

# Development of a New Expenditure Plan for San Francisco's Half-Cent Transportation Sales Tax



San Francisco  
County Transportation  
Authority

Agenda Item 9

December 7, 2021

# Half-Cent Sales Tax New Expenditure Plan



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Targeting a  
potential  
**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



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All but one of the major capital projects are done or under construction, and several programs are running out of money

Sales tax provides a significant source of funding, which can support the city's COVID recovery

## Why now?

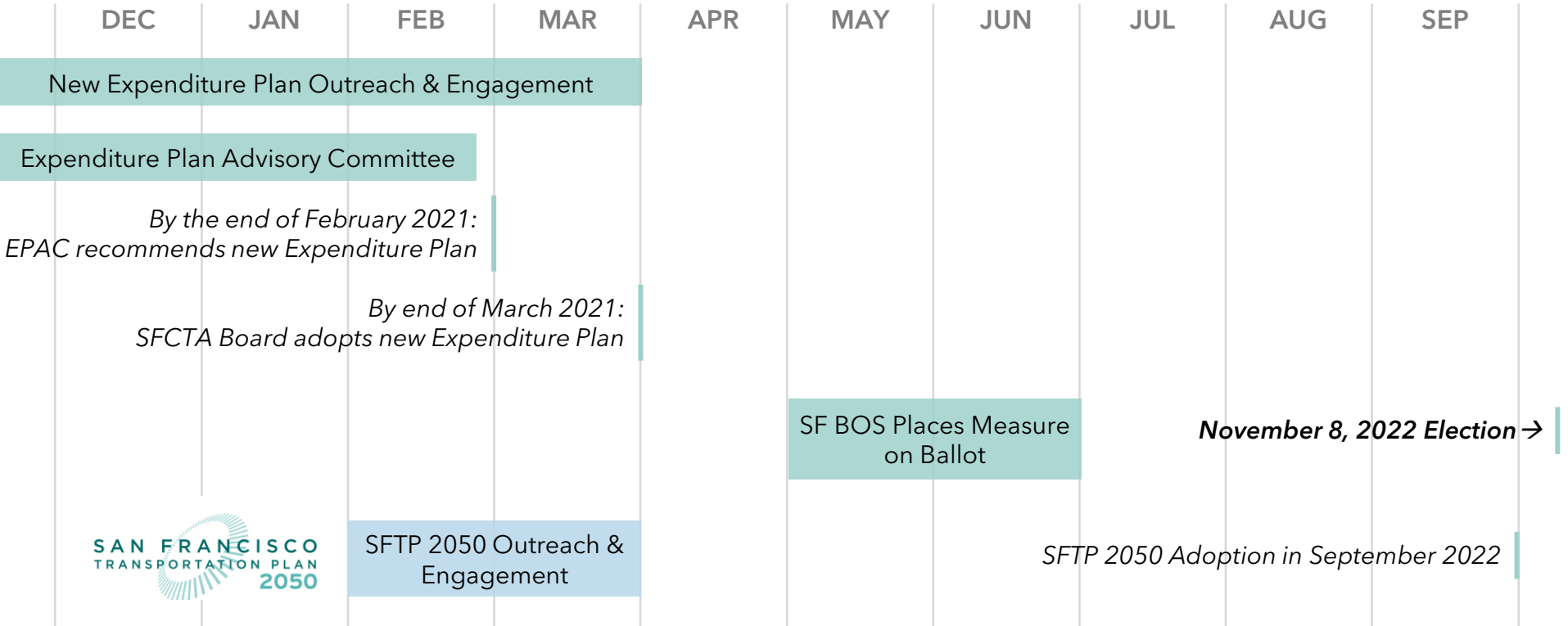
San Francisco has new and emerging priorities

Allows us to use sales tax as local match to federal, state, and other funding

# New Expenditure Plan Schedule



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# Developing a New Expenditure Plan



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## 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

## 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



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**Transit**

**Safety &  
Security**

**Equity**

**School  
Transportation**

# What We Heard: Focus Groups



Three focus groups in Spanish, Chinese and Russian:

