



Electronic Fare Collection Systems Administrator

Salary Grade: 110

SUMMARY

The purpose of this position is to administer and oversee the activities of the District's Electronic Fare Collection (EFC) systems. This is accomplished by administering the execution of fare strategy and implementation; administering the fare program, including fare changes, policy planning and business rules; analyzing transit pricing and systems and making modification recommendations; acting as contract manager over vendors; managing staff involved with the fare collection system administration; planning and implementing new features of the EFC, such as fare media, fare rules, business partnerships, information and reporting; and collaborating with and making recommendations to departments on strategic variables, such as defining new markets, pricing/fare policies, and customer satisfaction. Other duties include working with executive staff to provide customer information, customer complaint resolution, and to solicit customer feedback; representing the District to vendors and contractors; and managing all financial transactions and transfer of business requirements to the appropriate parties.

SUPERVISION RECEIVED AND EXERCISED

General direction is provided by department director or executive management team member. Responsibilities include direct and indirect supervision to lower level personnel.

EXAMPLES OF DUTIES

- Advises on and implements RT fare policies into the various fare technology systems.
- Assists with the analysis of elasticity of demand.
- Analyzes industry best practices and District fare system.
- Works with other staff to clarify, implement and modify fare strategy and policy.
- Develops fare strategy implementation plans.
- Evaluates effectiveness of fare policy and fare rules in terms of accomplishing fare policy objectives.
- Provides analysis and recommendations for changes to fare policy that will more fully exploit EFC capabilities, simplify fare policies, customer tasks and increase revenue.
- Oversees the administration of fare rules by District staff, EFC systems, and vendors.
- Analyzes and evaluates points of purchase and prepares plans to improve performance and efficiency. Points of purchase includes pass outlets, ticket vending machines, fare boxes, internet web sales, District store fronts, etc.
- Works with IT, Operations, Finance and various business units to define and refine useful operational, ridership and financial reports for periodic distribution and posting to the District internal and external distribution channels.
- Determines information needs.
- Designs data collection, compilation, analysis and reporting systems and procedures.
- Develops and manages controlled processes for all information systems.
- Works with the IT department to produce software and user interfaces.
- Monitors the information system processes and outputs.
- Assists in the development of new fare products to better serve the needs of District customers and business partners.
- Maintains involvement in the electronic payment industry to identify trends and new innovations that can be incorporated into the District's system.
- Stays knowledgeable about world-wide best practices in electronic payment, business partnerships, customer information, fraud avoidance, and EFC technology.



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- Develops and updates annually a listing of recommended and potential enhancements and changes to the EFC system.
- Works with the various District departments to create a plan for system enhancements and new fare products to be incorporated into five and one year budgets or forecast models and project plans.
- Manages project plans for deployment of enhancements and integration of new systems into operational, administrative and informational procedures.
- Assists in the preparation of annual and 5-year projections of passenger revenue.
- Analyzes customer pricing compared with value of service.
- Evaluates District's investment per rider and farebox recovery ratios.
- Develops mid and long range EFC system plans; coordinates with management staff to develop the program budget.
- Manages program expenses within budget.
- Develops one year EFC operating budgets and project plans.
- Collaborates with various departments and vendors in the development of 5-year EFC capital and operating budgets and project plans.
- Administers EFC systems to assure that all revenues are properly accounted for and safeguarded.
- Develops and maintains system reporting.
- Works with Finance department to review and audit accounting and bank reconciliation.
- Works with Finance department, Internal Auditor and external auditors to perform system testing and review and to ensure appropriate financial controls.
- Works with CFO to ensure appropriate internal controls exist over fare media.
- Monitors daily and periodic performance of the EFC system including status of all fare collection devices regarding proper revenue collection, operational data such as ridership counts, boardings and alightings, fares paid, trips by users of third party media, etc and financial data, revenue performance.
- Monitors and manages vendor contracts for third party hosting of EFC operations including fare media verification, application of fare rules, financial transactions and customer support.
- Assists with relationships with bank card issuers, social service agencies providing direct payment for subsidized transportation, other business partners providing co-promotion, product and service discounts, distribution arrangements, etc. and other third-party payers.

