



WEST VALLEY WATER DISTRICT
855 W. Base Line Road, Rialto, CA 92376
PH: (909) 875-1804 FAX: (909) 875-1849

**HUMAN RESOURCES COMMITTEE MEETING
AGENDA**

MONDAY, DECEMBER 11, 2023 - 6:00 PM

NOTICE IS HEREBY GIVEN that West Valley Water District has called a meeting of the Human Resources Committee to meet in the Administrative Conference Room, 855 W. Base Line Road, Rialto, CA 92376.

BOARD OF DIRECTORS

**Director Kelvin Moore, Chair
Director Channing Hawkins**

Members of the public may attend the meeting in person at 855 W. Base Line Road, Rialto, CA 92376, or you may join the meeting using Zoom by clicking this link: <https://us02web.zoom.us/j/8402937790>. Public comment may be submitted via Zoom, by telephone by calling the following number and access code: Dial: (888) 475-4499, Access Code: 840-293-7790, or via email to administration@wvwd.org.

If you require additional assistance, please contact administration@wvwd.org.

I. CALL TO ORDER

II. PUBLIC PARTICIPATION

The public may address the Board on matters within its jurisdiction. Speakers are requested to keep their comments to no more than three (3) minutes. However, the Board of Directors is prohibited by State Law to take action on items not included on the printed agenda.

III. DISCUSSION ITEMS

1. Updates to the Human Resources Committee
2. Update on Employees on COVID-19 Leave
3. Update on Employees on FMLA and Medical Leave
4. Update on Liability Claims
5. Update on Workers Compensation Claims
6. Update on Recruitments
7. Reclassification - Engineering Manager.
8. Public Outreach and Governmental Affairs Department Restructure.

IV. ADJOURN

DECLARATION OF POSTING:

I declare under penalty of perjury, that I am employed by the West Valley Water District and posted the foregoing Human Resources Committee Agenda at the District Offices on December 6, 2023.

Elvia Dominguez

Elvia Dominguez, Board Secretary



**BOARD OF DIRECTORS
HUMAN RESOURCES COMMITTEE
STAFF REPORT**

DATE: December 11, 2023
TO: Human Resources Committee
FROM: Haydee Sainz, Human Resources and Risk Manager
SUBJECT: RECLASSIFICATION - ENGINEERING MANAGER

BACKGROUND:

The recent Engineering Director vacancy has provided staff with the opportunity to assess the needs of the Engineering Department including job titles and classifications. Staff has completed a review and identified a proposed change to the Engineering Director position.

Staff has determined that the functions of Engineering Director and Engineering Manager are closely aligned and that the title and classification of Engineering Manager is most appropriate to meet the needs of both the department and the District. Therefore, staff proposes to eliminate the Engineering Director position and add an Engineering Manager position. The Engineering Manager will be responsible for the handling of and supervision of the following areas:

1. Assigned functions include capital projects, development services, long-and short-range project planning, environmental programs/planning, compliance, design, inspection, construction management, water resources, Geographic Information Systems (GIS), and/or other functional areas or special projects;
2. Coordinates activities with internal and external stakeholders;
3. Serve as a subject matter expert to District management and staff in area of expertise; and perform related work as required.
4. Financial planning and analysis responsible for determining the annual operating and capital budgets for District's strategies and objectives.

The Engineering Manager will oversee and manage the Senior Engineer; Associate Engineer; and/or other professional, paraprofessional, and administrative staff. The position will be a direct report to the Assistant General Manager.

DISCUSSION:

CPS assisted staff with creating the proposed Engineering Manager job specification, which reflects the requirements, duties, and responsibilities of the position. The established and adopted annual salary range for this classification will be aligned with the current market, which is Range 125 Salary of \$120,474 to \$197,662. Due to lesser responsibilities than the Engineering Director the salary will be less. The Engineering Manager job specification is recommended to be added to the list of Authorized Positions and eliminate the Engineering Director.

FISCAL IMPACT:

There will be a cost savings to the District in that the Engineering Manager salary will be 5% less than the Engineering Director.

STAFF RECOMMENDATION:

Staff recommends that this item be submitted for Committee consideration, and forward to the Board of Directors to approve and adopt the Authorized Full Time Positions and Salary Schedule that includes the following changes: add one (1) Engineering Manager, remove one (1) Engineering Director, which is vacant.; and authorize the General Manager to execute the necessary documents.

JT:hs

ATTACHMENT(S):

1. Final - Engineering Manager 4-13-23
2. 2023 - 2024 Salary Schedule 12.21.2023



Engineering Manager

Department/Division:	Engineering
Reports To:	Assistant General Manager
Provides Direction To:	Senior Engineer; Associate Engineer; and/or other professional, paraprofessional and administrative staff as assigned.
FLSA Exemption Status:	Exempt
Effective Date:	

GENERAL PURPOSE

Under general direction, plans, organizes, oversees and supervises assigned functions of the Engineering Department, which may include capital projects, development services, long-and short-range project planning, environmental programs/planning, compliance, design, inspection, construction management, water resources, Geographic Information Systems (GIS), and/or other functional areas or special projects; coordinates assigned activities with internal and external stakeholders; develops and maintains effective working relationships with other District departments and staff, officials, public and private groups, outside organizations, intergovernmental and regulatory agencies, and the public; serve as a subject matter expert to District management and staff in area of expertise; and perform related work as required.

DISTINGUISHING CHARACTERISTICS

The Engineering Manager is a discrete, management level classification with responsibility in the management and oversight of assigned functions of the Engineering Department. Incumbents are required to possess a Registration as a Professional Engineer (PE) and serve as a subject matter expert in areas of focus. The Engineering Manager is distinguished from the Senior Engineer in that the Senior Engineer oversees one division within the department. The Engineering Manager possesses full authority over the department.

ESSENTIAL FUNCTIONS

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the class.

- Plans, organizes, directs and supervises the operations of the Engineering Department.
- Exercises direct managerial authority over the services and activities of assigned

functional areas.

- Directs, supervises, trains, mentors, and motivates assigned department staff; evaluates and reviews work for acceptability and conformance to professional and departmental standards; works with employees to resolve performance deficiencies; recommends, initiates and implements disciplinary procedures, including termination as appropriate.
- Participates in the development, direction and implementation of goals, objectives, policies, procedures, and work standards.
- Administers the department's budget; participates in, and directs the forecasting of funds needed for staffing, equipment and supplies; monitors and approves expenditures; oversees the preparation and implementation of budget adjustments as needed.
- Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
- Oversees the development and implementation of the District's infrastructure Master Plans.
- Oversees and participates in the development of consultant requests for proposal for professional and/or construction services and the advertising and bid processes; evaluates proposals and recommends project award; administers contracts after award; participates in the negotiation and administration of contracts for construction projects; ensures contractor compliance with District standards and specifications, time and budget estimates; analyzes and resolves complex problems that may arise; recommends and approves field changes.
- Conducts capital improvement project planning activities; provides oversight and input into the conceptual design of engineering projects; investigates and resolves problems with scope of work or cost issues of major facility upgrade and replacement projects.
- Analyzes civil engineering plan design, specifications, consultant and staff comments in accordance with design requirements and district and intergovernmental standards and regulations; recommends approval for additional engineering conditions and changes.
- Oversees the permitting process, plan review and approval, connection fees, and inspection of development projects within the District.
- Meets and confers with contractors, engineers, developers, architects, a variety of outside agencies, and the general public on development issues and acquiring information.
- Represents the Engineering Department to other District departments, elected officials and outside agencies; explains and interprets departmental programs, policies, and activities; negotiates and resolves significant and controversial issues.
- Negotiates contracts and agreements; coordinates with legal counsel and District department representatives to determine District needs and requirements for contractual services.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of engineering.
- Maintains and directs the maintenance of working and official departmental files.
- Monitors changes in laws, regulations and technology that may affect District or Engineering Department operations; implements policy and procedural changes as

- required.
- Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the Director of Engineering.
 - Responds to public inquiries and complaints and assists with resolutions and alternative recommendations.
 - Participates in District safety meetings.
 - Maintain prompt and regular attendance.
 - Performs other related duties, as assigned.

QUALIFICATIONS GUIDELINES

Knowledge of:

- Theories, principles, practices, and techniques involved in the construction, maintenance and operation of a water production and distribution system;
- Civil engineering principles, concepts, standards, and practices associated with utilities programs and private development projects.
- Theory, principles and practices of environmental research, planning and regulatory compliance;
- Methods, materials and techniques used in the construction of district utilities and capital improvement projects.
- Federal, state and local laws, regulations and permitting requirements applicable to water quality and environmental compliance, including the Safe Drinking Water Act, the Clean Water Act and the Federal Stormwater Rule;
- Pertinent federal and state codes and regulations involved in discharge permit and ELAP certification;
- Principles and practices of public administration, including long-range planning, budgeting, contract administration, purchasing and maintaining public records;
- Research methods and statistical analysis techniques;
- Principles and practices of effective management and supervision;
- Principles and practices of sound business communications;
- District policies, procedures and practices regarding area of assignment, plus applicable state and federal regulations;
- District human resources policies and labor contract provisions;
- Safety policies and safe work practices applicable to the work.

