



Sonoma County Transportation Authority
Regional Climate Protection Authority

BayREN Regional Water Bill Savings Program Manager
RCPA/SCTA Senior Planner
\$8,000 – 9,000 monthly

General Overview of the Bay Area Regional Energy Network (BayREN)

The Bay Area Regional Energy Network (BayREN) is a regional energy network comprised of the nine-county member governments of the Association of Bay Area Governments (ABAG) geographic region. ABAG's county members include Alameda (represented by StopWaste), Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano (represented by City of Suisun), and Sonoma (represented by the Sonoma County Regional Climate Protection Authority). Please refer to BayREN website for more information: <https://www.bayren.org/>

The Water Bill Savings Program is a program of the BayREN, ABAG, and Bay Area municipal water utilities to address California's mounting water supply and climate adaptation challenges. The Water Bill Savings Program builds upon the success of the BayREN Pay As You Save® (PAYS®) program and delivers efficiency as a service by supporting the installation of energy and water efficiency measures in existing buildings through an on-bill financing mechanism. Program participants reduce both their water bill and their water usage achieving economic and environmental benefits and building overall community resilience to future water scarcity risks.

General Overview of SCTA/RCPA

The Water Bill Savings Program Manager position is selected by and reports to the Executive Director or the Director of Climate Programs. Combined the SCTA/RCPA have a staff of thirteen and manage an annual budget ranging from \$30-\$100 million including both projects, grant funding, programs and operations.

The Sonoma County Transportation Authority (SCTA) was established in 1990 and is charged with coordinating transportation plans, programs and projects among the cities and County of Sonoma. The SCTA develops long range transportation plans covering all modes and works cooperatively with local, regional and State agencies to deliver capital projects as well as allocate various federal, state and regional funding programs. The SCTA is also responsible for the administration of a voter approved ¼ cent sales tax dedicated to transportation.

The Regional Climate Protection Authority (RCPA) was established in 2009 and is charged with leading and coordinating countywide efforts to implement and advocate a broad range of programs and projects to reduce greenhouse gas (GHG) emissions. The RCPA serves as a central location for information sharing related to GHG reducing policies, projects and programs; helps to coordinate advocacy efforts to secure funding from all levels of government; and assists local partners in their efforts to identify, prioritize and implement measures to reduce GHG emissions.

Definition

The Regional Water Bill Savings Program Manager will work with BayREN to manage the design and launch of a regional model for the Water Bill Savings Program to expand program benefits throughout the Bay Area. The Program Manager should have the leadership skills to be an effective advocate for the Water Bill Savings

Program; should have high energy, a strong work ethic, and the initiative to define and execute a new public program to increase community resilience through efficiency.

Distinguishing Characteristics

This class is characterized by the responsibility to plan, organize, and perform professional level staff work in supporting SCTA/RCPA's role as county lead for the Water Bill Savings Program. The incumbent frequently serves as the departmental expert or resource in assigned areas of responsibility.

The Senior level position is distinguished by having more experience, handling greater work plan complexity and responsibility, and managerial responsibilities.

Typical Duties/Responsibilities

Depending on assignment, duties may include but are not limited to the following:

- Lead the Water Bill Savings Program Team
- Lead communications and engagement with BayREN Water Bill Savings Program Committee, partner and prospective partner utilities
- Oversees all public outreach strategies for the Water Bill Savings Program including press releases, program web site, social media, community events, and presentations
- Provide support to ABAG in engaging and communicating with California Public Utilities Commission (CPUC) staff and development of CPUC filings and reporting
- Support Program Team's engagement with ABAG on Regional Program development
- Provide guidance for and support engagement with City of Hayward, Town of Windsor, and EBMUD staff on direction of existing PAYS® programs
- Develop and manage Program implementation activities and budget and manage engagement with contractors
- Oversee all Program reporting to BayREN and CPUC
- Identify and engage with priority stakeholder groups, including but not limited to:
 - Bay Area water utilities/agencies
 - Bay Area city managers and elected officials
 - Property owner groups and associations (especially HOAs, Multifamily/Apartment Associations, and small business associations)
 - Contractor networks/associations
 - Association of California Water Agencies and CalWEP (state chapter of Water Efficiency Partnership)
 - Department of Water Resources and State Water Resources Control Board
 - Bay Area climate and resilience networks
- Work with Program Team and ABAG staff on Program design and development of program agreements, including:
 - Program contracts and agreements with partner utilities, participating customers, participating contractors;
 - Program model utility tariffs;
 - Cost-effectiveness calculations and measure/project analysis;

