

THIS PRINT COVERS CALENDAR ITEM NO.: 10.3

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Board of Directors

BRIEF DESCRIPTION:

Install a plaque in the West Portal Station to commemorate and honor Malcolm Heinicke's significant and lasting contributions to public transportation in San Francisco.

SUMMARY:

- The SFMTA Board wishes to honor Malcolm Heinicke with a plaque installed in the West Portal Station given his significant contributions to the SFMTA and the citizens of San Francisco.
- The SFMTA has determined that the proposed plaque installation is categorically exempt from the California Environmental Quality Act (CEQA).
- The proposed action is the Approval Action as defined by the S.F. Administrative Code Chapter 31.

ENCLOSURES:

1. SFMTAB Resolution

APPROVALS:

DATE

DIRECTOR

June 11, 2020

SECRETARY

June 10, 2020

ASSIGNED SFMTAB CALENDAR DATE: June 16, 2020

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PURPOSE

Install a plaque in the West Portal Station to commemorate and honor Malcolm Heinicke's significant and lasting contributions to public transportation in San Francisco.

STRATEGIC PLAN GOALS AND TRANSIT FIRST POLICY PRINCIPLES

This item does not specifically address any of the Strategic Plan Goals nor Transit First Policy Principles.

DESCRIPTION

Malcolm Heinicke has played a significant role in some of the most ambitious transportation projects in San Francisco over the past 12 years.

Malcolm Heinicke was appointed to the SFMTA Board of Directors by former Mayor Gavin Newsom in 2008 and subsequently reappointed by former Mayor Lee.

Prior to joining the Board, he was a commissioner on the San Francisco Taxicab Commission, which merged with the SFMTA after voters approved Proposition A in 2009. Heinicke has also served as Chair of the Taxicab Charter Reform Working Group. As a Taxicab Commissioner he focused on neighborhood and peak-time service issues, areas that have also drawn his attention as a member of the SFMTA Board of Directors. During the Brown administration, Heinicke also served the city as chair of the San Francisco Human Rights Commission. Throughout his many years of service to the taxi industry, Director Heinicke was a strong champion of innovative, customer-focused policies and programs, and his steady, engaged leadership will be missed.

He served as the Chair of the San Francisco Municipal Transportation Agency's Board from 2019 until 2020. As Chair, Heinicke led one of America's most comprehensive and diverse transportation agencies in the country.

Market Street is one of the City's premier streets that is historically and culturally important in connecting neighborhoods. From nearly his first meeting as a member of the SFMTA Board of Directors, Director Heinicke pressed staff to redesign the corridor not only to revitalize the street but to create a comfortable, universally accessible, sustainable, and enjoyable place that attracts more people on foot, bicycle and public transit to visit shops, adjacent neighborhoods and area attractions. His vision came to fruition when the SFMTA Board adopted the Better Market Street plan in early 2020, including making Market Street a car-free zone in the downtown core.

During his time as Chair, Director Heinicke prioritized detailed discussions about the state of the subway and pressed staff for strategies that would reduce delay and improve customer reliability. He instituted monthly performance discussions about the transit system and created space for important initiatives like the extended maintenance program that required the subway to close early for short

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periods, in order to allow maintenance crews to address safety and reliability needs in the tunnel. Director Heinicke championed the West Portal Optimization and Crossover Activation Project, which will allow three car trains to run in the subway from West Portal to Embarcadero - easing crowding and improving the customer experience. As this project nears completion, the SFMTA Board of Directors would like to name the crossover the “Malcolm Heinicke Crossover” and install a plaque at the West Portal Station in recognition of all of Malcolm Heinicke’s contributions to the City and County of San Francisco.

NAMING POLICY

In 2016, the SFMTA Board of Directors established a policy for naming SFMTA assets that will guide the agency when considering requests to name SFMTA assets after individuals as a way to honor their achievements. These assets include transit stations and stops, garages and lots, facilities or rolling stock.

With regard to naming Transit Stations or Stops the policy states:

- In noteworthy situations, a commemorative name may be added to a portion of the asset, such as an entrance, waiting area or plaza. In such cases, an area may be named after an individual or group of individuals based on their achievements either at a local, state, or national level or because they have broadly recognized social, historical, cultural or political significance.
- The name will be recognizable as fitting and appropriate for the named asset.
- The SFMTA Board of Directors must evaluate and approve the naming of all SFMTA assets in accordance with the principles contained in this policy.

STAKEHOLDER ENGAGEMENT

None.

ALTERNATIVES CONSIDERED

None.

FUNDING IMPACT

The impact on the SFMTA’s operating budget is negligible.

ENVIRONMENTAL REVIEW

The proposed installation of a commemorative plaque honoring Malcolm Heinicke is subject to the California Environmental Quality Act (CEQA). Title 14 of the California Code of Regulations Section 15301 provides an exemption from environmental review for operation and minor alteration of existing public structures and facilities

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On May 22, 2020, the SFMTA, under authority delegated by the Planning Department, determined (Planning Case No. 2017-009169ENV) that the proposed that the installation of a commemorative plaque honoring Malcolm Heinicke is categorically exempt from environmental review as defined in Title 14 of the California Code of Regulations Section 15301.

A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, may be found in the records of the Planning Department at 1650 Mission Street in San Francisco, and is incorporated herein by reference.

The proposed action is the Approval Action as defined by the S.F. Administrative Code Chapter 31.

OTHER APPROVALS RECEIVED OR STILL REQUIRED

None.

The City Attorney has reviewed this report.

RECOMMENDATION

Staff recommends that the Board direct the SFMTA to install a plaque in the West Portal Station to commemorate and honor Malcolm Heinicke's significant and lasting contributions to public transportation in San Francisco.

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. _____

WHEREAS, Malcolm Heinicke was first appointed to the San Francisco Municipal Transportation Agency's Board in 2008 by then-Mayor Gavin Newsom and was subsequently reappointed by Mayor Ed Lee; and,

WHEREAS, He served as the Chair of the San Francisco Municipal Transportation Agency's Board from 2019 until 2020; and,

WHEREAS, As Chair, Heinicke led one of America's most comprehensive and diverse transportation agencies in the country; and,

WHEREAS, Throughout his many years of service to the taxi industry, Director Heinicke was a strong champion of innovative, customer-focused policies and programs; and,

WHEREAS, Director Heinicke championed the West Portal Optimization and Crossover Activation Project, which will allow three car trains to run in the subway from West Portal to Embarcadero - easing crowding and improving the customer experience; and,

WHEREAS, In 2016, the SFMTA Board of Directors established a policy for naming SFMTA assets to guide the agency when considering requests to name SFMTA assets after individuals as a way to honor their achievements; and,

WHEREAS, The proposed installation of a commemorative plaque honoring Malcolm Heinicke is subject to the California Environmental Quality Act (CEQA); Title 14 of the California Code of Regulations Section 15301 provides an exemption from environmental review for operation and minor alteration of existing public structures and facilities; and,

WHEREAS, On May 22, 2020, the SFMTA, under authority delegated by the Planning Department, determined (Planning Case No. 2017-009169ENV) that the proposed that the installation of a commemorative plaque honoring Malcolm Heinicke is categorically exempt from environmental review as defined in Title 14 of the California Code of Regulations Section 15301; and,

WHEREAS, The proposed action is the Approval Action as defined by the S. F. Administrative Code Chapter 31; and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, may be found in the records of the Planning Department at 1650 Mission Street in San Francisco, and is incorporated herein by reference; and; now, therefore be it

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RESOLVED, That the SFMTA Board of Directors does hereby direct the Director of Transportation to install a plaque in the West Portal Station to commemorate and honor Malcolm Heinicke's significant and lasting contributions to public transportation in San Francisco.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of June 16, 2020.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency