

STAFF REPORT

To: Coastside County Water District Board of Directors

From: Mary Rogren, General Manager

Agenda: July 14, 2026

Report Date: July 10, 2026

Agenda Title: General Manager's Report

General Manager Recruitment Update

The recruitment process for the District's next General Manager is currently underway. Applications are due by **July 17, 2026**, after which the recruitment consultant will evaluate and screen the applicant pool to identify the most qualified candidates for further consideration.

The current recruitment timeline is attached for the Board's information and outlines the anticipated milestones through the selection process.

Also attached is a copy of the online recruitment brochure being used to advertise the position and attract qualified candidates.



COASTSIDE COUNTY WATER DISTRICT
DIRECTOR OF HUMAN RESOURCES & RISK MANAGEMENT

Recruitment Timeline

PHASE 1:

May 11-June 1, 2026	Recruitment Start Meetings
May 29 to June 5, 2026	Alliance creates target list of candidates
June 8, 2026	Draft recruitment brochure submitted to Coastsides CWD
June 12, 2026	Recruitment profile reviewed/approved by Coastsides CWD

PHASE 2:

June 19, 2026	Recruitment Brochure finalized and published
	Recruitment open on ARC and Coastsides CWD websites
	Ads placed
June 29 to July 17, 2026	Active recruiting started by Alliance to target list of professionals
July 6, 2026	ARC opens up client portal
July 17, 2026	Resume deadline

PHASE 3:

Week of July 20, 2026	Alliance conducts preliminary screening interviews
	Alliance conducts news article and social media checks on candidates
August 14, 2026	Progress Meeting with Coastsides CWD to select finalists to interview for 1 st round.

PHASE 4:

August 20 or 21, 2026	1 st Round Interviews with Coastsides CWD Advisory Committee
After 1 st Round Interviews	Coastsides CWD selects leading candidates for 2 nd round interviews
	2 nd Round Interviews with Coastsides CWD Board (top 2-3 candidates)
The week after	Alliance completes reference checks and background checks
	Offer and negotiations finalized
	Background checks completed



GENERAL MANAGER

COASTSIDE COUNTY WATER DISTRICT

Recruitment Services Provided By


ALLIANCE
RESOURCE CONSULTING LLC



About Coastside County Water District

The Coastside County Water District was established in 1947 and originally served about 400 potable water connections. Today, the District provides water service to approximately 7,800 connections, supporting a population of 19,000 living along the San Mateo County coast, about 25 miles south of San Francisco on Highway 1. The District's service area includes the City of Half Moon Bay and the unincorporated communities of El Granada, Miramar, and Princeton-by-the-Sea. Coastside County Water District, a customer of the San Francisco Regional Water System receives water from SFPUC's various sources including local coastal surface watersheds. The District operates two conventional water treatment plants, nine treated water storage tanks, 17 miles of raw water transmission pipeline, and 82 miles of distribution pipelines, with a \$19 Million Revenue Budget and a \$73 Million Capital Improvement program.

The District headquarters provide a special and unique place for employees to work and live in Half Moon Bay, a small city along the California Coast known for a string of picturesque beaches. Home to the world-famous monster waves at Mavericks and giant pumpkins, Half Moon Bay is a beach town – a perfect place for a walk along the beach or bicycling the 11.5 mile Coastal Trail, whale watching, fishing or dinner at one of many local seafood restaurants. The region has strong agricultural roots with nurseries, family farms, and a bustling Farmer's Market. There are also great dining and shopping on Half Moon Bay's historic Main Street.

To learn more, go to: <https://www.visitcalifornia.com/places-to-visit/half-moon-bay/>

The Opportunity

Coastside County Water District is a lean, exceptionally well-run agency seeking a high-caliber, hands-on leader to be the next General Manager continuing the legacy of stability, transparency, and community trust. While situated on the scenic San Mateo County coast, the District functions with the technical and regulatory sophistication of a major metropolitan utility but operates with a small, dedicated team of just 25 employees. Coastside CWD is the biggest little water district in California.

Top areas of focus for the General Manager will be:

Financial Strategy & CIP Financing

- **Capital Improvement Funding:** Spearhead the financing and execution of a \$73 million, 10-year Capital Improvement Program (CIP). The incoming GM must identify creative, non-traditional funding streams and debt strategies to address projected shortfalls.
- **Rate Management:** Navigate a structural revenue decline as customers continue to embrace significant water conservation measures, resulting in reduced water sales. Ensure the District's long-term financial sustainability.

