



Memorandum

AGENDA ITEM 10

DATE: September 17, 2021
TO: Transportation Authority Board
FROM: Maria Lombardo - Chief Deputy Director
SUBJECT: 09/14/2021 Board Meeting: Update on the Expenditure Plan Advisory Committee and Outreach Efforts for Development of a New Expenditure Plan

<p>RECOMMENDATION <input checked="" type="checkbox"/> Information <input type="checkbox"/> Action</p> <p>None. This is an information item.</p> <p>SUMMARY</p> <p>At the direction of the Board, we have been working on an effort to develop a New Expenditure Plan for Prop K, the half-cent transportation sales tax measure approved by voters in November 2003. In June 2021 through approval of Resolution 21-51, the Board approved the schedule and process (including an outreach and engagement strategy) for development of the New Expenditure Plan, targeting the June 2022 election. The same action approved the structure for an Expenditure Plan Advisory Committee (EPAC) (Attachment 1) to provide feedback and input on the New Expenditure Plan, and directed the Transportation Authority Chair and Executive Director to seat the EPAC in consultation with all the Board offices. The EPAC has largely been seated with 26 of 27 seats filled to date as shown in Attachment 2. We hosted two optional orientation meeting/workshops in August and on September 9, Chair Mandelman welcomed the EPAC members at their first official meeting. This memo provides an update on the EPAC’s meeting schedule, and on the other outreach we have underway and planned for this effort.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Fund Allocation <input type="checkbox"/> Fund Programming <input type="checkbox"/> Policy/Legislation <input checked="" type="checkbox"/> Plan/Study <input type="checkbox"/> Capital Project Oversight/Delivery <input type="checkbox"/> Budget/Finance <input type="checkbox"/> Contract/Agreement <input type="checkbox"/> Other: _____
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BACKGROUND

The half-cent sales tax for transportation was first approved by San Francisco voters in 1989 (Prop B) and then extended by voters in 2003 along with the adoption of the new Prop K Expenditure Plan, which is currently in place. Since then, the Transportation Authority has directed more than \$1.9 billion in half-cent sales tax funding citywide. On average, every dollar in half-cent sales tax funding leverages an additional \$4-\$7 from federal, state, or other sources.



The half-cent sales tax generates about \$110 million per year (pre-pandemic) and helps fund transportation projects large and small across the city. Major capital investments have included the purchase of new Muni buses and light rail vehicles, Salesforce Transit Center, the electrification of Caltrain (under construction), Muni Central Subway, and reconstruction of Doyle Drive, now known as Presidio Parkway. It also makes a big difference in people's lives through smaller projects like traffic calming, street repaving projects, paratransit service for seniors and persons with disabilities, protected bicycle lanes, new and upgraded signals, and, during the pandemic, taxi rides home for essential workers.

The Expenditure Plan guides the way the half-cent sales tax program is administered by identifying eligible project types and activities, designating eligible sponsoring agencies, and establishing limits on sales tax funding by Expenditure Plan line item. It also sets expectations for leveraging of sales tax funds with other federal, state, and local dollars to fully fund the Expenditure Plan programs and projects and includes policies for program administration. Finally, the current Prop K Expenditure Plan requires that the Transportation Authority Board establish an EPAC to help develop a new Expenditure Plan.

DISCUSSION

EPAC Update and Agenda Roadmap. Working with the Chair's office and our Executive Director, and in consultation with other Board members and legislative aides, we have confirmed representatives for 26 of the maximum 27 seats approved by the Board in June. The current roster is included as Attachment 2. We continue to work with the Chair and District 2 office to fill the remaining seat. We are very grateful to all the EPAC members and alternates who have agreed to dedicate their time and energy toward this important effort over the next several months.

The goal of the EPAC is to help shape the New Expenditure Plan and ultimately, recommend that the Transportation Authority Board approve the New Expenditure Plan for the ongoing half-cent sales tax for transportation and place it on the ballot (anticipated June 2022). EPAC meetings are open to the public, and public comment will be taken at each meeting. Agendas and other meeting materials will be posted online at the project website (www.sfcta.org/ExpenditurePlan) and on the Transportation Authority's meetings, agendas and events calendar (www.sfcta.org/events). Meetings are currently being held in virtual format.

The EPAC is reviewing preliminary draft recommendations for a New Expenditure Plan and will spend the upcoming meetings having detailed discussions about project and program funding levels and draft eligibility language. Partner agency staff have been invited to make brief presentations about proposed investment types, focusing on the benefits of the proposal, the financial need for the investment, and other funding sources available for these types of investments. Transportation Authority staff will also present policy recommendations for the administration of the sales tax expenditure plan and for the project prioritization



process. Throughout this whole process, we are also asking the EPAC to help us shape the plan - what is funded and the policies that will guide its implementation, so that the transportation sales can help advance equity in the city. At the group's final meetings, the EPAC will be asked to vote to make a recommendation to the Board.