Ability to:

- Provide supervision and direction to professional, technical, and administrative staff in the construction, operation and maintenance of a water system;
- Define issues, analyze problems, evaluate alternatives and develop sound, independent conclusions and recommendations in accordance with laws, regulations, rules and policies;
- Prepare or assist in the preparation and administration of large and complex budgets; allocating limited resources in a cost effective manner.
- Work collaboratively with executives, managers and staff, and provide expert advice and counsel to develop solutions to complex issues;
- Analyze and make sound recommendations on complex construction, operation and maintenance issues;
- Administer assigned contractual agreements, ensuring compliance with contract

- requirements and stipulations.
- Develop and implement appropriate procedures and controls;
 - Communicate effectively, both orally and in writing, including the preparation of clear, concise and comprehensive correspondence, reports, proposals, studies and other written materials;
 - Understand, interpret, explain and apply applicable laws, codes and ordinances;
 - Represent the District effectively in dealings and negotiations with and presentations to board members, elected and appointed governmental officials, consultants, contractors, vendors, employees and the public;
 - Operate a computer, standard business software and a variety of computer software programs and databases related to area of assignment;
 - Use tact and diplomacy in dealing with sensitive and complex issues, situations and concerned people;
 - Establish and maintain effective working relationships with all those encountered in the course of work.

Minimum Qualifications

Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:

Education: Equivalent to Bachelor's Degree in Civil, Mechanical Engineering or related field,

AND

Experience: Eight (8) years of progressively responsible experience in civil engineering project management and/or administration, at least two (2) of which were at a program management and/or supervisory level.

Licenses, Certificates; Special Requirements:

Possession of a valid Class C California driver's license, acceptable driving record, and proof of auto insurance in compliance with the District's Vehicle Insurance Policy standards.

Registered Professional Civil Engineer in the State of California.

Possession of SWRCB Certification as a Water Distribution Systems Operator and/or Water Treatment Operator is desirable.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this classification, an incumbent is regularly required to use

hands and fingers to handle or feel. The employee is frequently required to talk, hear, and to sit and reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance and stoop, kneel, crouch or crawl. The employee must regularly lift and/or move up to ten (10) pounds, frequently lift and/or move up to twenty-five (25) pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Sensory demands include the ability to see within the normal range, talk, and hear, and use electronic touch keypads.

ENVIRONMENTAL ELEMENTS

The employee works in an office environment where the noise level is usually quiet. The employee occasionally works in outdoor weather conditions. The employee is exposed to fumes or airborne particles, toxic or caustic chemicals and biological hazards. The employee is occasionally exposed to loud or prolonged noise and equipment with heavy vibrations. The employee may be at risk of electrical shock.

WEST VALLEY WATER DISTRICT
JOB CLASSIFICATIONS - EFFECTIVE 12/21/2023

Job Classification Title	Range No	Annual Salary		Exempt
		Minimum	Maximum	Y = Yes N = No
GIS STUDENT INTERN (LIMITED TERM <1000 HOURS)	22	\$ 20.78		N
STUDENT INTERN (LIMITED TERM <1000 HOURS)	22	\$ 20.78		N
CUSTOMER SERVICE REP I	24	\$ 45,386	\$ 63,898	N
ASSISTANT WATER SYSTEMS OPERATOR	26	\$ 47,694	\$ 67,080	N
CUSTOMER SERVICE REP II	28	\$ 50,086	\$ 70,408	N
PURCHASING / INVENTORY SPECIALIST I	28	\$ 50,086	\$ 70,408	N
* PURCHASING / INVENTORY SPECIALIST I	Y		\$ 78,090	N
WATER SYSTEMS OPERATOR I	30	\$ 52,562	\$ 73,944	N
ACCOUNTING SPECIALIST II	32	\$ 55,182	\$ 77,646	N
CUSTOMER SERVICE REP III	32	\$ 55,182	\$ 77,646	N
ENGINEERING SPECIALIST II	32	\$ 55,182	\$ 77,464	N
FIELD OPERATIONS SPECIALIST II	32	\$ 55,182	\$ 77,464	N
FACILITIES MAINTENANCE TECHNICIAN	33	\$ 56,576	\$ 79,581	N
ACCOUNTING SPECIALIST III	34	\$ 57,928	\$ 81,536	N
CUSTOMER SERVICE LEAD	36	\$ 60,840	\$ 85,613	N
WATER SYSTEMS OPERATOR II	36	\$ 60,840	\$ 85,613	N
ENGINEERING TECHNICIAN II	38	\$ 63,898	\$ 89,877	N
ELECTRICAL & INSTRUMENT TECHNICIAN	40	\$ 67,080	\$ 94,349	N
WATER SYSTEMS OPERATOR III	40	\$ 67,080	\$ 94,349	N
ACCOUNTING SPECIALIST LEAD	42	\$ 70,408	\$ 99,091	N
PUBLIC OUTREACH & GOVERNMENT AFFAIRS REPRESENTATIVE I	42	\$ 70,408	\$ 99,091	N
ENGINEERING TECHNICIAN III	42	\$ 70,408	\$ 99,091	N
ASSISTANT ENGINEER	42	\$ 70,408	\$ 99,091	N
LEAD WATER SYSTEMS OPERATOR	44	\$ 73,944	\$ 104,000	N
WATER QUALITY SPECIALIST	44	\$ 73,944	\$ 104,000	N
ACCOUNTANT	46	\$ 77,646	\$ 109,262	N
DEVELOPMENT COORDINATOR I	46	\$ 77,646	\$ 109,262	N
ELECTRICAL & INSTRUMENT SPECIALIST	46	\$ 77,646	\$ 109,262	N
INFO TECH. SUPPORT SPECIALIST	46	\$ 77,646	\$ 109,262	N
PUBLIC OUTREACH & GOVERNMENT AFFAIRS REPRESENTATIVE II	46	\$ 77,646	\$ 109,262	N
PURCHASING ANALYST	46	\$ 77,646	\$ 109,262	N
DEVELOPMENT COORDINATOR II	52	\$ 89,877	\$ 126,485	Y
GIS ADMINISTRATOR	54	\$ 94,349	\$ 132,808	N
INFO TECHNOLOGY ADMINISTRATOR	54	\$ 94,349	\$ 132,808	N
HUMAN RESOURCES ANALYST	113	\$ 69,077	\$ 113,360	N
HUMAN RESOURCES SPECIALIST/CONFIDENTIAL	113	\$ 69,077	\$ 113,360	N
SENIOR PUBLIC OUTREACH & GOVERNMENT AFFAIRS REPRESENTATIVE	114	\$ 72,550	\$ 119,018	N
EXECUTIVE ASSISTANT/CONFIDENTIAL	114	\$ 72,550	\$ 119,018	N
CUSTOMER SERVICE SUPERVISOR	115	\$ 76,190	\$ 124,987	N
PURCHASING SUPERVISOR	115	\$ 76,190	\$ 124,987	Y
SUPERVISING WATER SYSTEM OPERATOR	115	\$ 76,190	\$ 124,987	Y
ASSOCIATE ENGINEER W/ P.E.	117	\$ 83,990	\$ 137,779	Y

WEST VALLEY WATER DISTRICT
JOB CLASSIFICATIONS - EFFECTIVE 12/21/2023

Job Classification Title	Range No	Annual Salary		Exempt
		Minimum	Maximum	Y = Yes N = No
CHIEF WATER SYSTEMS OPERATOR	117	\$ 83,990	\$ 137,779	Y
BOARD SECRETARY	119	\$ 89,898	\$ 147,493	Y
PUBLIC OUTREACH & GOVERNMENT AFFAIRS MANAGER	123	\$ 109,283	\$ 179,296	Y
BUSINESS SYSTEMS MANAGER	124	\$ 114,733	\$ 188,219	Y
SENIOR ENGINEER	124	\$ 114,733	\$ 188,219	Y
ENGINEERING MANAGER	125	\$ 120,474	\$ 197,662	Y
FINANCE MANAGER	125	\$ 120,474	\$ 197,662	Y
HUMAN RESOURCES & RISK MANAGER	125	\$ 120,474	\$ 197,662	Y
DIRECTOR OF GENERAL SERVICES	126	\$ 126,506	\$ 207,563	Y
DIRECTOR OF OPERATIONS	126	\$ 126,506	\$ 207,563	Y
CHIEF FINANCIAL OFFICER	130	\$ 153,754	\$ 252,262	Y
ASSISTANT GENERAL MANAGER	130	\$ 153,754	\$ 252,262	Y
GENERAL MANAGER	GM	\$ 285,085	\$ 310,294	Y
BOARD OF DIRECTORS (10 MEETINGS MAXIMUM) as of 10/15/2022			\$ 196.55	
BOARD OF DIRECTORS (10 MEETINGS MAXIMUM) as of 10/15/2023			\$ 206.38	

