



**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS AND
PARKING AUTHORITY COMMISSION**

MINUTES

Tuesday, January 28, 2020
1455 Market Street, 22nd Floor
SFCTA Conference Room

**SPECIAL MEETING
9 A.M.**

SFMTA BOARD OF DIRECTORS

Malcolm Heinicke, Chair
Gwyneth Borden, Vice Chair
Cheryl Brinkman
Amanda Eaken
Steve Heminger
Cristina Rubke
Art Torres

Jeffrey Tumlin
DIRECTOR OF TRANSPORTATION

Roberta Boomer
SECRETARY

ORDER OF BUSINESS

1. Call to Order

Chair Heinicke called the meeting to order at 9:05 a.m.

2. Roll Call

Present: Gwyneth Borden
Cheryl Brinkman
Amanda Eaken
Malcolm Heinicke
Steve Heminger
Cristina Rubke
Art Torres

3. Announcement of prohibition of sound producing devices during the meeting.

Board Secretary Boomer announced that the ringing and use of cell phones, pagers, and similar sound-producing electronic devices are prohibited at this meeting. The Chair may order the removal from the meeting room of any person responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic device.

4. Communications

Board Secretary Boomer noted where the emergency exits, and restrooms are located.

5. Citizens' Advisory Council Report

No report.

6. Presentation and discussion regarding the state of San Francisco including land use and growth, economic conditions, policy priorities and the financial responsibilities of the SFMTA. (Explanatory documents include a slide presentation. Fulfills Charter Section 8A.102 (c) (3) training requirements.)

Jeffery Tumlin, Director of Transportation, Ben Rosenfield, City Controller, Sean Elsbernd, Chief of Staff, Office of Mayor London Breed and John Rahim, Director, City Planning, discussed the state of the city with respect to planning and land use, the economy and the City's current financial status, city priorities.

PUBLIC COMMENT:

Edward Mason stated there was no mention made of Senate Bill 50. Palo Alto is attempting to stave off business as they are built out. Menlo Park says they'll accommodate business but will only allow 180 "off the freeway" shuttle rides. At 24th and Church there are 100 commuter shuttles. Many are without stickers. Businesses should fund housing and growth.

Nina stated that a lot of people are worried about fare hikes. She asked the SFMTA to think about ways to lessen impact that fare increases have on people's lives.

Sara Greenwalt stated that San Francisco has declared a climate emergency. The City should consider the role of transit riders in climate change.

Carla Mays stated that there are a lot of scooter and bike programs in the South of Market area, but the City hasn't addressed issues with respect to people with disabilities, safety, and cleanliness. In her neighborhood, there is a lot of transit but there isn't a focus on cleanliness, safety, access, and lighting. The SFMTA needs to focus less on pilot projects and more on lighting, accessibility and enforcement.

7. Presentation and discussion regarding the 2019 Travel Decision Survey. (Explanatory documents include a slide presentation.)

Sarah Jones, Planning Director and Monica Munowitch, Manager, Complete Streets, presented the item.

Director Torres requested a copy of the travel decision survey.

PUBLIC COMMENT:

Bob Feinbaum stated that San Francisco isn't an island. If you look at the causes of congestion, driving is a cause. The Metropolitan Transportation Commission's data shows that more cars are coming into the City from outside than are driven by San Franciscans. This is a regional issue that needs a regional perspective.

Christopher Pederson cautioned the Agency about encouraging car-pooling. It's a nuanced situation. The effect of casual carpooling has taken riders away from public transportation in the morning. By the afternoon, passengers are overwhelmingly taking public transportation back to the East Bay.

Edward Mason stated discussed the culture of convenience that is enabled by technology. People don't make a connection between a travel decision and the impact on the climate. Santa Clara County has re-fitted their transit system and have increased the frequency of their routes. The SFMTA needs to take a lesson from them about keeping the valley green.

Peter Straus expressed support for moving Transportation Network Companies (TNCs) to the non-sustainable mode category. Two people car-pools aren't sustainable. There should be a discussion about how van pools fit into the scenario.

