

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



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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...

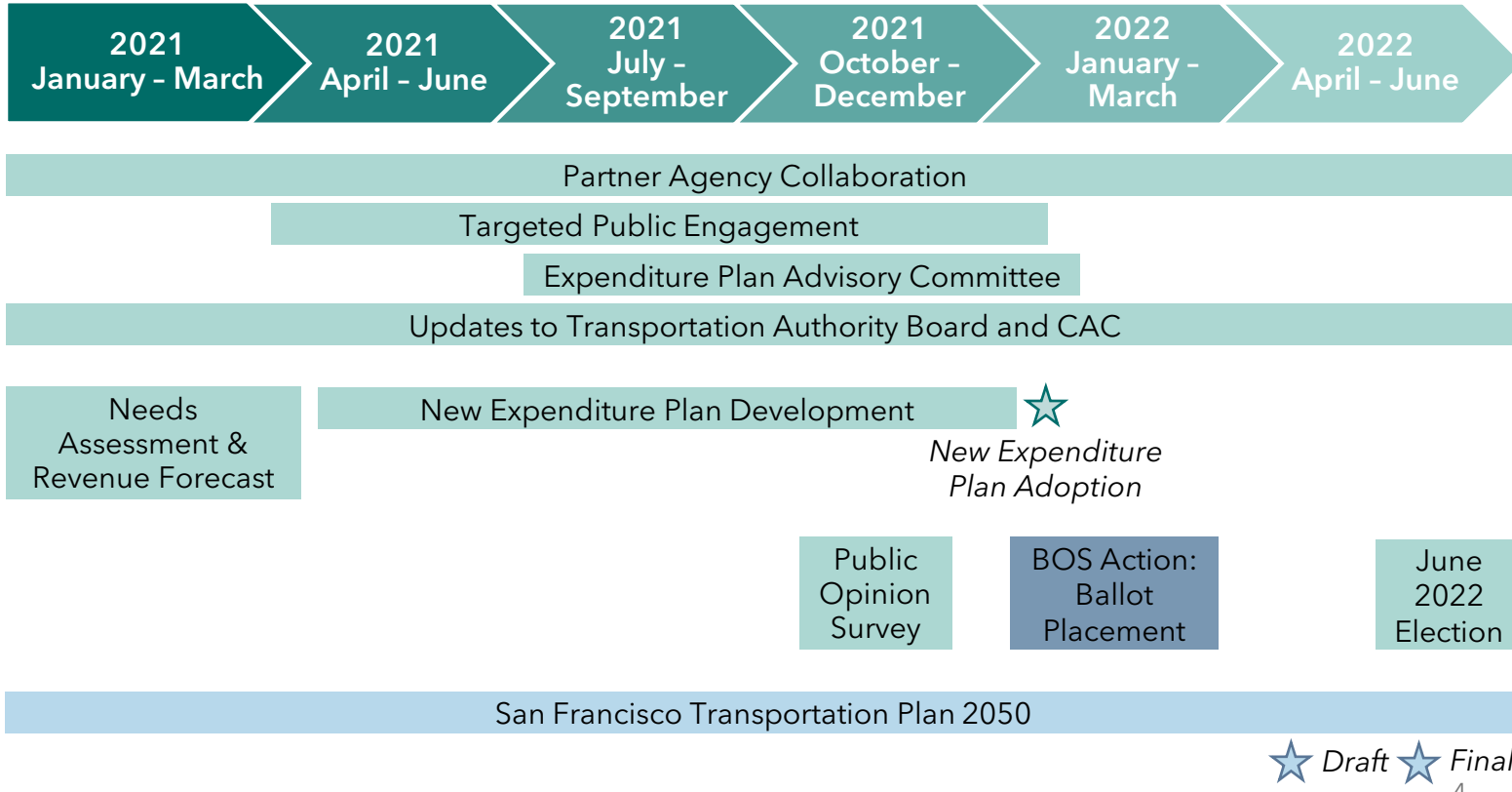


Would approve
a new
transportation
sales tax
Expenditure Plan

New Expenditure Plan Process and Schedule



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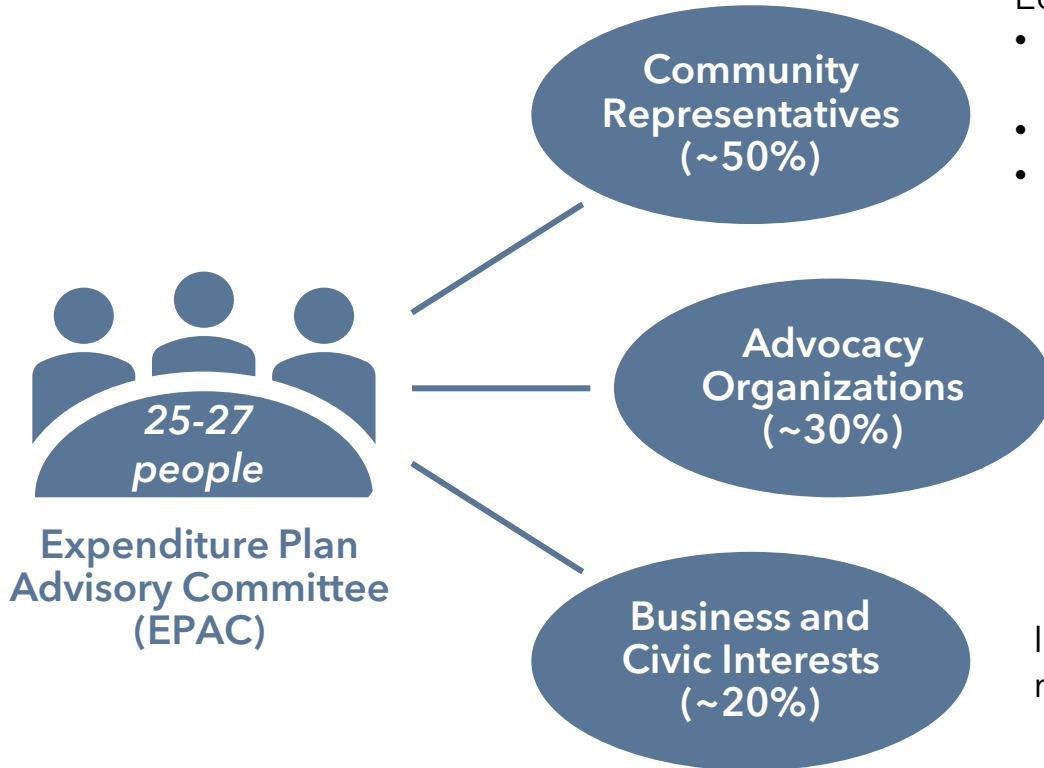


★ Draft ★ Final

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



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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



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

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">• 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



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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">• 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

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

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

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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