* =Y-Rate (base salary is set above the maximum for the range assigned, due to elimination of prior position effective 7/1/2020)



**BOARD OF DIRECTORS
HUMAN RESOURCES COMMITTEE
STAFF REPORT**

DATE: December 11, 2023
TO: Human Resources Committee
FROM: Haydee Sainz, Human Resources and Risk Manager
SUBJECT: PUBLIC OUTREACH AND GOVERNMENTAL AFFAIRS DEPARTMENT
 RESTRUCTURE

MEETING HISTORY:

10/09/23 Human Resources Committee REFERRED TO BOARD
 11/16/23 Board of Directors REFERRED TO COMMITTEE

BACKGROUND:

West Valley Water District (WVWD) recognizes the need to enhance its presence in the community and improve relationships with government entities and stakeholders. To facilitate this, a restructuring of the Government and Legislative Affairs Department into a new department named "Public Outreach and Government Affairs" is proposed. By creating the new Public Outreach and Government Affairs Department, we signal an emphasis on the following:

- Strengthen public outreach and effectively engage with the community, educate them about WVWD's initiatives, projects, conservation programs and respond to their concerns, which is one of the elements cited in the Strategic Plan.
- Work with our school districts to work with our local schools to increase classroom education and highlight the water industry and water careers. This allows us to educate the children on the importance of water conservation and allows them to visit the District to get first-hand experience of the water system and its various elements to produce and provide water.
- Enhance the Government Affairs aspect of the department by maintaining positive relationships with government agencies, policymakers, and relevant stakeholders to facilitate effective collaboration and advocacy for District goals.
- Monitor legislative and regulatory developments and work with our state and federal lobbyists to advocate for the interests of the District.

Additionally, this plan will improve efficiencies within the department and also develop an internal succession plan within the department, encouraging professional growth to ensure readiness of internal staff for future leadership roles while maintaining the department's continuity.

DISCUSSION:

Staff has created the proposed department restructuring and title change which reflects a comprehensive plan to prioritize public outreach, enhance government affairs effectiveness, and

provide for efficiencies and career growth within the department, all in line with Board direction and strategic goals.

CPS Consulting developed proposed job specifications for Public Outreach & Government Affairs Representative I/II, which reflect the requirements, duties, and responsibilities of the position as listed below:

The established and adopted annual salary range for these classifications is as follows:

- Public Outreach & Government Affairs Representative I - Range 42 \$65,881 - \$92,602
- Public Outreach & Government Affairs Representative II – Range 46 \$72,571 - \$102,107
- Senior Public Outreach & Government Affairs Representative – Range 114 \$67,808-\$111,238
- Public Outreach & Government Affairs Manager – Range 123 \$102,128 – \$167,565

Committee Review - This item was presented to the Human Resources Committee on October 9, 2023, and the External Affairs Committee on October 16, 2023. On November 16, 2023, the item was presented to the Board of Directors for discussion. The item was returned to the HR Committee for further discussion and was presented on November 21, 2023. Staff were directed to bring the item back to the Human Resources Committee on December 11, 2023, to discuss the item again because they need an opportunity to review the information provided pertaining to the functionality of each position and understand the structure of the department.

FISCAL IMPACT:

There is no fiscal impact. These are not new positions they exist and are already authorized and funded in FY 2023/24 Budget.

STAFF RECOMMENDATION:

Staff recommends that this item be submitted for Committee consideration, and forward to the Board of Directors to approve and adopt the Authorized Full Time Positions and Salary Schedule that includes the following changes: reclassify two positions by removing one Public Affairs Analyst, and one Community Affairs Representative, and adding one Public Outreach and Government Affairs Representative 1, and one Public Outreach and Government Affairs Representative 2; and reclassify a third position by removing one Government and Legislative Affairs Analyst, and adding one Senior Public Outreach and Government Affairs Representative; and authorize the General Manager to execute all necessary documents.

Respectfully Submitted,

Haydee Sainz

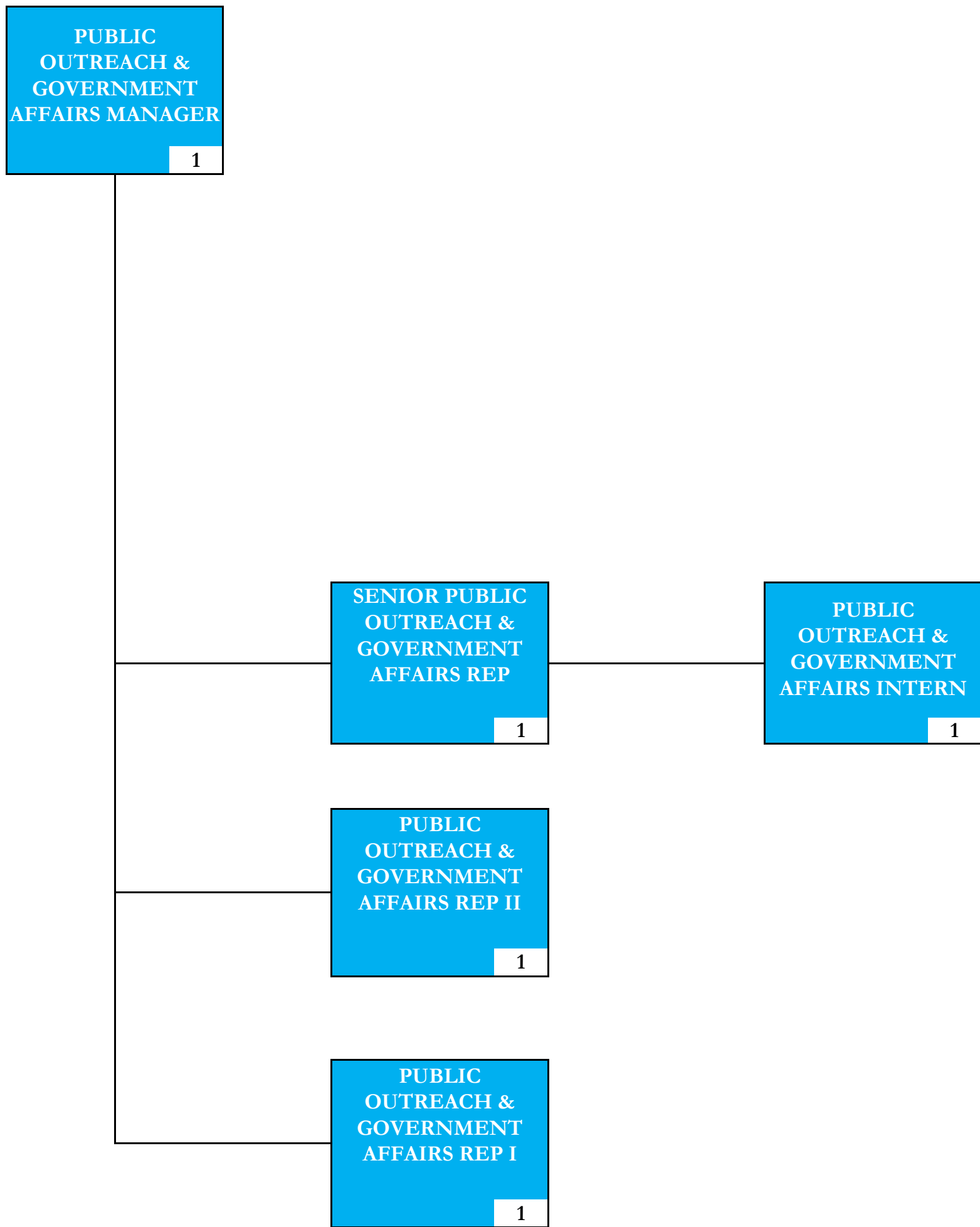
Haydee Sainz, Human Resources and Risk Manager

JT:hs

ATTACHMENT(S):

1. FY 2023-2024 Proposed Budget Organizational Chart Public Affairs
2. Public Outreach and Government Affairs Representative I final
3. Public Outreach Government Affairs Representative II final
4. Senior Public Outreach and Government Affairs Representative final
5. Salary Schedule 11.16.2023
6. Key Messages - Public Outreach and Government Affairs
7. Public Outreach and Government Affairs
8. REVIEW OF CURRENT POSITION AND PROPOSED RESTRUCTURE

**WEST VALLEY WATER DISTRICT
FISCAL YEAR 2023-2024 PROPOSED
PUBLIC OUTREACH & GOVERNMENT AFFAIRS DEPARTMENT**





Public Outreach and Government Affairs Representative I

Department/Division:	Public Affairs
Reports To:	Manager of Strategic Communications and Legislative Affairs
Provides Direction To:	N/A
FLSA Exemption Status:	Non-Exempt
Date Prepared:	11/16/2023

GENERAL PURPOSE

Under close supervision, performs a variety of professional and administrative activities in support of District public affairs and community involvement programs; serves as a liaison between the District and other public agencies, community and industry groups; creates and develops a wide variety of printed and electronic materials and other services for use in public information programs and social media communications; helps develop water conservation messaging and education for the community; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

The Public Outreach and Government Affairs Representative I is the entry-level classification in the Public Outreach and Government Affairs Representative series. Incumbents learn and perform routine duties related to the development, preparation, and implementation of strategic communications, including public information and customer and community engagement activities. Positions within this classification initially work under close supervision with frequent review of work, however the level of review lessens as an incumbent demonstrates the ability to perform the work independently. As experience is gained, assignments become more varied and complex. The Public Outreach and Government Affairs Representative I is distinguished from the Public Outreach and Government Affairs Representative II in that the Public Outreach and Government Affairs Representative I functions under closer supervision as skills are developed and are not required to exercise the same level of independence and judgement related to work procedures and methods. Work is usually supervised while in progress and fits an established structure or pattern.