Carla Mayes stated that it has become more dangerous to walk in her neighborhood. Neighbors are taking more TNCs because there hasn't been a lot of thought given to accessibility, lighting and safety. People don't like to pay for these things, but they are safe. People need to have access to TNCs because paratransit doesn't work well.

Tom Radulovich stated that one of the challenges is that sustainability isn't binary. Driving alone has a big impact. The Agency should think about space on the roadway as a commodity. An electric car takes up the same amount of space. The SFMTA should be more strategic and nuanced. Staff should look at how different modes can complement each other.

8. Presentation and discussion regarding the SFMTA's operational and financial challenges. (Explanatory documents include a slide presentation.)

Tom Maguire, Director, Sustainable Streets and Julie Kirschbaum, Director, Transit, presented the SFMTA's successes and challenges.

Leo Levinson, Director, Finance and Information Technology, Jonathan Rewers, Manager, Budget, Financial Planning and Analysis and Tim Manglicmot, Manager, Budget, presented the financial challenges and capital transportation needs.

Jerad Weiner, Manager, Asset Management and Jim Morrill, Senior Analyst, discussed the SFMTA's Asset Management Strategy and backlog.

Chair Heinicke asked staff to look at the options for the next car-free street. Director Heminger asked that staff also look at ways to significantly reduce project delivery time.

PUBLIC COMMENT:

Joel Kamisher discussed the school crossing guard program. The program is a low-tech solution to safety issues. There are limited resources and a lot of competition, but he hopes the Board can find a way to fund this program.

Carla Mays said that the budget document is a values statement. Equity and infrastructure both need to be addressed including accessible designs. The SFMTA needs to look at free transit and disabled passes. She would like to know how much money is being spent on scooters and biking infrastructure and hopes that universal designs are being baked into those projects. There aren't enough products for people with disabilities or for people with low to moderate incomes.

Peter Straus discussed trying to find funding for transit operations. He's been working with "Voices for Public Transportation," a coalition of groups. "Voices" has been advocating for striking the right balance of funding for operating and capital projects. All bay area transit agencies are struggling with this. It's a key part of our platform.

Tom Radulovich stated that the "Climate Action Strategy" gets the City to 80% mode share but the Short Range Transit Plan doesn't address the goal. The 80% goal should be the SFMTA's baseline budget. He wondered what it would cost to get to 80%. Big investments should be made. Fewer car trips means less wear and tear on San Francisco. The cost of achieving 80% mode share should be shown.

Bob Feinbaum discussed having a goal of “big wins with small dollars”. This could be achieved by having longer trains in the subway. Being able to couple trains at the portals would effectively increase the capacity of the Metro. The system was designed to accommodate four or five car trains. It would decrease the impact on the train control system. This should be included in the budget. Funds should be provided to test coupling with the new Siemens cars.

Jodie Medeiros stated that the City is not hitting its Vision Zero goals and pedestrians are the most susceptible. Traffic signal evaluation is a simple solution. She encouraged making traffic signals a higher priority. Pedestrians are getting hit and killed.

Howard Strassner discussed the decrease in parking revenue. This should have been expected with the rise in TNCs. He wondered if the SFMTA could get control from the State. Traffic signals are considered a low priority. They should be high as this gives transit priority signals for the buses which would help the system.

Edward Mason discussed rail slapping, when the ties and the rail separate. There was a \$500,000 repair at the intersection at 24th and Church two years ago but the problem has returned and needs to be fixed again. The Track Dept. has to re-evaluate this intersection. He wondered why regional transit was in the neighborhoods when there is a transit hub. Regional transit needs to be looked at.

9. Presentation and discussion regarding the SFMTA’s Strategic Plan Goal 1 including an update on Vision Zero and improving transit security. (Explanatory documents include a slide presentation.)

Chava Kronenberg, Manager, Pedestrian Program; John Knox-White, Manager, Vision Zero programs, discussed Vision Zero efforts.

Viktoriya Wise, Chief of Staff, Sustainable Streets and Kimberly Burris, Chief of Security discussed improving transit security.

