



RESOLUTION ADOPTING THE PROPOSED STAFF REORGANIZATION PLAN AND JOB CLASSIFICATIONS, AND AMENDING THE PROP K 2013 STRATEGIC PLAN BASELINE

WHEREAS, On May 22, 2007, through Resolution 07-68, the Board approved a staff reorganization plan to address staff capacity issues as well as staff recruitment and retention challenges; and

WHEREAS, Since the 2007 staff reorganization plan was adopted, the Transportation Authority has acquired two new cores roles as Prop AA vehicle registration fee administrator and most recently as the Treasure Island Mobility Management Agency in addition to its other major functions as Prop K sales tax administrator, Congestion Management Agency, and Transportation Fund for Clean Air administrator; and

WHEREAS, These new agency functions, combined with new goals and directions adopted by the Board in December 2013, are driving new approaches and initiatives on top of an already over-extended work program, given existing staffing resources; and

WHEREAS, There are a number of important factors necessitating the proposed organizational restructuring at the Transportation Authority, which can be categorized into three main groups: responding to the agency's new goals and responsibilities, the need to address existing workload management issues, and retention and succession planning; and

WHEREAS, It is imperative to have staff in place to deal with the growing responsibilities of the agency, and to continue to function effectively the Transportation Authority must ensure that it can recruit and retain the breadth and depth of technical and professional expertise necessary to advise the Board, to more effectively engage the community, and to make strategic decisions that ensure that Prop K and Prop AA leverage their full potential; and



WHEREAS, Transportation Authority staff has proposed a number of significant changes to the Transportation Authority's organizational structure that would add 8 new full time equivalent positions and result in a structure with more robust succession planning and greater capacity for cross-divisional operations, and

WHEREAS, The new and revised positions would use the existing job classification structure, pursuant to the official salary survey of comparable positions adopted by the Board in May 2013 through Resolution 13-50; and

WHEREAS, The proposed restructuring is reflected in the proposed agency structure and function chart in Attachment 1 and in the new and revised job classifications (Attachment 2), which have been developed with the assistance of Koff & Associates, the agency which conducted the Transportation Authority's most recent compensation survey; and

WHEREAS, The reorganization can be accomplished at an additional expense of about \$1.1 million during Fiscal Year (FY) 2014/15, were all the positions to be filled at the beginning of the FY; and

WHEREAS, The agency's relocation to 1455 Market in 2012 anticipated allowing for the future growth of the organization and includes sufficient space for the new positions; and

WHEREAS, The approved 2013 Strategic Plan Baseline allows 6.1% of sales tax annual proceeds for sales tax administration, planning, programming and project delivery support and oversight; and

WHEREAS, Adoption of the restructuring would increase the Prop K off the top allowance from 6.1% to 7.9% (1.5% for new personnel costs and .3% for increased rent at 1455 Market) for the next 15 years, tapering down to 1% during the last 5 years of the 30-year life of the Expenditure Plan as shown in Attachment 3, without violating statutory limits; and

WHEREAS, To put this in perspective, the net increase in the off the top allowance over



the remaining 20 years of the 30-year Expenditure Plan period is about \$20.3 million compared to the over \$2.5 billion Prop K is anticipated to generate during that same timeframe; and

WHEREAS, The Prop K allowance would fund about 47% of the cost of the new positions while the remaining 53% of new staff costs would be funded via discretionary grants, future Prop K appropriations, and other local funds; and

WHEREAS, Adoption of the Assistant Deputy Director positions for the job classification structure does not have immediate budgetary implications because salary increases are only granted for performance, not for inflation or as blanket increases for cost of living expenses, and range adjustments, as well as funding for new positions, are subject to the Transportation Authority's annual budget approval process; and

WHEREAS, If the Board approves the restructuring, staff would bring a FY 2014/15 budget amendment to the Board that reflects the addition of those positions staff anticipates needing and being able to fill with identified funding during the coming fiscal year; and

WHEREAS, On April 29, 2014, the Personnel Committee reviewed the subject request and unanimously recommended approval of the staff recommendation; now, therefore, be it

RESOLVED, That the Transportation Authority hereby adopts the proposed staff reorganization plan as depicted in Attachment 1 and job classifications in Attachment 2; and be it further

RESOLVED, That the Transportation Authority hereby amends the 2013 Prop K Strategic Plan Baseline to increase the Prop K allowance for sales tax administration, planning, programming and project delivery support and oversight as shown in Attachment 3.