Regulatory & Inter-Agency Coordination

- **Regulatory Compliance:** Oversee District operations within a complex regulatory environment that includes federal, state, and California Coastal Commission requirements. The GM will work to ensure compliance with applicable environmental mandates while managing associated resources and expenditures effectively.
- **Inter-Agency Collaboration:** Foster productive working relationships with regulatory agencies, environmental and engineering consultants, San Mateo County, and the City of Half Moon Bay.

Workforce Development

- **Knowledge Transfer & Recruitment:** Prepare for anticipated staff retirements by supporting the transfer of institutional knowledge and implementing strategies to recruit, develop, and retain qualified employees in a region challenged by a severe local housing shortage.
- **Human Resources & Professional Growth:** Foster consistent management practices and support employee growth through sound HR processes, continuing education opportunities, professional certifications, and ongoing staff development initiatives.

Hands-On Operational Agility

- **A "Working Manager" Ethos:** Coastside County Water District is a fast-paced environment where the GM must be self-sufficient and comfortable managing multiple initiatives, allocating resources effectively, and overseeing the successful delivery of long-term capital projects.
- **Geographic Independence:** Due to the District's unique coastal geography, the GM should be prepared to respond to emergencies, provide clear direction, and support coordinated, effective response efforts with staff and external agencies.
- **Technology & Process Improvement:** The GM should encourage continuous improvement in business processes and the use of technology to support effective District operations.



The Ideal Candidate

The Coastside County Water District is seeking a grounded, emotionally intelligent, and highly capable public utility executive who can blend hands-on operational leadership with exceptional political and administrative savvy. The ideal candidate will possess a strong, quiet confidence—leading by example, empowering a dedicated staff, and serving as a trusted, assertive advisor to the Board of Directors.

The ideal candidate is a collaborative strategist ready to "hit the ground running" to secure the District's financial future, modernize its operations, and unite a talented workforce. This person will be a well-rounded utility executive who brings a balanced blend of sharp financial acumen, robust engineering/operational experience, and exceptional human resources leadership.

The ideal candidate will be empowering, collaborative and able to listen to institutional wisdom while driving diversity and inclusion. The selected candidate will foster a relationship of mutual respect with the Board of Directors, have outstanding presentation skills and be a visible presence in the office and out in the field. The ideal candidate will continue to foster a strong customer focused environment. This person will also be able to multi-task under pressure, be resilient with a "thick skin," and be ethical and thoughtful, always prioritizing the long-term well-being of the District as a whole.

Education and Experience

Any combination of education and experience that would provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

- A Bachelor of Science degree in Engineering, Public Administration, Business Administration or similar discipline; AND
- Ten years of experience in a water district or similar agency. A minimum of five years must be in supervision.
- Additional professional certifications are a plus.

The ideal candidate will also have knowledge in the following:

- **Water Industry Expertise & Technical Operations**
- **Water Resource Management** - A deep understanding of the "water world," including complex water rights issues, local supply strategies, and the engineering required to maintain resilient distribution networks.
- **Engineering & Distribution** - A strong engineering and operations background specifically tailored to water distribution, treatment infrastructure, and service delivery. A strong curiosity and willingness to incorporate and coordinate with consulting engineers, water supply and treatment advisers, and legal consultants.
- **Leveraging Internal Experts** - While technical competency is required, the GM must possess the humility and strategic capability to rely on and collaborate with the highly seasoned technical operators already on staff.
- **Financial Stewardship & Business Acumen** - Proven ability to run a public service organization like a highly effective, efficient business—maximizing limited resources in a fast-paced environment. Comfortable with public agency budgeting, complex cost allocation, and long-term financial forecasting.
- **Regulatory Mastery & Legal Diplomacy** - Expert familiarity with California's highly stringent regulatory environment, including direct experience working with the State Water Resources Control Board and managing complex environmental permitting processes. Exceptional negotiation capabilities to defend the District's interests, secure water rights, and manage multi-million dollar contracts with consultants and regional partners.
- **Public Agency Governance** - Thorough knowledge of the legal frameworks, Brown Act requirements, and strict rules of governance that dictate how a public utility board operates.
- **Modern HR Leadership & Team Building** - A candidate who possesses a deep appreciation for modern Human Resources practices, workforce development, employee training, and careful documentation.



Compensation

The July 2026 salary for the current General Manager is \$288,385. The hiring range for the new General Manager will be dependent upon the qualifications and experience of the selected candidate. Coastside CWD offers a comprehensive, highly competitive benefits package designed to support the health, financial well-being, and the long-term retirement security of its employees. These benefits include: comprehensive health and wellness, participation in retirement and financial programs, paid time off to support work-life balance and professional growth programs.



How to Apply

Please apply **on-line** by **July 17, 2026** at:

www.allianceRC.com

For questions, inquiries or candidate recommendations, please contact:

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