MINIMUM QUALIFICATIONS

Education: Bachelor's degree or equivalent in Finance, Accounting, Business Management, Public Administration, Technology, Management Information Systems or related field.

Additional directly related experience beyond the minimum requirement may substitute for the required education based on the ratio of one and a half (1.5) years of experience for each (1) year of education

Experience: A minimum of five (5) years' experience in the administration and management of public facing fare collection programs and working with local government and non-profit organizations, including two (2) years of supervisory and/or program/vendor management experience. Public sector, transit and/or electronic payment systems experience preferred.



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KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- District policies, procedures and functions, and the laws, ordinances, rules, regulations and codes applicable to the functional areas assigned.
- Theories, principles, and practices of business and public finance.
- General business, marketing, and financial practices and principles.
- Internal control theory and auditing concepts, practices, and principles.
- Economic, financial, and accounting principles and practices.
- Financial markets, banking, and the analysis and reporting of financial data.
- Principles, practices, and techniques related to revenue collection, counting, processing, and reporting.
- Principles and practices of general accounting and auditing.
- Data collection and analysis methodology.
- Hardware and software commonly used in the collection of fare box revenue data.
- Cash collection equipment.
- Principles and practices of leadership, mentoring, and conflict resolution.
- Principles and practices of producing effective project documentation such as, but not limited to, functional requirement documentation, design document and/or system operating procedures.
- Principles and practices of technical problem solving.
- Principles and techniques of software and systems quality assurance and control.
- Procedures and methods for testing business functions and system failures.
- Process management, project management and implementation.
- Fraud and theft control techniques and countermeasures.
- Principles and practices of budgetary development, administration, and control.
- Legal codes, government regulations, and agency policies.
- General management and leadership principles and practices.

Skills in:

- Advanced word processing, spreadsheet, presentation and database software.
- Specialized software related to functional area.
- Advanced business, systems and data analysis.
- Project management and implementation.
- Database management and administration.

Ability to:

- Gather, assemble, analyze, and evaluate financial information and make strategic analyses, and financial projections.
- Interpret and apply laws, rules, and regulations impacting District's finances.
- Analyze and resolve a variety of complex financial, administrative, and operational issues.
- Develop infrastructure to capture relevant operational information used to project cash flow.
- Evaluate and implement financing strategies for the District's current and long-term needs.
- Implement appropriate software program to automate and streamline recording and reporting requirements.



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- Analyze and evaluate cash collecting and processing methods, and implementation of improved hardware, software, and procedures.
- Analyze and understand users business, technology, hardware and software needs.
- Understand, and effectively describe and document, business and technical processes.
- Lead or manage business analysis, software development and integration projects.
- Perform and/or supervise configuration of enterprise software and hardware systems used by the District.
- Negotiate and influence effectively.
- Recognize problems, develop recommendations and solutions, and oversee corrections.
- Manage time effectively and maintain project schedules.
- Communicate clearly and effectively, both orally and in writing, with internal and external contacts.
- Interact professionally with District employees and outside agency representatives.
- Organize, implement, and direct revenue services operations and activities.
- Establish and implement policies, procedures, and guidelines.
- Define problem areas, and develop and recommend effective courses of action
- Develop and revise current practices and procedures related to financial reporting.
- Refine business practices to better control the inflow and outflow of cash.
- Maintain accurate records and files.
- Update department and staff on operational changes.
- Deal with difficult people and customers.
- Effectively present information and respond to questions from employees and customers.
- Verify the accuracy of financial data, reports, and other information.
- Prepare and control a budget.
- Write clear and concise reports.
- Establish and maintain cooperative relationships with those contacted in the course of work.

FLSA STATUS

Exempt

BARGAINING UNIT

Management and Confidential Employee Group (MCEG)

DISCLAIMER

This job classification is intended to be descriptive of key responsibilities of the position. The examples of duties above does not identify all duties performed by any single incumbent in this position.