ESSENTIAL FUNCTIONS

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the class.

- Serves as a liaison and represents the District with designated governmental agencies and elected officials; industry, business, professional, education, and community groups and organizations; key stakeholders; and the general public.
- Initiates, develops, and maintains positive relationships and represents the District with elected officials, consultants, governmental, business, civic, education, industry, community representatives and groups, and the general public.
- Provides and presents information on District programs and projects before professional/community organizations, at schools and education events, and in public forums.
- Organizes and facilitates public meetings and develops related exhibits.
- Participates in a variety of strategic communications, public information, and community engagement activities, events, and programs for the dissemination of information regarding the District's operations, systems, policies, programs, and procedures.
- Supports District water education, conservation, and rebate programs designed to improve water conservation efforts across the District.
- Develops and coordinates public awareness campaigns, information or community involvement programs or internal communication projects; designs and develops supporting materials; organizes and coordinates deadlines and production schedules to carry out program responsibilities.
- Leads field visits, presentations and tours for various clubs, schools, and community groups of District facilities and operations.
- Coordinates and schedules community events and meetings, including invitations/notifications, agendas, and material preparation and dissemination.
- Respond to customer/stakeholder inquiries and work with District staff to develop the appropriate response.
- Tracks District projects and provides proper and timely information to members of the impacted communities and/or District customers.
- Create, coordinate, edit, and provide content to technical reports, staff reports, correspondence, newsletters, fact sheets, brochures, annual reports, presentations, newspapers, magazines, public information materials, speeches, educational programs, and other written materials.
- Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.
- Participates in the development, update, and implementation of the District's short- and long-term communications plans.
- Plans, develops, and creates graphic materials, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, news releases, feature articles, photographs, and other print/graphic materials for community groups and broadcast media; aligns work products with WVWD's strategic priorities, the District's Strategic Communications Implementation Plan, and key messaging.
- Oversees and supports outreach and support for customers in impacted areas; responds to inquiries and complaints from the general public and works with various departments to resolve issues.
- Attend and participate in professional group meetings, staying on top of new trends and innovations in the industry.
- Act as project manager as assigned, coordinating special projects and studies.
- Submits budget recommendations, supports purchasing guidelines and processes and monitors project expenditures.
- Maintain prompt and regular attendance.

- Performs other related duties, as assigned.

QUALIFICATION GUIDELINES:

Knowledge of:

- Concepts, principles, practices, methods, procedures, and techniques used in public affairs, community engagement, education, public information, marketing, branding, outreach, public speaking, and communications.
- Principles and practices of program development, management, analysis, and administration.
- Methods and techniques used to collect and analyze data and prepare reports on findings.
- District organization, functions, programs, policies, procedures, and initiatives.
- Basic water use-efficiency principles and program communications commonly used by water utilities.
- Principles, methods, and techniques of graphic design, layout, and print production.
- Basic functions and authorities of public agencies and special districts, including the roles and responsibilities of a public governing board.
- Modern office procedures, methods, and equipment.
- Basic principles and practices of management, finance, budgeting, and accounting.
- Research techniques, methodology, analysis and interpretation.
- Safe work practices

Ability to:

- Communicate clearly, concisely, and effectively, both orally and in writing, adapting writing and presentation styles and techniques in order to engage diverse audiences.
- Effectively organize and prioritize work.
- Identify and interpret technical information in order to effectively communicate the information with various audiences.
- Use sound judgment in applying principles, practices, methods, and techniques used on public affairs, community outreach, water conservation and education, public relations, and communications programs.
- Perform highly detailed work under changing and intensive deadlines on multiple concurrent tasks.
- Analyze issues, research, and identify solutions, project consequences of proposed actions, and make and implement recommendations in support of District goals.
- Think creatively with the ability to develop innovative approaches to meet the communications needs of the District.
- Effectively represent the District in a professional manner.
- Establish and maintain cooperative working relationships with others.
- Respond to requests and inquiries from the general public.
- Provide premier customer service at all times to internal and external stakeholders and customers.
- Participate in job related activities at times other than normal business hours at locations throughout the community or region.
- Understand, interpret, and apply general and specific administrative and office policies and procedures, as well as pertinent laws and regulations.
- Develop and maintain accurate records and files.

- Operate standard office equipment, personal computers, internet, Microsoft Office products, and audio/visual equipment.
- Observe proper safety precautions.

Minimum Qualifications:

Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:

Education: Possession of an Associate degree with major coursework in public relations, marketing, communications, education, environmental sciences, or related field. Bachelor's Degree is desirable.

AND

Experience: One (1) year of experience providing professional support to a public information program.

Licenses, Certificates, Special Requirements:

Possession of a valid Class C California driver's license, acceptable driving record, and proof of auto insurance in compliance with the District's Vehicle Insurance Policy standards.

Desirable Licenses/Certifications:

J. Lindsey Wolf Certificate in Communications.

Basic PIO and JIC/JIS (G290-291)

Accreditation in Public Relations (APR) or similar accreditation.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described below are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions on a case-by-case basis.

While performing the duties of this classification, an incumbent is regularly required to use hands and fingers to handle or feel. The employee is frequently required to talk, hear, and to sit and reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance and stoop, kneel, crouch or crawl. The employee must regularly lift and/or move up to twenty-five (25) pounds or sixty (60) pounds with assistance. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

THE GENERAL SITION MAY BE ELIMINATED, OR THE DUTIES, QUALIFICATIONS AND TRAINING REQUIRED CHANGED BY THE BOARD OF DIRECTORS AND/OR THE GENERAL MANAGER, WHEN IN THEIR JUDGEMENT, IT IS CONSIDERED NECESSARY AND PROPER FOR THE EFFICIENT OPERATION OF THE DISTRICT.



Public Outreach & Government Affairs Representative II

Department/Division:	Government and Public Affairs
Reports To:	Manager of Government and Public Affairs
Provides Direction To:	N/A
FLSA Exemption Status:	Non-Exempt
Date Prepared:	11/16/2023

GENERAL PURPOSE

Under general direction, this position performs a variety of professional and administrative activities in support of District public affairs and community involvement programs; serves as a liaison between the District and other public agencies, community and industry groups; creates and develops a wide variety of printed and electronic materials and other services for use in public information programs and social media communications; helps develop water conservation messaging and education for the community; and performs other related duties as required.

DISTINGUISHING CHARACTERISTICS

The Public Outreach and Government Affairs Representative II is the fully qualified, journey-level classification in the Public Outreach and Government Affairs Representative series. Incumbents perform a full range of routine and complex duties related to the development, preparation, and implementation of strategic communications, including public information and customer and community engagement activities, as well as supporting the Department's crisis and emergency communication efforts. An incumbent exercises independent project management skills, and has responsibility for planning, developing, and evaluating the District's strategic communications program and outreach efforts. Incumbents at this level receive only occasional instruction or assistance as new situations arise and are expected to be fully aware of the established systems, operating procedures, and policies of the Department and District. The Public Outreach and Government Affairs Representative II is distinguished from the Public Outreach and Government Affairs Representative I in that the Public Outreach and Government Affairs Representative II independently performs the full range of strategic communication duties and regularly exercises independent judgment and initiative. The Public Outreach & Government Affairs Representative II is distinguished from the Senior Public Outreach and Government Affairs in that the Senior Public Outreach and Government Affairs Representative is a lead level classification and provides technical and functional direction to other staff.

ESSENTIAL FUNCTIONS

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the class.

- Serves as a liaison and represents the District with designated governmental agencies and elected officials; industry, business, professional, education, and community groups and organizations; key stakeholders; and the general public.

