

# San Francisco's Half-Cent Transportation Sales Tax

## Expenditure Plan Advisory Committee and Outreach Update



San Francisco  
County Transportation  
Authority

Item 10  
September 22, 2021

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# Agenda

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Background

Expenditure Plan Advisory  
Committee (EPAC) and Outreach  
Update

Next Steps



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# Half-Cent Sales Tax Reauthorization



Targeting a  
potential June  
(or November)  
2022 election



Would keep the  
same half-cent  
sales tax for  
transportation,  
and...

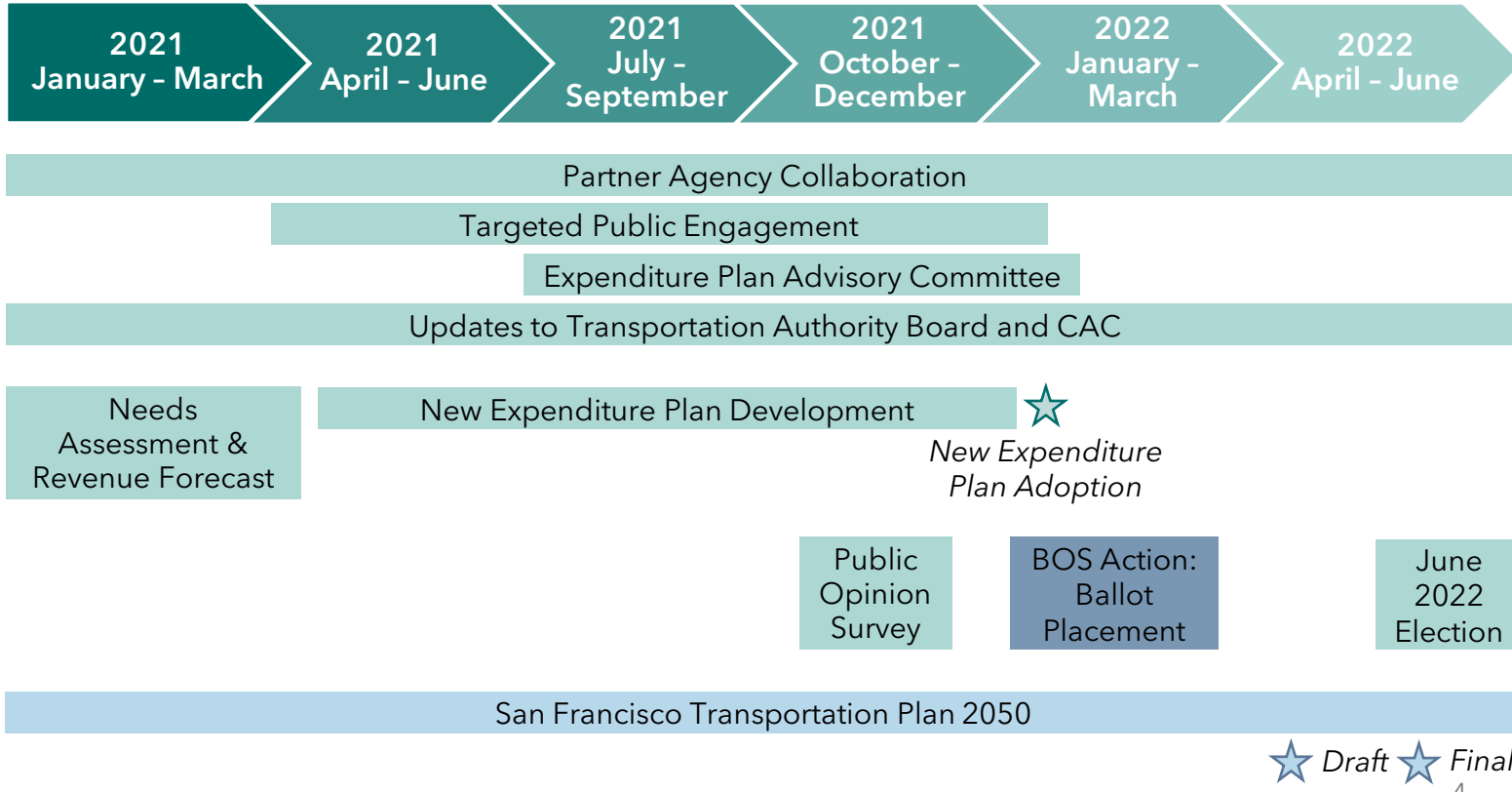


Would approve  
a new  
transportation  
sales tax  
Expenditure Plan

# New Expenditure Plan Process and Schedule



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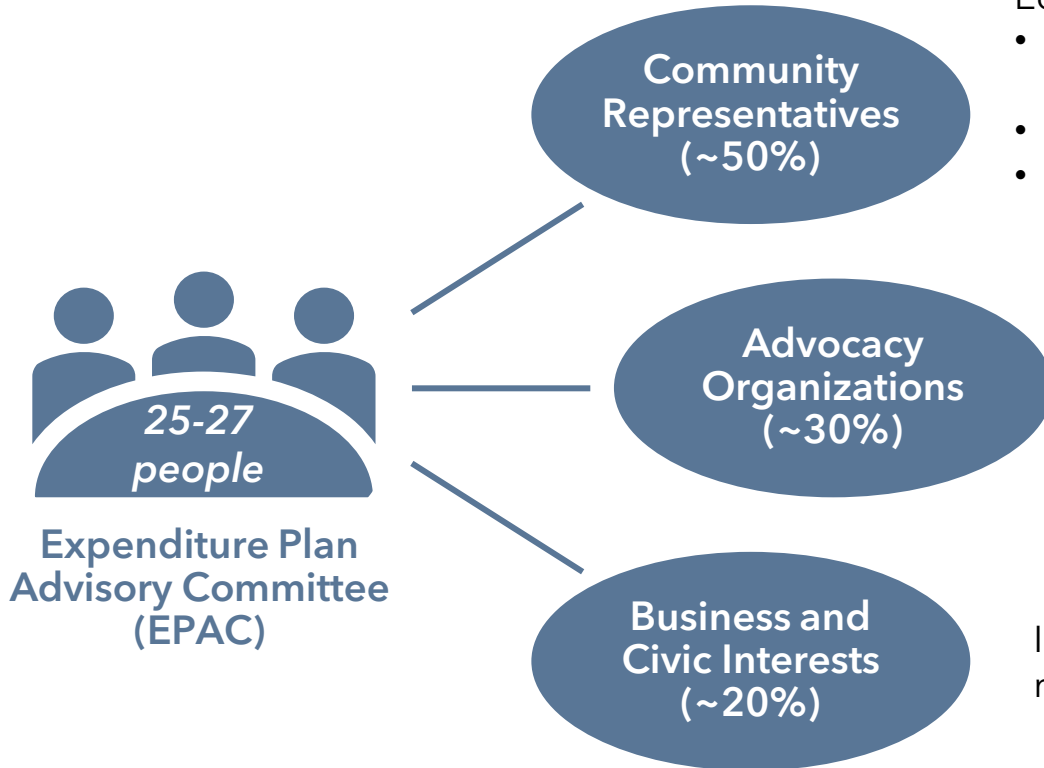


★ Draft ★ Final

# Expenditure Plan Advisory Committee



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Equity and neighborhood focus:

- Target recruitment efforts in Communities of Concern/Equity Priority Communities
- Ensure district representation
- Include 1-2 Community Advisory Committee members

Include perspectives of:

- Equity and social justice groups
- Multi-modal transportation interests