PUBLIC COMMENT:

Bob Feinbaum stated that ambassador program is excellent. He suggested asking the school district to help fund it. He is surprised that Boston has a low rate of deaths per million. Boston has highest auto insurance rates in country. The congestion map is surprising as congestion slows traffic down.

Jodie Medeiros expressed appreciation to the SFMTA for the work it is doing. She wondered if behavior is being changed and what other cities are doing. Driver behavior needs to change. She urged the SFMTA to focus education in places where it will make a difference.

10. Presentation and discussion regarding the SFMTA’s Strategic Plan Goal 2 including improving transit service and managing congestion. (Explanatory documents include a slide presentation.)

Julie Kirschbaum, Director, Transit, presented information regarding travel choices.

Tom Maguire, Director, Sustainable Streets and Kenya Wheeler, Parking Analyst, presented information regarding congestion and demand management.

PUBLIC COMMENT:

Carla Mays stated that there hasn't been a full discussion about Mission Street nor a lot of public engagement. Mission St. will take the brunt of "Better Market Street". Singapore didn't impose congestion pricing until their transit system was perfect including systems for equity and accessibility. There aren't enough blue curbs. Outreach to low- and moderate- income residents hasn't been good.

Simon Chen asked about a proposal regarding reducing congestion in the Metro and operating trains in the tunnel as a single line. He thinks it would be a good idea. Congestion pricing is also a good idea.

Herbert Weiner expressed concern about congestion pricing. He wondered if other Bay Area cities would retaliate. With congestion, the more parking spaces that are appropriated, the less parking there is for cars. When you merge driving lanes, you're concentrating more cars in a given area. This creates a problem.

Peter Straus encouraged the Board to expand evening meter hours and enforcement. This is long overdue.

Angelica Cabande discussed congestion pricing. In theory it sounds good, but she is worried about the details. In SOMA, people are forced to drive to take their children to school. Muni is unreliable so people are forced to drive. Residents in the area will be impacted. In theory, it makes sense, but she questioned whether it was equitable.

Joe R. discussed challenges that parking control officers (PCOs) see, especially with regard to enforcement. Safety is a big issue. They support safety policies but aren't safe when enforcing these policies. Officers are apprehensive to follow through and are deterred from doing their job. The PCO positions aren't sustainable because of the amount of traffic management they are doing. The SFMTA needs to look at the hiring process for PCOs.

Bob Feinbaum expressed support for congestion pricing but added that it has to be tied to better transit options. When the Transportation Authority went to the Peninsula, they got a furious reaction from people who saw this as a scheme to extort money from peninsula residents. This will be doomed to failure unless it's a regional effort. He suggested splitting the money proportionately to the driving public and public transit systems. He suggested allowing SamTrans buses to drive on Market Street.

11. Presentation and discussion regarding the SFMTA's Strategic Plan Goal 3 including the Muni equity, service expansion, and fare policies. (Explanatory documents include a slide presentation.)

Julie Kirschbaum, Director, Transit Service, Diana Hammons, Senior Manager, Revenue Collection and Sales and Sean Kennedy, Senior Manager, discussed equity, service expansion and fare policies.

Vice Chair Borden asked staff to provide a comparison of Muni fares with other large transit systems.

Director Rubke requested information about the income levels of the various fare categories and how each would be impacted.

Director Eaken requested an equity analysis with respect to parking on Sunday and in the evenings.

Chair Heinicke asked staff to consider expanding including the price of public transit to conferences.

PUBLIC COMMENT:

Carla Mays stated that there's no brick and mortar store for the Clipper Card so it's on the backs of people who can least afford it to pay extra when paying in cash. The SFMTA needs to consider its' strategy and align it with access to physical sites. There has been no good outreach in District Six. The pricing structure is regressive.

Peter Straus stated that there's a lot to like in the proposals. The personnel proposal is nothing short of heroic because the problems in Human Resources have been with the SFMTA for at least 40 years. The problems are endemic, and this will fix it. This is extremely ambitious and will take a full commitment just to accomplish to correct problems. The proposal to implement new service would take 18 months. It shouldn't take that long. He urged staff to cut it to 12 months or less.