- Initiates, develops, and maintains positive relationships and represents the District with elected officials, consultants, governmental, business, civic, education, industry, community representatives and groups, and the general public.
- Participates in a variety of strategic communications, public information, and community engagement activities, events, and programs for the dissemination of information regarding the District's operations, systems, policies, programs, and procedures.
- Coordinates assigned public awareness campaigns, information or community involvement programs, or internal communication projects, organizing and coordinating deadlines and production schedules.
- Coordinates and schedules community events and meetings, including invitations
- Coordinates and assists with media activities and events; develop press releases, media advisories, and public service announcements; and support the Director of Government & Legislative Affairs in emergency situations including working with the public and media to convey critical District information, monitor events, and develop updates as appropriate.
- Plans, develops, and creates graphic material, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, and other print/graphic materials; aligns work products with WVWD's strategic priorities, the District's Strategic Communications Implementation Plan, and key messaging; coordinates timelines and schedules as well as the production and printing of materials.
- Administers the District's social media pages and other electronic communications including developing content, determining the optimal timing and placement of messaging, and development of new digital engagement tools.
- Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.
- Participates in the development, update and implementation of the District's short and long-term communication plans.
- Oversees and supports outreach and support for customers in impacted areas; responds to inquiries and complaints from the general public and works with various departments to resolve issues.
- Acts as project manager as assigned, coordinating special projects and studies.
- Submits budget recommendations, supports purchasing guidelines and processes and monitors project expenditures.
- Supports District water education, conservation, and rebate programs designed to improve water conservation efforts across the District.
- Attend and participate in professional group meetings, staying on top of new trends and innovations in the industry.
- Maintain prompt and regular attendance.
- Performs other related duties, as assigned.

QUALIFICATIONS GUIDELINES

Knowledge of:

- Concepts, principles, practices, methods, procedures, and techniques used in public affairs, community engagement, education, public information, marketing, branding, outreach, public speaking, and communications.
- Principles and practices of program development, management, analysis, and administration.
- Methods and techniques used to collect and analyze data and prepare reports on findings.
- District organization, functions, programs, policies, procedures, and initiatives.

- Basic water use-efficiency principles and program communications commonly used by water utilities.
- Principles, methods, and techniques of graphic design, layout, and print production.
- Basic functions and authorities of public agencies and special districts, including the roles and responsibilities of a public governing board.
- Modern office procedures, methods, and equipment.
- Basic principles and practices of management, finance, budgeting, and accounting.
- Research techniques, methodology, analysis, and interpretation.
- Safe work practices.

Ability to:

- Demonstrate ability to create graphic materials, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, and other print/graphic materials;
- Coordinates timelines and schedules as well as the production and printing of materials;
- Communicate clearly, concisely, and effectively, both orally and in writing, adapting writing and presentation styles and techniques in order to engage diverse audiences;
- Effectively organize and prioritize work;
- Identify and interpret technical information in order to effectively communicate the information with various audiences;
- Use sound judgment in applying principles, practices, methods, and techniques used on public affairs, community outreach, water conservation and education, public relations, and communications programs;
- Perform highly detailed work under changing and intensive deadlines on multiple concurrent tasks;
- Analyze issues, research, and identify solutions, project consequences of proposed actions, and make and implement recommendations in support of District goals;
- Think creatively with the ability to develop innovative approaches to meet the communication needs of the District;
- Effectively represent the District in a professional manner; establish and maintain cooperative working relationships with others;
- Respond to requests and inquiries from the general public;
- Provide premier customer service at all times to internal and external stakeholders and customers;
- Participate in job related activities at times other than normal business hours at locations throughout the community or region;
- Understand, interpret, and apply general and specific administrative and office policies and procedures, as well as pertinent laws and regulations;
- Develop and maintain accurate records and files;
- Operate standard office equipment, personal computers, internet, Microsoft Office products, and audio/visual equipment;
- Observe proper safety precautions.

Minimum Qualifications:

Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:

Education: Equivalent to a bachelor's degree from an accredited college or university with major coursework in public relations, marketing, communications, education, environmental sciences. Master's degree in a related field may substitute for one year of experience.

AND

Experience: Three (3) years of progressively responsible experience providing professional support to a public information program, preferably in the public sector.

Licenses, Certificates, Special Requirements:

Possession of a valid Class C California driver's license, acceptable driving record, and proof of auto insurance in compliance with the District's Vehicle Insurance Policy standards is required.

Desirable Licenses/Certifications:

J. Lindsey Wolf Certificate in Communications.

Basic PIO and JIC/JIS (G290-291)

Accreditation in Public Relations (APR) or similar accreditation.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this classification, an incumbent is regularly required to use hands and fingers to handle or feel. The employee is frequently required to talk, hear, and to sit and reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance and stoop, kneel, crouch or crawl. The employee must regularly lift and/or move up to ten (10) pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

THIS POSITION MAY BE ELIMINATED, OR THE DUTIES, QUALIFICATIONS AND TRAINING REQUIRED CHANGED BY THE BOARD OF DIRECTORS AND/OR THE GENERAL MANAGER, WHEN IN THEIR JUDGEMENT, IT IS CONSIDERED NECESSARY AND PROPER FOR THE EFFICIENT OPERATION OF THE DISTRICT.



Senior Public Outreach and Government Affairs Representative

Department/Division:	Government and Public Affairs
Reports To:	Manager of Government and Public Affairs
Provides Direction To:	N/A
FLSA Exemption Status:	Exempt
Date Prepared:	11/16/2023

GENERAL PURPOSE

Under general direction, this position will assist in developing, administering, facilitating and monitoring the implementation of the District's federal, state and local legislative and regulatory advocacy program, assist in developing District policy positions and perform a variety of professional and technical duties in support of the District's external affairs activities, including implementation of special projects.

DISTINGUISHING CHARACTERISTICS

This single position class reports to the Manager of Government and Public Affairs and is responsible for developing and executing a successful public relations component to the overall Public Affairs strategy and plan. The incumbent shall function as an integral part of the District's public and government affairs activities. The Senior Public Outreach and Government Affairs Representative is a lead level classification and provides technical and functional direction to other staff.

ESSENTIAL FUNCTIONS

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the class.

- Monitor the activities of federal, state, and local government agencies/bodies including legislative and regulatory hearings and policy developments; provide summaries of hearings and other events.
- Research, review and analyze federal, state, and local legislative and regulatory proposals and policy discussions.
- Track and review proposed legislation and regulations and evaluate their potential impact to District operations including analyzing and interpreting pending legislation and regulation to determine which District department and operations may be impacted.
- Assist in the development of key messages and distribution of key publications and other materials, including presentations.
- Prepare correspondence and other written communications as needed related to policy issues of interest to the District including developing fact sheets, comment letters, testimony, and other written advocacy materials.

- Communicate orally and in writing with consultants, legislative offices, regulatory agencies, and other internal and external audiences regarding a variety of issues related to legislation, regulations, and District operations.
- Compile records and complete reports regarding tracked legislative proposals and FPPC filings.
- Participate in meetings to update and educate internal and external audiences, including elected officials, on District activities, operations, and position on a variety of legislative and regulatory proposals.
- Represent the District on committees, outside organizations and subcommittees as directed, coordinate review and analysis of legislative proposals and related activities with other departments and outside agencies. Attend meetings and functions outside the normal workday. Travel outside of the District including travel to Sacramento and Washington, DC on a regular basis.
- Organize public awareness, information, community involvement, internal communication and legislative impact analysis to customers and stakeholders. Designs and develops supporting materials, coordinates deadlines and production schedules to carry out program responsibilities.
- Monitor, analyze and comment on proposed state and federal legislation and regulatory changes that may affect the District. Assist in the preparation of legislative summaries, position papers and policy principles on legislation and regulations.
- Makes presentations to community, industry, school and other groups on Government and Public information issues affecting the District, its customers, and stakeholders. Serve as a liaison and represents the District at meetings with community, industry, and advocacy groups. Arrange and attend meetings with legislators and their staff.
- Prepare various correspondence, letters and memoranda in response to customer, stakeholder and legislator inquiries.
- Maintain prompt and regular attendance.
- Formulates communication strategies for addressing community and agency concerns;
- provides strategic planning for executives and/or other departments WWWD programs, projects, and initiatives Provides support to the Public and Governmental Affairs Department.
- Coordinates with other departments and organizations regarding information and presentations on pertinent topics, legislation, policy, and regulations, and WWWD programs and projects.
- Maintain prompt and regular attendance.
- Perform other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- The legislative process, its steps, and influence points; principles and practices of legislative analyses;
- District water quality and water operations, practices, and procedures; applicable federal, state, and regional environmental laws, regulations, and court decisions and their impacts on District operations;
- District and mandated safety rules, regulations, and protocols;
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff;
- The structures and content of the English language, including the meaning and spelling of words, rules of composition, and grammar;

- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Research, analyze, interpret, explain, and make recommendations on environmental, legislative, and inter-governmental issues;
- Identify problems, evaluate alternatives, and develop sound recommendations in areas of assigned responsibility;
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies, and procedures, and standards relevant to work performed;
- Effectively represent the department and the District in meetings with governmental agencies, community groups, various business, professional, and regulatory organizations, and in meetings with individuals;
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments;
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines;
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks;
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax;
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Minimum Qualifications:

Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:

Education: Equivalent to a bachelor's degree in public relations, public policy, political science, public administration, communications, journalism, or related field. Master's degree in a related field may substitute for one year of experience.

And

Experience: Three (3) years' of increasingly responsible work-related experience working for a legislator, interest group, education group, or public policy entity and/or performing related tasks in a water and/or utility industry is highly desirable.

Licenses, Certificates, Special Requirements:

Possession of a valid Class C California driver's license, acceptable driving record, and proof of auto insurance in compliance with the District's Vehicle Insurance Policy standards is required.

Desirable Licenses/Certifications:

J. Lindsey Wolf Certificate in Communications.

Basic PIO and JIC/JIS (G290-291)

Accreditation in Public Relations (APR) or similar accreditation.

PHYSICAL DEMANDS AND ENVIRONMENTAL CONDITIONS

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this class, the employee is constantly required to sit and occasionally to stand and walk. Finger dexterity and light grasping is required to handle, feel, or operate computer hardware and standard office equipment; and reach with hands and arms above and below shoulder level. The employee occasionally bends, stoops, lifts, and carries records and documents, typically weighing less than 25 pounds.

Sensory demands include the ability to see within the normal range, talk, and hear, and use electronic touch keypads.

Environmental Conditions

The employee frequently works in an office environment with controlled temperature settings. The noise level is moderate, typically below 70 decibels.

The employee occasionally drives a vehicle to attend off-site meetings and functions and is exposed to traffic and variable weather conditions.

WEST VALLEY WATER DISTRICT
JOB CLASSIFICATIONS - EFFECTIVE 11/16/2023

Job Classification Title	Range No	Annual Salary		Exempt
		Minimum	Maximum	Y = Yes N = No
GIS STUDENT INTERN (LIMITED TERM <1000 HOURS)	22	\$ 20.78		N
STUDENT INTERN (LIMITED TERM <1000 HOURS)	22	\$ 20.78		N
CUSTOMER SERVICE REP I	24	\$ 45,386	\$ 63,898	N
ASSISTANT WATER SYSTEMS OPERATOR	26	\$ 47,694	\$ 67,080	N
CUSTOMER SERVICE REP II	28	\$ 50,086	\$ 70,408	N
PURCHASING / INVENTORY SPECIALIST I	28	\$ 50,086	\$ 70,408	N
* PURCHASING / INVENTORY SPECIALIST I	Y		\$ 78,090	N
WATER SYSTEMS OPERATOR I	30	\$ 52,562	\$ 73,944	N
ACCOUNTING SPECIALIST II	32	\$ 55,182	\$ 77,646	N
CUSTOMER SERVICE REP III	32	\$ 55,182	\$ 77,646	N
ENGINEERING SPECIALIST II	32	\$ 55,182	\$ 77,464	N
FIELD OPERATIONS SPECIALIST II	32	\$ 55,182	\$ 77,464	N
FACILITIES MAINTENANCE TECHNICIAN	33	\$ 56,576	\$ 79,581	N
ACCOUNTING SPECIALIST III	34	\$ 57,928	\$ 81,536	N
CUSTOMER SERVICE LEAD	36	\$ 60,840	\$ 85,613	N
WATER SYSTEMS OPERATOR II	36	\$ 60,840	\$ 85,613	N
ENGINEERING TECHNICIAN II	38	\$ 63,898	\$ 89,877	N
ELECTRICAL & INSTRUMENT TECHNICIAN	40	\$ 67,080	\$ 94,349	N
WATER SYSTEMS OPERATOR III	40	\$ 67,080	\$ 94,349	N
ACCOUNTING SPECIALIST LEAD	42	\$ 70,408	\$ 99,091	N
PUBLIC OUTREACH & GOVERNMENT AFFAIRS REPRESENTATIVE I	42	\$ 70,408	\$ 99,091	N
ENGINEERING TECHNICIAN III	42	\$ 70,408	\$ 99,091	N
ASSISTANT ENGINEER	42	\$ 70,408	\$ 99,091	N
LEAD WATER SYSTEMS OPERATOR	44	\$ 73,944	\$ 104,000	N
WATER QUALITY SPECIALIST	44	\$ 73,944	\$ 104,000	N
ACCOUNTANT	46	\$ 77,646	\$ 109,262	N
DEVELOPMENT COORDINATOR I	46	\$ 77,646	\$ 109,262	N
ELECTRICAL & INSTRUMENT SPECIALIST	46	\$ 77,646	\$ 109,262	N
INFO TECH. SUPPORT SPECIALIST	46	\$ 77,646	\$ 109,262	N
PUBLIC OUTREACH & GOVERNMENT AFFAIRS REPRESENTATIVE II	46	\$ 77,646	\$ 109,262	N
PURCHASING ANALYST	46	\$ 77,646	\$ 109,262	N
DEVELOPMENT COORDINATOR II	52	\$ 89,877	\$ 126,485	Y
GIS ADMINISTRATOR	54	\$ 94,349	\$ 132,808	N
INFO TECHNOLOGY ADMINISTRATOR	54	\$ 94,349	\$ 132,808	N
HUMAN RESOURCES ANALYST	113	\$ 69,077	\$ 113,360	N
HUMAN RESOURCES SPECIALIST/CONFIDENTIAL	113	\$ 69,077	\$ 113,360	N
SENIOR PUBLIC OUTREACH & GOVERNMENT AFFAIRS REPRESENTATIVE	114	\$ 72,550	\$ 119,018	N
EXECUTIVE ASSISTANT/CONFIDENTIAL	114	\$ 72,550	\$ 119,018	N
CUSTOMER SERVICE SUPERVISOR	115	\$ 76,190	\$ 124,987	N
PURCHASING SUPERVISOR	115	\$ 76,190	\$ 124,987	Y
SUPERVISING WATER SYSTEM OPERATOR	115	\$ 76,190	\$ 124,987	Y
ASSOCIATE ENGINEER W/ P.E.	117	\$ 83,990	\$ 137,779	Y

WEST VALLEY WATER DISTRICT
JOB CLASSIFICATIONS - EFFECTIVE 11/16/2023

Job Classification Title	Range No	Annual Salary		Exempt
		Minimum	Maximum	Y = Yes N = No
CHIEF WATER SYSTEMS OPERATOR	117	\$ 83,990	\$ 137,779	Y
BOARD SECRETARY	119	\$ 89,898	\$ 147,493	Y
PUBLIC OUTREACH & GOVERNMENT AFFAIRS MANAGER	123	\$ 109,283	\$ 179,296	Y
BUSINESS SYSTEMS MANAGER	124	\$ 114,733	\$ 188,219	Y
SENIOR ENGINEER	124	\$ 114,733	\$ 188,219	Y
FINANCE MANAGER	125	\$ 120,474	\$ 197,662	Y
HUMAN RESOURCES & RISK MANAGER	125	\$ 120,474	\$ 197,662	Y
DIRECTOR OF ENGINEERING	126	\$ 126,506	\$ 207,563	Y
DIRECTOR OF GENERAL SERVICES	126	\$ 126,506	\$ 207,563	Y
DIRECTOR OF OPERATIONS	126	\$ 126,506	\$ 207,563	Y
CHIEF FINANCIAL OFFICER	130	\$ 153,754	\$ 252,262	Y
ASSISTANT GENERAL MANAGER	130	\$ 153,754	\$ 252,262	Y
GENERAL MANAGER	GM	\$ 285,085	\$ 310,294	Y
BOARD OF DIRECTORS (10 MEETINGS MAXIMUM) as of 10/15/2022			\$ 196.55	
BOARD OF DIRECTORS (10 MEETINGS MAXIMUM) as of 10/15/2023			\$ 206.38	

* =Y-Rate (base salary is set above the maximum for the range assigned, due to elimination of prior position effective 7/1/2020)

Key Messages



Commitment to Quality

- Our team ensures that water gets to customers 24/7.
- Our water is tested thousands of times per year to ensure that it meets or exceeds all state and federal water quality standards.



Commitment to Reliability

- Establish community confidence in WVWD infrastructure.
- Highlight the construction of new infrastructure.
- Respond to customer emergencies.
- Implement new technology.



Commitment to Stewardship

- WVWD offers customers numerous workshops and programs to help save water.
- Publicize regional partnerships that ensure we have reliable source of water for years to come.



Commitment to Transparency

- Committed to communicating with customers and stakeholders.
- Update the community on issues that are important to them through a full range of outreach.
- Engage the District's growing and diverse population with a wide range of techniques.

Key Messages



Commitment to Efficient Water Use

- In 2021 WWD completed its Water Shortage Contingency Plan.
- The District is moving forward with the implementation of water-efficient tools and programs to revolutionize water conservation for customers.



Partnership Expansion

- The District is finding opportunities with local entities to build partnership opportunities.
- District participation in local community events both in-person and virtually, communication with City and School District personnel, and consistent outreach to community organizations and agencies that the District can partner with in the future.



Commitment to Green Energy

- Highlight clean-powered energy to improve District's water energy nexus.
- WWD is building a clean energy fleet as part of its effort toward both reducing its carbon footprint and adapting to a changing regulatory environment for vehicle emissions.



