



JOB TITLE:	DIRECTOR OF TOLLS AND REVENUE OPERATIONS	DIVISION:	BRIDGE - ALL ELECTRONIC TOLLING
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 is responsible to 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, and coordinating common needs throughout the District. Represent the District on inter-agency committees/meetings, and make decisions primarily on toll, e-fares and revenue programs as the subject expert. Prepare a wide variety of data reports and a wide variety of complex analysis including revenue analysis, modeling and cost/benefit analysis as well as interpret regulations for policy and financial impact on District programs. Provides policy and operations advice to District management, and written reports that provide Board of Directors, District Officers, and managers with alternative action plans to make sound decisions. Directly supervises toll and revenue operations analysts, and leads collaboration with other staff to resolve operational issues.

Essential Responsibilities

A. Revenue Programs

- Oversees contract and program compliance.
- Leads, coordinates, and oversees contractor change enhancements to programs, changes to business rules, and lead toll policy.
- Coordinates and participates with regional partner agencies and statewide/national committees.
- Leads technical work on future enhancements to toll system and back-office functions.
- Leads and coordinates 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.
- Oversees operations of TVMs for Ferry and Bus.
- Responsible for the oversight of the daily operations of the *All Electronic Tolling* program.
- Oversees and leads contract activities for hardware and software in the toll lanes; monitors and implements toll changes at the lane; and coordinates 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, and coordinates with regional partner BATA on policies, changes, new programs, and regional coordination of AET.
- Maintains relationship as District representative on regional policy/technical issues on tolls, e-fares, ticketing, and parking.
- Leads toll increase process for evaluating toll and fare changes.
- Conducts special project analysis and implementation as needed.

B. Project Management

- Provides and leads the strategic project planning.
- Oversees Capital Projects on Tolling.
- Provides high level project management and issue resolution.

C. Others

- 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.
- May review contracts and provide technical assistance to staff on toll and revenue program related policies, procedures, and requirements; prepare cost estimates for construction contracts, proposed change orders, and modifications to existing construction contracts.
- May perform complex financial systems analysis of operations and capital programs.
- 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.
- Regular and reliable attendance and performance required.

Required Knowledge, Skills and Abilities

Working knowledge of:

- 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
- Project Management specially managing large complex technical programs
- Examining and managing large capital contracts

Skill in Ability to:

- Think strategically and contribute to the company's long-term goals and objectives
- Exercise sound and independent judgment to be able to plan, develop, implement, and lead newly designed financial programs and strategies
- Demonstrate leadership skills to be able to direct, advise, or support others to implement organizational and/or program changes
- Effectively manage relationships, navigate complex interpersonal dynamics, and foster a positive and collaborative work environment
- Multitask and manage multiple projects; and display exceptional project management skills to set priorities and to meet established deadlines
- Demonstrate exceptional written and oral communication, and presentation skills
- Interpret various codes, regulations and laws
- Demonstrate business acumen, integrity, and good judgment
- Prepare analytical and statistical reports on operations and activities in the areas of administration and including policies, procedures, methods and proposals to improve efficiency, cost effectiveness and quality of operations
- 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 seven (7) years of progressive supervisory experience in the field which includes position related experience in revenue programs, contract review and administration, project management 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.

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 all District facilities, partner agencies, and to meetings outside of the Bay Area.