



SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS  
POLICY AND GOVERNANCE COMMITTEE

MINUTES

Tuesday, July 27, 2021

Due to the COVID-19 health emergency and to protect our Board Members, SFMTA staff, and members of the public, the Board's Meeting Room at One South Van Ness Avenue is closed.

Members of the public are encouraged to participate remotely. If you want to ensure your comment on any item on the agenda is received by the Committee in advance of the meeting, please send an email to [MTABoard@sfmta.com](mailto:MTABoard@sfmta.com) by 5:00pm on Monday, July 26 or call (415)646-4470.

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PUBLIC COMMENT CALL IN: 888-363-4734, ACCESS CODE: 7014320

REGULAR MEETING  
9:00 A.M.

COMMITTEE  
Cheryl Brinkman, Chair  
Gwyneth Borden  
Sharon Lai

Jeffrey Tumlin  
DIRECTOR OF TRANSPORTATION

Caroline Celaya  
Manager, Public Records Requests

## ORDER OF BUSINESS

### 1. Call to Order

The meeting was called to order by Chairman Brinkman at 9:00 a.m.

### 2. Roll Call

Present: Cheryl Brinkman  
Sharon Lai

Absent: Gwyneth Borden with notification

### 3. Approval of Minutes

#### PUBLIC COMMENT:

David Pilpel stated that he had non-substantive comments and would provide them directly to the committee secretary.

On motion to approve the minutes of the May 25, 2021 Regular Meeting: unanimously approved (Borden - absent.)

### 4. Public Comment

David Pilpel stated that he hopes this committee will also consider the service redesign plan today and other issues, not just the strategic plan. It all relates to the transition of the agency going forward.

### 5. Presentation, discussion and possible action regarding the Strategic Plan.

Jeff Tumlin, Director of Transportation, Travis Fox, Chief Performance Operator, and Anne Fritzler, Performance Team - Strategic Planning & Initiatives, presented the report.

#### PUBLIC COMMENT:

David Pilpel suggested listing the values in order of economy, environment, equity and trust. It's alphabetic and true. Under economic vitality, he suggested listing service delivery and incorporate operations and projects. Under trust, he suggested adding participation or engagement and discuss customers, employees, and other stakeholders. Not everyone has the same level of digital access, skills, or access to smart phones and credit cards. Also add integrity under trust. Strategy is key. He suggests integrating with other plans such as ConnectSF, the 2022 network, and the sales tax reauthorization. The political risks are great and substantial. Focus on day-to-day operations. The SFMTA may need to shrink and reposition the agency.

ADJOURN– The meeting adjourned at 9:51 a.m.

Submitted by:

Caroline Celaya  
Manager, Public Records Requests

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 415-252-3100; fax: 415-252-3112; 25 Van Ness Ave., Suite 220, SF, CA 94102-6027 or the web site: [sfgov.org/ethics](http://sfgov.org/ethics).

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