

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

MINUTES

**Monday, December 9, 2013
Room 400, City Hall**

**SPECIAL MEETING
4:30 P.M.**

SFMTA BOARD OF DIRECTORS

**Tom Nolan, Chairman
Cheryl Brinkman, Vice Chairman
Malcolm Heinicke
Jerry Lee
Joél Ramos
Cristina Rubke**

SMALL BUSINESS COMMISSION

**Stephen Adams, President
Monetta White, Vice President
Kathleen Dooley
Mark Dwight
Luke O'Brien
William Ortiz-Cartagena
Irene Yee Riley**

**Edward D. Reiskin
DIRECTOR OF TRANSPORTATION**

**Regina Dick-Endrizzi
EXECUTIVE DIRECTOR, OFFICE OF SMALL BUSINESS**

**Roberta Boomer
SECRETARY, SFMTA BOARD OF DIRECTORS**

**Christian Murdock
SECRETARY, SMALL BUSINESS COMMISSION**

ORDER OF BUSINESS

1. Call to Order

Chairman Nolan called the meeting to order at 4:30 p.m.

2. Roll Call

Present: Cheryl Brinkman
Jerry Lee
Tom Nolan
Joél Ramos
Cristina Rubke

Absent: Malcolm Heinicke – with notification

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

Chairman Nolan announced that the ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at the meeting. He advised that any person responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices might be removed from the meeting. He also advised that cell phones that are set on “vibrate” cause microphone interference and requested that they be placed in the “off” position.

4. Communications

None.

5. Presentation and discussion regarding the impact that the SFMTA’s transportation planning policies have on the economic vitality of small business in San Francisco and presentation and discussion regarding the SFMTA’s governing rules and transportation planning policies and priorities. (Explanatory documents include a slide presentation)

Regina Dick-Endrizzi, Executive Director, Small Business Commission and Ed Reiskin, Director of Transportation, SFMTA presented the item.

PUBLIC COMMENT:

Chris Dolan discussed the recent evolution of Market Street and credited dedicated bike lanes for having made a difference. When Market Street was closed to traffic, everyone adapted. Traffic will move better.

Mary Luran Hall discussed the boom in urban growth across the country. This means more of a customer base for small businesses. When there are thousands of people moving into a city, getting around by car won't work. Transit is expensive so many cities are implementing protected bike lanes as an innovative and inexpensive solution. A protected bike lane is seen as a neighborhood improvement.

Paolo Cosulich-Schwartz stated that the Bicycle Coalition is dedicated to working with small businesses. The SFBC vision includes a thriving small business community and they realize that the economy depends on growing small businesses. Two-thirds of the Valencia St. merchants said streetscape improvements improved business. Major US cities are investing in livable streets. This hearing is a good first step to make sure all stake holders are involved.

Gwen Kaplan stated that the North East Mission has a little of everything. She expressed concern about delivery trucks, meters and retail parking, and commuters who park in her area to go downtown or other places.

Nicole Schneider expressed appreciation for the conversation. Small business is the heart of the community and what make our community walkable. This is a good opportunity to address challenges and find solutions. She expressed support for small businesses.

Dan Nguyen-Tan stated that half of the people buying bikes at Public Bikes are adults who are buying a bike for the first time. People are incorporating biking into their life because of the city's investment into the bike network. Businesses will grow as long as cycling is friendly and accessible. The biggest obstacle to growing business is the lack of infrastructure to making cycling and walking friendly, particularly in the South of Market area. There is no greater impediment to business than traffic congestion.

Stephen Cornell stated that their concerns had been well stated by Ms. Dick-Endrizzi. The small business community goes crazy when the City gives them new regulations or wants to change something. Muni is important to small business. Small business goes nuts when Muni wants to remove a stop or a line, we go nuts. Certain streets do well with bikes but one size doesn't fit all. Valencia is good for bikes but not for small business. SFMTA is the only department who makes sure that their employees take transit.

Scott Hauge expressed appreciation to the SFMTA for meeting with the Small Business Commission. The Commission was created to give small business a voice. When decisions are made, small business wants to be a voice in the discussion. It is important for the SFMTA Board to understand that decisions made by the SFMTA affect their livelihood and affect their employees. Small business wants to promote "transit first" but decisions impact their livelihood. He expressed frustration that small business isn't brought in early so they get backed into a corner and then get reactive.

Zack Stender stated that he wants to see more biking improvements. Huckleberry Bicycles customers are professionals and technical workers who ride bikes to work not because they have to. People are bragging that they ride a bike and they are selling nicer bikes. People are fighting traffic despite concern for their own safety. Thousands more would ride if they felt safe. The city needs to accommodate more cyclists as it will help ease the load on private cars and public transportation.

Christine Windsor stated that she walks, bikes and drives a car. She mostly shops at small businesses. If they have an option, they won't choose to drive. She can always find a place to park her bike. With respect to the Pave and Paint policy, a more permanent means is better. Cyclists aren't going away and they should have a cycle track of safe and protected bike ways.

Dave Sahagun discussed the need to find balance with small businesses that pay local taxes. Families who live in San Francisco also need to be represented. Families need to have places to park.

Henry Karnilowicz discussed the need to accommodate more people who are riding bikes, but the City needs to remember that one size doesn't fit all. What works well in some areas will not in others.

Madeline Savit stated that cyclists have families and are customers of small businesses. She read quotes from Polk Street business owners who know how important it is for businesses to adapt to survive. They want the best design for Polk St. As the city grows, it is important for fewer people to drive. Most customers to Polk Street come by walking, cycling, and transit. Many Polk St. merchants think planning should be forward thinking.

Mitchell Berg stated that a vast majority of Polk Street merchants don't feel the same as the last speaker. They're happy to have dialogue and they know that sacrifices need to be made to accommodate all users but there has to be a balance among the many stakeholders. He expressed hope that small businesses can have a better voice and more say in the process. They're willing to make sacrifices to bring balance to the process.

Chairman Nolan asked staff to work together on the 12 suggestions presented by Ms. Dick-Endrizzi and return to the SFMTA Board and Small Business Commission in the near future.

6. Public Comment

Abraham expressed concern about a bus stop in front of his business that has affected them adversely. He has tried to contact the SFMTA. The contractor said they would move it but then stopped working on it.

Scott Hauge stated that the small business community and Commission had supported the accessible parking policy recommendations.

ADJOURN – The meeting was adjourned at 6:14 p.m.

A tape 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

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.