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October 17, 1994

To:

Board of Directors (Executive Committee--Action)

(Committee on Legislation--Action) (Finance & Insurance--Action) (Organization & Personnel--Action)

From:

General Manager

Subject:

Plan for MWD Representation in Washington, D.C.

**APPROVED** 

by the Board of Directors of The Metropolitan Water District of Southern California at its meeting held

NOV - 8 1994

EXECUTIVE SECRETARY

#### Introduction

In order to maintain and enhance effectiveness in the nation's Capitol, both the Legislative Committee and the Blue Ribbon Task Force have urged The Metropolitan Water District of Southern California (Metropolitan) to consider changes in our strategy for representation in Washington, D.C. While several alternatives warrant consideration, the most effective approach appears to be one which includes the following elements:

- Establishment of a Metropolitan office in Washington, D.C., managed by Metropolitan professional staff with appropriate support;
- Implementation of a media relations program to promote awareness about Metropolitan and urban water issues directed at appropriate news service agencies in Washington, D.C.;
- Development of a comprehensive federal advocacy program which includes agreements with several Washington, D.C., firms to provide representation with a broader array of perspectives and contacts in order to increase the scope and effectiveness of Metropolitan's activities and influence.
- Development of closer relationships with federal officials (including members of Congress who represent California and/or who have key committee assignments, committee staff, federal agencies, etc.), appropriate national organizations which can be helpful to

Metropolitan, and the Washington, D.C. offices of other California water agencies which have interests in common with Metropolitan and its member agencies.

Consistent with the recommendations of Metropolitan's Blue Ribbon Task Force, staff proposes to develop an improved presence in Washington, D.C.

## **Detailed Report**

Staff proposes the establishment of a Metropolitan Washington, D.C. Office which would include full-time staff responsible for:

- 1. The management of a portfolio of Metropolitan lobbying contracts;
- 2. Issue management, including working with the Public Affairs Division on a media outreach program, and the coordination of Metropolitan expert staff, management directives and District policy objectives; and
- 3. Development of direct relationships with federal legislators, regulators and legislative advocates of other California urban water agencies and business coalitions.

This program would require a principal Metropolitan staff member to work full time in Washington, D.C. with the support of Metropolitan professional and clerical staff, enhanced by the Executive fellowship program. The Washington, D.C. office would report to Deputy General Manager Timothy Quinn, who is responsible for coordinating Metropolitan's external affairs. The objectives would include achieving greater awareness, interest and support for Metropolitan policies among federal lawmakers and regulators.

To achieve these objectives, the Metropolitan Washington, D.C. staff would make recommendations when needed to execute agreements with and otherwise seek the advice and counsel of contract lobbying firms which offer access to appropriate federal officials and interest groups.\* In the event that Metropolitan enters into contracts with such advocacy firms, the Metropolitan staff member in Washington D.C. would oversee and manage these contracts.

<sup>\*</sup> These contracts, including that with Will and Muys which continues until July 1996, are part of the General Manager's budget.

The proposed Metropolitan Washington D.C. office would actively participate in the federal legislative process through the development of relationships with key decision-makers within:

- 1. Authorizing committees and
- 2. Appropriations committees.

The Washington, D.C. office also would participate in the federal regulatory process:

- 1. Through the development of greater awareness and improved communications with the appropriate federal regulatory agencies (such as EPA, Fish and Wildlife and others); and
- 2. Through the enhancement of contacts with other federal agencies with oversight jurisdiction over water (such as the Department of Interior and the Bureau of Reclamation).

## **Budget Implications**

A detailed budget for the Washington, D.C. office is attached. It is anticipated that this program will require an expenditure of \$265,302 in fiscal year 1994-95, which would convert to an annualized budget of \$419,188 (see attachment).

Although these are additional costs to the District, a full-time staff presence in Washington, D.C. reflects the most cost-effective program to achieve the District's federal legislative agenda, as set forth by the Board of Directors and recommended by the Blue Ribbon Task Force.

