

CHRISTOPHER J. RICH

SUMMARY OF CORE SKILLS AND ACCOMPLISHMENTS

Mr. Rich's background includes broad management and expertise in energy and natural resource policy, incentive-based conservation programs, regional planning, land use, economic development, municipal finance and public relations. Mr. Rich's comprehension of the fiscal and economic aspects of planning and public policy, local government management and organizations, as well as the ability to clearly communicate complex ideas, make him an asset to any organization, group, or project team. Given his collaborative spirit and outgoing nature, Mr. Rich frequently is requested by City Managers and County Executives to serve on interdepartmental working groups and special project teams addressing complex community development issues. Having worked for cities, a county, and a special district, Mr. Rich's experience provides unique perspective in developing solutions for effective local government service delivery.

RELEVANT EXPERIENCE

10/10 – Present: Water Supply & Conservation Department Manager, Goleta Water District, Goleta, CA

Department director overseeing a budget of \$11 million and a portfolio of business lines including real estate development services; conservation and sustainability initiatives; long range water supply and demand planning; public relations; and grant administration. One of four department heads and a member of the General Manager's Executive Cabinet charged with leading the largest special district in Santa Barbara County, including the overall strategic organization of 60 employees, delivery of service to 87,000 people, and management of an infrastructure asset base with a replacement value of \$750 million. Successfully led development of the District's first comprehensive Water Supply Management Plan, negotiated major water rights agreements, secured over \$2 million in new business fees and charges, and implemented a robust public relations process resulting in water rate increases to support the District's long term fiscal viability. Successfully managed major customer service initiatives and focused service for large customer accounts, personnel decisions, cross-departmental projects, and interagency relations.

10/09 – 10/10: Fiscal & Policy Analyst, County Executive Office, Santa Barbara County, CA

Enterprise leader / manager responsible for financial and performance planning, special projects, and policy initiatives in the areas of economic and community development, legislative development, capital budgets and programs, energy, climate change, revenue and regional economics. Advised the County Executive Officer regarding the planning, preparation, and execution of the Santa Barbara County's \$900 million budget. Worked with Department Directors to identify and solve fiscal issues such as the County's \$40 million budget gap in FY 10-11 and projected \$50 million budget gap in FY 11-12. Oversaw design of an energy efficiency financing program (emPowerSBC), including development of the program's marketing platform, brand, logos, image, and customer acquisition strategy. Worked with local trade associations, industry groups, and agencies to implement and promote the program.

9/08 – 10/09: Principal Planner, Office of Long Range Planning, Santa Barbara County, CA

Supervisor overseeing the work of five project planners in the areas of climate change, redevelopment, regional economic and environmental studies, interagency negotiations, housing policy, and legislative development. Developed public relations plans and managed implementation of outreach processes to garner input from diverse stakeholders including neighborhood groups, real estate developers, elected officials, State and federal officials, and local agencies. Oversaw development of public opinion polls and public relations programs surrounding regional development projects.

9/06-9/08: Senior Planner, Office of Long Range Planning, Santa Barbara County, CA

Project manager responsible for housing policy, regional strategic planning, and redevelopment planning. Updated general plans to accomplish community objectives, represented the County during a pivotal Regional Housing Needs Allocation process that focused on providing housing near job centers, oversaw State-mandated housing rezone programs, and achieved certification for the County's General Plan Housing Element which had previously been de-certified by the State Housing & Community Development Department.

7/05 – 9/06: Management Analyst, City Manager's Office, City of Long Beach, CA

Project manager responsible for special tax initiatives, citywide budget preparation, information technology optimization efforts, and economic research.

5/04 – 7/05: Management Assistant, City Manager's Office, City of Long Beach, CA

One of two individuals selected out of over 100 applicants to participate in the highly recognized City of Long Beach Management Assistant Program. Responsible for serving as lead staff to Deputy City Manager and Department Directors regarding neighborhood revitalization efforts, dispersal of Community Development Block Grant funds, and the City's performance management initiative.