Attachments:

1. Proposed Agency Structure and Functions chart
2. Job Descriptions
3. Proposed Prop K Off the Top Allowance



The foregoing Resolution was approved and adopted by the San Francisco County Transportation Authority at a regularly scheduled meeting thereof, this 20th day of May, 2014, by the following votes:

Ayes: Commissioners Avalos, Breed, Chiu, Cohen, Farrell, Kim, Tang, Wiener and Yee (9)

Nays: (0)

Absent: Commissioners Campos and Mar (2)

John Avalos 5-28-14
John Avalos Date
Chair

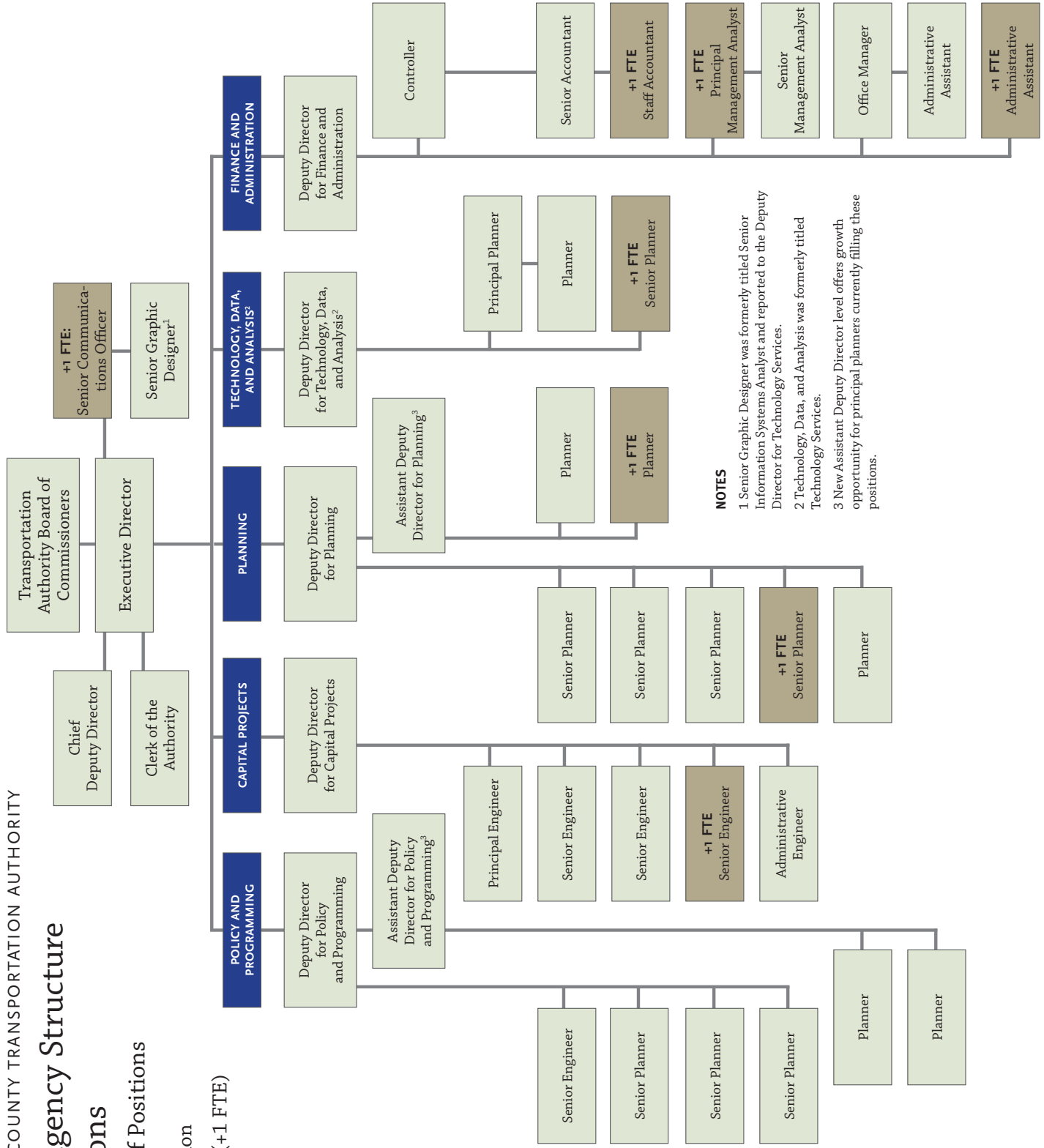
ATTEST: Tilly Chang 6/5/14
Tilly Chang Date
Executive Director

Proposed Agency Structure and Functions

+8 FTE, 41 Staff Positions

Existing position

New position (+1 FTE)



NOTES

- 1 Senior Graphic Designer was formerly titled Senior Information Systems Analyst and reported to the Deputy Director for Technology Services.
- 2 Technology, Data, and Analysis was formerly titled Technology Services.
- 3 New Assistant Deputy Director level offers growth opportunity for principal planners currently filling these positions.



Job Description

OFFICE OF THE EXECUTIVE DIRECTOR

SENIOR COMMUNICATIONS OFFICER

Reports to: Executive Director

Employment Status: Exempt/Regular

SUMMARY

The Senior Communications Officer assists the Executive Director with designing, planning, and implementing the Transportation Authority's agency-wide communications including marketing, media relations, and public relations projects and programs. Under direction of the Executive Director, the Senior Communications Officer leads communications initiatives including integration and maintenance of agency communications assets, and supports all divisions and project-level public outreach activities.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Strategic Communications:

- Provides communications and messaging support to Board and Transportation Authority management team, in conveying the mission, goals and role of the agency to the public.
- Develops and leads implementation of the Transportation Authority's communications plans and policies, including branding, messaging and operating standards and protocols. Liaise with Board leadership, coordinate with partner agencies and community organizations and engage staff in initial plan development and subsequent updates and revisions.
- Assists the Executive Director in the development and dissemination of key messages for the Transportation Authority; plans and develops paper and electronic publications and other communications materials, including talking points, brochures, newsletters, annual reports, press releases, advertisements, and publications; oversees design, production, printing, and distribution of all print and electronic materials.
- Provides review and leads quality control for key agency materials, reports, and communications.
- Establishes and develops new avenues of communication with the general public and community groups; develops methods, techniques, and materials to establish and maintain ongoing communication and cooperation with community organizations and associations served by the Transportation Authority, including ethnic and low-income or other hard-to-reach groups.

