

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

February 21, 2020

2. Department

State Water Resources Control Board

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

Communications Office

4. CEA Position Title

Director of the Communications Office

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

The Director of the Communications Office will serve as the principal advisor to the State and Regional Water Boards on all matters relating to internal and external communications, outreach, public and intergovernmental relations. The Director will provide managerial oversight of staff and work-flow in a newly created Communications Office that is comprised, in part, of public participation and public affairs functions.

6. Reports to: (Class Title/Level)

Executive Director

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)

B. SUMMARY OF REQUEST

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

The Deputy Director of the Communications Office will assemble, lead and oversee a diversely skilled communications team and provide executive level direction to all staff engaged in public affairs, public participation and communication activities as a principal part of their duties. This includes all Public Affairs and Public Participation personnel and functions. The Deputy Director will provide expert consultation to all Water Board organizations on development of messaging and outreach materials; roll-out plans, and outreach strategies for the Water Board's most sensitive programmatic and policy initiatives. The Deputy Director will ensure quality control and consistency of outreach messages and materials and will serve as a spokesperson for the Board and present sensitive and complex information to a broad range of high level stakeholders, governmental officials and the Legislature. The Deputy Director will develop final talking points, presentations and communication materials for Water Board members and Executive staff.

The Deputy Director will develop and execute internal and external communication and outreach policies and strategies for the State Water Board. The Deputy Director will create communication campaigns, monitor public opinions and cultivate an environment of readiness and alertness by working with the Board and staff to recognize internal and external communication opportunities and solutions, and by taking appropriate actions to support them.

As a member of the Water Boards' Executive team, this position will serve as directed by the Executive Director and lead implementation of communication initiatives. The position will function as the Water Boards' contact person for constituent inquiries, as well as act as liaison between the Water Boards', the Governor's Office and other state and local agencies on matters related to communications.

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:

The California State Water Resources Control Board's mission is to preserve, enhance and restore the quality of California's water resources and drinking water for the protection of the environment, public health and all beneficial uses, and to ensure proper water resource allocation and efficient use, for the benefit of present and future generations.

The State Water Resources Control Board (State Water Board) was created by the Legislature in 1967. The joint authority of water allocation and water quality protection enables the State Water Board to provide comprehensive protection for California's waters. There are nine Regional Water Quality Control Boards (Regional Boards). The mission of the Regional Boards is to develop and enforce water quality objectives and implementation plans that will best protect the State's waters, recognizing local differences in climate, topography, geology and hydrology. The task of protecting and enforcing the many uses of water, including the needs of industry, agriculture, municipal districts, and the environment is an ongoing challenge for the State and Regional Water Quality Control Boards. Additionally, the State Water Board is responsible for administering California's water rights system.

The CEA will be responsible for devising and implementing appropriate communication policies and strategies; identifying and monitoring potential media, constituent and fee payer issues, advising the Executive Director, Chief Deputy Director, Executive Management Team, and Board Members regarding strategies involving internal and external communication. Clear and effective communication and public participation is needed to build public confidence in Board initiatives and programs, and to make those initiatives and programs effective. This is especially critical as the Water Boards' embarks on new responsibilities to advance the Administration's efforts to ensure a safe and affordable water supply for all Californians; and develop durable solutions to longstanding conflicts between water supply reliability and ecosystem protection in the Bay-Delta. The communication functions of the CEA will be integral to success of all major Water Board programs aimed at preserving, enhancing and restoring California's water resources.

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.

Administration of Water Board programs as a whole are increasing in complexity and sophistication, making it more difficult for stakeholders to understand, and engage on, critical water resources issues ranging from regulation of new chemicals in surface and groundwater to addressing complex ecosystem water needs. In addition, the number and types of entities subject to Water Board requirements is growing. For example, in 2014 all aspects of the State's drinking water program were transferred to the water board and Governor Brown enacted the State Groundwater Management Act, and in 2016 adult use of cannabis was legalized. Additionally, the passage of SB 200 established a \$130M Safe and Affordable Drinking Water Fund to help water systems provide an adequate and affordable supply of safe drinking water. The fund is to be administered by the State Water Board and creates critical new financial, technical, and outreach responsibilities for the Water Board.

To meet our expanding business needs we are proposing to combine several of our existing offices (Office of Public Participation and Office of Public Affairs), along with other functions, into a new Communications Office that will provide more comprehensive and expanded communication services and better meet the the needs of our internal and external stakeholders. This new office will consolidate communications staff into one entity to provide greater coordination and consistency in our messaging and outreach efforts. The new CEA leading this office will provide expanded communication expertise across the agency.

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.

Under administrative direction of the Executive Director, the CEA will serve as the principle advisory, policy consultant, and subject matter expert for the Water Boards on all matters relating to communication, outreach, and intergovernmental affairs.

The CEA will:

- 1) be a principle policy maker for communication protocols, strategies, and campaigns;
- 2) promulgate and oversee implementation of agency-wide policy relating to public affairs, public participation, public outreach, and electronic communications;
- 3) serve as the principle spokesperson communicating complex policy initiatives to a broad range of audiences;
- 4) lead messaging, strategic affairs and constituent management efforts, and advise top management and Board Members on strategy on key water policy and political issues; and
- 5) have a critical role in the success of the Water Boards environmental justice, human right to water, and safe and affordable drinking water initiatives, among many others.

The CEA will manage a new office that will leverage and consolidate all Water Board staff engaged in communication and outreach functions, providing more consistent and effective communication, which in turn will lead to enhanced public policy decisions across the Water Boards. Thus the policy impact of the CEA extends to all aspects of Water Board decision making.

C. ROLE IN POLICY INFLUENCE (continued)

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

This position will be the primary architect and implementer of the Board's overall communication strategy, to the legislature, to the public, and to our internal staff. This person will have the decision-making authority over all aspects of communications, including outreach to the public via our public participation efforts, the media, and electronic communications.

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

The CEA will be responsible for developing and implementing all policies, plans, and strategies relating to communications, outreach, engagement, and non-IT web content and design. Additionally, the CEA will be responsible for implementing and communicating existing policy.