



JOB TITLE:	DIRECTOR OF BUDGET AND ELECTRONIC REVENUE MANAGEMENT	DIVISION:	DISTRICT – BUDGET & ANALYSIS
REPORTS TO:	AUDITOR-CONTROLLER	EEO CATEGORY:	01 – EXEC
FLSA:	EXEMPT	SAFETY-SENSITIVE:	NO
CLASSIFICATION:	NON-REPRESENTED	LOCATION:	SAN FRANCISCO

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

Position Summary

Under general direction of the Auditor-Controller, this position currently has two distinct functions. The first responsibility is to plan, organize, and lead preparation of Agency budget and lead complex, sensitive, and detailed analytical work primarily in the areas of policy, strategy, budgetary, financial, regulatory and/or contract administration. The second primary function is to be responsible and lead all the facets of the electronic revenue programs for the District that include the All Electronic Tolling (AET) program, Fastrak, Clipper, and parking program through technical enhancements, policies, contract negotiations, and representation of these programs on behalf of the District. This position implements complex technical projects as requested by management. This position’s role is to provide leadership, resolution, insight and guidance for operational activities, business efficiencies and support change to be more effective and efficient in the areas of strategic financial planning. This position supervises staff and consultants to support the policy, operations, and technical needs of these programs.

Essential functions of this position include: leading interdepartmental electronic revenue programs, providing guidance/decisions on changes to business process, leading the preparation of the District's budget including strategizing with management their upcoming needs, financial constraints, and coordinating common needs throughout the District. Represent the District on interagency committees/meetings, and make decisions primarily on toll, e-fares and financial programs as the subject expert. Direct and perform complex analysis both financial and operations program data, analyze and track data trends, analyze financial organizational issues, recommend solutions to resolve financial issues. Prepare a wide variety of financial/statistical reports and a wide variety of complex financial analysis including financial forecasting, revenue projection, revenue analysis, modeling and cost/benefit analysis as well as interpret regulations for policy and financial impact on District programs. Provides cost evaluations and financial advice to District management, and written reports that provide Board of Directors, District Officers, and managers with alternative action plans to make sound fiscal decisions. Provides financial analysis of operating systems, performs special studies for the District, and coordinates assigned activities with other District departments, divisions, and outside agencies. Directly supervises budget/financial analysts, electronic revenue collection analysts, and leads collaboration with other staff to resolve operational issues. Also performs complex financial systems analysis of operations and capital programs. May review contracts and provide technical assistance to staff on financially related policies, procedures,



and requirements; prepare cost estimates for, construction contracts, proposed change orders, and modifications to existing construction contracts.

Essential Responsibilities

A. Financial Analysis and Budget Oversight

- Leads the preparation of the District's budget, examines departmental requests, assists in development of departmental goals, objectives and performance measures, tracks budget execution and adjustments, provides department heads with regular reports, and performs regular and year-end analysis for management and the Board of Directors
- Provides direct supervision to budget analysts and electronic revenue analysts
- Examines all fiscal analysis performed on decisions before the Board of Directors for clarity and accuracy.
- Plans, coordinates, researches, and prepares reports for special studies such as impact on revenues, cost reduction, and operating and capital budget analysis
- Analyzes budget variances; gathers performance data and information, interprets the results and prepares oral and written reports
- Analyzes financial impacts of District plans, facilities, services, operations, expenditures, funding programs, and strategies
- Develops models for financial forecasting and economic modeling for analysis of programs and operations
- Performs complex administrative and financial analyses, including problem identification, selection of methodology, evaluation of alternative solutions, and presentation of findings to management
- Prepares analytical and statistical reports, on operations and activities in the areas of administration and finance, including policies, procedures, methods and proposals to improve efficiency, cost effectiveness and quality of operations
- Makes recommendations on a broad spectrum of specialized administrative and program related problems and advises management on impact of proposed changes
- Reviews District operations relative to cost and benefit and industry benchmarks

B. Electronic Revenue Programs

- Oversee contract and program compliance
- Lead, coordinate and oversee contractor change enhancements to programs, changes to business rules, and lead toll policy.
- Coordinate and participate with regional partner agencies and statewide/national committees
- Lead technical work on future enhancements to toll system and back office functions
- Lead and coordinate transit operations with program managing changes, upgrades or implementation of new technical e-fare functionality.
- Leads the daily back-end operations and policies for electronic revenue programs
- Represents and coordinates overall program, policy, and contract issues with MTC and CUBIC

