NOTICE OF FINAL ACTION TAKEN BY THE
HUMAN RESOURCES DIRECTOR

Date: September 26, 2014

Re: Notice of Proposed Classification Actions – Final Notice No. 6 FY 14/15 (copy attached).

Pursuant to completion of discussion with IFPTE, Local 21 regarding this classification action, the classification action contained in the above referenced notice became effective September 26, 2014.

Micki Callahan
Human Resources Director

by: ____________________________
   Steve Ponder
   Classification and Compensation Manager
   Human Resources

cc: All Employee Organizations
    All Departmental Personnel Officers
    DHR – Class and Comp Unit
    DHR – Client Services Unit
    DHR – Employee Relations Unit
    DHR – Recruitment and Assessment Unit
    DHR – Client Services Support Services
    Micki Callahan, DHR
    Jennifer Johnston, CSC
    Sandra Eng, CSC
    Linda Cosico, DHR
    Maria Newport, SFERS
    Risa Sandler, Controller/Budget Division
    Devin Macaulay, Controller/ Budget Division
    Theresa Kao, Controller/ Budget Division
    E-File
NOTICE OF PROPOSED CLASSIFICATION ACTIONS BY
THE HUMAN RESOURCES DIRECTOR

The following actions are being posted in accordance with Civil Service Rule 109. In the absence of a protest addressed to the Human Resources Director, the proposed changes will become final seven (7) calendar days from the posting date.

Posting No: 6
Fiscal Year: 2014/2015
Posted Date: 07/16/2014
Reposted Date: 09/18/2014

AMEND THE FOLLOWING JOB SPECIFICATION(S):
(Job specification(s) attached.)

<table>
<thead>
<tr>
<th>Item #</th>
<th>Job Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>1</td>
<td>9255</td>
<td>Airport Economic Planner</td>
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Protests on an item should be addressed to the Human Resources Director and can be submitted by mail to the City and County of San Francisco, Department of Human Resources, 1 South Van Ness Ave, 4th Floor, San Francisco, CA 94103 or by email to DHR.ClassificationActionPostings@sfgov.org. All protests must be received in writing no later than close of business seven (7) calendar days from the posting date, and must include the posting and item number(s), the basis on which the protest is submitted and identify the effected parties.

For additional information regarding this proposed classification action, please contact Megan Siems, Senior Classification and Compensation Analyst, at (415) 557-4898 or by email at Megan.Siems@sfgov.org.


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INTRODUCTION

Under general direction, the Airport Economic Planner manages and/or supervises an Airport section and directs and coordinates its activities. Positions in the class exercise a significant amount of judgment and discretion in meeting, communicating, problem solving and negotiating with representatives of Airport tenants, airlines, aviation support companies, government agencies, contractors and consultants, representatives of governmental agencies and commissions, and Airport staff and management; and performs related duties as required. Examples of major programs managed by positions in the class include but are not limited to: Client Services, Management Services, Regional, National and International Business Development, Risk Management, Retail, Airline and Customer Services and Property Management.

DISTINGUISHING FEATURES

The Airport Economic Planner class is at the level of Section/Program Supervisor. The Airport Economic Planner supervises, assigns, coordinates, reviews and participates in the work of subordinates in a specialized assigned section or work unit. Decisions are at the Analytical/Operational level, involving application of analytical problem-solving abilities and involve deviations from process, technology and resources. In critical areas, the 9255 Airport Economic Planner may report directly to the Deputy Director.

SUPERVISION EXERCISED

In most areas, positions in this class directly supervise other professional journey, advanced journey and supervisory level business, research and analytical classes related to their special area/assignment. Some positions in the class perform at the highest level of advanced analysis, forecasting, planning and development and negotiation and may not have supervisory responsibilities over professional staff.

MAJOR, IMPORTANT, AND ESSENTIAL DUTIES

According to Civil Service Commission Rule 109, the duties specified below are representative of the range of duties assigned to this job code/class and are not intended to be an inclusive list.

1. Plans, supervises and coordinates the activities of Airport units engaged in business, finance, capital, and related programs; trains and evaluates the work of assigned personnel;

2. Implements and supervises the Airport's fiscal policy operations in connection with its capital budget program, capital project funding, and bond financing program; analyzes, recommends, coordinates, and where applicable, negotiates the financings of new Airport facilities and assesses the financial impact of the Airport's capital program on the debt service costs;

3. Supervises and coordinates the Airport's business development and business management programs; implements programs for the leasing and rental of terminal space, retail concessions, and Airport land and buildings for retail merchandisers, foreign and
Title: AIRPORT ECONOMIC PLANNER  
Job Code: 9255

domestic air carriers, cargo enterprises and other tenants; conducts research and performs analysis to ensure maximum economic utilization of Airport lands and properties;

4. Develops, implements, and manages retail and food/beverage programs to optimize net revenue; assures participation in selection process of qualified tenants, including also minority, women-owned, and San Francisco based business.

5. Plans and implements, and manages the Airport program(s) to expand the markets served by the Airport, improving and sustaining stakeholder relations including setting up public relations programs to attract new and established airline business.

6. Manages and performs risk assessment of Airport systems and procedures; designs and implements studies to evaluate identified exposures; and develops and implements preemptive corrective action plans.

7. Develops and implements comprehensive programs to increase revenue generation via improved customer service; identifies roles for customer service training consultants and other specialists, organizes selection processes, and manages contractors activities; implements studies to evaluate customer services issues, including effectiveness of customer service activities.

8. Writes a variety of reports, grants, budgets; recommends, and plans marketing activities; oversees contract administration, records management and tenant liaison.

9. Represents the Airport to General public/customers, contractors, developers, engineers, vendors, Board of Supervisors, Airport Commission and other governmental agencies and City departments. May serve as Assistant Deputy Director in his/her absence.

10. Performs other duties as required.

IMPORTANT AND ESSENTIAL KNOWLEDGES, SKILLS, AND ABILITIES

Knowledge of: Capital Financing Methods and Principles; Statistical and Analytical Methods; Financial and Accounting Principles; Property Management and International Air Service Marketing; Airport and Retail Operations; federal tax regulations.

Ability to: Analyze and solve problems/issues and make recommendations; use financial and reporting software; set priorities, meet goals and control and manage several projects simultaneously; manage and supervise work; communicate effectively with subordinates, peers, supervisors, other agencies, tenants and the public in a clear and effective manner; write, read, comprehend, and interpret complex written materials; use a personal computer and business related software programs.

Special Requirements: Essential duties require the following physical skills and work environment: Ability to work in a typical office environment and travel to different sites, which may involve considerable walking and/or sustained posture.
MINIMUM QUALIFICATIONS

These minimum qualifications establish the education, training, experience, special skills and/or license(s) which are required for employment in the classification. Please note, additional qualifications (i.e., special conditions) may apply to a particular position and will be stated on the exam/job announcement.

Education:
Possession of a Baccalaureate degree from an accredited college or university with major coursework in Economics, Business, Accounting, Airport Management, International Relations, Administration, Public Administration, or a related field. AND

Experience:
Five years of progressively responsible experience in the area(s) appropriate to the assigned position. These areas may include but are not limited to: municipal bond and debt issuance’s, investment portfolios, capital project analyses and evaluation, contracts, budgets, retail branch or airline line station management, airport retail program development, airport property management, transportation service planning or marketing, international trade, customer service planning, aviation risk assessment, aviation space utilization or expansion.

SUBSTITUTION:
Additional qualifying experience as described above may substitute for the required education on a year-for-year basis (up to a maximum of 2 years). Note: One year (2000 hours) of additional qualifying work experience will be considered equivalent to 30 semester units/45 quarter units. (2000 hours of qualifying work experience is based on a 40 hour work week.).

Note: Residential property management experience is not qualifying.

LICENSE AND CERTIFICATION

PROMOTIVE LINES

ORIGINATION DATE: 3/17/80
AMENDED DATE: 3/20/89; 10/8/97; 9/26/14
REASON FOR AMENDMENT To accurately reflect the current tasks, knowledge, skills and abilities defined in the most recent job analysis conducted for this job code.
BUSINESS UNIT(S): COMMN SFCCD SFUSD