- Data tracking tools and protocols;
- Project quality assurance/quality control protocols;
- Program marketing, education, and outreach materials;
- Master and maintain understanding of key drivers and requirements for water conservation in California, including but not limited to:
 - Water conservation legislation, including SB 564 (Water Bill Savings Act);
 - State mandates for water efficiency goals/targets;
 - The importance of the water-energy nexus as relates to state water and energy savings goals;
 - On-bill financing approaches including tariffed on-bill systems and the PAYS[®] system;
 - Successes and challenges of program pilots at Town of Windsor, City of Hayward, and East Bay Municipal Utility District;
 - Other critical program design issues (e.g., water efficiency products and performance, rebate eligibility, utility rate structures, contractor requirements, etc.)

Knowledge of:

- Project management
- The interrelationship between government agencies at all levels
- Cross-sector engagement and partnership strategies and best practices
- Water and energy efficiency improvements and associated programs for single family, multifamily, and commercial properties
- Understanding of operations and priorities at municipal water utilities for water conservation, water supply, and water treatment, and how these factors relate to and enable or hinder the growth within the municipality
- Familiarity with various energy efficiency and project financing products (PACE, unsecured loans, On-Bill Repayment, On-Bill Financing, and PAYS[®])
- Experience with public contracting and procurement for consulting and program implementation services
- Understanding of public finance authorities and public finance regulations/requirements

Ability to:

- Communicate effectively orally and in writing
- Establish and maintain effective working relationships across agencies, jurisdictions and sectors
- Understand program objectives in relation to departmental goals and procedures
- Organize and prioritize work assignments
- Effectively plan to achieve both short and long-term goals
- Be flexible and adjust plans and previous decisions based on opportunities or barriers that arise
- Think creatively
- Be a team player able to elicit and benefit from others' skills and expertise
- Be persistent in outreach to, and engagement of, hard to reach audiences

The ideal candidate will have many of the following qualifications:

- Experience with water and energy efficiency improvements and associated programs for single family, multifamily, and commercial properties

- Understanding of operations and priorities at municipal water utilities for water conservation, water supply, and water treatment, and how these factors relate to and enable or hinder the growth within the municipality
- Familiarity with various energy efficiency and project financing products (PACE, unsecured loans, On-Bill Repayment, On-Bill Financing, and PAYS®)
- Experience with public contracting and procurement for consulting and program implementation services
- Understanding of best practices in addressing equity issues in program design
- A desire to increase environmental and economic resilience throughout the Bay Area
- Enjoy working in a dynamic environment where professionalism, quality service and teamwork are highly valued

Minimum Qualifications

Education: Any combination of course work and training which would provide an opportunity to acquire the knowledge and abilities listed. Normally, a Bachelor's degree in environmental policy, planning, or a related discipline would provide such an opportunity.

Experience: Work experience which would provide an opportunity to acquire the knowledge and abilities listed. Normally, three to five years of full-time professional level staff experience related to the implementation of similar programs demonstrating increasing responsibility.

This position will be based in the SCTA/RCPA offices in Santa Rosa but will require travel throughout the Bay Area and ability to work remotely. Possession of a valid California driver's license is required.

The Water Bill Savings Program Manager is an employee of the SCTA. As such, the Program Manager is entitled to those benefits provided by the SCTA and described in the *Sonoma County Transportation Authority Personnel Policies and Procedures Manual* including health care, retirement, paid holidays, vacation time, sick leave, and professional development.

This is an open recruitment until the position is filled. Cover Letters and Resumes will be accepted until Wednesday, November 14th, 2018.

Please email all cover letters and resumes, with "Water Bill Savings Program Manager" in the subject line, to:

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