efficient and effective implementation of legislation within various BCDC programs. In addition, the position will provide programmatic oversight for legislation, public affairs, government outreach, and coastal zone management activities. The Director of Legislative and External Affairs will participate in meetings, seminars, workshops, and other forums; and represent BCDC in meetings, negotiations, hearings and other forums. As knowledge constantly changes and advances, BCDC must respond by revising and reinterpreting its laws and policies. Examples of those policies are McAteer-Petris Act; BCDC Bay Plan; Climate Change; Safety of Fill in the Bay; Shoreline Protection; Ports; Water Related Industry; Airports; Water Quality; Restoring and protecting Tidal Wetlands; Protecting Fish and Wildlife; Dredging; Implementing the Public Trust; Navigational Safety and Oil Spill Prevention and the Bay as a Public Trust resource.