**Street Safety &  
Accessibility**

**Transit**

**Equity**

**Street  
Resurfacing**

**Traffic  
Congestion**

**Street Closures  
& Parking**



# Online Survey



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Online survey asks about the importance of ongoing and new programs

Survey:

[research.net/r/transportation-sales-tax](https://www.research.net/r/transportation-sales-tax)

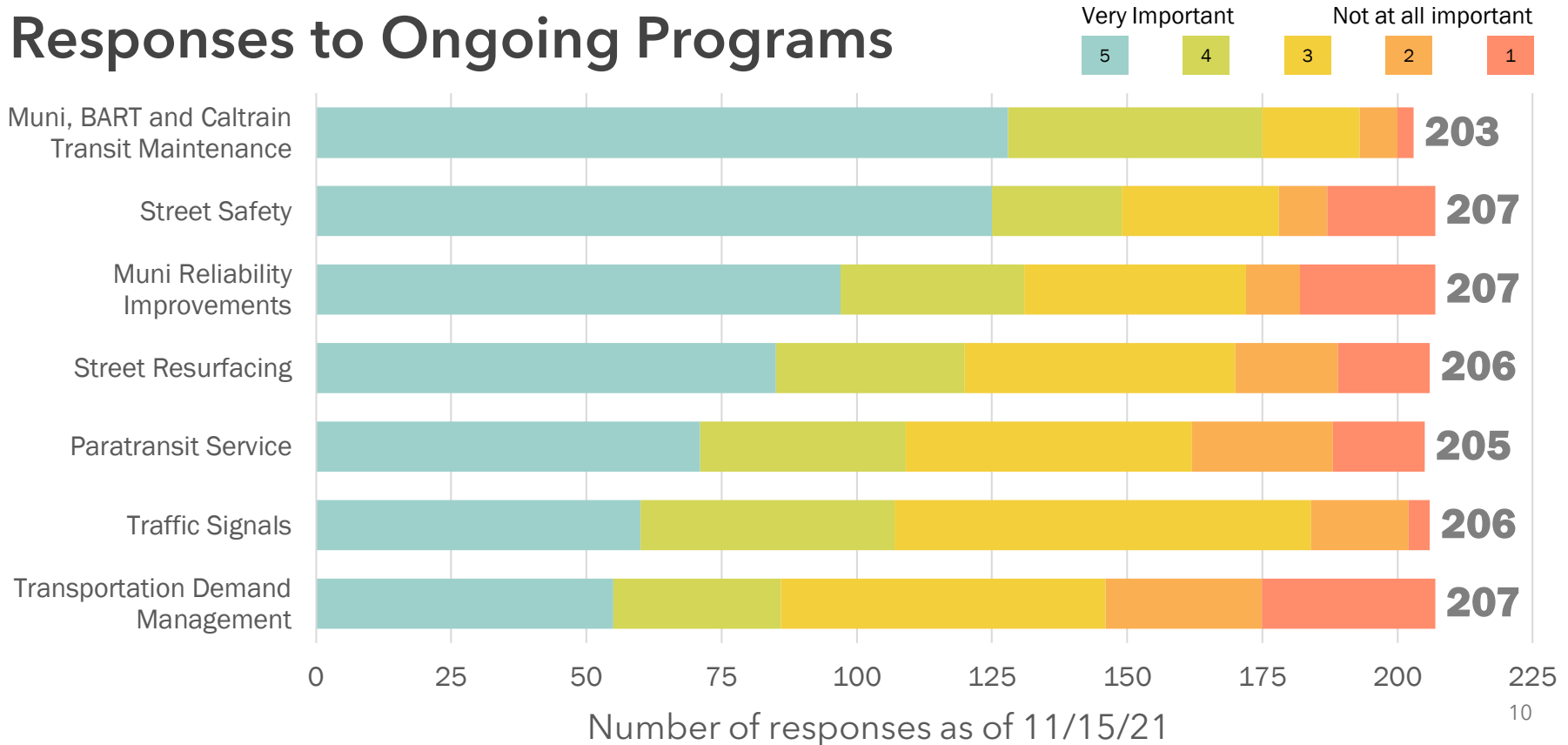


# What We Heard: Online Survey



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## Responses to Ongoing Programs