Community and Media Relations:

- Oversees development of agency-wide communications initiatives including marketing, media relations, community engagement programs and special events.
- Oversees development and maintenance of all major agency communications assets including agency website and social media sites, marketing materials, and outreach and contacts databases.
- Builds and maintains relationships with media and editorial contacts; manages media list; responds to media inquiries and manages consultants and Transportation Authority staff as needed. Includes traditional as well as new/social media and ethnic and neighborhood level outlets and organizations.

- Builds and maintains relationships with agency partners and stakeholders including a broad range of civic, neighborhood and advocacy organizations.

Agency Operational Support:

- Provides communications guidance and support to Transportation Authority staff and project managers; reviews major deliverables and outreach materials; researches and advises on emerging and innovative outreach and public involvement techniques applicable to planning or project development activities; and facilitate staff training as needed.
- Supports management team and Clerk of the Board in management of the Transportation Authority’s Board operations, agency work program and special projects; provide support to Clerk or project managers in communicating with the agency’s various Citizens Advisory Committees; assist with responses to public information requests and inquiries.
- Serves as project manager for special projects as assigned; prepares staff reports, memos, and presentations for Executive Director and Board review.
- Supports management team and Policy and Programming Division with legislative and government affairs as needed.
- Performs other tasks as required and assigned.

Supervisory Responsibilities: Supervises the Senior Graphics Designer. May supervise temporary staff, interns and external consultant teams.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, abilities, training, and experience required of this job.

Training and Experience: Completion of a bachelor’s degree in appropriate disciplines such as Public Relations, Communications, Business Administration or a closely related field from an accredited university is required. Five (5) years of progressively responsible experience in coordinating communications and marketing, media relations, and/or community outreach programs. At least two (2) years must be in a supervisory or managerial role. A master’s degree in one of the appropriate fields may substitute for two years of the required experience. An equivalent combination of education and experience is acceptable.

Knowledge: Knowledge of principles and practices of communications and marketing, media relations, and community engagement program goal setting, development, implementation, and evaluation; practices of researching program issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports; principles, practices, and techniques used in conducting effective communications and marketing, media relations, and community outreach programs in a public agency; principles, methods, and techniques of marketing communications and public speaking; basic principles and practices of graphic design and print production, including an understanding of design concepts and applications; familiar with media communications and general publications, media relations and pitching techniques used in initiating and maintaining media relationships; recent and ongoing developments, current literature, and sources of information related to communications and marketing, media relations, and community outreach; basic principles and practices of budget development, administration, and accountability; principles, practices, and techniques in using social media tools and applications.

Skills and Abilities: Strong public presentation skills and public speaking for a wide variety of audiences, including elected officials, the public and technical staff; advanced writing and editing skills for a variety of

communications media, including memoranda, reports, resolutions, plans, and outreach materials; basic design and graphics expertise; strong project, program, and relationship, stakeholder and crisis management skills, including consultant contract oversight; ability to work effectively under stressful situations involving tight deadlines as well as confrontation and conflict; plan, research, organize, coordinate, and implement a variety of communications and marketing, media relations, and community outreach related activities and programs; effectively represent the Transportation Authority in meetings with the general public, community groups, organizations, other governmental agencies, and professional, regulatory, and legislative organizations; develop effective communications and marketing, media relations, and community outreach strategies and campaigns; establish and maintain relationships with diverse groups of different media outlets, citizen groups and individuals, organizations, associations, and appropriate governmental bodies; operate modern office equipment including computer equipment and specialized software applications.

Physical Demands and Work Environment: The physical demands and work environment are characteristic of modern office work and include moderate noise (examples: business office with computers and printers, light traffic), and are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Ability to travel on occasion.

Employment Status: *Full-Time, Exempt.* An employee in this position is not subject to the minimum wage and overtime requirements of the Fair Labor Standards Act and is regularly scheduled to work 40 hours a week.

