

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

2023-05-23

2. Department

General Services

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

Executive Office, Office of Sustainability (OS)

4. CEA Position Title

Sustainability Outreach, Communication, and Innovation Officer

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

Under the direction of the Deputy Director, this position is responsible for expanding the use of Office of Sustainability programs by State agencies. The CEA will develop policy and promote compliance with sustainability policy by managing and leading outreach efforts, ensuring that state agencies are aware of and actively engaged with the office's programs and with complying with sustainability mandates of the Administration. This position will develop new policies and launch new programs to advance and institutionalize sustainable practices among state agencies.

6. Reports to: (Class Title/Level)

Deputy Director, CEA Level B

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*): Reports to the OS Deputy Director who is a member of the Exec Mgmt Team

8. Organizational Level (*Select one*)

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

B. SUMMARY OF REQUEST

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

Provide broad management advice that significantly impacts departmental and state agency sustainability policies in the areas of renewable energy, energy demand response, energy efficiency, and recycling.

- Develop, interpret, and implement new strategic, innovative energy and sustainability policies that have a broad reach across state agencies. Keep OS policies current and aligned with OS services as sustainability programs and best practices change. Recommend changes and revise existing state policies when needed. Create clear and concise policy material for state agencies.

- Develop outreach strategies and programs that improve awareness of OS services among state agencies.

Identify OS unit needs in promoting their offerings. Develop performance metrics that quantify and qualify state agency opportunities. Create and implement a marketing plan that improves agency awareness and adoption of OS services. Conduct primary research, evaluating OS services and agency needs.

- Launch outreach programs that improve agency understanding of state sustainability policies and overcome hesitancy to adopt policy requirements. Measure and track agency sustainability efforts and launch programs that put sustainability innovations into practice and encourage agencies to meet state sustainability goals. Be the internal expert on relevant industry regulation, legislative initiatives, and high-level policy requirements for the sustainability field.

- Work closely with OS units to evaluate existing services against State sustainability mandates as technology, policies, and priorities evolve. Collaborate with OS unit directors to encourage use of best practices and innovation. Look for ways to integrate program delivery as well as improve efficiencies and collaboration across OS units. Help OS units overcome challenges and incorporate new initiatives and approaches into their service offerings.

- Create launch plans for new or modified sustainability services. Implement launch plans to create new or modified sustainability programs. Create launch plans for new services and implement plans with OS unit assistance. Collaborate with OS units on the production of outreach materials and deliverables. Monitor new OS service adoption and advise on service improvements needed to meet OS goals. Develop standards and metrics for measuring OS service program success.

- Represent OS at sustainability meetings, conferences, and events. Develop relationships with sustainability leaders inside and outside of state government to promote OS initiatives and learn from their experiences. Network with sustainability leaders to learn about new innovations that are gaining traction in the marketplace. Respond to governor and legislature requests regarding new sustainability innovations. Be a subject matter expert on sustainability innovations.

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: This position is essential to DGS' mission to provide timely, cost-effective services and products that support our customers, while protecting the interests of the state of California. The Administration has new sustainability mandates that require state agencies to reduce greenhouse gas emissions and the use of fossil fuels. The DGS Office of Sustainability provides critical programs and oversight for greening the state's business functions. This position will develop strategies for the department and state agencies to achieve the green initiatives of the Administration and comply with new laws.

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.

During the electric grid crisis that occurred last summer state agencies were called upon to quickly reduce energy use in order to support the electric grid. OS stepped up to prepare state agencies to curtail energy use during future emergency load reduction events. This position will write policy for emergency load shed events, and take responsibility for turning the state's portfolio of buildings into a resource for electric grid stability. An emergency load shed event happens when there is not enough electricity on the grid to satisfy the demand for energy from California residents and businesses. In September 2022 the state experienced a 10-day heat wave that caused record breaking electricity use for air conditioning. The California Independent System Operator declared an Energy Emergency Alert and the Governor's Office called on state agencies to reduce energy use during periods of peak demand, 4pm-9pm during the heat wave. State agencies were not prepared for this; they lacked the equipment, procedures, and technical expertise to quickly curtail energy use in response to these Energy Emergency Alerts. This position will create and influence policies related to sustainability efforts including emergency load shed events, starting and managing a new load shed program, and taking responsibility for turning the state's portfolio of buildings into a resource for electric grid stability. As state mandates evolve, this position will be responsible for modifying impacted policies to ensure compliance.

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.

Going forward, the CEA described in the document would serve as the principle policy maker in the following areas:

- Energy load reduction policies for state agencies. This CEA will write new policy requiring that state owned facilities participate in load reduction programs and reduce energy use during grid emergencies in accord with EO B-18-12 and SAM 1810.5. Policy will be written in conjunction with CPUC, CARB, CEC to advance best practices identified by those agencies. This CEA will design programs and manage contractors to ensure compliance with the relevant new policy.
- Outreach efforts. Office of Sustainability programs are designed to ease the regulatory burden on state agencies as they work to comply with sustainability policies in SAM Chapter 18. This CEA will help State agencies engage with Office of Sustainability programs.
- Innovative sustainability policies that have a broad reach across state agencies. This CEA will be responsible for updating out of date sustainability policy and drafting new policy as needed. The position will keep OS policies current and aligned across OS services as sustainability practices and policies and best practices identified by other departments in the Executive Branch. This position will recommend changes and revise existing state policies when needed, and create clear and concise policy material for state agencies.

C. ROLE IN POLICY INFLUENCE (continued)

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

The CEA will work directly under the Office of Sustainability Deputy Director. The CEA will have decision making authority regarding outreach to state agencies and process improvement of Office of Sustainability programs. The CEA will develop new sustainability and energy reduction programs. Where there are broad implications with respect to resources, funding or policy impacts, the Deputy Director will be involved but will rely on the CEA to provide clear and reasoned recommendations.

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

The CEA will be developing and implementing new policy and updating existing policy. Sustainability best practices are rapidly growing and changing. New priorities such as decarbonization, net zero energy, demand response and electrification have been added to traditional concerns like water conservation, and decreased use of fossil fuels. It is anticipated that the CEA will be recommending new policy as the state-of-the-art evolves and lessons are learned.