## **Human Resource Implications**

## Legislative Classification Descriptions

Over the past several months, the Human Resources Division has been conducting a classification study to consolidate similar classification descriptions. The study

has revealed that the duties, responsibilities and essential functions of the "Legislative Representative" in Sacramento do not match the existing government relations classification descriptions now assumed by two of the members of the Sacramento legislative staff (Dale Hunter, who currently carries the title "Principal Government Relations Representative" and Kathy Cole who currently carries the title "Government Relations Representative.")

With the expansion of the Sacramento office over the last two years and the proposed opening of the Washington, D.C. legislative office, Human Resources has suggested that new classifications which are more appropriate for the Sacramento and Washington, D.C. offices be established.

In order to address the staffing needs for both the Sacramento and Washington, D.C. offices, it is proposed that the following classifications be developed to apply to both legislative offices:

<u>Classification</u>	Salary Grade	Annual Range
Executive Legislative Representative	71	\$101,754 - \$126,235
Principal Legislative Representative	62	\$ 79,997 - \$ 99,070
Assistant Legislative Representative	54	\$ 64,754 - \$ 77,875

The proposed descriptions are attached as Exhibit 3.

Ray Corley, Jr., who currently serves as the District's Sacramento Legislative Representative, would retain essentially the same classification description. His title would change to "Executive Legislative Representative."

Dale Hunter and Brad Hiltscher would carry the title "Principal Legislative Representative." Dale Hunter would remain in the Sacramento office and Brad Hiltscher would manage the Washington, D.C. office. Kathy Cole would assume the title "Assistant Legislative Representative." Kathy Cole would remain in the Sacramento Legislative office. An additional staff person with federal legislative experience would be hired in Washington, D.C. to work with Brad Hiltscher as an "Assistant Legislative Representative."

## **Executive Management Fellowship**

This program will play a vital role in the enhancement of the District's legislative program in both Sacramento and Washington, D.C. Under the provisions of this program, there would be opportunity for current MWD employees, at salary grade 52 or above, to be assigned to a legislative office (one in Sacramento and one in Washington, D.C.)

The participants in this program will act as a member of the District's legislative team for the period of one year, thereby enhancing the skills of the employee and, at the same time, providing needed additional resources to the legislative program without increasing the MWD payroll.

#### **Facilities**

Eventually, it will be essential for Metropolitan to establish a strong identity in Washington, D.C., including occupying our own Washington office facility. Establishment of an independent Washington office facility could be implemented after an interim period. As an interim solution, Metropolitan will occupy soon-to-be-vacated space in the existing offices of Will & Muys consistent with the attached budget.

## **Timing**

The 104th Congress is expected to be marked by significant changes in both the House and Senate and will consider issues of enormous importance to Metropolitan. For these reasons, it is important that we begin implementing any changes in Metropolitan's Washington strategies as soon as possible, preferably before Congress convenes in January 1995.

# New Appointment

After consideration of various alternatives, I have decided that the Washington office will be managed by a Southern California professional staff person. Washington experience and contacts can be effectively and expeditiously developed through agreements with appropriate contract representatives. The Washington office, once established, will be managed by Brad Hiltscher, currently Senior Government Relations Representative in the Public Affairs Division. He will be reassigned immediately to report to Deputy General Manager Timothy Quinn as a Principal Legislative Representative.

#### Recommendation

It is recommended that the Board of Directors approve the proposed budget of \$265,000 for costs associated with the newly-created Washington, D.C. office in fiscal year 1994-95.

It is further recommended that the District approve the title change of the current Legislative Representive to Executive Legislative Representative, addition of a Principal Legislative Representative at salary range 62 (unrepresented) and the Assistant Legislative Representative at salary range 54 (MAPA), which would apply to both the Sacramento as well as the Washington, D.C. legislative programs.

