



## Department of Energy

Bonneville Power Administration  
P.O. Box 3621  
Portland, Oregon 97208-3621

PUBLIC AFFAIRS

August 2, 2011

In reply refer to: DK-7

David Greenstein

Ex 6

**FOIA #BPA-2011-01595-F**

Dear Mr. Greenstein:

This is a final response to your request for records that you made to the Bonneville Power Administration (BPA) under the Freedom of Information Act (FOIA), 5 U.S.C. 552.

**You have requested the following:**

1. All non-exempt documents indicating any and all individuals and companies Scott Richard Rolf, Senior Policy Advisor worked with respecting the Columbia River Treaty.
2. All Documents indicating the specific duties of Mr. Rolf at BPA.
3. The name of the person(s) who recommended Mr. Rolf for his current position.

**Response:**

1. BPA has no responsive records.
2. Mr. Rolf's position description is attached.
3. BPA has no responsive record.

Pursuant to 10 CFR 1004.8, if you are dissatisfied with this determination, or the adequacy of the search, you may appeal in writing within 30 calendar days of receipt of a final response letter. The appeal should be made to the Director, Office of Hearings and Appeals, HG-1, Department of Energy, 1000 Independence Avenue, SW, Washington, DC 20585-1615. The written appeal, including the envelope, must clearly indicate that a FOIA Appeal is being made.

I appreciate the opportunity to assist you. Please contact Cheri Benson, FOIA/Privacy Act Specialist at (503) 230-7305 with any questions about this letter.

Sincerely,

/s/ Christina J. Munro

Christina J. Munro  
Freedom of Information Act/Privacy Act Officer

Enclosure: Responsive document

**Senior Policy Advisor, Public & Governmental Relations**  
**GS-301-14**  
**Job Code: J04699**

**Position Description**  
**10/19/09**

**Introduction:**

The incumbent serves as the Senior Policy Advisor for Public & Governmental Relations. The purpose of this position is to coordinate public government-wide management positioning and communications strategies for the Bonneville Power Administration, including efforts between BPA and other governmental entities. This includes analyzing, assessing, and developing agency recommendations, strategies, and policies related to the positioning and administration of programs initiatives generated by the current administration, Department of Energy, or other clients or groups. This position is responsible for fostering support, knowledge, and awareness of BPA's activities, achievements, and value to the Pacific Northwest, as well as developing designing and developing approaches to successful implementation of agreed upon programs or initiatives. The incumbent reports to the Supervisory Public Affairs Specialist, known in the organization as the Chief Public Affairs Officer.

Public Affairs is responsible for developing a comprehensive public affairs strategy and managing the centralized support of the agency implementation of that strategy. This includes direction and support for national, regional, and tribal relations, media and internal and external communications. Public Affairs is also responsible for ensuring that programs are in place to secure appropriate public input into BPA's decision-making processes.

Public Affairs promotes high quality communications with employees and external groups and fosters understanding and awareness of the activities and achievements of the agency. To carry this out, Public Affairs ensures that BPA involves and considers the views of interested and affected public in the development of new policy and agency decisions. Public Affairs ensures that BPA communicates with employees and the public in a timely, accurate, clear, and complete manner.

**Major Duties:**

The Senior Policy Advisor for Public & Governmental Relations collaborates at the highest levels of the organization on the planning, development, and administration of programs, systems and processes, which are critical to the success of the Bonneville mission. The Senior Policy Advisor ensures the coordination of an integral communications strategy and approach to the assessment and possible implementation of external, government-wide programs, and their potential impact on the success of BPA's mission on the marketing, sales and transmission of electric power.

The Senior Policy Advisor provides advice and support to business units or cross-agency teams on employee communication strategies and practices. The incumbent provides strategic messaging for agency programs and develops and implements media, outreach and governmental strategies on agency issues and programs, including key messages and release plans. The Senior Policy Advisor strategically articulates BPA policy and builds support for BPA decisions and identifies the need for and schedules appropriate opportunities for Washington D.C., stakeholders to meet with BPA executives, managers, and staff.

The incumbent maintains knowledge of BPA programs and ensures appropriate audiences have sufficient notice, knowledge, and opportunity to participate meaningfully in evaluating and influencing BPA proposals. Where possible, the Senior Policy Advisor will identify “win-win” policy options as BPA advance complex and controversial programs and policies. Additionally, the incumbent is also responsible for monitoring state and foreign government actions, policies, and programs that could impact BPA and keeping the CPAO management and staff informed.