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JOB EVALUATION RATINGS

Supervision	Work involves problem solving and mediating highly conflicting, unexpected and unusual problems involving multiple groups. Applies broad management responsibility for a large program or set of related functions. Provides direct and indirect supervision to lower level personnel
Human Collaboration Skills	Decisions regarding implementation of policies may be made. Contact may involve support of controversial positions or the negotiation of sensitive issues or important presentations. Contacts may involve stressful, negative interactions with the public requiring high levels of tact and the ability to respond to aggressive interpersonal interactions.
Freedom to Act	The employee normally performs the duty assignment according to his or her own judgment, requesting supervisory assistance only when necessary. Special projects are managed with little oversight and assignments may be reviewed upon completion. Performance is reviewed periodically.
Technical Skills	Skilled: Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Budget Responsibility	Position has moderate fiscal responsibility. May be responsible for the billing, collection and/or accounting of funds. May be responsible for the handling and balancing of cash.
Reading	Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Math	Advanced - Ability to apply fundamental concepts of theories; work with advanced mathematical operations methods and functions of real and complex variables. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Writing	Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Certification & Other Requirements	



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OVERALL PHYSICAL STRENGTH DEMANDS:

-Physical strength for this position is indicated below with "X"-				
Sedentary	Light- X	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C Continuously 2/3 or more of the time.	F Frequently From 1/3 to 2/3 of the time.	O Occasionally Up to 1/3 of the time.	R Rarely Less than 1 hour per week.	N Never Never occurs.
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Note: This is intended as a description of the way the job is currently performed. It does not address the potential for accommodation.

-Physical Demand-	-Frequency-	-Brief Description-
Standing	F	Making presentations, observing work duties, communicating with co-workers and vendors
Sitting	C	Desk work, meetings, driving
Walking	O	To other departments/offices/office equipment, around work site
Lifting	O	Supplies, equipment
Carrying	O	Supplies, equipment
Pushing/Pulling	O	File drawers, equipment, tables and chairs
Reaching	F	For supplies, for files
Handling	C	Paperwork
Fine Dexterity	C	Computer keyboard, calculator, telephone pad
Kneeling	O	Filing in lower drawers, Retrieving items from lower shelves/ground
Crouching	R	Retrieving items from lower shelves/ground, Filing in lower drawers
Crawling	R	Under equipment
Bending	O	Filing in lower drawers, retrieving items from lower shelves/ground
Twisting	F	From computer to telephone; getting inside vehicle
Climbing	R	Stairs; step stools
Balancing	R	On step stools
Vision	C	Reading, computer screen; driving; observing work site



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Hearing	C	Communicating with co-workers and public and on telephone
Talking	C	Communicating with co-workers and public and on telephone
Foot Controls	O	Driving
Other (specified if applicable)		

MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Copier, calculator, fax machine, cell/desk phone, computer and associated hardware and software.

ENVIRONMENTAL FACTORS:

C Continuously	F Frequently	O Occasionally	R Rarely	N Never
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D Daily	W Several Times Per Week	M Several Times Per Month	S Seasonally	N Never
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-Health and Safety Factors-	
Mechanical Hazards	N
Chemical Hazards	N
Electrical Hazards	N
Fire Hazards	N
Explosives	N
Communicable Diseases	N
Physical Danger or Abuse	N
Other (see 1 below)	N

-Environmental Factors-	
Respiratory Hazards	N
Extreme Temperatures	N
Noise and Vibration	N
Wetness/Humidity	N
Physical Hazards	N

(1) N/A

PROTECTIVE EQUIPMENT REQUIRED: None

NON-PHYSICAL DEMANDS:

F Frequently From 1/3 to 2/3 of the time	O Occasionally Up to 1/3 of the time	R Rarely Less than 1 hour per week	N Never Never occurs
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-Description of Non-Physical Demands-		-Frequency-
Time Pressure		F
Emergency Situation		R
Frequent Change of Tasks		F
Irregular Work Schedule/Overtime		O
Performing Multiple Tasks Simultaneously		F
Working Closely with Others as Part of a Team		F



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Tedious or Exacting Work	O
Noisy/Distracting Environment	R
Other (see 2 below)	N

(2) N/A

PRIMARY WORK LOCATION:

Office Environment	X	Vehicle	
Warehouse		Outdoors	
Shop		Other (see 3 below)	
Recreation/Neighborhood Center			

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required. This description is subject to modification as the needs and requirements of the position change.