

THIS PRINT COVERS CALENDAR ITEM NO.: 10.4

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Finance and Information Technology

BRIEF DESCRIPTION:

Seeking approval for the SFMTA’s general use and purchase of gift cards to compensate various forms of public outreach and engagement under a policy establishing rules that the purchase and disbursement of gift cards will be at the discretion of responsible SFMTA Program Mangers and approved by the SFMTA’s Chief Financial Officer or their designee; and authorizing the Director of Transportation to set compensation for the members of the SFMTA Youth Transportation Board (YTAB) using gift cards consistent with the policy for use and disbursements of gift cards.


SUMMARY:


- The SFMTA anticipates the need to purchase gift cards as compensation for various forms of public outreach and engagement.
- Based on Section 3.10 of the Office of the Controller’s Accounting Policies & Procedures that outlines the requirements for a Department specific gift card policies and procedures, the SFMTA developed strict Gift Card Policies & Procedures to safeguard and track gift cards issued to YTAB.
- Any purchase, use, and distribution of gift cards as compensation for other public outreach and engagement activities will also adhere to Section 3.10 of the Office of the Controller’s Accounting Policies & Procedures.
- The SFMTA seeks approval to compensate YTAB members using gift cards consistent with the policy for the use of gift cards as compensation.
- The YTAB is composed of youth ages 14-18 that will develop, assess and recommend policies, programs and projects to SFMTA staff and the Director of Transportation that support or improve SFMTA services.

ENCLOSURES:

1. SFMTAB Resolution
2. YTAB Program Description
3. YTAB Gift Card Policies & Procedures

APPROVALS:

DIRECTOR 

SECRETARY 

DATE

February 9, 2021

February 9, 2021

ASSIGNED SFMTAB CALENDAR DATE: February 16, 2021

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PURPOSE

The purpose of this calendar item is to seek approval for the SFMTA’s general use and purchase of gift cards, at the discretion of responsible SFMTA Program Managers and the approval of the SFMTA’s Chief Financial Officer or their designee, to compensate various forms of public outreach and engagement (e.g. serving as an advisory board member, participating in a public outreach event); and to authorize the Director of Transportation to set compensation for the members of the SFMTA YTAB using gift cards consistent with the policy for use and disbursements of gift cards.

STRATEGIC PLAN GOALS AND TRANSIT FIRST POLICY PRINCIPLES

This proposed Agreement shall assist the SFMTA in achieving the following of its strategic goals:

Goal 1: Create a safer transportation experience for everyone.

Objective 1.2: Improve the safety of the transit system.

Objective 1.3: Improve security for transportation system users.

Goal 2: Make transit and other sustainable modes of transportation the most attractive and preferred means of travel.

Objective 2.1: Improve transit service.

Goal 3: Improve the quality of life and environment in San Francisco and the region. Objective 3.4

Objective 3.1: Use Agency programs and policies to advance San Francisco’s commitment to equity.

Goal 4: Create a workplace that delivers outstanding service.

Objective: 4.3: Enhance customer service, public outreach, and engagement.

This item will support the following Transit First Policy Principles:

1. To ensure quality of life and economic health in San Francisco, the primary objective of the transportation system must be the safe and efficient movement of people and goods.
2. Public transit, including taxis and vanpools, is an economically and environmentally sound alternative to transportation by individual automobiles. Within San Francisco, travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile.
9. The ability of the City and County to reduce traffic congestion depends on the adequacy of regional public transportation. The City and County shall promote the use of regional mass transit and the continued development of an integrated, reliable, regional public transportation system.

DESCRIPTION

The SFMTA anticipates the need to purchase and use gift cards as compensation for various forms of public outreach and engagement. Specifically, as compensation, the gift cards can serve as an incentive for members of the public to serve as advisory board members or participate in a public outreach event. Enhanced public input and interest, especially from communities that traditionally are underrepresented in our public engagement efforts, is crucial to creating a transportation system that serves all users.