The Senior Policy Advisor develops and maintains continuing relationships with representatives of various levels of the Federal government, including elected representatives, the Department of Energy, the Office of Management and Budget, and the General Accounting Office. The incumbent advises the CPAO management team on far reaching and crosscutting governmental issues, recommends external communications strategies and tactics and serves as an authoritative liaison on behalf of Bonneville.

Within in the Bonneville organization, the incumbent has an inherent, critical responsibility for ensuring team oriented, effective, harmonious, and productive formal and informal working relationships with positions key to the effective accomplishment of Bonneville’s business, marketing, and customer service objectives.

The incumbent serves as a key information and liaison focal point in the organization and provides perspective on public relations & governmental issues of key importance to the mission. This includes key research studies, identifying significant precedent setting issues, and providing advice on how to best position the agency externally on these key initiatives. Work is coordinated with the CPAO leadership team as well as other top executives within the organization.

The Senior Policy Advisor for Governmental Programs reports directly to the Chief Public Affairs Officer (CPAO). The incumbent is frequently in direct working relationship with the Administrator/Chief Executive Officer, Chief Operations Officer, Senior Business Line, and other Vice Presidents; officials of Federal agencies; officials of State and local governments; privately and publicly owned utilities; major manufacturers; professional groups; research and development organizations; and Congressional delegations and committees which require decisions and actions to be taken without policy direction or consultation with the CPAO. Performance is evaluated in terms of the incumbent’s effectiveness in supporting Bonneville’s mission.

### **Factor 1 - Knowledge Required by the Position - Level 1-8**

This level represents mastery of the application of a wide range of qualitative and/or quantitative methods for the assessment and improvement of program effectiveness. Additionally, a comprehensive knowledge of the range of laws, policies, regulations, and precedents applicable to the accomplishment of one or more Bonneville programs in order to assess the value and effectiveness of program accomplishments is typical of this level.

For other work assignments, knowledge may be applied in developing program proposals requiring Legislation or having significant impact on the agency programs and resources.

**Factor 2 - Supervisory Controls - Level 2-5**

Is responsible for the planning, coordination and accomplishment of projects with are provided in terms of broadly defined functions of the employing organization. The employee independently negotiates the scope and objectives of the study as well as identification of resources required for completion.

The review of work is confined to compliance with broad agency policy and responsiveness to the needs of the senior level management.

**Factor 3 - Guidelines - Level 3-5**

Guidelines consist of basic policy statements concerning the issue or problem being studied and may include reference to pertinent legislative history, related court decisions, state and local laws, or policy initiatives of agency management.

The incumbent must exercise considerable judgment in interpreting and adapting existing precedents and in developing new or improved approaches to analyze, develop, and present authoritative information or analyses on controversial and regionally import subjects to persons with conflicting views. The methods and procedures developed often serve as precedents for other individuals.

**Factor 4 - Complexity - Level 4-5**

The incumbent is often required to deviate from traditional methods and to develop new valuative criteria and methodology. The incumbent's increasing visibility and ongoing working relationships with policymaking bodies require judgment and ingenuity in maintaining objective, technical standards.

The complexity of analyses may require that the individual coordinate the effort of several participants in the assignments. The work requires the incumbent to review, summarize, and present findings to aid policymakers in examining complex policy proposals.

**Factor 5 - Scope and Effect - Level 5-5**

The purpose of the work is to analyze and evaluate major substantive, mission-oriented programs including providing authoritative information and analysis, either written or oral, which identifies, interprets, and develops alternatives and options. This may include the development of long-range programs plans, goals, objectives, and milestones, or to evaluate the effectiveness of programs conducted throughout an organization.

The work involves identifying and developing ways to resolve problems or cope with issues which directly affect the accomplishment of principal program goals and objectives.

**Factor 6 - Personal Contacts - Level 6-3**

Personal contacts are with a variety of individuals both internal and external to Bonneville. Internal contacts include Bonneville top management officials as well as individuals throughout the organization. External contacts include management officials of other agencies, public/private utilities, congressional staff members, members of the media, etc. These contacts are unstructured and characterized by the need to establish parameters, etc.

**Factor 7 - Purpose of Contacts - Level 7-4**

Contacts are primarily to provide and present information regarding complex policy issues, participate in conferences, meetings, or presentations involving problems or public policy issues with great sensitivity or importance; to identify emerging issues, etc.

**Factor 8 - Physical Demands - Level 8-1**

The work is sedentary, although some slight physical effort may be required in stooping, kneeling, bending, etc.

**Factor 9 - Work Environment - Level 9-1**

Work is typically performed in an adequately lighted and climate controlled office. May require occasional travel.