**Annual Compensation Range: \$93,168-\$125,772.....Adopted xxx xx, 20xx
Resolution xx-xx**



Job Description

OFFICE OF THE EXECUTIVE DIRECTOR

SENIOR GRAPHIC DESIGNER

Reports to: Senior Communications Officer

Exemption Status: Full-Time, Exempt

SUMMARY

Under the general direction of the Senior Communications Officer, the Senior Graphic Designer is responsible for the development, implementation, and coordination of a wide variety of creative and complex graphic artwork for public information and promotional materials, website design and maintenance, and multi-media communications. Projects include agency reports and fact sheets, document and email templates, branding implementation, signage, social media posts, web site design and maintenance, email newsletters and list maintenance, map templates, maintenance of the agency photo library, direct mail collateral, flyers, maps, posters, print ads, banners, slide presentations, displays, brochures, stationery, photography and photo correction, and specialty items. The duties specified below are characteristic of the range of duties and responsibilities assigned to this position, and are not intended to be an inclusive listing.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develops, implements, and coordinates a wide variety of creative and complex graphic artwork for public information and promotional materials.
- Maintains consistent agency branding across all projects.
- Organizes and designs agency publications, including reports, fact sheets, and other collateral material, and makes editorial suggestions to improve and clarify the headline/body copy.
- Plans, designs, lays out, and creates visual elements for document and email templates, direct mail collateral, flyers, maps, posters, print ads, banners, brochures, and other marketing and public information materials, requiring research and interpretation of subject matter, from concept to delivery of materials.
- Coordinates design projects with vendors such as outside designers, photographers, illustrators, and other agencies.
- Coordinates printing of publications, selecting paper stock, printing and binding methods, and print vendors.
- Designs and maintains agency website content and development of new web, social media, and multi-media capabilities in coordination with the Deputy Director for Technology, Data, and Analysis.
- Designs, coordinates, and art directs the production of signage, exhibits and displays.
- Recommends methods of visual presentations including theme, style, and format.
- Designs, maintains, and supports a standard set of document, presentation, and map templates.
- Consults with other Transportation Authority staff requesting artwork to discuss preferences, methods of production, budgetary, scheduling, and production requirements.

- Maintains agency photo library, obtains photography from various outside sources, photographs projects and other subjects as necessary; manipulated images as necessary.
- Prepares, updates, converts files into various formats, and distributes files to clients, vendors, and outside agencies as directed.
- Develops in-house and on-call capabilities for graphic design and multimedia materials production, for outreach and agency publications.
- Requests bids from graphics and printing companies, prepares projects for printing, and follows through for quality control (e.g., color evaluation, press checks).
- Manages email newsletters and list maintenance.
- Maintains current knowledge of new methods, tools and equipment and related developments in the field of graphic production and design, including computer and graphics systems; provides recommendations to management on purchase of new programs and/or equipment.
- Performs related duties as required and assigned.

Supervisory Responsibilities: May supervise interns and external consultant teams.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, abilities, training and experience required of this job.

Training and Experience: Completion of a baccalaureate degree in graphic design or a related field and; five (5) years of progressively responsible experience in producing graphic design for publication and the web, including production planning or closely related experience, that demonstrates the knowledge and ability to assume responsibility for most if not all of the graphic production cycle. An equivalent combination of education and experience is acceptable.

Knowledge: Knowledge of art materials, equipment including various types and uses of paper and inks, bindery methods, and post office requirements; principles and practices of photography; printing processes for multi-color, multi-page publications; operation of Apple and Windows computers and graphic software, including: Adobe Creative Suite; Microsoft Word and PowerPoint; advanced understanding of web design principles and basic understanding of HTML, JavaScript, and content management systems including Drupal; operation of point-and-shoot digital cameras; marketing and public information materials, production planning, and coordination; principles and contemporary practices of the design of graphic publications and production techniques including new technology development; effective graphic design advertising techniques of visual presentations, layout, and typography; good customer service skills; excellent organizational and writing skills; advanced proficiency with standard computer spreadsheet, word processing, and other office administration software.

Skills and Abilities: Exercise creative skills in preparing a wide variety of creative and complex graphic artwork for public information and promotional materials; plan, design, lay out, and create visual elements for marketing and public information materials, requiring research and interpretation of subject matter, from concept to delivery of material; ability to maintain consistent agency branding across all projects; recommend methods of visual presentations including theme, style, and format; work independently and creatively; organize and handle multiple projects simultaneously; design, coordinate, and art direct the construction of signage, exhibits and displays; design page layouts for multi-color, multi-page publications, booklets, and reports; prepare a variety of technical art work such as map templates to illustrate planning concepts; consult with staff, employees, and other departments requesting artwork to discuss preferences,

methods of production, budgeting, scheduling, and production requirements; make editorial suggestions to improve and clarify headline/body copy; design and lay out publications, reports, and fact sheets, requiring decisions on paper stock, printing and binding methods, and print vendors; design and update website content and web page templates; coordinate design projects with vendors such as outside designers, photographers, illustrators, sign-makers, and other agencies, and prepare printing and production specifications for print vendors; operate digital cameras and download, store, and manipulate images; adhere to budgets for all design projects; estimate production costs, and determine design, colors and graphics in accordance with expenditure and scheduling limitations; art direct photo shoots and attend press checks to ensure the project specifications are adhered to properly before project delivery; research and keep current on new materials, methods and techniques of production and equipment as related to graphic design, printing, presentations, computer graphic hardware and software, website design, and content management system management; communicate clearly and effectively, both orally and in writing; establish and maintain cooperative working relationships with those contacted in the course of business; summarize and present technical data and prepare written reports and recommendations; speak effectively and write clearly and concisely. Ability to exercise tact and courtesy in working with members of the public, professional and technical colleagues, and elected officials.

Physical Demands and Work Environment: The physical demands and work environment are characteristic of modern office work and include moderate noise (examples: business office with computers and printers, light traffic), and are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Ability to travel on occasion.

Employment Status: *Full-Time, Exempt.* An employee in this position is not subject to the minimum wage and overtime requirements of the Fair Labor Standards Act and is regularly scheduled to work 40 hours a week.

**Annual Compensation Range: \$71,004-\$95,856..... Adopted xxx
Resolution xx-xx-**



Job Description

FINANCE & ADMINISTRATION DIVISION

PRINCIPAL MANAGEMENT ANALYST

Reports to: Deputy Director for Finance and Administration

Exemption Status: Full-Time, Exempt

SUMMARY

The Principal Management Analyst plans, organizes, leads complex, sensitive, and detailed analytical work in the areas of financial/fiscal, legislative and administrative policy and/or contract administration. Under the general direction of the Deputy Director for Finance and Administration, the Principal Management Analyst performs the duties and responsibilities listed below, which are characteristic of the range of duties and responsibilities assigned to this position, and not intended to be an inclusive listing.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Provides administrative analysis to the Deputy Director for Finance and Administration.
- Manages the activities related to the application for, and management of, multiple source capital projects and/or grants; manages reporting to funding agencies with project managers and Controller.
- Plans and reviews economic and/or financial analyses including forecasting, revenue and/or expense projections, analysis of capital requirements, calculation of debt capacity, evaluation of financing alternatives; rate analysis, modeling and cost/benefit analysis; prepares reports with financial/policy recommendations and appropriate supporting documentation; may assist in the review of audit schedules and financial statements.
- Analyzes existing and proposed administrative policies and procedures as well as organizational problems; conducts difficult and detailed studies; identifies administrative problems, determines methods of analysis, and identifies trends; prepares and presents reports with recommendations and appropriate justification based on studies and surveys; may coordinate the implementation of new systems and/or procedures.
- Manages all activities related to contracting. Reviews cost estimates and terms for new and existing contracts, for proposed change orders and modifications; reviews contract provisions, and meets with project and program managers to develop cost estimates; meets with contractors to negotiate requests for additional costs; assists in analyzing costs related to change orders and modifications; maintains data and information resources on current industry cost standards for materials, equipment and labor costs; establishes and maintains contact with sources of information including vendors, consultants and governmental agencies.
- Reviews and conducts competitive contract vendor selection, conforming to Transportation Authority procurement and contracting policies, including public bids and requests for proposals; distributes and places advertisements and public notices for contracts; processes highly complex contracts including advertising for bids/proposals, receipt and review of bids, contract negotiation and award, and routing through signature/documentation process to certification; provides information and training and

technical assistance to staff and contractors on Transportation Authority contracting and procurement policies, procedures and requirements.

- Manages all activities for the Transportation Authority's Disadvantaged Business Enterprise (DBE) and Local Business Enterprise (LBE) Program. Certifies DBEs and LBEs, and prepares corresponding statistics and reports.
- Prepares and presents oral and written reports, correspondence and statistical analyses. Responds to informational requests, including those of a highly sensitive nature, and may represent the Transportation Authority to the outside agencies and the public.
- Performs other tasks as required and assigned.

Supervisory Responsibilities: May supervise staff, interns, and consultant teams.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, abilities, training and experience required of this job.

Training and Experience: A Bachelor's degree in Public or Business Administration, Finance, Accounting or Economics from an accredited university, and three (3) years of progressively responsible experience in complex financial/fiscal analysis, economic analysis, contract administration, or legislative/ administrative policy analysis is required. A Master's degree in one of the appropriate fields may substitute for two years of the required experience. An equivalent combination of education and experience is acceptable.

Knowledge: Knowledge of principles and techniques of governmental organization and management; principles and techniques of financial/fiscal analysis; principles and techniques of economic and policy analysis; principles and techniques of generally accepted accounting principles and government accounting standards; application of statistical and other analytical methods; applicable local, state, and federal laws and regulations; principles involved in the development and implementation of complex systems and procedures; methods, procedures, and techniques needed for negotiations of contract terms, change orders, cost estimates and modifications; advanced proficiency with standard computer spreadsheet, word processing, database management and other office administration software.

Skills and Abilities: Ability to collect, synthesize, and analyze a wide variety of information; conduct difficult analytical studies involving complex administrative and financial systems and procedures; work with authority and efficiency to identify and define problems, determine methodology, evaluate data, make recommendations with appropriate justification and develop/implement a plan of action; establish and maintain effective communication with senior management, officials, other staff, vendors, or other agencies; negotiate effectively; speak effectively and write clearly and concisely; exercise tact and courtesy in working with members of the general public; deal effectively with Board members, other government officials, professional and technical colleagues and staff.

Physical Demands and Work Environment: The physical demands and work environment are characteristic of modern office work and include moderate noise (examples: business office with computers and printers, light traffic), and are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Ability to travel on occasion.

Employment Status: *Full-Time, Exempt.* An employee in this position is not subject to the minimum wage and overtime requirements of the Fair Labor Standards Act and is regularly scheduled to work 40 hours a week.

**Annual Compensation Range: \$86,508-\$116,796.....Adopted xxx xx, 20xx
Resolution xx-xx**



Job Description

FINANCE & ADMINISTRATION DIVISION

STAFF ACCOUNTANT

Reports to: Senior Accountant

Exemption Status: Full-Time, Exempt

SUMMARY

The Staff Accountant assists the Senior Accountant with the Transportation Authority's payroll, accounts payable, accounts receivable, grants and cash management functions; performs cash and account reconciliation; prepares invoices used in billing federal, state and local agencies; and assists in preparing supplemental schedules to support financial statements. Under the general supervision of the Senior Accountant, the Staff Accountant performs the duties and responsibilities listed below, which are characteristic of the range of duties and responsibilities assigned to this position, and are not intended to be an inclusive listing.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assists with bi-weekly payrolls and maintains pay records for staff.
- Audits and processes payments for various invoices, contracts and miscellaneous expenses, including assignment of expense coding and drafting of payment checks or vouchers.
- Consults with Transportation Authority project managers and external agency staff, and obtains and verifies information for the preparation of documents for reimbursement from various federal, state and local agencies. Prepares and submits reimbursement requests, along with required supporting documentation. Monitors outstanding billings and request payments; processes cash receipts.
- Performs bank, cash and accounts reconciliations and provides analysis of available funds as required. Prepares transfer documents to replenish operating accounts.
- Prepares justifications and makes recommendations for the adjustment of journals or transfer of entries to make revenue or expenditure corrections.
- Assists Senior Accountant in periodic financial reporting activities for Division and project managers. Assists external auditors and Senior Accountant in preparing supplemental schedules to support financial statements.
- Performs other tasks as required and assigned.

Supervisory Responsibilities: May supervise interns and temporary staff.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, abilities, training and experience required of this job.

Training and Experience: Bachelor’s degree in a related field such as accounting, public administration or public finance with concentration in business. A graduate degree in accounting or public finance, or a certified public accounting license can substitute for one year of the required experience, or an equivalent combination of education and experience.

Knowledge: Knowledge and understanding of basic accounting principles, practices, regulations and methods, including basic journal entries and preparation of bank reconciliations, as well as the financial statement reporting process; knowledge of federal, state and local procedures. Advanced proficiency with standard computer spreadsheet, word processing, database management and other office administration software.

Skills and Abilities: Ability to evaluate general ledger accounts; proficiency with computerized accounting systems, i.e., Fundware accounting software, or software of a similar degree of complexity; design and maintain a wide variety of statistical and narrative records and reports utilizing spreadsheet expertise; summarize and present data and prepare written reports and recommendations; speak effectively and write clearly and concisely; ability to work with professional and technical colleagues and staff.

Physical Demands and Work Environment: The physical demands and work environment are characteristic of modern office work and include moderate noise (examples: business office with computers and printers, light traffic), and are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Ability to travel on occasion.

Employment Status: *Full-Time, Exempt.* An employee in this position is not subject to the minimum wage and overtime requirements of the Fair Labor Standards Act and is regularly scheduled to work 40 hours a week.

**Annual Compensation Range: \$56,856-\$76,752Adopted xxx xx, 20xx
Resolution xx-xx**



Job Description

TRANSPORTATION PLANNER SERIES POLICY & PROGRAMMING DIVISION

ASSISTANT DEPUTY DIRECTOR FOR POLICY & PROGRAMMING

Reports to: Deputy Director, Policy & Programming

Exemption Status: Full-Time, Exempt

SUMMARY

The Policy & Programming Division performs complex and sensitive tasks in the areas of policy, legislation, strategic financial planning, fund programming and planning; facilitates community outreach efforts; and represents the Transportation Authority on technical and policy advisory groups.

With nominal supervision from the Deputy Director, the Assistant Deputy Director performs the duties and responsibilities listed below, which are characteristic of the range of duties and responsibilities assigned to this position, and are not intended to be a comprehensive listing.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develops and implements policies, procedures and funding recommendations for internally administered grant programs. Provides assistance to project sponsors (e.g. public agencies), solicits public input, and responds to inquiries from the public and other agencies.
- Develops policy and programming recommendations for federal, state, and regional fund sources. Provides corresponding project delivery support including monitoring timely use of fund deadlines; assisting project sponsors with technical, planning, and administrative issues; and performs other tasks intended to facilitate project implementation and preservation of discretionary funds for San Francisco.
- Develops policies, funding strategies and legislation to advance Transportation Authority goals and objectives, including research and analytical support, advocacy before governmental agencies and community outreach.
- Provides policy, programming and funding input into the development of the Transportation Authority's various programs and plans including, but not limited to, the Countywide Transportation Plan, the Congestion Management Program, 5-Year Prioritization Programs and Strategic Plans.
- Negotiates and resolves complex funding issues and policy challenges with federal, state, and regional transportation funding agencies and San Francisco project sponsors. Leads or assists in the development and negotiation of agreements with other agencies, as required by the Deputy Director for Policy & Programming.
- Manages internal planning studies, provides policy and technical input, and leads community involvement efforts. Reviews and comments on external planning efforts.
- Maintains contacts with peers from federal, state, and regional agencies, including project sponsor and funding agencies, and staffs of elected local, regional, state and federal officials.
- Prepares Board memoranda and official Transportation Authority correspondence, and presents before management, the Transportation Authority Board, and other external agencies.

- Performs related duties as required and assigned.

Supervisory Responsibilities: Supervises Transportation Planners. May supervise Senior Transportation Planners, interns and external consultant teams.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, abilities, training and experience required of this job.

Training and Experience: Completion of a graduate degree in an appropriate discipline such as transportation planning or civil engineering; and five (5) years of progressively responsible experience in transportation planning, transportation fund programming or allocation.

Knowledge: Basic research methods and database management techniques; proficiency with standard computer spreadsheet, word processing, presentation and internet software; statistical and computational analysis principles and methods; advanced knowledge of transportation planning principles, techniques and methods, transportation funding and finance, and capital project development phases.

Skills and Abilities: Ability to collect, analyze and interpret data pertaining to transportation planning and programming of funds, information on transportation issues and related legislation using appropriate methods and statistical techniques; design surveys; develop long-range transportation planning priorities; identify project goals and performance measures; oversee and manage projects and consultants; facilitate meetings; summarize and present data and prepare written reports, recommendations, and outreach materials; speak effectively and write clearly and concisely; exercise tact and courtesy in working with members of the general public; and interact effectively with Transportation Authority Board members, other government officials, professional and technical colleagues and staff.

Physical Demands and Work Environment: The physical demands and work environment are characteristic of modern office work and include moderate noise (examples: business office with computers and printers, light traffic), and are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Ability to travel on occasion.

Employment Status: *Full-Time, Exempt.* An employee in this position is not subject to the minimum wage and overtime requirements of the Fair Labor Standards Act and is regularly scheduled to work 40 hours a week.

**Annual Compensation Range: \$110,748-\$149,508.....Adopted xxx xx, 20xx
Resolution xx-xx**



Job Description

TRANSPORTATION PLANNER SERIES PLANNING DIVISION

ASSISTANT DEPUTY DIRECTOR FOR PLANNING

Reports to: Deputy Director for Planning

Exemption Status: Full-Time, Exempt

SUMMARY

The Transportation Planner Series-Planning Division includes four levels of professional Transportation Planners who manage planning and corridor studies and other planning projects, facilitate community outreach efforts, and represent the Transportation Authority on technical and policy advisory groups.

The Assistant Deputy Director for Planning is responsible for the management of a functional unit within the Planning Division, and advises and assists the Deputy Director for Planning in the formulation and development of policies regarding planning and corridor studies. The Assistant Deputy Director for Planning works on assignments that are highly complex and sensitive in nature, where substantial judgment and initiative is essential in making recommendations and resolving problems. The duties specified below are characteristic of the range of duties and responsibilities assigned to this position, and not intended to be an inclusive listing.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Designs and conducts complex technical planning studies. Collects, analyzes and interprets transportation data, designs surveys, develops long-range transportation planning priorities, summarizes data and prepares reports, and reviews transportation model inputs and outputs.
- Performs project management for large planning and corridor studies. Duties include developing proposals; recommending consultant selection; developing and tracking project budget, scope and performance measures; grant application and management; managing consultant and Transportation Authority staff team; reviewing and reporting on study progress and deliverables; corresponding with agency partners; and develop and implement public outreach plans.
- Represents the Transportation Authority in federal, regional, state and local transportation task forces, professional associations and technical and policy advisory groups. Reviews and comments on relevant transportation plans and studies produced by other agencies.
- Supervises, develops, and evaluates professional and subordinate staff and counsels and disciplines staff.
- Reviews production of grants, contracts, memorandums, and correspondence prepared by the unit.
- Develops and manages annual work plan for unit and establishes work activity priorities and staff assignments.
- Maintains contacts with peers from federal, state, and regional agencies, including Transportation Authority sponsor agencies and staffs of elected local, regional, state and federal officials.
- Prepares Board memoranda and official Transportation Authority correspondence, and presents before management, the Transportation Authority Board, and other external agencies.

- Provides general planning assistance to Deputy Director for Planning and other Divisions, including reviewing and commenting on studies, and providing input into the Countywide Transportation Plan, the Congestion Management Program, 5-Year Prioritization Program and Strategic Plan.
- Performs related duties as required and assigned.

Supervisory Responsibilities: Supervises Transportation Planners. May supervise Senior Transportation Planners, interns, and external consultant teams.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, abilities, training and experience required of this job.

Training and Experience: Completion of a graduate degree in an appropriate discipline such as transportation planning or civil engineering; and six (6) years of progressively responsible experience in transportation planning, programming or funding, including at least three (3) years of demonstrated staff management experience.

Knowledge: Basic research methods and database management techniques; proficiency with standard computer spreadsheet, word processing, presentation and internet software; and statistical and computational analysis principles and methods; and advanced knowledge of transportation planning principles, techniques and methods; transportation funding and finance; and capital project development phases.

Skills and Abilities: Ability to collect, analyze and interpret data pertaining to transportation planning and programming of funds, information on transportation issues and related legislation using appropriate methods and statistical techniques; design surveys; develop long-range transportation planning priorities; identify project goals and performance measures; oversee and manage projects and consultants; facilitate meetings; summarize and present data and prepare written reports and recommendations, and outreach materials; speak effectively and write clearly and concisely; exercise tact and courtesy in working with members of the general public; and interact effectively with Transportation Authority Board members, other government officials, professional and technical colleagues and staff.