- Youth, seniors and people with disabilities

Include both large and small business representation

# EPAC Roster, page 1 of 4



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EPAC Category	EPAC Member	District	Organization (if applicable)
Equity Priority Community: Bayview	Earl Shaddix	10	EDoT Bayview
Equity Priority Community: Tenderloin	Eric Rozell	6	Tenderloin Traffic Safety Task Force
Equity Priority Community: Western Addition	Majeid Crawford	5	New Community Leadership Foundation
Equity Priority Community: Outer Mission/Ingleside	Maurice Rivers	11	OMI Cultural Participation Project
Equity Priority Community: Excelsior	Mel Flores, alternate: Maribel Ramirez	11	Excelsior Action Group
Equity Priority Community: Chinatown	Rosa Chen	3	Chinatown Community Development Center & CAC
Equity Priority Community: Visitacion Valley	Susan Murphy, alternate: Melvin Parham	10	FACES SF
Equity Priority Community: Mission District	Yensing Sihapanya	9	

# EPAC Roster, page 2 of 4



EPAC Category	EPAC Member	District	Organization (if applicable)
Neighborhoods/Communities	Jay Bain	1	
Neighborhoods/Communities	<i>TBD</i>	2	
Neighborhoods/Communities	Maelig Morvan	4	
Neighborhoods/Communities	Joan Van Rijn	7	Community Living Campaign
Neighborhoods/Communities	Aaron P. Leifer	8	

# EPAC Roster, page 3 of 4



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EPAC Category	EPAC Member	Organization
Advocacy: Environment	Amandeep Jawa, Chair	League of Conservation Voters
Advocacy: Seniors and People with Disabilities	Anni Chung, Vice Chair	Self Help for the Elderly
Advocacy: Youth	Calvin Quick, alternate: Sasha Hirji	San Francisco Youth Commission
Advocacy: Bike Mode	Chris White	San Francisco Bicycle Coalition
Advocacy: Equity	Jessie Fernandez	PODER
Advocacy: Walk Mode	Jodie Medeiros	Walk San Francisco
Advocacy: Seniors and People with Disabilities	Pi Ra	Senior and Disability Action
Advocacy: Transit Mode	Zack Deutsch-Gross	San Francisco Transit Riders



# EPAC Roster, page 4 of 4



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EPAC Category	EPAC Member	Organization
Business & Civic: Tourism & Visitors	Jessica Lum, alternate: Cassandra Costello	The San Francisco Travel Association
Business & Civic: Labor	Kim Tavaglione	San Francisco Labor Council
Business & Civic: Small Businesses	Maryo Mogannam	San Francisco Council of District Merchants Associations
Business & Civic: Civic	Nick Josefowitz	SPUR
Business & Civic: Large Businesses	Rodney Fong	San Francisco Chamber of Commerce
Business & Civic: Small Businesses	Sharky Laguana	San Francisco Small Business Commission



**To recommend that the Transportation Authority Board approve a new Expenditure Plan for the ongoing half-cent sales tax for transportation and place it on the ballot (anticipated June 2022).**



Public virtual meetings



Agendas and materials posted online



Sign up online for updates:

[www.sfcta.org/ExpenditurePlan](http://www.sfcta.org/ExpenditurePlan)

# EPAC Meetings: Agenda Roadmap



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Meeting #	Agenda Topics (proposed, subject to change)
Optional Orientation 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"><li>• Local Streets and Roads</li><li>• Transit (Muni BART Caltrain)</li></ul> Paratransit Operations
Meeting #3 October 14	Enhancing and Expanding our Systems, Part 1 <ul style="list-style-type: none"><li>• Street Safety and Accessibility</li><li>• Freeway Safety and Operational Improvements</li><li>• Transformative Freeway Projects</li></ul>

# EPAC Meetings: Agenda Roadmap



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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"><li>• Transit Reliability, Capacity and Expansion</li><li>• Next Generation Transit Investments</li></ul> Expenditure Plan Policies, Part 1
Meeting #5 November 4	Planning and Transportation Demand Management <ul style="list-style-type: none"><li>• Citywide and Modal Planning</li><li>• Neighborhood Program</li><li>• Equity Community Program</li><li>• Development Oriented Transportation</li><li>• Transportation Demand Management</li></ul> Expenditure Plan Policies, Part 2
Meeting #6 November 18	Draft Final Expenditure Plan
Meeting #7 December 9	Final Action: Recommendation to the SFCTA Board

# Outreach and Engagement Plan



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Equity Priority  
Community  
Interviews

Non-English  
Focus Groups

Join existing  
community  
meetings

Online Tool

Expenditure  
Plan Advisory  
Committee

Traditional,  
social and  
multi-lingual  
media

Town halls

Voter Opinion  
Survey

# Equity Priority Community Interviews



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## Interviewed Organizations

A. Philip Randolph  
Institute

BMAGIC

Central City SRO  
Collaborative

Chinatown Community  
Development Center

Portola Neighborhood  
Association

Southeast Asian  
Development Center

## Key Takeaways Based on Interviews to Date:

- *The needs of each community are different*
- Many have concerns about traffic safety, particularly for pedestrians
- There is a lot of support for converting quick-build improvements to permanent infrastructure
- Several see a need to keep transit affordable for people with low-incomes
- Looking for projects that benefit for seniors and people with disabilities who have fewer mobility options

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Visit our Online Survey - coming soon

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New Transportation  
Sales Tax Expenditure  
Plan

How would you spend San Francisco's transportation sales tax dollars?



Thank you.  
Any Questions?

<https://www.sfcta.org/ExpenditurePlan>



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Michelle Beaulieu, Principal Transportation Planner  
michelle.beaulieu@sfcta.org 415-744-4993