October 17, 1994

John R. Wodraska General Manager

Submitted by:

Cimothy Quinn

Deputy General Manager

Concur:

John R Wodraska General Manager

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# 1994-95 Proposed Budget For Washington, D.C. Legislative Office

ITEM	12	FISCAL
	Months	YEAR
LABOR	206,000	\$120,158
SUPPLIES	4,000	4,000*
EXPENSES		
MEALS (INCLUDES LOBBY-RELATED EXPENSES AND TRAVEL	24,000	14,000
MEALS)	00.000	
AIR FARE	30,000	18,500
Lodging	5,000	2,917
PARKING AT AIRPORT AND ON OFFICIAL BUSINESS	2,500	1,458
GROUND TRANSPORTATION	2,500	1,458
FURNITURE PURCHASES OR RENTAL	10,000	10,000*
EQUIPMENT PURCHASE OR RENTAL	10,000	10,000*
PUBLICATIONS	2,500	2,500*
Postage	7,500	4,375
TELEPHONE	25,000	14,581
STANDARD TELEPHONE SERVICE		
800 SERVICE		
FAX		
COMPUTER CONNECTIONS		
CELLULAR		
RENT	52,988	30,910
PART-TIME RECEPTIONIST SERVICES	16,800	9,799
MISCELLANEOUS	15,000	8,749
TO COVER CONFERENCE REGISTRATION FEES,		
MEMBERSHIPS, EQUIPMENT REPAIR, CABLE SERVICE,		
REFRESHMENTS FOR VISITORS		
LEASED VEHICLES	3,000	1,749
THIS FIGURE IDENTIFIES ONLY THE OPERATIONAL COSTS,		
INCLUDING GASOLINE AND MAINTENANCE FOR ONE (1)		
DISTRICT-LEASED AUTOMOBILE. THE LEASE COSTS ARE		
IDENTIFIED IN THE DISTRICT FLEET BUDGET.		
PARKING FOR ONE (1) DISTRICT-LEASED AUTOMOBILE	2,400	1,399
TOTAL	419,188	\$265,302

<sup>\*</sup>Projected expenditures which will require 100% investment within fiscal 94-95. The other figures reflect projected expenditures between December 1, 1994 through June 30, 1995.

# METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA CLASSIFICATION DESCRIPTION

Proposed Class	ification Title:	EXECUTIVE LEGISLATIVE REPRESENTATIVE						
Unit:		01-Unrepresented						
Class Code: _	021 Grade:	71	EEOC Ca	tegory: _	<u>A</u>	Overtime Exempt:	Y	
Typical Career Progression:		Exec. Legisla	tive Rep.	/ Pr. Legis	slative Rep.	/ Asst. Legislativ	e Rep.	
				<u> </u>				
Department:	Executive Offices							
Reports to:	General Manager							
Reviewed by:		1 1						
	Department	Date /						
	Department							
	HR Division	Date						

#### JOB SUMMARY

Direct and participate in all legislative activities related to implementation of Metropolitan's state or federal advocacy program; represent Metropolitan's interest before the State Legislature or U.S. Congress. Maintain liaison with elected representatives and high-level officials in Congress or the State Legislature to promote and protect Metropolitan's near and long-term legislative, regulatory, and policy objectives.

# ESSENTIAL FUNCTIONS AND EXPECTED RESULTS

- 1. Direct all legislative activities of the Sacramento or Washington D.C. office, including supervision of staff, development and monitoring of budget to ensure that Metropolitan's strategic goals and objectives are met.
- 2. Direct and manage activities involving the dissemination of information and materials to state and federal elected officials in Sacramento or Washington D.C. to ensure that elected officials are well-informed in an effective and timely manner.
- 3. Advocate Metropolitan's interest before the executive, legislative, and regulatory branches of the state or federal government to promote and protect Metropolitan's near and long-term legislative and policy objectives.
- 4. Deliver presentations on the more highly complex legislative issues to ensure that interested parties, including management, the member agencies, and the Board of Directors, are well-informed on federal and state legislative and regulatory issues impacting Metropolitan.

- 5. Supervise staff, including selecting employees, assigning work, providing training and development, evaluating performance, and building a motivated, effective team to ensure that organizational goals for diversity, career development, productivity, performance management, and employee development are met.
- 6. Supervise the analysis of state or federal legislative and administrative actions which affect water supply availability, water quality, hydroelectric power, financing, and other key issues to ensure that Metropolitan's strategic goals and objectives are met.
- 7. Testify at state and federal legislative hearings as required. Represent Metropolitan at official meetings to enhance Metropolitan's standing and acceptance of Metropolitan's position on legislative and regulatory issues.
- 8. Assist the General Manager's office in the development and implementation of external programs, plans, and strategies to ensure that a consistent and coordinated message is presented to state/federal elected officials.
- 9. Advise the Board and management on the political ramifications of Metropolitan's actions to ensure that consistent and deliberative decision-making takes place.
- 10. Develop an effective legislative outreach program in Sacramento or Washington D.C. to ensure that Metropolitan's positions are communicated in a consistent, timely, and effective manner.
- 11. Maintain contact with trade associations, other utilities, and business groups by representing Metropolitan at meetings of those groups to promote and protect Metropolitan's goals and objectives.
- 12. Perform other related duties as required.