The San Francisco Controller's Office publishes Accounting Policies and Procedures and has established a specific policy for the purchase of gift cards. All use of gift cards by SFMTA Program Managers will adhere to Section 3.10 of the Office of the Controller's Accounting Policies & Procedures which outlines the requirements for a Department specific gift card policies and procedures. That policy provides that a department's oversight body, such as the SFMTA Board, approve a policy for the purchase of gift cards and that the department's director of programs and finance director approve each purchase of gift cards for the program. The policy presented to the SFMTA Board is consistent with the Controller's recommended approach.

The creation of the YTAB is a specific example of how the use of gift cards as compensation can encourage participation from communities (i.e. young people) who are traditionally underrepresented in our public outreach and engagement efforts.

The idea of the SFMTA YTAB originated from the San Francisco Youth Commissioners, during a meeting with Director Tumlin on March 2nd, 2020. For the many young people in the San Francisco Bay Area who have limited transportation options, public and active transportation is a key component of their mobility, connecting them to educational, social, and economic opportunities and other critical services. The proposal for a youth-specific advisory board is driven by the recognition that the unique relationship that young people have with transportation makes them particularly sensitive to changes in our services and programs.

While the SFMTA's Citizen Advisory Council (CAC) has a requirement for senior representation, no such requirement exists for youth representation, despite parallels in limited access to an array of transportation options. Adding youth seats to the CAC is insufficient because, as the implementation team has learned from youth engagement experts, a single youth among a group of adults will not feel empowered to share their perspectives and will not be representative of the diversity of youth experiences.

SFMTA's YTAB intends to explicitly and intentionally elevate the lived experiences of young people from across the city of San Francisco to better inform our policies and practices. By specifically amplifying the perspectives of local youth, the SFMTA is investing in the next generation of transit riders, whose experiences can and should shape the development of the transportation system.

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The YTAB is only one model for how the use of gift cards as compensation can encourage public engagement. This policy could be used as compensation for future outreach events as appropriate, pursuant to the discretion of responsible SFMTA Program Managers and the approval of the SFMTA CFO or their designee.

STAKEHOLDER ENGAGEMENT

The specific vision for the YTAB is the product of input, feedback, and collaboration with the current San Francisco Youth Commissioners, external youth advisory groups, and internal agency stakeholders.

ALTERNATIVES CONSIDERED

The SFMTA considered using an existing contractor agreement to provide staff support for the YTAB and funding for YTAB's members. Providing the funding directly to members is preferable for the purposes of accountability and transparency and for the formalization of a policy that can be utilized throughout the agency.

The SFMTA also considered utilizing the existing City classifications for Board members that provide compensation. Given the pilot nature of the YTAB's inaugural cohort, this option wasn't flexible enough.

FUNDING IMPACT

Funding for YTAB gift card purchases comes from funds in the FY 2021 Operating Budget. During the current budget cycle, FY 2021-2022, the funding for gift card requests will be reallocated by the Division leading a given public engagement effort. Initial budget for a full year of YTAB meetings is not expected to exceed \$18,000. The initial YTAB budget includes \$11,050 in gift cards for 26 meetings for 17 members, \$4,250 in gift cards for 10 outreach activities attended by the 17 members, and \$2000 for a workshop (gift cards for approximately 50 attendees, rental space, and materials). In subsequent budget cycles, funding will be budgeted as necessary.

ENVIRONMENTAL REVIEW

On January 25, 2021, the SFMTA, under authority delegated by the Planning Department, determined that the SFMTA's general use and purchase of gift cards to compensate various forms of public outreach and engagement under a policy establishing rules for the purchase and disbursement of gift cards at the discretion of responsible SFMTA Program Managers and approval by the SFMTA's Chief Financial Officer (CFO) or their designee; and authorization by the Director of Transportation to set compensation for the members of the SFMTA YTAB using gift cards consistent with the policy for use and disbursements of gift cards are not defined as "projects" under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Sections 15060(c) and 15378(b).

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A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors and is incorporated herein by reference.

OTHER APPROVALS RECEIVED OR STILL REQUIRED

The City Attorney's Office has reviewed this calendar item.