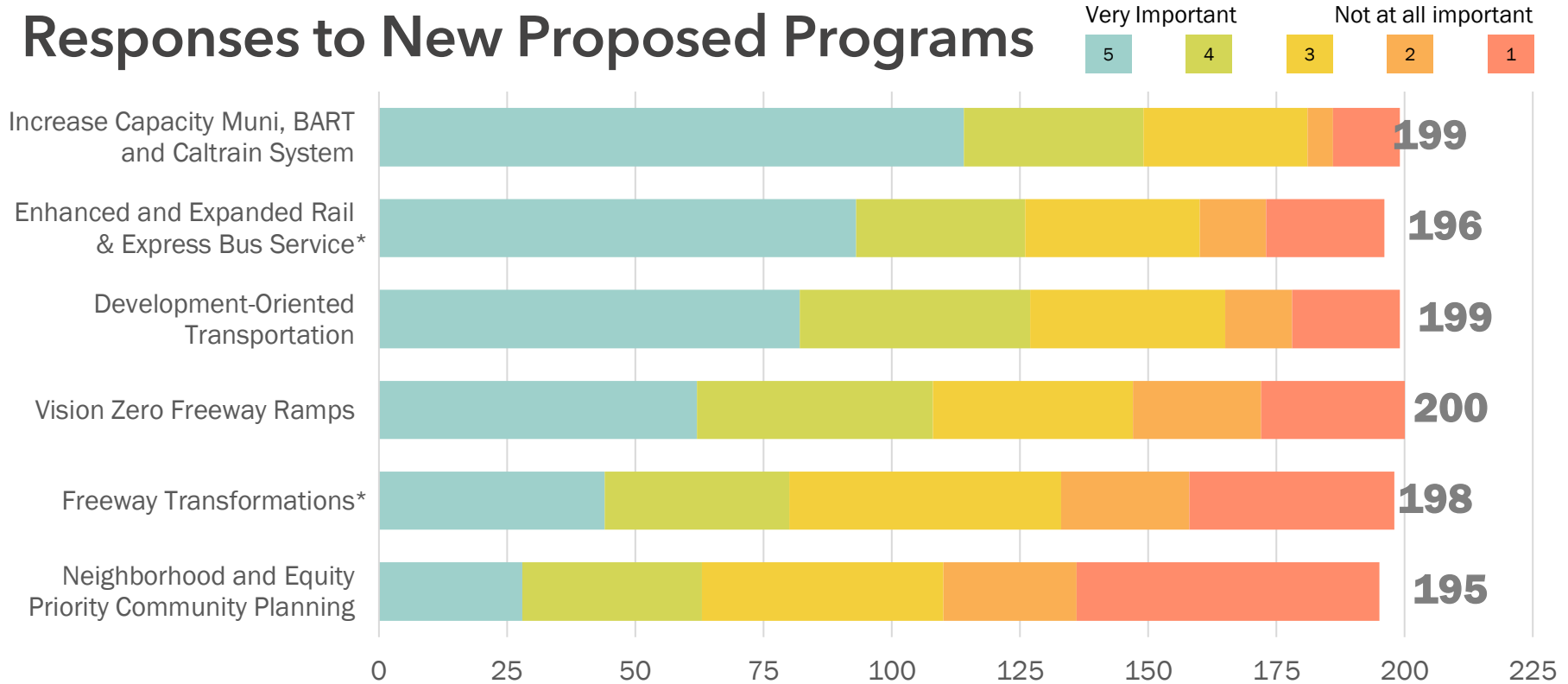


# What We Heard: Online Survey



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## Responses to New Proposed Programs