# MINIMUM QUALIFICATIONS

**Education and Experience** 

 Bachelor's degree from an accredited college or university majoring in Political Science, Public Administration, Business Administration, or a related field and 6 years of progressively responsible, directly-related experience in government relations and legislative advocacy at the local, state, or federal level;

OR

• A combination of education and progressively responsible, directly-related experience in government relations and legislative advocacy at the local, state, or federal level totaling 10 years.

Licenses/Certification Required

• Valid driver's license from state of residency equivalent to California Class C.

## Knowledge, Skills and Abilities

# Knowledge of (B/basic; J/journey; E/expert):

- Federal and/or state legislative process (E)
- Federal and/or state elected officials (E)
- Management/supervisory concepts and techniques (J)
- Urban, agricultural, and environmental water interests (E)
- Regulations and laws applicable to area of responsibility (J)

#### Skill and ability to:

- Prepare or direct the preparation of a variety of correspondence and reports to advocate Metropolitan's position before the appropriate executive, legislative, and regulatory branches of state or federal government.
- Persuasively argue for Metropolitan's program, projects, and policies.
- Effectively communicate with diverse and competing interests.
- Prepare and deliver written updates and/or oral presentations to management, member agencies, the Board of Directors, elected officials, civic and business leaders.
- Manage a portfolio of highly complex legislative issues.
- Facilitate and organize broad base support for a number of high profile state and federal legislative initiatives.
- Protect Metropolitan's existing water supply.
- Negotiate legislative solutions that promote a reliable water supply for Southern California, protect the financial integrity of MWD and protect Metropolitan's water supply infrastructure.
- Travel to various and remote sites within and outside Metropolitan's service area.

#### PERFORMANCE CATEGORIES

Performance expectations would typically be tailored to the job and incumbent. The general categories for this job could include but are not limited to:

- Budget
- Cost-effective legislative outreach programs
- Project team management
- Selection and retention of workforce to meet agency's diversity objectives
- Employee development to meet Metropolitan's near and mid-term needs
- Board and member agency satisfaction with management of legislative advocacy program

# SUPERVISORY RESPONSIBILITY/ACCOUNTABILITY

# Supervisory scope

• A small work group of 4 to 5 employees.

# Project management examples:

- Develop broad-based support with elected federal, state, and local officials, Board members, member agencies, and business leaders for specific legislation impacting Metropolitan's programs.
- Develop and implement political strategies for specific projects and programs, such as Clean Water Act, Safe Drinking Water Act, Colorado River Salinity Control, water transfers, water supply availability, endangered species, state/local financing, State Water Project, and Bay/Delta matters.

# METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA CLASSIFICATION DESCRIPTION

Proposed Class	ification Title:	PR. LEGISLATIVE REPRESENTATIVE					
Unit:	01-Unrepresented						
Class Code: _	Grade:	62	EEOC C	ategory: _	<u>B</u>	Overtime Exempt:	Y
Typical Career Progression:		Exec. Legislative Rep.		/ Pr. Legislative Rep.		/ Asst. Legislative Rep.	
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Department:	Executive Offices		<u>/</u>				
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Reports to:	Deputy General M	[anager		1			· · · · · · · · · · · · · · · · · · ·
•	<b>Executive Legislat</b>	ive Represer	tative				
Reviewed by:		1 1					
•	Department	Date					
	Department	Date 					
	HR Division	Date			·	parada"	

#### **JOB SUMMARY**

Implement Metropolitan's state or federal advocacy program. Represent Metropolitan's interest before the State Legislature or U.S. Congress. Maintain liaison with elected representatives and high-level officials in Congress or the State Legislature to promote and protect Metropolitan's near and long-term legislative, regulatory, and policy objectives.