Howard Wong stated that the presentation was informative. To maximize access, San Francisco has to integrate regional transit. Many transit systems have innovative programs. Cable cars should be reintegrated into system and should be a regular fare for residents.

Leanne Lodnia expressed concern about the potential to raise fares. Many commuters already don't pay because they can't afford it. The City discourages ecological public transportation. A \$9 cable car ride isn't progressive. She urged the creation of a budget that doesn't burden the working class who is ecologically minded.

Pisa compared SFMTA transit fares with other transit agencies who have free public transit. The working classes are struggling to stay in San Francisco. With a fare increase, it will create problems for families. She asked the SFMTA to cater to people who ride the bus every day and who hop on the bus because they can't afford to pay. \$3 is too expensive. The SFMTA needs to make decisions with the communities who are affected.

Ramon expressed concern that transit fares will be increased. San Francisco is rich in resources. It's unacceptable to burden those with a low income, immigrants, and students. Not all students qualify for the low-income programs. He is opposed to more fare increases.

Andrea Moreano thanked the Board for considering passes for City College students. It doesn't fully address the equity gaps students are currently facing. Ongoing fare hikes will hurt low income families. San Francisco is already unaffordable for many. She expressed opposition to a fare increase because riders don't get the service they deserve. There have been no improvements on the buses. They aren't reliable, safe, or clean.

Dawan thanked the Board for the free Muni program for seniors but she is here for families and friends who oppose a fare increase.

Trudy Orgonio discussed having clients who are impacted by fare increases because the cost of living is increasing. Working class adults, immigrants, and students are being burdened. Not everyone qualifies for low income passes. She is opposed to more fare increases.

Herbert Weiner stated that Muni, at best, is an accident and an inconvenience. It adds insult to injury when you add a fare increase to terrible service. He doesn't know when the buses will come. This Board should make up the difference between the current and proposed fares. Service is worse than before and it's inequitable.

Alysa D. said that Muni is an important service because people rely on it to get to where they need to go. Increased fares would have a negative toll to the community. San Francisco is one of the most expensive places to live. She can't use Clipper because she doesn't qualify. She asked the Board to create an equitable transportation and budget plan that won't burden riders.

Sara Greenwald stated that there is a climate emergency. The biggest single impact on the climate is cars and trucks. Personal experience is informed by personal privilege.

David Shore doesn't support a fare increase. Many use Muni to get to where they need to get to. Many people can't use Muni because of the current fares. San Francisco needs an accessible system. A fare increase isn't necessary and will burden the riders.

Yvette stated that the fare increase has done nothing. Muni is still late. The Clipper Card isn't accessible. A fare increase doesn't represent the people. She can't live in San Francisco because she can't afford it.

Isabelle Tie is a proud Muni rider. She has a free pass through her school. Many oppose a fare increase. She shared some quotes from Muni riders. Public transit is a human right, not a privilege. Parents work many jobs to provide for their family so any increase would be hard.

Enrique Santos says he takes the bus. Rents are expensive and students have to pay for books and school. The SFMTA needs to create an equitable transportation plan that puts riders first and won't burden riders with higher costs. He is opposed to more fare increases.

Angel C. expressed concern that the budget is being considered without a thorough discussion with riders. There should be a community discussion about fares. It's a lot to some who are struggling to stay in their homes. She works with families that work three or four jobs just to stay in San Francisco. A fare increase will burden them with additional costs, and they will be forced out of the city or into homelessness. This should be discussed in multiple neighborhoods and in multiple languages.

12. Presentation and discussion regarding the SFMTA's Strategic Plan Goal 4 including improving hiring, and the agency's culture. (Explanatory documents include a slide presentation.)

Kimberly Ackerman, Director, Human Resources and Dante King, Leader of Cultural Change, Equity, Employee Experience and Engagement, discussed hiring processes and opportunities and challenges to improve the SFMTA's culture.

PUBLIC COMMENT:

Evelyn Curiel expressed concern about time to fill a position. Transit car cleaners are at risk of getting hurt because of the time it takes to fill a position. Cooperation is needed to get more people hired.

Nicole Christian said that employees were asked about what was needed in a new Director of Transportation, which was appreciated. The Board should give Kim Ackerman and Dante King what they need. Dante should have a permanent position. A lot of staff, specifically women of color, have been harmed by the SFMTA.

Joel Kamisher discussed employees who work in the store room. When there aren't enough employees, they feel pressured to skip breaks and lunch. The SFMTA has to have a balanced budget but there's a morale problem. There will be some ripple effects with the time to take to fill positions. Salaries are out of whack.

13. Presentation and discussion regarding the SFMTA's Fiscal Year 2021 and FY 22 operating and capital budgets and the five-year Capital Improvement Program.

Leo Levenson, Director, Finance and Information Technology, Jonathan Rewers, Manager, Budget, Financial Planning and Analysis and Tim Manglicmot, Manager, Budget and Analysis, presented the item.

Art Torres left the meeting

Chair Heinicke asked staff to review and report on potential revenue from the advertising contract including the potential for new advertising products.

Chair Heinicke requested information regarding the impact that using the SFMTA's fund balance may have on the SFMTA's bond rating.

Director Borden requested a presentation on cyber security.

PUBLIC COMMENT:

Evelyn Curiel expressed appreciation for the information. She wants to make sure that employees who need help can get it.

Peter Straus stated that there should be a focus on working from a population baseline that makes money available for both capital and operating expenditures.

Christopher Pederson said that it's clear that the SFMTA needs to line up new revenue sources to meet the mode shift goal and make Muni affordable. He hopes the Agency can be creative. It will run into skepticism by people who said they put money into Muni but didn't see results. He urged the SFMTA to do all it can to get tangible improvements on the ground quickly and to be aggressive with pilot and quick build projects.

Edward Mason stated that the City has allowed approximately 730 commuter buses to operate in the City. The SFMTA collects fees from violators. This is a revenue stream. It was implemented under the guise of a \$7 stop fee. He wondered why the City isn't going with a franchise fee. If the neighborhoods have to be inconvenienced by vehicles and emissions, there has to be some control. These vehicles need a franchise fee to operate in San Francisco. There is a lot of abuse going on out there.

ADJOURN - The meeting was adjourned at 5:04 p.m.

A recording of the meeting is on file in the office of the Secretary to the San Francisco Municipal Transportation Agency Board of Directors.



Roberta Boomer
Board Secretary

California Environmental Quality Act (CEQA) Appeal Rights under S.F. Admin. Code Chapter 31: For identified Approval Actions, the Planning Department or the SFMTA has issued a CEQA exemption determination or negative declaration, which may be viewed online at the Planning Department's website. Following approval of the item by the SFMTA Board, the CEQA determination is subject to appeal within the time frame specified in S.F. Administrative Code Section 31.16 which is typically within 30 calendar days. For information on filing a CEQA appeal, contact the Clerk of the Board of Supervisors at City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102, or call (415) 554-5184. Under CEQA, in a later court challenge, a litigant may be limited to raising only those issues previously raised at a hearing on the project or submitted in writing to the City prior to or at such hearing, or as part of the appeal hearing process on the CEQA decision.

Board of Supervisors review of certain SFMTA Decisions: Certain parking and traffic modifications as well as Private Transportation Programs that involve certain parking modifications can be reviewed by the Board of Supervisors. These decisions are subject to review within 30 calendar days after they are made by the SFMTA Board of Directors. For information on requesting a review, contact the Clerk of the Board of Supervisors at City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102, call (415) 554-5184. Ordinance No. 127-18 specifying which SFMTA decisions are reviewable by the Board of Supervisors can be accessed on-line: <https://sfbos.org/sites/default/files/o0127-18.pdf>.

The Ethics Commission of the City and County of San Francisco has asked us to remind individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [S.F. Campaign and Governmental Conduct Code section 2.100 et seq.] to register and report lobbying activity. For more information about the Lobbyist

Ordinance, please contact the Ethics Commission at 415.581.2300; fax: 415.581.2317; 25 Van Ness Avenue, Suite 220, SF, CA 94102-6027 or the web site: sfgov.org/ethics.