Ability to perform the above independently; determine most appropriate and effective method of communicating with general public, Board members, other government officials and professional and technical colleagues and staff.

Physical Demands and Work Environment: The physical demands and work environment are characteristic of modern office work and include moderate noise (examples: business office with computers and printers, light traffic), and are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Ability to travel on occasion.

Employment Status: *Full-Time, Exempt.* An employee in this position is not subject to the minimum wage and overtime requirements of the Fair Labor Standards Act and is regularly scheduled to work 40 hours a week.

**Annual Compensation Range: \$110,748-\$149,508.....Adopted xxx xx, 20xx
Resolution xx-xx**



Job Description

TRANSPORTATION PLANNER SERIES TECHNOLOGY, DATA AND ANALYSIS DIVISION

SENIOR TRANSPORTATION PLANNER – MODELING/GIS

Reports to: Deputy Director for Technology, Data and Analysis

Exemption Status: Full-Time, Exempt

SUMMARY

The Transportation Planner Series-Technology, Data and Analysis Division includes three levels of professional Transportation Planners who prepare complex travel demand forecasting model applications for planning studies; maintain the model; and manage the Geographic Information Systems (GIS) database.

The Senior Transportation Planner-Modeling/GIS is the second level of the Transportation Planner Series-Technology, Data and Analysis Division. Under general supervision, the Senior Transportation Planner-Modeling/GIS assists with the duties and responsibilities listed below, which are characteristic of the range of duties and responsibilities assigned to this position, and are not intended to be an inclusive listing.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Maintains Transportation Authority's travel demand forecasting model and Geographic Information Systems (GIS) activities. Tracks network inputs and land use data. Manages databases, including expanding and updating the Transportation Authority's data, coordinating with other agencies to facilitate data exchange, and helping to design and implement model and GIS improvements.
- Provides general modeling and GIS assistance to other Transportation Authority Divisions, external agencies and the public. Provides GIS and mapping services, and model results for various planning studies and Strategic Analysis Reports.
- Provides general modeling and GIS input into the development of the Transportation Authority's various programs and plans, including, but not limited to, the Countywide Transportation Plan and the Congestion Management Program Capital Improvement Plan.
- Develops and tracks project budgets, scope and performance measures for smaller planning studies; selects and manages consultants and contracts; facilitates technical and project meetings; reviews and reports on progress and deliverables; and corresponds with partnering agencies. Provides oversight of all project management activities assigned to staff.
- Prepares Board memoranda and official Transportation Authority correspondence, and presents before management, the Transportation Authority Board, and other external agencies.
- Maintains contacts with peers from federal, state, and regional agencies, including Transportation Authority sponsor agencies and staffs of elected local, regional, state and federal officials.
- Performs related duties as required and assigned.

Supervisory Responsibilities: May supervise interns and external consultant teams.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, abilities, training and experience required of this job.

Training and Experience: Completion of a graduate degree in an appropriate discipline such as transportation planning, civil engineering, information systems, computer science, business or public administration, or related field, and three (3) years of experience in transportation planning, travel demand forecasting or GIS analyses for transportation planning purposes. An equivalent combination of education and experience is acceptable.

Knowledge: Knowledge of standard transportation planning principles, techniques and methods; travel demand models and their applications in planning studies; quantitative and computational analysis principles and methods; computer programming in scripting, preferably C++ and Java languages; Citilabs TP+ travel forecasting software package capabilities. Advanced proficiency with standard computer spreadsheet, word processing, database management and other office administration software.

Skills and Abilities: Ability to collect, analyze and interpret data pertaining to planning issues using appropriate methods and statistical techniques; summarize and present technical data and prepare written reports and recommendations; speak effectively and write clearly and concisely. Ability to exercise tact and courtesy in working with members of the public, professional and technical colleagues, and elected officials.

Physical Demands and Work Environment: The physical demands and work environment are characteristic of modern office work and include moderate noise (examples: business office with computers and printers, light traffic), and are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Ability to travel on occasion.

Employment Status: *Full-Time, Exempt.* An employee in this position is not subject to the minimum wage and overtime requirements of the Fair Labor Standards Act and is regularly scheduled to work 40 hours a week.

**Annual Compensation Range: \$80,340-\$108,456..... Adopted XX XX, 20XX
Resolution XX-XX**

Attachment 3

Proposed Prop K Off the Top Allowance

Fiscal Year(s)	Percent Off the Top of Net Revenues
2003/04 - 2006/07	4.0%
2007/08 - 2012/13	6.1%
2013/14 ¹	6.7%
2014/15 ²	8.2%
2015/16 - 2028/29	7.9%
2029/30	2.5%
2030/31 - 2033/34	1.0%

¹Fiscal Year 2013/14 Board approved annual budget includes a one-year increase for .6% for procurement and launch of a new Enterprise Resource Planning/Accounting (ERP) system.

² Fiscal Year 2014/15 proposed annual budget includes a one-time increase of 0.4% for the final tranche of one-time costs for the procurement and launch of a new ERP system.