7/99 – 6/01: Corps Member, Teach for America, Greater New Orleans, LA

Math and Language Arts teacher responsible for driving performance and building opportunities in an under-resourced middle school in the Greater New Orleans area.

EDUCATION

8/02 – 5/04

University of Southern California; School of Policy, Planning, and Development
Master of Public Administration, concentration in Economic Development & Finance

Coursework included: Local Economic Development, Urban Economics and Redevelopment, Public Finance, Public Policy Analysis, Quantitative Analysis, Public Administration

Honors/Activities: Dean's Merit Scholarship; Executive Board Member, Graduate Policy Administration Community (GPAC); Chair, GPAC Communications Committee

6/96 – 6/99

University of California, Santa Barbara
Bachelor of Arts, English Literature

Honors: Magna Cum Laude, Distinction in Major, University President's Scholarship for Policy Studies, Jenkins-Stark Award, Phi Beta Kappa

PROFESSIONAL PRESENTATIONS & RELATED ACTIVITIES

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| March 2012 | Sustainability and Public Water Utilities, Guest Lecturer
University of California, Santa Barbara, Geography Department |
| October 2011 | Sustainability and Public Water Utilities, Panelist and Presenter
University of California, Santa Barbara, Inaugural South Coast Sustainability Summit |
| February 2011 | <i>Regional Water Supply and Conservation</i> , Guest Lecturer
University of California, Santa Barbara, Environmental Studies |
| March 2008-10 | <i>Regional Planning and Climate Change</i> , Guest Lecturer
University of California, Santa Barbara, Bren School of Environmental Science
University of California, Santa Barbara, Geography Department |
| March 2009 | <i>Advisor, Graduate Student Capstone Project</i>
Energy Rubrix Team: Energy Efficiency in Santa Barbara County Homes
University of California, Santa Barbara, Bren School of Environmental Science |
| March 2006 | <i>Using Technology to Enhance Local Economic Development Activities</i> , Guest Lecturer
California State University, Long Beach |
| January 2006 | <i>WiFi Technology: Economic Development Opportunities and Risks</i> , Panelist
National Association of Telecommunications Officials and Advisors (NATOA)
Annual conference in Santa Monica, CA |

- May 2004 *The Costs and Benefits of Completing the 110 Freeway*, Presenter
 Capstone graduate school policy analysis presentation
 Presented to USC Economists and Planners
- December 2003 *Strategies for Commercial Revitalization in the City of Pomona*, Presenter
 Capstone graduate school presentation in area of concentration
 Presented to economic development officials and real estate development executives
 from a variety of public and private organizations

NOTABLE ADDITIONAL TRAINING

- Type of Training: Economic Impact Analysis with IMPLAN
 Provider: California Lutheran University
 Duration of Training: 2 days, Summer 2009
- Type of Training: CEQA Basics and Advanced Topics
 Provider: Santa Barbara County Counsel
 Duration of Training: 2 days, Fall 2007
- Type of Training: Community Visioning and Visualization
 Provider: Lincoln Land Institute and Cal Poly, San Luis Obispo
 Duration of Training: 3 days, 9/06
- Type of Training: City of Long Beach Supervisor's Leadership Academy
 Provider: City of Long Beach, Law firm Liebert, Cassidy, and Whitmore
 Duration of Training: 8/04 – 8/05 (certification received)
- Type of Training: City of Long Beach Financial Systems
 Provider: City of Long Beach, Department of Financial Management
 Duration of Training: Several Weeks
- Type of Training: Advanced Use of Microsoft Office (Word, Excel, Access, Power Point, Project)
 Provider: University of Southern California
 Duration of Training: One Week

TECHNOLOGY SKILLS

IMPLAN economic analysis software; MS Office Platform; MS Visio; MS Project; and Adobe InDesign