\*Planning/design funds only

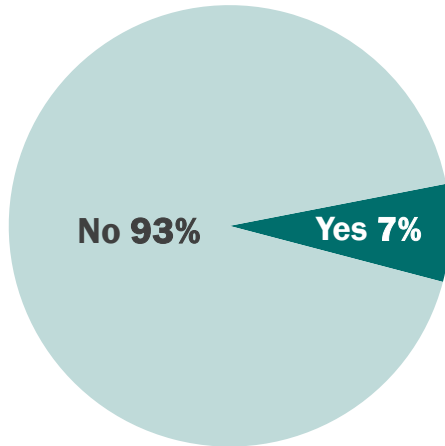
Number of responses as of 11/15/21

# Survey Respondent Demographics

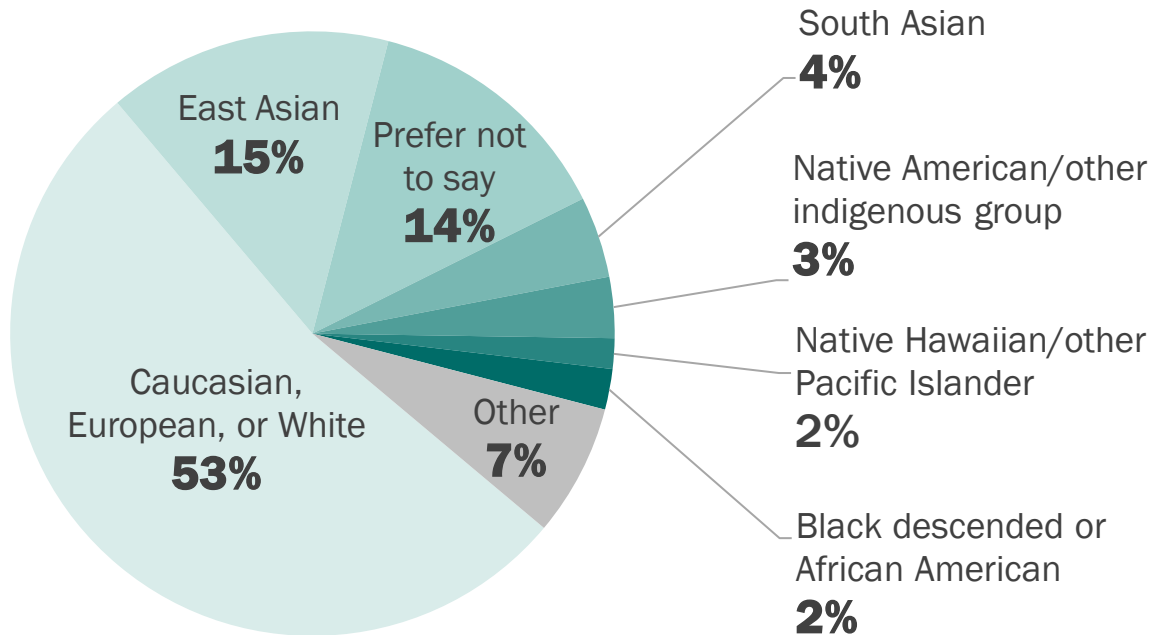


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Identify as  
Hispanic,  
Latino, or Latinx:



Identify as:



As of November 15, 2021

# What We Heard: Prior Outreach

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

## Transit

- Improve transit
- Better connections
- Additional service

## Safety/Security

- Primary concern for many
- Improve pedestrian safety, including crosswalks and lighting

## Equity

- Think about who benefits from investments

## Parking/Loading

- Balance improvements with need for parking
- Loading space is needed



The EPAC will help shape the Expenditure Plan:



Eligibility of different types of projects



Relative funding levels for different programs



Policies (e.g. administration, prioritization)

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## For more information

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- Visit: [sfcta.org/ExpenditurePlan](https://sfcta.org/ExpenditurePlan)
- Email: [ExpenditurePlan@sfcta.org](mailto:ExpenditurePlan@sfcta.org)
- Attend Expenditure Plan Advisory Committee Meetings
- Attend SFCTA CAC and Board Meetings

# Thank you. Any Questions?

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



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