- Coordinates with the contractor on behalf of the Bus and Ferry operations
- Negotiates contract and change orders for technical activities such as limited use tickets, implementation of ticket vending machines, and buying additional hardware for operations
- Oversee operations of TVMs for Ferry and Bus
- Responsible for the oversight of the daily operations of the All Electronic Tolling program
- Oversees and lead contract activities for hardware and software in the toll lanes, monitor and implement toll changes at the lane, coordinate upgrades in software or hardware with contractor and Bridge Division
- Responsible for the coordination of the transactional toll data to the regional customer service center, coordinate with regional partner BATA on policies, changes, new programs, and regional coordination of AET
- Maintains relationship and District representative on regional policy/technical issues on tolls, e-fares, ticketing, parking
- Lead toll increase process for evaluating toll and fare changes
- Conducts special project analysis and implementation as needed

C. Strategic Planning

- Provides and lead the financial strategic planning process
- Oversees long-term financial projections
- Participates in cross functional problem solving
- Coordinates interdepartmentally on complex issues

D. Others

- Provides high level project management and issue resolution
- Maintains relationships with outside partner agencies – BATA, MTC, SFMTA
- Represents and participates as the District representative at outside committees such as IBTTA and CTOC
- Manages outside ongoing consultants and contractors for technical support
- Establishes and maintains effective working relationships with District employees, customers, vendors and all others contacted during the course of work using principles of excellent customer service.

Required Knowledge, Skills and Abilities

Working knowledge of:

- Governmental fiscal and financial management principles, methods, and systems
- Accounting principles and procedures; principles and practices of budget preparation; statistical techniques; pertinent federal, state, and local regulations; accounting principles and procedures in a government; principles and practices of budget preparation and administration; finance and cost distribution systems; principles and procedures of financial record keeping and reporting; and technical report writing styles



- Principles, procedures, and methods of accounting, management, auditing systems, analysis, and computer technology as applied to fiscal systems
- Application of statistical and other analytical methods, knowledge of methods and techniques of data collection and analysis
- Electronic fare collection, automated fare systems, and/or alternative card payment systems
- Tolling
- Modern office procedures
- Implementing or converting to enterprise wide automated budgeting and accounting systems desirable
- Project Management experience desired
- Examining large capital contracts desirable

Ability to:

- Find solutions to complex budget, financial, administrative, and technical issues
- Use excellent written and oral communication skills; strong management and organizational ability; knowledge of District financial functions; critical and analytical thinking, and time management abilities
- Maintain effective professional relationships at all organizational levels, with Board of Directors, District Officers, managers, and with other agencies
- Demonstrate business acumen, integrity, and good judgment
- Reason logically and creatively as well as utilize a variety of analytical techniques to resolve complex and specialized managerial issues; develop sound solutions to management problems; persuade, justify, and project consequences of decisions and/or recommendations; consult with and advise management on a wide variety of issues; deal tactfully and persuasively with others in controversial situations; plan, organize, and conduct work assignments under minimal direction; collect, interpret, and evaluate data of a complex and specialized nature
- Collect, synthesize, and analyze a wide variety of information while using discretion
- Conduct extremely difficult analytical studies involving complex administrative and financial systems and procedures Analyzes District operations relative to effectiveness and efficiency
- Provide budget analysis for capital program expenditures and operating budgets
- Provide cost evaluation of District capital programs and cost/benefit of large capital purchases
- Gather information and performs analyses on behalf of the District's Board of Directors, General Manager, and Auditor/Controller
- Assign tasks and projects related to specific program operation and cost, or to proposed or possible changes in present operation or procedure
- Prepare analytical and statistical reports on operations and activities in the areas of administration and finance, including policies, procedures, methods and proposals to improve efficiency, cost effectiveness and quality of operations
- Make recommendations on a broad spectrum of specialized administrative and program related problems and advises Board of Directors, District Officers, and managers on impact of proposed changes
- Plan, prepare, review, and present clear and concise findings and reports to management and the Board of Directors
- Effectively use personal computer and learn software applicable to the department



Minimum Qualifications

Education and/or Experience:

A combination of college level training and position related experience equivalent to:

- Four-year degree in Accounting, Finance, Economics, Public or Business Administration or related field from an accredited college or university
- A minimum of five (5) years position-related experience in budget preparation, complex budget analysis, financial/fiscal analysis, economic analysis, examination of large construction contracts, contract administration, and relevant legislative/administrative policy analysis
- Possession of a Master's degree in Accounting, Finance, Economics, Public or Business Administration or related field from an accredited college, or university is highly desirable

Required License: Must possess and maintain a current, valid California driver's license and satisfactory driving record (must have ability to travel to all District locations and to meetings outside of the Bay Area).

Physical Requirement: Mobility to work in a typical office setting. Ability to communicate in person and over the telephone. Ability to read printed materials and a computer screen. Routine use of computer, telephone and other office equipment. Ability to travel to District facilities.