The meeting schedule and proposed agenda roadmap for the EPAC is included as Attachment 3. The schedule of roughly bi-monthly meetings September through December is designed to enable the Board to make a decision about whether or not to ask the Board of Supervisors to place a measure on the ballot in June 2022. The deadline for placing a measure on that ballot is anticipated to be in early March 2022.

New Expenditure Plan Outreach and Engagement. During prior presentations to the board, we described the outreach and engagement strategy for the development of the New Expenditure Plan. The strategy is multifaceted and draws on lessons learned from other projects at the Transportation Authority to help ensure that we hear from folks who may be disproportionately affected by the sales tax while being respectful of the organizations that serve low-income communities and communities of color, many of which are stretched thin right now due to the lengthy pandemic. Attachment 4 lists each of the outreach and engagement strategies and provides a status update for each.

Our ability to successfully develop and deliver the New Expenditure Plan, just like the current one, depends on working collaboratively with San Francisco project sponsors, including city agencies, regional transit operators serving the city such as BART and Caltrain, Caltrans, and funding partners such as the MTC. We will continue to regularly agendaize reauthorization of the sales tax at our monthly Technical Working Group meetings. We have requested identification of a point person(s) at each agency to assist with support of the EPAC, including coordination of agency presentations and responses to information requests. We also meet with project sponsor staff in smaller groups, as requested/needed and through our long-range planning efforts on ConnectSF and the SFTP 2050. Lastly, we have regular staff and management level meetings with the SFMTA, the largest recipient of Prop K sales tax funds, to coordinate on local, regional, state and federal funding strategy.

Next Steps. The next EPAC meeting is scheduled for September 23 from 6 to 8 pm. We will keep working with our technical partners while we move forward with our outreach and engagement strategy. We will continue to provide regular updates to the Board and Community Advisory Committee and are reaching out to all of the Board offices to offer briefings.

FINANCIAL IMPACT

None. This is an information item.



CAC POSITION

The Community Advisory Committee will hear this item at the September 22, 2021 meeting.

SUPPLEMENTAL MATERIALS

- Attachment 1 - Approved EPAC Structure (Resolution 21-51)
- Attachment 2 - EPAC Roster as of September 9, 2021
- Attachment 3 - EPAC Meetings: Agenda Roadmap
- Attachment 4 - New Expenditure Plan Outreach and Engagement Plan Status

Attachment 1 - Expenditure Plan Advisory Committee Structure¹
 Approved June 8, 2021 through Resolution 21-51

Category	Affiliation / Representation	Target # of Members
Equity and Neighborhood Focus ²	Communities of Concern / Equity Priority Communities / low-income communities / communities of color	9
	Other Neighborhoods / Communities	4
	<i>Subtotal</i>	13
Advocacy Organizations	Equity & Environment	2
	Modal: Bike	1
	Modal: Transit	1
	Modal: Walk	1
	Seniors and People with Disabilities	2
	Youth	1
	<i>Subtotal</i>	8
Business/Civic Groups	Civic	1
	Labor	1
	Large Businesses	1
	Small Businesses	2
	Tourism	1
	<i>Subtotal</i>	6
TOTAL		27

¹Target of a 25-to-27-member committee. It is possible that some interest areas may overlap, and members may be able to represent more than one interest area.

²Intent to include 1 to 2 Transportation Authority Community Advisory Committee members.



2021 Expenditure Plan Advisory Committee Roster - Updated September 9, 2021

Affiliation/ Representation	District	Organization	Member	Alternate
Equity Priority Community: Bayview	10	EDoT Bayview	Earl Shaddix	
Equity Priority Community: Bayview	10	FACES SF	Susan Murphy	Melvin Parham
Equity Priority Community: Chinatown	3	Chinatown Community Development Center & SFCTA Community Advisory Committee	Rosa Chen	
Equity Priority Community: Excelsior	11	Excelsior Action Group	Mel Flores	Maribel Ramirez
Equity Priority Community: Inner Mission	9	N/A	Yensing Sihapanya	
Equity Priority Community: Outer Mission/Ingleside	11	OMI Cultural Participation Project	Maurice Rivers	
Equity Priority Community: Tenderloin	6	Tenderloin Street Safety Task Force	Eric Rozell	
Equity Priority Community: Western Addition	5	New Community Leadership Foundation	Majeid Crawford	
Neighborhoods/Communities	1	N/A	Jay Bain	
Neighborhoods/Communities	2	TBD	TBD	
Neighborhoods/Communities	4	N/A	Maelig Morvan	
Neighborhoods/Communities	7	Community Living Campaign	Joan Van Rijn	
Neighborhoods/Communities	8	N/A	Aaron P. Leifer	
Advocacy: Environment		League of Conservation Voters	Amandeep Jawa - EPAC Chair	
Advocacy: Equity		PODER	Jessie Fernandez	
Advocacy: Modal, Bike		San Francisco Bicycle Coalition	Chris White	
Advocacy: Modal, Transit		San Francisco Transit Riders	Zack Deutsch-Gross	
Advocacy: Modal, Walk		Walk San Francisco	Jodie Medeiros	
Advocacy: Seniors and People with Disabilities		Self Help for the Elderly	Anni Chung - EPAC Vice Chair	

Affiliation/ Representation	District	Organization	Member	Alternate
Advocacy: Seniors and People with Disabilities		Senior and Disability Action	Pi Ra	
Advocacy: Youth		San Francisco Youth Commission	Calvin Quick	Sasha Hirji
Business/Civic: Civic		SPUR	Nick Josefowitz	
Business/Civic: Labor		San Francisco Labor Council	Kim Tavaglione	
Business/Civic: Large Businesses		San Francisco Chamber of Commerce	Rodney Fong	
Business/Civic: Small Businesses		San Francisco Council of District Merchants Associations	Maryo Mogannam	
Business/Civic: Small Businesses		San Francisco Small Business Commission	Sharky Laguana	
Business/Civic: Tourism/Visitors		San Francisco Travel Association	Jessica Lum	Cassandra Costello

Total number of EPAC seats: 27

Total confirmed EPAC members: 26

EPAC Meetings: Agenda Roadmap



Meeting #	Agenda Topics (proposed, subject to change)
Optional Meetings August 19, 28	Introduction to the Transportation Authority Expenditure Plan Advisory Committee Purpose and Process Transportation Funding Basics
Meeting #1 September 9	Expenditure Plan Advisory Committee Purpose and Process Initial Draft Expenditure Plan Summary Equity Analysis and Outreach Plan Summary
Meeting #2 September 23	Maintaining our Transportation Systems <ul style="list-style-type: none"> • Local Streets and Roads • Transit (Muni BART Caltrain) Paratransit Operations
Meeting #3 October 14	Enhancing and Expanding our Systems, Part 1 <ul style="list-style-type: none"> • Street Safety and Accessibility • Freeway Safety and Operational Improvements • Transformative Freeway Projects

EPAC Meetings: Agenda Roadmap



Meeting #	Agenda Topics (proposed, subject to change), continued
Meeting #4 October 28	Enhancing and Expanding our Systems, Part 2 <ul style="list-style-type: none">• Transit Reliability, Capacity and Expansion• Next Generation Transit Investments Expenditure Plan Policies, Part 1
Meeting #5 November 4	Planning and Transportation Demand Management <ul style="list-style-type: none">• Citywide and Modal Planning• Neighborhood Program• Equity Community Program• Development Oriented Transportation• Transportation Demand Management Expenditure Plan Policies, Part 2
Meeting #6 November 18	Draft Final Expenditure Plan
Meeting #7 December 9	Final Action: Recommendation to the SFCTA Board



**Attachment 4.
New Expenditure Plan Outreach and Engagement Strategy
Status as of September 10, 2021**

Engagement Method	Description	Schedule
Community Interviews	One-on-one discussions with community members living in, working in, or serving Equity Priority Communities, to learn about transportation priorities in their communities	Underway, scheduled through the end of September
Expenditure Plan Advisory Committee (EPAC)	A diverse group of 27 representatives convened to provide input and ultimately recommend that the Transportation Authority Board approve a new Expenditure Plan for the ongoing sales tax for transportation and place it on the ballot. The EPAC will be meeting approximately twice a month in public virtual meetings. Meeting agendas and materials will be posted on our website at www.sfcta.org/expenditureplan	Underway, scheduled September - December
Online Survey	An online questionnaire to get feedback on potential investment types	Planned to go live online in mid-September at www.sfcta.org/expenditureplan
Non-English Focus Groups	Focused discussions in Spanish, Chinese and Russian, in partnership with community-based organizations and targeting mono-lingual communities who are difficult to reach through other means, to get feedback on potential investment types	Planned for September - October
Joining Existing Meetings	Presentations and discussions with organizations that are regularly meeting to get feedback on potential investment types and educate the public	Planned for September - February
Traditional, Social, and Multi-lingual Media	Multi-modal media strategy to educate the public about the new expenditure plan effort and engagement opportunities	Planned for October - February
Town Hall Meetings	Broad public meetings which will be recorded and posted online	Planned for late October / early November
Voter Opinion Survey	A statistically-significant telephone and online survey of registered voters to help inform ballot measure timing and messaging	Timing TBD