Statewide Presence

- Advocacy and engagement at the state level is vital in ensuring sound water policy that focuses on equitable water access, affordability, and system resilience for all Californians.

TARGET AUDIENCES

External - Primary

WVWD CUSTOMERS

- Single-family property owners
- Multi-tenant property owners
- Multi-family property owners
- Large-user, commercial
- Landlords

COMMERCIAL

- Business
- Restaurants
- Retails
- Large-Volume Users
- Irrigation-only customers
- Hotels/Motels

HARD TO REACH AUDIENCES

- Renters
- Limited English Speakers
- Seniors
- Underserved communities
- No Digital Access
- The "happy silent majority"

TARGET AUDIENCES

External - Secondary

GOVERNMENT – REGIONAL, STATE AND LOCAL

- Educational institutions (local elementary, high schools and colleges)
- Elected officials and community leaders
- State and federal representatives and staff representing WVWD’s service area
- Cities of Rialto, Fontana, Colton, Bloomington and Jurupa
- San Bernardino and Riverside Counties
- Regulatory agencies (State Water Resources Control Board, Regional Water Quality Board, etc.)
- San Bernardino Valley Water District
- Inland Empire Utilities Agency
- Metropolitan Water District

BUSINESS ASSOCIATIONS

- Commercial/Industrial/Institutional
- Homeowner associations
- Building Industry Association
- Developers
- Chambers of Commerce (Fontana, Rialto, Colton)

EDUCATION

- Rialto Unified, Fontana Unified. Colton Unified
- San Bernardino Valley College, Chaffey College
- Cal State San Bernardino, Cal Poly Pomona, Redlands University
- Boys and Girls Club of Fontana
- Boys/Girl Scouts
- IE Works

ASSOCIATION AND GROUPS

- Association of California Water Agencies
- California Special District Association
- American Water Works Association
- Southern California Water Coalition
- Statewide advocacy groups
- Community-based organizations (CBOs):
- Non-profits, service clubs and fraternal organizations
- HOAs/Community groups
- Environmental groups and agencies: Sierra Club

TARGET AUDIENCES -Internal

INTERNAL AUDIENCE

- Board Members
- Employees
- Professional Consultants
- Construction Contractors (working on behalf of the District)

West Valley Water District Communication Goals

This is our plan as we communicate effectively with our ratepayers, staff, and community partners.

<p>To transparently, proactively, and effectively inform and educate customers and stakeholders through a two-way dialogue about WVWD and its programs, projects, and initiatives while maintaining a high level of trust and satisfaction in the District.</p>	<p>Deliver proactive, approachable, and transparent communication.</p>	<p>Increase public awareness of WVWD and its spectrum of services to build positive perception and support of the District and its mission.</p>	<p>Advocate for sound water policy and seek funding opportunities through partnerships.</p>
<p>Shape water policy and policy development surrounding key water issues at a regional, statewide, and national level.</p>	<p>Improve communication with harder to reach customers.</p>	<p>To position WVWD as an industry leader through by creating dynamic, relevant communications content, partnerships, and opportunities.</p>	

Public Outreach and Government Affairs:

Develops multimedia materials and campaigns to provide information to our community through a variety of methods to help our customers learn about and understand local water supply, infrastructure, and water conservation.

The team conducts weekly meetings for staff to update the team on projects. The manager will conduct every two week – IXI (manager and staff member) meetings to ensure that team has the correct tools for a successful career at West Valley Water District.

On Message and Engaging:

- Create a master narrative that explains who the District is and its mission - "safe, high quality and reliable water" - across all communication efforts, both internally and externally.
- Build a consistent brand and voice for the District to ensure the success of future communication efforts to WVWD's core audiences.
- Establish WVWD as a reputable source of information. A consistent visual look, messaging, and tone will help WVWD build awareness, satisfaction, trust, and support for services, projects and programs.

Be Responsive, Be Data Driven

- Keep audiences up to date and be the resource they can go to for timely and accurate news.
- Quantitatively approach communications to build trust and confidence in the department by executive leadership and Board of Directors

Connecting with Harder to Reach Audiences:

- Engage harder to reach audiences by creating customized outreach and communications: **Renters, seniors, disadvantaged communities, the Happy Silent Majority**
- Pop Up Outreach Events to provide information about department programs and services
 1. Community Events
 2. City Events
 3. Local Markets (Cardenas, Stater Brothers ...)
 4. Home Depot
 5. Swap meet

Manger of Public Outreach and Government Affairs

- Liaison to Federal/State and County elected and staff
- Work with State and Federal Lobbyist to meet legislative priorities.
- Develops and manages legislative and policy advocacy programs and projects; monitors, tracks, and analyzes legislation affecting the District's programs, projects, and activities; communicates information and develops status reports for the Board and General Manager; in concert with the District Lobbyist, represents the District's position regarding legislation to special interests.
- Works with other departments to identify and support grant and appropriations requests.
- Coordinate appointments with targeted local, state and federal legislative representative and their senior staff members on a periodic basis.
- Liaison to CSDA Legislative Meetings /ACWA Region 9 Legislative Meetings/ SCWC Legislative Meetings
- Liaison on ACWA Water Use Efficiency Meetings
- Work with California Water Efficiency Partnership to ensure we are engaged in the proposed regulation from the state and work with Engineering and Operations
- Oversee the development and implementation of District-wide communications program including customer outreach, stakeholder development programs, strategic initiatives, legislative affairs and media relations to meet District goals and objectives.
- Work with stakeholders to ensure we are implementing Water Conservation Way of Life Legislation.
- Coordinate water use efficiency programs that support the District's best practices for residential water audits, residential device retrofits, large landscape audits rebates for water efficient devices and appliances, water use efficiency and water waste prohibition ordinances.
- Liaison to BTAC Subcommittee
- Liaison to IEUA Water Use Efficiency Meetings
- Liaison to IE Works Program
- Liaison to California Association Information Public Officers (CAPIO) - Foster relationships to integrate WWWD into the community and work with other agency Public Information Officers (PIOs).
- Prepares and manages contracts for consultants and vendors providing conservation and communications services.

- Participates in the preparation and administration of the District budget for assigned area; submits budget recommendations and monitors expenses.
- Supervises, plans, organizes, coordinates, directs or conducts administrative work relating to the District's Water Conservation Program activities.
- Leverage relationships with community-based organizations that are trusted by our ratepayers: Bloomington Little League, Never Stop Grinding, Working Dogs for Warriors, Olive Branch Library
- Lead on hosting tours with local elected and other stakeholders
- Lead on Earth Day
- Strategically plan content development: Water White papers that can be shared with the public so the information can be accurate and consistent: water supply, water quality, water rates, value of water, conservation way of life.
- Lead on Community Meetings/Presentation – HOA's, Renter-focused
- Coordinate a Speakers Bureau Community Presentation with the GM/AGM
- Lead a program to engage our harder to reach audiences by creating customized outreach and communications:
- Lead on communication on infrastructure investments and Value of Water to stakeholders via newsletters, briefings, meetings and receptions
- Coordinate and implement marketing using constant contact
- Coordinate a WVWD story telling program – podcast/blog: build appreciation for staff and the human element of the district.
- Engage through Education (Strategize Program to increase baseline knowledge):
 - Explainer Videos on Rates
 - Explainer Videos on where WVWD water Comes from
- Lead on 75th Anniversary of WVWD – Event Celebration/History Book
- Lead on Staff Reports for Committee/Board of Directors Meetings
- Lead on Legislative Reports
- Lead on the strategic coordination of customer service handouts, public notices and construction notices
- Press Release Review and Approval
- Social Media Approval
- Crisis Communication – PIO Lead

	<ul style="list-style-type: none">• Provide strategic guidance to Executive Managers, Board members, and other departments on complex media relations and related matters.• Lead in increasing sponsorship program.• Supports the coordination and set up of displays and exhibits for community and civic events.
Senior Public Outreach and Government Affairs	<ul style="list-style-type: none">• Liaison to City of Rialto• Assist with the implementation of the legislative program to achieve the ACWA Region 9 recognition (2024)• Assist with the collateral material and talking points for legislative visits to Sacramento/Washington D.C.• Alternate for Manager at ACWA/CSDA/SCWC events• Lead on Earth Day• Lead on Inland Solar Challenge• Press Releases/Op-Eds: lead/review• Work with other departments to improve WWWD website interface.• Assist in the development and implementation of District-wide communications program including customer outreach, stakeholder development programs, strategic initiatives, legislative affairs and media relations to meet District goals and objectives.• Assist with the appointments with targeted local, state and federal legislative representative and their senior staff members on a periodic basis.• Assist in preparing correspondence and other written communications as needed related to policy issues of interest to the District including developing fact sheets, comment letters, testimony, and other written advocacy materials• Assist in planning and evaluating the performance of assigned staff and manage professional service contracts and consultants.• Lead on 75th Anniversary of WWWD – Event Celebration/History Book

	<ul style="list-style-type: none">• Plan/Support content development: Water White papers that can be shared with the public so the information can be accurate and consistent: water supply, water quality, water rates, value of water, conservation way of life. (Spanish Collateral)• lead the program to encourage water use efficiency through the website, social media, and general marketing. Use of example stories, testimonials and how-tos• Assist with Legislative Reports• Department Story-Telling• Lead on Water Quality Report Design• Lead on the strategic coordination of customer service handouts, public notices and construction notices• Lead facility tours• Leverage relationships with community based organizations that are trusted by our ratepayers: Bloomington Little League, Never Stop Grinding, Working Dogs for Warriors, Olive Branch Library• Lead Market Program• Assist manager in coordinating water use efficiency programs that support the District's best practices for residential water audits, residential device retrofits, large landscape audits rebates for water efficient devices and appliances, water use efficiency and water waste prohibition ordinances.• Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.• California Association of PIO's• Social Media (Weekly Rotation)• Assist with the coordination and set up of displays and exhibits for community and civic events.• Direct supervisor to the Public Outreach and Government Affairs Intern
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<p>Public Outreach and Government Affairs Representative I/II</p>	<ul style="list-style-type: none">• Liaison to City of Fontana/Jurupa• Compose District Internal Communication: Employee Newsletter, Employee Committee Handouts, Board of Directors Report• Support External Communication: Bill Inserts, Newsletters, Flyer, Budget Book, CAFR, PAFR, Water Quality Report, fact sheets, brochures. Presentations, magazines, public information materials, speeches, educational programs, and other written materials• Supports Earth Day Efforts – Social Media, marketing material, sponsorships, event planning• Social Media (Weekly Rotation)• Press Release• Assist with website updates• Water Professionals Appreciation Campaign• Lead on the Water Education Water Awareness Committee• Lead on Landscape Workshops – Development, Logistics and Implementation• Assist in planning content development: Water White papers that can be shared with the public so the information can be accurate and consistent: water supply, water quality, water rates, value of water, conservation way of life. (Spanish Collateral)• Assist in preparing correspondence and other written communications as needed related to policy issues of interest to the District including developing fact sheets, comment letters, testimony, and other written advocacy materials• Assist in the Water Quality Report – Bill Inserts/Postcards• Assist in the coordination of customer service handouts, public notices and construction notices• Assist with the Sponsorship Program• Plans, organizes, and implements water use efficiency programs that support the District’s best practices for residential water audits, residential device retrofits, large landscape audits rebates for water efficient devices and appliances, water use efficiency and water waste prohibition ordinances.• Lead on Smart Irrigation Month• Lead on the Summer High School Experience – water education• Lead facility tours• Lead Clean -Up day at Lytle Creek• Leverage relationships with community based organizations that are trusted by our ratepayers: Bloomington Little League, Never Stop Grinding, Working Dogs for Warriors, Olive Branch Library
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	<ul style="list-style-type: none"> • Lead on Customer Service Week • Assist with tabling at local grocery stores to share resources – West Valley Water District in the community program • California Association of PIO’s • Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes. • Supports the department in analyzing and tracking legislative and regulatory issues affecting the District at the state and federal levels to have a better understanding of current and future impacts related to water use efficiency messaging. • Alternate for Social Media • Assist with the coordination and set up of displays and exhibits for community and civic events.
<p>Public Outreach and Government Affairs Representative I/II</p>	<ul style="list-style-type: none"> • Liaison to City of Colton/Bloomington • Researches, develops, and implements program specific curriculum and educational support materials for water education programs in the classroom and outdoor settings that align with California State Science Standards. • Designs, promotes, and implements staff development workshops for educators, to train, support, and prepare them for delivering water-related education curriculum and classroom activities. • Prepares reports, documents, and surveys as required to monitor education program accomplishments and annually analyzes and interprets program data. • Lead on K-12 Education: Build local relationships with school districts (Rialto, Colton, Fontana) • Conduct relationships with local educators and build on key curriculum to implement to when the Roemer Facility is open in school year 2025. • Lead with Girl Scouts/Boy Scouts • Lead on 2024 Poster Contest/Calendar Development • Alternate with the Water Education Water Awareness Committee • Lead on the Scholarship Contest • Leverage relationships with community based organizations that are trusted by our ratepayers: Bloomington Little League, Never Stop Grinding, Working Dogs for Warriors, Olive Branch Library • Assist with facility tours • Assist with website updates

	<ul style="list-style-type: none">• Assist with the Sponsorship Program• Supports Earth Day Efforts – Social Media, Collateral, Sponsorships, Community Contacts, Logistics• Water Professional Appreciation Campaign• Briefing books, talking points, and updates to Board Members and employees to help them stay informed of important issues.• Support External Communication: Bill Inserts, Newsletters, Flyer, Budget Book, CAFR, PAFR, Water Quality Report• Support in planning content development: Water White papers that can be shared with the public so the information can be accurate and consistent: water supply, water quality, water rates, value of water, conservation way of life.• Assist with all event and report collateral material when needed Water Quality Report – Bill Inserts/Postcards, customer service handouts, public notices and construction notices• Assist with tabling at local grocery stores to share resources – West Valley Water District in the community program• Assists, organizes, and implements water use efficiency programs that support the District’s best practices for residential water audits, residential device retrofits, large landscape audits rebates for water efficient devices and appliances, water use efficiency and water waste prohibition ordinances.• Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.• Member of the California Association of PIO’s• Assist with the coordination and set up of displays and exhibits for community and civic events.• Supports the department in analyzing and tracking legislative and regulatory issues affecting the District at the state and federal levels to have a better understanding of current and future impacts related to water use efficiency messaging.• Assist with the coordination and set up of displays and exhibits for community and civic events.• Social Media (Weekly Rotation)
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Intern	<ul style="list-style-type: none">• Assist with the tracking of customer who receive the water conservation starts with you boxes• Assist with tracking of the email data base of subscriptions – newsletter. Landscape classes, tours, event sign ups• Assist with the legislative handbook• Assist with the development of the conservation boxes• Assist with social media on small project designs• Assist with the pre-set up of events• Assist with the water mascot• Assist with Water Quality Month/Smart Irrigation Month/Earth Day/Water Professionals Appreciation Week• Assist with the updated list for the sponsorship program – identifying non profits and community groups• Assist with the coordination and set up of displays and exhibits for community and civic events.• Assist with projects as needed
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Current Position		Proposed Restructure	
<p>Manager of Government and Legislative Affairs</p>	<p>The manager oversees all the activities under the Public Outreach and Government Affairs, including public information, community relations, governmental affairs, legislative and regulatory affairs, water-use efficiency and education programs. Plans, organizes and implements comprehensive District communication, both for public outreach and legislative affairs. Represents the District on public and media relations and serves as the chief spokesperson for the District on public and legislative affairs, as needed.</p>	<p>Manager of Public Outreach and Government Affairs</p>	<p>The manager oversees all the activities under the Public Outreach and Government Affairs, including public information, community relations, governmental affairs, legislative and regulatory affairs, water-use efficiency and education programs. Plans, organizes and implements comprehensive District communication, both for public outreach and legislative affairs. Represents the District on public and media relations and serves as the chief spokesperson for the District on public and legislative affairs, as needed.</p>
<p>Government and Legislative Affairs Analyst</p>	<p>Not filled</p> <p>Strictly works in assisting in the development, administering, facilitating, and implementing a legislative program.</p>	<p>Senior Public Outreach and Government Affairs</p>	<p>This position aims to engage the public and establish strong relationships with government entities and the public.</p> <ul style="list-style-type: none"> • The position involves developing and executing strategic plans to raise awareness and understanding of the organization's mission and initiatives within the broader community. • The incumbent will work closely with government officials, community leaders, and various stakeholders to advocate for the organization's interests and build productive partnerships. Responsibilities may include organizing public events, coordinating lobbying efforts, preparing briefing materials, monitoring policy developments, and ensuring compliance with regulatory requirements.

Current Positions		Proposed Restructure	
<p>Public Affairs Analyst</p>	<p>Creates and develops a wide variety of printed materials and other services for use in public information programs.</p>	<p>Public Outreach and Government Affairs Representative I/II</p>	<p>This position plays a crucial role in bridging the gap between WWWD and the public.</p> <p>Their primary responsibility is to engage with various stakeholders, including community members, organizations, and other government entities, to ensure effective communication and participation.</p> <p>They coordinate events, workshops, and public consultations to gather feedback and address concerns. Through various communication channels, such as social media, press releases, and newsletters, they disseminate relevant information to the public and foster transparency.</p> <p>Additionally, the government affairs aspect of their role involves building relationships with legislators, regulatory bodies, and other government agencies. They monitor legislative activities, analyze proposed policies, and develop advocacy strategies to align WWWD objectives with public interests..</p>
<p>Community Affairs Representative</p>	<p>Not filled</p> <ul style="list-style-type: none"> • The only liaison in the community to other public agencies, community, and industry group. • Supports district water district education, conservation and education programs. <p>Leads field visits, presentation and tours.</p>		