RECOMMENDATION

Staff recommends that the SFMTA Board approve for the SFMTA's general use and purchase of gift cards to compensate various forms of public outreach and engagement under a policy establishing rules that the purchase and disbursement of gift cards will be at the discretion of responsible SFMTA Program Managers and approved by the SFMTA's Chief Financial Officer (CFO) or their designee; and authorizing the Director of Transportation to set compensation for the members of the SFMTA Youth Transportation Board (YTAB) using gift cards consistent with the policy for use and disbursements of gift cards.

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. _____

WHEREAS, The SFMTA anticipates the need to purchase gift cards as compensation for various forms of public outreach and engagement, including serving as an advisory board member or participating in a public outreach event; and

WHEREAS, The SFMTA seeks approval to compensate YTAB members using gift cards consistent with the policy for the use of gift cards as compensation, and

WHEREAS, The idea of the SFMTA YTAB originated from San Francisco youth, the San Francisco Youth Commissioners, during a meeting with Director Tumlin on March 2nd, 2020; and

WHEREAS, For the many young people in the San Francisco Bay Area who have limited transportation options, public and active transportation is a key component of their mobility, connecting them to educational, social, and economic opportunities and other critical services; and

WHEREAS, The proposal for a youth-specific advisory board is driven by the recognition that the unique relationship that young people have with transportation makes them particularly sensitive to changes in our services and programs; and

WHEREAS, SFMTA's Youth Transportation Advisory Board (YTAB) intends to explicitly and intentionally elevate the lived experiences of young people from across the city of San Francisco to better inform our policies and practices; and

WHEREAS, By specifically amplifying the perspectives of local youth, the SFMTA is investing in the next generation of transit riders, whose experiences can and should shape the development of the transportation system; and

WHEREAS, On January 25, 2021, the SFMTA, under authority delegated by the Planning Department, determined that the SFMTA's general use and purchase of gift cards to compensate various forms of public outreach and engagement under a policy establishing rules for the purchase and disbursement of gift cards at the discretion of responsible SFMTA Program Managers and approval by the SFMTA's Chief Financial Officer (CFO) or their designee; and authorization by the Director of Transportation to set compensation for the members of the SFMTA YTAB using gift cards consistent with the policy for use and disbursements of gift cards are not defined as "projects" under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Sections 15060(c) and 15378(b); and

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and is incorporated herein by reference; and

WHEREAS, Funding for gift card purchases for the YTAB comes from funds in the SFMTA Operating Budget; and

WHEREAS, Funding for gift card purchases for other public outreach and engagement activities will be allocated by the responsible SFMTA Division; now, therefore, be it

RESOLVED, That the SFMTA Board of Directors authorizes the SFMTA's general use and purchase of gift cards to compensate various forms of public outreach and engagement under a policy establishing rules that the purchase and disbursement of gift cards will be at the discretion of responsible SFMTA Program Mangers and approved by the SFMTA's Chief Financial Officer or their designee; and, be it further

RESOLVED, That the SFMTA Board of Directors authorizes the Director of Transportation to set compensation for the members of the SFMTA Youth Transportation Board (YTAB) using gift cards consistent with the policy for use and disbursements of gift cards.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of February 16, 2021.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency

MEMORANDUM

DATE December 2, 2020
TO SFMTA Executive Team
FROM Youth Transportation Advisory Board Implementation Team
SUBJECT Overview of Proposed SFMTA Youth Transportation Advisory Board (YTAB)

Introduction

The idea of the SFMTA YTAB originated from San Francisco youth, the San Francisco Youth Commissioners, during a meeting with Director Tumlin in March. For the many young people in the San Francisco Bay Area who have limited transportation options, public and active transportation is a key component of their mobility, connecting them to educational, social, and economic opportunities and other critical services. The proposal for a youth-specific advisory board is driven by the recognition that the unique relationship that young people have with transportation makes them particularly sensitive to changes in our services and programs.

While the SFMTA's Citizen Advisory Council (CAC) has a requirement for senior representation, no such requirement exists for youth representation, despite parallels in limited access to an array of transportation options. Adding youth seats to the CAC is insufficient because, as the implementation team has learned from youth engagement experts, a single youth among a group of adults will not feel empowered to share their perspectives and will not be representative of the diversity of youth experiences. SFMTA's Youth Transportation Advisory Board (YTAB) intends to explicitly and intentionally elevate the lived experiences of young people from across the city of San Francisco to better inform our policies and practices. By specifically amplifying the perspectives of local youth, the SFMTA is investing in the next generation of transit riders, whose experiences can and should shape the development of the transportation system.