#### ESSENTIAL FUNCTIONS AND EXPECTED RESULTS

- 1. Advocate Metropolitan's interest before the executive, legislative, and regulatory branches of the state or federal government to promote and protect Metropolitan's near and long-term legislative and policy objectives.
- 2. Analyze and monitor state or federal legislative and administrative actions which affect water supply availability, water quality, hydroelectric power, financing, and other key issues to ensure that Metropolitan's strategic goals and objectives are met.
- 3. Participate in activities involving the dissemination of information and materials to state and federal elected officials in Sacramento or Washington D.C. to ensure that elected officials are well-informed in an effective and timely manner.
- 4. Deliver presentations on legislative issues to ensure that interested parties, including management, the member agencies, and the Board of Directors, are well-informed on federal and state legislative and regulatory issues impacting Metropolitan.

- 5. Testify at state and federal legislative hearings as required. Represent Metropolitan at official meetings to enhance Metropolitan's standing and acceptance of legislative and regulatory issues.
- 6. Assist the General Manager's office in the development and implementation of external programs, plans, and strategies to ensure that a consistent and coordinated message is presented to state/federal elected officials.
- 7. Advise the Board and management on the political ramifications of Metropolitan's actions to ensure that consistent and deliberative decision-making takes place.
- 8. Participate in the development of an effective legislative outreach program in Sacramento or Washington D.C. to ensure Metropolitan's positions are communicated in a consistent, timely, and effective manner.
- 9. Maintain contact with trade associations, other utilities, and business groups by representing Metropolitan at meetings of those groups to promote and protect Metropolitan's goals and objectives.
- 10. May supervise staff and manage day-to-day operations in the absence of the Executive Legislative Representative.
- 11. Perform other related duties as required.

## **MINIMUM QUALIFICATIONS**

#### **Education and Experience**

 Bachelor's degree from an accredited college or university majoring in Political Science, Public Administration, Business Administration, or a related field and 4 years of progressively responsible, directly-related experience in government relations and legislative advocacy at the local, state, or federal level

#### OR

• A combination of education and progressively responsible, directly-related experience in government relations and legislative advocacy at the local, state, or federal level totaling 8 years.

## Licenses/Certification Required

• Valid driver's license from state of residency equivalent to California Class C.

#### Knowledge, Skills and Abilities

## Knowledge of (B/basic; J/journey; E/expert):

- Federal and/or state legislative process (E)
- Federal and/or state elected officials (E)
- Urban, agricultural, and environmental water interests (J)
- Regulations and laws applicable to area of responsibility (J)

#### Skill and ability to:

- Prepare a variety of correspondence and reports to advocate Metropolitan's position before the appropriate executive, legislative, and regulatory branches of state or federal government.
- Persuasively argue for Metropolitan's program, projects, and policies.
- Effectively communicate with diverse and competing interests.
- Prepare and deliver written updates and/or oral presentations to management, member agencies, the Board of Directors, elected officials, civic, and business leaders.
- Manage a portfolio of complex legislative issues.
- Facilitate and organize broad base support for a number of high profile state and federal legislative initiatives.
- Protect Metropolitan's existing water supply.
- Negotiate legislative solutions that promote a reliable water supply for Southern California, protect the financial integrity of MWD and protect Metropolitan's water supply infrastructure.
- Travel to various and remote sites within and outside of Metropolitan's service area.

#### PERFORMANCE CATEGORIES

Performance expectations would typically be tailored to the job and incumbent. The general categories for this job could include but are not limited to:

- Effective analysis of legislation
- Cost-effective legislative outreach programs
- Project team management
- Board and member agency satisfaction with management of legislative advocacy program
- Effective liaison with internal and external contacts
- Negotiating skills

# SUPERVISORY RESPONSIBILITY/ACCOUNTABILITY

## Supervisory scope

#### Project management examples:

- Develop broad-based support with elected federal, state and local officials, Board members, member agencies, and business leaders for specific legislation impacting Metropolitan's programs.
- Develop and implement political strategies for specific projects and programs, such as Clean Water Act, Safe Drinking Water Act, Colorado River Salinity Control, water transfers, water supply availability, endangered species, state/local financing, State Water Project, and Bay/Delta matters.

New Classification November 8, 1994

# METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA CLASSIFICATION DESCRIPTION

Proposed Class	ification Title:	ASSISTANT LEGISLATIVE REPRESENTATIVE					
Bargaining Uni	04-Management and Professional Employees Association						
Class Code: Grade:		54 EEOC Category		ategory: _	В	Overtime Exempt: Y	
Typical Career Progression:		Exec. Legislative Rep. / Pr		/ Pr. Legis	slative Rep.	/ Asst. Legislative Rep.	
Department:	Executive Offices		1	<del></del>			
Reports to:	Principal Legislati	ve Represent	tative				
Reviewed by:		1 1					
-	Department	Date					
	Department		•				
	HR Division	Date	· · · · · · · · · · · · · · · · · · ·				

#### JOB SUMMARY

Assist in the implementation of Metropolitan's state or federal advocacy program. Represent Metropolitan's interest before the State Legislature or U.S. Congress. Maintain liaison with elected representatives and staff in Congress or the State Legislature to promote and protect Metropolitan's near and long-term legislative, regulatory, and policy objectives.

#### ESSENTIAL FUNCTIONS AND EXPECTED RESULTS

- 1. Assist in the advocation of Metropolitan's interest before the executive, legislative, and regulatory branches of the state or federal government to promote and protect Metropolitan's near and long-term legislative and policy objectives.
- 2. Analyze and monitor state or federal legislative and administrative actions which affect water supply availability, water quality, hydroelectric power, financing, and other key issues to ensure that Metropolitan's strategic goals and objectives are met.
- 3. Participate in activities involving the dissemination of information and materials to state and federal elected officials in Sacramento or Washington D.C. to ensure the elected officials are well-informed in an effective and timely manner.
- 4. Deliver presentations on legislative issues, as required, to ensure that interested parties, including management, the member agencies, and the Board of Directors are well-informed on federal and state legislative and regulatory issues impacting Metropolitan.

- 5. Assist in the development of an effective legislative outreach program in Sacramento or Washington D.C. to ensure Metropolitan's positions are communicated in a consistent, timely, and effective manner.
- 6. Respond to requests for information on legislative matters and administrative actions from elected officials and staff, Board members, member agencies, and Metropolitan staff to maintain the liaison necessary to promote Metropolitan's strategic goals and objectives.
- 7. Perform other related duties as required.

## MINIMUM QUALIFICATIONS

### **Education and Experience**

 Bachelor's degree from an accredited college or university majoring in Political Science, Public Administration, Business Administration, or a related field and 2 years of progressively responsible, directly-related experience in government relations and legislative advocacy at the local, state, or federal level;

#### OR

• A combination of education and progressively responsible, directly-related experience in government relations and legislative advocacy at the local, state, or federal level totaling 6 years.

#### Licenses/Certification Required

• Valid driver's license from state of residency equivalent to California Class C.

# Knowledge, Skills and Abilities

#### Knowledge of (B/basic; J/journey; E/expert):

- Federal and/or state legislative process (E)
- Federal and/or state elected officials (J)
- Urban, agricultural, and environmental water interests (J)
- Regulations and laws applicable to area of responsibility (B)

#### Skill and ability to:

- Prepare a variety of correspondence and reports to advocate Metropolitan's position before the appropriate executive, legislative, and regulatory branches of state or federal government.
- Effectively communicate with diverse and competing interests.
- Prepare and deliver written updates and/or oral presentations to management, member agencies, the Board of Directors, elected officials, civic and business leaders.
- Analyze a portfolio of legislative issues.
- Facilitate broad base support for a number of high profile state and federal legislative initiatives.
- Protect Metropolitan's existing water supply.
- Travel to various and remote sites within and outside Metropolitan's service area.

## PERFORMANCE CATEGORIES

Performance expectations would typically be tailored to the job and incumbent. The general categories for this job could include but are not limited to:

- Presentation skills
- Effective analysis of legislation
- Effective liaison with internal and external contacts

# SUPERVISORY RESPONSIBILITY/ACCOUNTABILITY

Supervisory scope

Project management examples: