



City of Dallas



Water Conservation Manager

Committed to Building a "Service First" Culture!



THE COMMUNITY

The vibrant spirit of Dallas, and its true Texas charm, provides an authentic experience that is world-class! As the ninth largest city in the United States and the third largest city in Texas, Dallas has over 1.3 million residents. The Dallas-Fort Worth-Arlington metropolitan area, commonly known as the Dallas Fort Worth (DFW) Metroplex has 120 cities and a population of more than 7.2 million and is the No. 1 visitor and leisure destination in Texas!

The community is proud of its diverse neighborhoods and attracts residents desiring both urban and affordable living. With many events and activities to choose from, Dallas has much to offer both tourists and area residents. The DFW region is the home of six major sports franchises including the Dallas Cowboys (NFL); Dallas Stars (NHL); Dallas Mavericks (NBA); Dallas Wings (WNBA); FC Dallas (MLS) and the Texas Rangers (MLB). The Dallas Arts District is the largest urban arts district in the United States, and Fair Park is home to the largest collection of Art Deco buildings in the country.

Known for business, Dallas is home to the third largest concentration of Fortune 500 companies. The greater DFW area boasts the 5th largest economy in the country and 10th largest in the world. The City's economy is primarily based on banking, commerce, telecommunications, technology, energy, healthcare and medical research, and transportation and logistics. Supporting both business and tourism, the Dallas-Fort Worth Airport is one of the largest and busiest airports in the world.

Dallas has more than 300 public and nearly 90 private primary and secondary schools. Also, the region is home to more than 40 higher education institutions, including the University of Texas Southwestern Medical School, Southern Methodist University, the University of North Texas, Texas Christian University, University of Texas at Arlington, and University of Texas at Dallas.

Dallas is also one of the most ethnically diverse major cities in the United States, with residents of Hispanic or Latino (42%), African American (24%), Asian (5%), and Caucasian (29%) descent. The Dallas metropolitan area is recognized as having the sixth-largest concentration of members of the LGBTQ community among the 50 largest U.S. cities.

THE CITY

The City of Dallas operates under Council-Manager form of government with a Mayor and 14 City Council Members serving as district representatives. Under this form of government, the elected body sets policies for the operations of the City. The City Manager is appointed by the Mayor and City Council to serve as the chief administrator over the city government organization. The City Manager has an Executive Leadership Team which consists of seven Assistant City Managers and Chiefs. The City of Dallas is a full-service organization composed of more than 30+ departments. The City Manager oversees all departments and functions of the city except those of City Attorney, City Secretary, City Auditor, and judiciary, each of whom reports directly to the City Council. In addition, the Park and Recreation Department does not report directly to the City Manager but has its own board that is appointed by the City Council. Dallas has an FY 2021-22 operating budget of \$3.48 billion and capital budget of \$863 million for total of \$4.345 billion. The city currently has a total of 14,423 budgeted full-time employees.

THE VALUES OF SERVICE

The City of Dallas is building a Service First culture that is guided by the core values of *Empathy, Ethics, Excellence, and Equity*.

Empathy - We demonstrate compassion by listening and understanding.

Ethics - We believe in being transparent, open and honest.

Excellence - We are committed to continuous improvement.

Equity - We understand the diverse needs of the community we serve.

WATER CONSERVATION IN DALLAS

The Office of Environmental Quality & Sustainability is committed to leading comprehensive efforts towards environmental stewardship, sustainability, resource conservation, environmental compliance, and environmental education with a focus on excellent equitable service delivery.

Dallas has a long history of providing leadership in water conservation and their efforts have helped save the city approximately 350BG of water, while its population has increased by 8.5%, resulting in:

- » Extending the water supply by 2 to 3 years
- » Reducing Gallons per Capita per Day (GPCD) by 31.5%
- » Mitigating the impact of multi-year drought

Since 1981, Dallas Water Utilities (DWU) began adding bill inserts to encourage customers to conserve water. In 1984, DWU initiated a school education program that included textbook covers with a conservation message, poster contests, a regional science fair, curriculum aids, classroom presentations, and student tours of treatment facilities. In the mid-1980's, DWU conservation efforts focused on media relations (television and radio public service announcements), speaking engagements, and special events and promotions. It included presentations to classrooms and professional and civic organizations. An annual Drinking Water Week poster contest began in 1984, and water-upon-request promotions at local restaurants in 1985-86.

In 1987, DWU started a retrofit pilot program, fitting 2,025 homes with low-flow showerheads and toilet dams. Since the pilot program, DWU has provided ongoing public education about the benefits of retrofitting and ongoing distribution of showerheads upon request. In 1988, DWU began promoting water-wise landscapes with exhibits, brochures, and seminars (in partnership with the Texas AgriLife Extension Service). In 1993, a water-wise demonstration garden was installed at the historic White Rock Pump Station. During that same period, DWU also began sponsoring annual recognition awards and a tour of homes with water-wise landscaping.

Since October 2001, the Dallas City Council has amended the city's water and wastewater ordinance to include conservation water rates and a prohibition on landscape water waste. The inverted block rate structure was amended so that residential and commercial customers using more gallons per month paid a higher unit rate for the additional water. In addition, the following wasteful practices are prohibited:

- » Runoff from irrigation onto a street or other drainage area
- » Irrigation of impervious areas
- » Operation of an irrigation system with broken or missing sprinkler heads
- » Irrigation during a precipitation event
- » Irrigation between the hours of 10 am and 6 pm from April 1 through October 31 of any year (except irrigation by hand and the use of soaker hoses)
- » Irrigation more than twice per week based on the property street address

Finally, the ordinance amendment requires all irrigation systems be equipped with rain-sensing devices and freeze sensors by January 1, 2005.

In 2002, DWU initiated an extensive, ongoing multimedia Public Awareness Campaign to educate customers about landscape irrigation practices and new restrictions from the ordinance amendment. The award-winning campaign is themed "Save Water. Nothing Can Replace It." Today, the Public Awareness Campaign has expanded to a regional campaign with multiple water suppliers in the region. In 2005, the Dallas City Council adopted the first Water Conservation Five-Year Strategic Plan to further reduce peak demands and curb water waste.

The City of Dallas' water conservation education program is considered one of the best information and education programs in the State of Texas. The program has received recognition from the Texas Water Development Board, the Texas Section of the American Water Works Association (TAWWA), the Texas Water Conservation Association, the American Advertising Federation, the U.S. Environmental Protection Agency (EPA), and the Obama Administration's 2011 Clean Water Framework Report. The school program has received awards from the TAWWA, Keep Texas Beautiful, and the Oak Cliff Chamber of Commerce.



THE POSITION

The City of Dallas is seeking a highly qualified individual to fill the Water Conservation Manager position. This position will be responsible for providing leadership and management of the Water Conservation Division and for the research, development, and evaluation and implementation of Dallas' water conservation policies and procedures in the City of Dallas.

The Water Conservation Manager will report to an Assistant Director in the Office of Environmental Quality and Sustainability (OEQS). Under the direction of the Assistant Director, this position will lead a team of 10 staff members, both direct and indirect reports, in providing conservation services to Dallas' water customers with the objective of reducing water usage to meet established water use goals. The Water Conservation Division is funded by Dallas Water Utilities, an enterprise fund department within the City of Dallas.

The Water Conservation Manager will work in conjunction with Dallas Water Utilities in the development and implementation of the water conservation water management strategy in the Long-Range Water Supply plan and will also provide support to the Dallas Water Conservation Five-Year Work Plan, Dallas' Water Conservation Plan. These Plans evaluate and plan for water supply and demand management strategies for the City of Dallas in a local and regional water supply provider context.

A few of the key responsibilities for this role include:

- » Oversees, plans, develops, and implements water conservation programs and policies, consistent with Dallas' long-term goals related to water conservation strategies.
- » Coordinates water conservation program activities with various Local, Regional, State, and/or Federal agencies in order to promote conservation.
- » Performs budget development and execution, management of contracts, and service delivery following all appropriate sections of the City code and other ordinances.
- » Responsible for the full range of supervisory activities including selection, training, evaluation, counseling, and takes disciplinary action up and including termination.
- » Participates in the development of long-term strategic goals related to water conservation efforts and recommends changes to City codes relating to water management.
- » Coordinates with Dallas Water Utilities in the development and implementation of the Long-Range Water Supply Plan's Water Conservation Water Management Strategy.
- » Oversees the use of data from various sources and applies analytical methods to quantify and track water savings from water conservation program and strategy implementation.
- » Oversees the education and implementation of water conservation programs.
- » Stays current with new trends and innovation in water conservation management methods and techniques, including regulatory and legislative issues.
- » Participates on cross-divisional teams and coordination efforts with other division/ departments.
- » Participates on various Local, Regional, State, and/or National boards, councils, and associations.
 - » Presents to executive management on division matters, attends industry, community, and City meetings.
 - » Oversees the development and implementation of methods to measure water conservation programs and activities water savings, efficiency, and customer satisfaction.

THE IDEAL CANDIDATE

The ideal candidate is passionate about the need for sustainable water resources and making water conservation a way of life. The candidate possesses strong oral and written communication skills can present complex materials and recommendations in a logical and persuasive manner to internal and external stakeholders. Advanced written, verbal, and presentation skills are imperative for this role.

The ideal candidate should have knowledge of industry trends regarding conservation initiatives, and Federal, State, and Local laws and ordinances governing water use and conservation; and will be able to represent and advocate the City's policies. Excellent problem-solving skills and the ability to work with diverse groups while advancing the City's interests are required to be successful in this position. The



candidate will foster relationships with other regional water providers, municipal water conservation teams, internal City of Dallas departments and other key stakeholders.

The candidate should be willing to question the status quo and traditional approaches and be a force for positive change and be a leader who views problems from a broad perspective and emphasizes solutions that support strategic objectives. In addition, the ideal candidate should demonstrate a sincere interest in the development and success of others and can address internal issues directly, emphatically, and ethically. The candidate has demonstrated experience in supervising a work unit.

MINIMUM QUALIFICATIONS

Education and Experience:

- » A Bachelor's degree in Environmental Science, Water Resources/ Management, Business, or other related discipline, from an accredited university
- » At least five (5) years of professional-level experience in managing and/or implementing water conservation programs or other related programs
- » Experience with contract negotiation/ administration and financial reporting
- » Experience with resolving customer issues
- » At least five (5) year in a supervisory role.

Equivalency:

- » Master's degree or higher from an accredited university in a specified field plus three (3) years of the required experience including three (3) years of the stated supervision/management responsibilities will meet the education and experience requirements.

Preferences:

- » Experience managing a division budget of \$3 million or more
- » Experience using performance measures and dashboards to facilitate goal setting and strategic planning
- » Experience working with internal and external stakeholders, including executive level staff
- » Experience researching, gathering, and preparing relevant information to be presented to stakeholders
- » Experience assisting in or responding to media requests and offering input to media interviews and other communications
- » Experience in managing customer requests and/or complaints
- » Experience with water conservation outreach and education
- » Bilingual a plus

COMPENSATION AND BENEFITS

The hiring range for this position is **\$77,264 - \$96,580** and is commensurate with qualifications and experience of the successful candidate. The City of Dallas also offers a wonderful array of benefits.

APPLICATION PROCESS AND RECRUITMENT SCHEDULE

Resumes will be accepted through Monday, April 4, 2022. To be considered: <https://www.cpshr.us/recruitment/1961>.

For additional information about this position please contact:



KYLIE WILSON
CPS HR Consulting
Email: kwilson@cpshr.us
Website: www.cpshr.us

Candidates deemed to have the most relevant qualifications will be invited to interview with the city and will need to submit their materials through the City's portal as part of their hiring process. Media checks, and a comprehensive reference and background check will be performed on final candidates.