The vision for this board is the result of input, feedback, and collaboration with the current San Francisco Youth Commissioners, external youth advisory groups, and internal agency stakeholders. Our collective vision is detailed in the recommendations outlined below.

Scope of Work

The following duties and functions will form the foundation of YTAB's work:

- Identify the unmet needs of San Francisco's children and youth through examining the existing services, practices, and budgets of the SFMTA.
- Design and conduct outreach to youth and their communities on SFMTA services and projects to learn from underrepresented groups and begin addressing gaps in dialogue.
- Develop and deliver recommendations to staff and the Director of Transportation to support or improve SFMTA services.
- Report on at least a biannual basis to the SFMTA Board of Directors and Director of Transportation on the activities, goals, and accomplishments of the YTAB. Give public

comment in between biannual reports if needed.

In addition to the above duties and functions, YTAB members will define work for themselves based on their priorities and interests.

Goals

1. *Representative Board* - An inclusive and equitably staffed board that will holistically represent the varied needs of San Francisco youth across identities and experiences.
2. *Better Processes and Outcomes* - The intentional consideration of youth perspectives and recommendations about SFMTA processes, leading to better design and implementation of policies and projects.
3. *Purposeful Youth-led Work* - Youth lead advisory board, contribute to the definition of their work, and feel their ideas, recommendations, and opinions are valued and seriously considered.
4. *Professional and Leadership Development* - Board members gain confidence, knowledge, and skills to advocate for themselves and their communities.

Structure

Authority

YTAB will operate as a passive meeting body, serving at the direction of the Director of Transportation.

Board Composition

YTAB shall consist of one member from each San Francisco District, along with up to six at-large members from marginalized communities to ensure equitable representation. The board as a whole must represent the diversity of ethnicity, race, gender, class, ability, housing status, sexual orientation, and geography of the youth of San Francisco.

Compensation

YTAB members shall be compensated with a a \$25 gift card per meeting attended in accordance with the policy guidance of the Controller's Office. As highlighted by the current SFYC commissioners themselves, providing compensation to youth commissioners is critical to ensure that all youth, particularly youth from low-income families, can realistically participate.

Staffing

For this first iteration, the YTAB implementation team will assist with setup and staffing the board. In the long run, the Communications Division, specifically the POETS team, has agreed to staff YTAB and facilitate the monthly YTAB meetings. The anticipated FTE need is 0.2.

Additionally, consideration and implementation of the YTAB's work will be most successful if staff from across the agency are involved from the beginning. We ask that each division designate a YTAB liaison, who is responsible for coordinating the division's response to requests from YTAB members. The anticipated FTE need is 0.05 (2 hours a week) per liaison.

YTAB Gift Card Policy and Procedures

Background

The Youth Transportation Advisory Board (YTAB) is composed of youth ages 14-18 that will develop, assess and recommend policies, programs and projects to SFMTA staff and the Director of Transportation that support or improve SFMTA services. Members of YTAB are responsible for attending two board meetings per month and for conducting community outreach as necessary.

The YTAB members will be compensated with a gift card for each official board meeting or approved event that they attend.

Gift cards are considered equivalent to cash and petty cash funds. Therefore, strict protocols and controls must be developed and implemented to a) maintain accountability for all gift cards purchased and distributed, and b) avoid mishandling, misuse, abuse, and theft of gift cards. This document outlines the process and procedures to track, physically secure, and safeguard from unauthorized access, use or theft the gift cards provided to YTAB members.

Allowable Uses

Gift cards will only be used to compensate YTAB members upon attendance at official board meetings and at approved events. Exceptions to this policy must be agreed to by the SFMTA's CFO or authorized designee and YTAB Program Administrators. City employees may not be gift card recipients.

Purchasing Approvals

When gift cards are required, Program Administrators of the YTAB will submit a requisition document to the SFMTA's CFO or authorized designee. Upon signed approval by the CFO or authorized designee, a requisition will be submitted in PeopleSoft for SFMTA's Contract & Procurement Division to issue a purchase order to purchase the gift cards.

A reasonable amount of gift cards as determined by Program Administrators will be purchased within 3 months of need.

Purchasing Thresholds

The value of each gift card is set at \$25. This amount may change upon agreement from the SFMTA's CFO or authorized designee and Program Administrators to reflect the needs of the YTAB.

Vendor Selection

The SFMTA's Contract & Procurement Division will select an appropriate vendor to purchase the gift cards for the YTAB program.

Delivery of Gift Cards

At least two authorized Program Administrator staff must acknowledge receipt of the gift cards from the Supplier by promptly completing the Gift Card Delivery Form (see Attachment 1). The signatures of the Program Administrator staff acknowledge the quantity and amount of the gift cards received upon delivery from the supplier.

Physical Storage

Program Administrators for the YTAB will secure all gift cards in a non-moveable file cabinet or safe with restricted lock and room access.

Distribution of Gift Cards

Each YTAB member will receive one gift card for attending an official YTAB board meeting or approved event. Program Administrators will determine the specific requirements for attendance at board meetings or approved events to receive a gift card. The SFMTA is not responsible for lost or misplaced gift cards received by the YTAB member. Any changes to the distribution of gift cards must be agreed upon by the Program Administrators and the SFMTA's CFO or authorized designee.

Gift Card Inventory Tracker

To distribute the gift cards, a YTAB Program Administrator will complete the Inventory Tracker spreadsheet for each meeting or approved event (see Attachment 2). All information on the spreadsheet will need to be completed in real-time, including when the gift cards are purchased/received and again when they are distributed. It is essential that the YTAB member sign the Inventory Tracker spreadsheet upon receiving the gift card.

Inventory Reconciliation

Access to Inventory records are restricted to authorized staff. Every quarter, appointed staff from the Finance Division will independently review and test the physical inventory count against the Gift Card Delivery Form and YTAB Inventory Tracker to validate and ensure the completeness and accuracy of inventory records. Any discrepancy must be reported immediately and investigated by appropriate staff and Program Administrators.

Segregation of Duties

Proper segregation of duties ensures the same staff person does not purchase, maintain inventory records, and disburse gift cards. Specifically, for each stage in the handling and transfer of gift cards:

- a. Request the order of gift cards: Program Administrator
- b. Approve the order of gift cards: SFMTA CFO or authorized designee
- c. Purchase the gift cards: SFMTA Contract & Procurement Division
- d. Delivery and receipt of the gift cards from the supplier: at least Two Program Administrators
- e. Distribute the gift cards to YTAB members: Program Administrator
- f. Quarterly physical inventory of gift cards against Gift Card Delivery Form and Inventory Tracker: Finance Division staff

Record Retention

For audit purposes, Program Administrators will retain all documentation for no less than five years.

Adherence to Policy and Procedures

This policy calls for signatures and approvals and receipts throughout the gift card cycle. Program Administrators, supervisors, and gift card recipients have responsibility for card usage accountability throughout this process.

Gift Card Delivery Form

Name and Signature of YTAB Administrator:			PO Number:			
Name and Signature of YTAB Administrator:			Total Number of Gift Cards Purchased:			
Face Value of Gift Cards Purchased:		Date of Delivery	Total \$ Amount of Gift Cards Purchased:			
Detail Information:						
	Gift Card Serial Number		Gift Card Serial Number		Gift Card Serial Number	Gift Card Serial Number
1		15		29		43
2		16		30		44
3		17		31		45
4		18		32		46
5		19		33		47
6		20		34		48
7		21		35		49
8		22		36		50
9		23		37		51
10		24		38		52
11		25		39		53
12		26		40		54
13		27		41		55
14		28		42		56

YTAB Gift Card Inventory Tracker

	Gift Card Serial Number	Gift Card Recipient	Reason for Distribution of Gift Card	Date of Distribution to Recipient	Recipient Signature	Distributing Program Administrator's Name
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						