Agenda Item 5.

What We’ve Heard: Community Engagement
Developing a New Expenditure Plan

Outreach Plan includes:

- Community Interviews
- Non-English Focus Groups
- Join existing community meetings
- Online Survey
- Expenditure Plan Advisory Committee
- Traditional, social and multi-lingual media
- Town Halls
- Voter Opinion Survey
Community Interviews

One-on-one listening sessions with:

- Senior and Disability Action
- Central City Single Resident Occupancy Collaborative
- BMAGIC
- Portola Neighborhood Association
- San Francisco Human Rights Commission
- A. Philip Randolph Institute
- Southeast Asian Development Center
- Chinatown Community Development Center
What We Heard: Community Interviews

- Transit
- Safety & Security
- Equity
- School Transportation
What We Heard: Community Interviews

Interviews with 8 community-based organizations

Transit
- Highest priority in some communities, especially with transit-dependent populations
- Maintenance should be included
- Affordability concerns
- Support for paratransit

Safety & Security
- Safe streets, particularly pedestrian safety
- Public safety concerns
- Make Quick-Builds permanent
- Traffic signal upgrades
What We Heard: Community Interviews

Interviews with 8 community-based organizations

**Equity**
- Focus investments in low-income neighborhoods
- In-language materials, including maps and transit information
- Affordability concerns

**School Transportation**
- Lack of yellow school buses makes getting to school difficult
- Additional buses are needed that serve schools
What We Heard: Focus Groups

Street Safety & Accessibility
Transit
Equity
Street Resurfacing
Traffic Congestion
Street Closures & Parking
## What We Heard: Focus Groups

### Focus Groups in Spanish, Chinese, and Russian/English

<table>
<thead>
<tr>
<th>Category</th>
<th>Suggestions</th>
</tr>
</thead>
</table>
| **Street Safety & Accessibility** | - Safer pedestrian crossings and access  
- Separated bike lanes  
- Additional traffic signals |
| **Transit**               | - Overcrowding concerns  
- Late night transportation needs  
- Reliability improvements and transit lanes  
- Bus connections between communities  
- Additional transportation to/from schools  
- Safety & accessibility on transit, including more lighting |
| **Equity**                | - Invest more in transportation, especially in low-income communities  
- Ensure all communities have good access to transportation  
- Transit affordability concerns |
What We Heard: Focus Groups

Focus Groups in Spanish, Chinese, and Russian/English

**Street Resurfacing**
- Paving is essential for all modes
- Potholes present safety concerns

**Traffic Congestion**
- Desire to improve flow of traffic
- Synchronize traffic signals
- Congestion getting on/off Bay Bridge

**Street Closures & Parking**
- Concerns about street closures increasing congestion and reducing parking
- Parking solutions: app to find shared parking, stacked parking, additional garages
Online survey asks about the importance of ongoing and new programs

Survey: research.net/r/transportation-sales-tax
What We Heard: Online Survey

Responses to Ongoing Programs

- **Muni, BART and Caltrain Transit Maintenance**
  - Very Important: 203
  - Not at all important: 4

- **Street Safety**
  - Very Important: 207
  - Not at all important: 3

- **Muni Reliability Improvements**
  - Very Important: 207
  - Not at all important: 2

- **Street Resurfacing**
  - Very Important: 206
  - Not at all important: 1

- **Paratransit Service**
  - Very Important: 205
  - Not at all important: 1

- **Traffic Signals**
  - Very Important: 206
  - Not at all important: 1

- **Transportation Demand Management**
  - Very Important: 207
  - Not at all important: 1

Number of responses as of 11/15/21

San Francisco County Transportation Authority
What We Heard: Online Survey

Responses to New Proposed Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Very Important</th>
<th>Not at all important</th>
<th>Total Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Capacity Muni, BART and Caltrain System</td>
<td>5</td>
<td>1</td>
<td>199</td>
</tr>
<tr>
<td>Enhanced and Expanded Rail &amp; Express Bus Service*</td>
<td>4</td>
<td>2</td>
<td>196</td>
</tr>
<tr>
<td>Development-Oriented Transportation</td>
<td></td>
<td>3</td>
<td>199</td>
</tr>
<tr>
<td>Vision Zero Freeway Ramps</td>
<td></td>
<td>2</td>
<td>200</td>
</tr>
<tr>
<td>Freeway Transformations*</td>
<td></td>
<td>1</td>
<td>198</td>
</tr>
<tr>
<td>Neighborhood and Equity Priority Community Planning</td>
<td></td>
<td>1</td>
<td>195</td>
</tr>
</tbody>
</table>

*Planning/design funds only

Number of responses as of 11/15/21
Survey Respondent Demographics

Identify as Hispanic, Latino, or Latinx:
- No 93%
- Yes 7%

Identify as:
- Caucasian, European, or White 53%
- East Asian 15%
- Prefer not to say 14%
- Other 7%
- South Asian 4%
- Native American/other indigenous group 3%
- Native Hawaiian/other Pacific Islander 2%
- Black descended or African American 2%

*As of 11/15/21
Survey Respondent Demographics

Gender Identity

- Female: 26%
- Male: 59%
- Prefer Not to Say: 10%
- Prefer to Self-Describe: 1%
- Gender Nonconforming or Non-Binary: 4%

Annual Household Income

- Less than $20,000
- $20,000 to $49,999
- $50,000 to $99,999
- $100,000 to $149,999
- $150,000 to $199,999
- $200,000 to $249,999
- Over $250,000
- Prefer Not to Say

*As of 11/15/21
### What We Heard: Prior Outreach

Examples of prior outreach themes from ConnectSF, Congestion Pricing, and Community-Based Planning efforts.

<table>
<thead>
<tr>
<th>Transit</th>
<th>Safety/Security</th>
<th>Equity</th>
<th>Parking/Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Improve transit</td>
<td>• Primary concern for many</td>
<td>• Think about who benefits from investments</td>
<td>• Balance improvements with need for parking</td>
</tr>
<tr>
<td>• Better connections</td>
<td>• Improve pedestrian safety, including crosswalks and lighting</td>
<td></td>
<td>• Loading space is needed</td>
</tr>
<tr>
<td>• Additional service</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Questions?

Email: ExpenditurePlan@sfcta.org