San Francisco’s Half-Cent Transportation Sales Tax

Expenditure Plan Advisory Committee and Outreach Update

San Francisco County Transportation Authority

September 14, 2021
Agenda

Background

Expenditure Plan Advisory Committee (EPAC) and Outreach Update

Next Steps
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

**Outreach and Engagement**

- **2021 January – March**
  - Partner Agency Collaboration

- **2021 April – June**
  - Targeted Public Engagement
  - Expenditure Plan Advisory Committee

- **2021 July – September**
  - Updates to Transportation Authority Board and CAC

**Expenditure Plan Development**

- **2021 October – December**
  - Needs Assessment & Revenue Forecast

- **2022 January – March**
  - New Expenditure Plan Development
  - New Expenditure Plan Adoption

- **2022 April – June**
  - Public Opinion Survey
  - BOS Action: Ballot Placement
  - June 2022 Election

**Ballot Process**

**Concurrent Ongoing Planning**

- **San Francisco Transportation Plan 2050**

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**San Francisco County Transportation Authority**

**Draft Final**
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
<table>
<thead>
<tr>
<th>EPAC Category</th>
<th>EPAC Member</th>
<th>District</th>
<th>Organization (if applicable)</th>
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<tr>
<td>Equity Priority Community: Bayview</td>
<td>Earl Shaddix</td>
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<td>Equity Priority Community: Tenderloin</td>
<td>Eric Rozell</td>
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<td>Majeid Crawford</td>
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<td>Maurice Rivers</td>
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<td>Mel Flores, alternate:</td>
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<td>Maribel Ramirez</td>
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<td>Equity Priority Community: Chinatown</td>
<td>Rosa Chen</td>
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<td>Chinatown Community Development Center &amp; CAC</td>
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<td>Susan Murphy, alternate:</td>
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<td>Melvin Parham</td>
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<td>Yensing Sihapanya</td>
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<td>Neighborhoods/Communities</td>
<td>Jay Bain</td>
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<td>Joan Van Rijn</td>
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<td>Community Living Campaign</td>
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<td>Aaron P. Leifer</td>
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<td>Advocacy: Environment</td>
<td>Amandeep Jawa, Chair</td>
<td>League of Conservation Voters</td>
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<td>Anni Chung, Vice Chair</td>
<td>Self Help for the Elderly</td>
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<td>Calvin Quick, alternate: Sasha Hirji</td>
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<td>Advocacy: Bike Mode</td>
<td>Chris White</td>
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<td>Advocacy: Equity</td>
<td>Jessie Fernandez</td>
<td>PODER</td>
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<td>Advocacy: Walk Mode</td>
<td>Jodie Medeiros</td>
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<td>Zack Deutsch-Gross</td>
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<td>Business &amp; Civic: Tourism &amp; Visitors</td>
<td>Jessica Lum, alternate: Cassandra Costello</td>
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<td>Kim Tavaglione</td>
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<td>Maryo Mogannam</td>
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<td>Nick Josefowitz</td>
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<td>Rodney Fong</td>
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<td>Sharky Laguana</td>
<td>San Francisco Small Business Commission</td>
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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
## EPAC Meetings: Agenda Roadmap

<table>
<thead>
<tr>
<th>Meeting #</th>
<th>Agenda Topics (proposed, subject to change)</th>
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</table>
| 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  
• Local Streets and Roads  
• Transit (Muni BART Caltrain)  
Paratransit Operations |
| Meeting #3 October 14 | Enhancing and Expanding our Systems, Part 1  
• Street Safety and Accessibility  
• Freeway Safety and Operational Improvements  
• Transformative Freeway Projects |
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<tr>
<th>Meeting #</th>
<th>Agenda Topics (proposed, subject to change), continued</th>
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<tr>
<td>Meeting #4</td>
<td>Enhancing and Expanding our Systems, Part 2</td>
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<td>October 28</td>
<td>• Transit Reliability, Capacity and Expansion</td>
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<td>• Next Generation Transit Investments</td>
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<td>Expenditure Plan Policies, Part 1</td>
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<td>Meeting #5</td>
<td>Planning and Transportation Demand Management</td>
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<td>November 4</td>
<td>• Citywide and Modal Planning</td>
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<td>• Neighborhood Program</td>
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<td>• Equity Community Program</td>
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<td>• Development Oriented Transportation</td>
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<td>• Transportation Demand Management</td>
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<td>Expenditure Plan Policies, Part 2</td>
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<td>Meeting #6</td>
<td>Draft Final Expenditure Plan</td>
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<td>November 18</td>
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<td>Meeting #7</td>
<td>Final Action: Recommendation to the SFCTA Board</td>
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<td>December 9</td>
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Outreach and Engagement Plan

- 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

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
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