Agenda Item 4.

What We’ve Heard: Community Engagement Update
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
<table>
<thead>
<tr>
<th>Outreach since November 2021 Update</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Potrero Boosters meeting</td>
</tr>
<tr>
<td>• Resilient District 10 meeting</td>
</tr>
<tr>
<td>• San Francisco Bicycle Coalition virtual event</td>
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<tr>
<td>• San Francisco Black Led Organizations Coalition</td>
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<tr>
<td>• San Francisco Transit Riders virtual event</td>
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<tr>
<td>• SFMTA Board meeting</td>
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<tr>
<td>• SFMTA’s Paratransit Coordinating Council</td>
</tr>
<tr>
<td>• Tenderloin Traffic Safety Task Force</td>
</tr>
<tr>
<td>• Town halls (2)</td>
</tr>
<tr>
<td>• Transportation Authority Board meeting</td>
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</tbody>
</table>
What We Heard: Virtual Town Halls

- Muni Investments
- Focus on Neighborhoods
- Slow Streets
- Pedestrian & Bicycle Facilities
- Equity
- Traffic Congestion
What We Heard: Virtual Town Halls

**Muni Investments**
- Improvements to bus stops, including accessibility, lighting, loading, signage and amenities
- Reliability improvements
- Additional service

**Focus on Neighborhoods**
- Support for neighborhood-scale planning focused on localized transportation barriers & solutions
- Connection to land use, including mixed use neighborhoods and accommodating growth

**Slow Streets**
- Support for additional slow streets and moving away from car-centric streets
- Opposition to slow streets being closed to vehicles
- Desire for traffic calming, safety improvements, and shared roadways rather than closing streets to vehicle traffic
# What We Heard: Virtual Town Halls

## Pedestrian & Bicycle Facilities
- Protected bike lanes, additional bike parking
- Sidewalk widening
- Bikeshare / scootershare hubs

## Equity
- Consider social justice and climate goals in investments
- Modal equity (more space for people walking, biking, taking transit)
- Free Muni

## Traffic Congestion
- Concerns about traffic for those who drive as well
- Need to improve transportation system in areas experiencing residential growth
- Support for traffic management, including signal synchronization
What We Heard: Roadshow Events

- Bicycle & Pedestrian Safety
- Transit Investments
- Equity
- Better Connecting Neighborhoods
- Paratransit & Accessibility
### What We Heard: Roadshow Events

#### Bicycle & Pedestrian Safety
- Protected bike lanes, secure bike parking
- Support for quick build projects
- Improved signals, including pedestrian scrambles

#### Transit Investments
- Improve reliability, accessibility, safety and cleanliness of transit system
- Better transit access to parks and other amenities

#### Equity
- Should be at the root of new expenditure plan
- Focus investments in Equity Priority Communities
What We Heard: Roadshow Events

Better Connecting Neighborhoods

- Focus on travel between neighborhoods rather than downtown trips because travel patterns are changing

Paratransit & Accessibility

- Support for paratransit
- Need to improve accessibility, including bus stop locations for seniors and people with disabilities
Online Survey

Online survey asks about the importance of ongoing and new programs

Survey closes Feb 4: research.net/r/transportation-sales-tax
What We Heard: Online Survey

Responses to Ongoing Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Number of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muni, BART and Caltrain Transit Maintenance</td>
<td>331</td>
</tr>
<tr>
<td>Street Safety</td>
<td>332</td>
</tr>
<tr>
<td>Muni Reliability Improvements</td>
<td>329</td>
</tr>
<tr>
<td>Paratransit Service</td>
<td>333</td>
</tr>
<tr>
<td>Street Resurfacing</td>
<td>329</td>
</tr>
<tr>
<td>Transportation Demand Management</td>
<td>332</td>
</tr>
<tr>
<td>Traffic Signals</td>
<td>328</td>
</tr>
</tbody>
</table>

Number of responses as of 01/18/22

Very Important: 5
Not at all important: 1
# What We Heard: Online Survey

## Responses to New Proposed Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Number of Responses</th>
<th>Very Important</th>
<th>Not at all important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Capacity Muni, BART and Caltrain System</td>
<td>321</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Enhanced and Expanded Rail &amp; Express Bus Service*</td>
<td>318</td>
<td>4</td>
<td>2</td>
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<tr>
<td>Development-Oriented Transportation</td>
<td>321</td>
<td>5</td>
<td>1</td>
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<tr>
<td>Vision Zero Freeway Ramps</td>
<td>322</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Freeway Transformations*</td>
<td>321</td>
<td>5</td>
<td>1</td>
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<tr>
<td>Neighborhood and Equity Priority Community Planning</td>
<td>317</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

*Planning/design funds only

Number of responses as of 01/18/22
Survey Respondent Demographics

Identify as Hispanic, Latino, or Latinx:

- No 90%
- Yes 10%

Identify as (check all that apply):

- Caucasian, European, or White 57%
- East Asian 15%
- Prefer not to say 14%
- South Asian 5%
- Native American/other indigenous group 4%
- Native Hawaiian/other Pacific Islander 3%
- Black descended or African American 3%
- Other 8%

*As of 01/18/2022*
Gender Identity

- Female: 36%
- Male: 55%
- Prefer Not to Say: 7%
- Prefer to Self-Describe: 1%
- Gender Nonconforming or Non-Binary: 3%

Annual Household Income

- Less than $20,000: 10
- $20,000 to $49,999: 12
- $50,000 to $99,999: 18
- $100,000 to $149,999: 54
- $150,000 to $199,999: 34
- $200,000 to $249,999: 28
- Over $250,000: 12
- Prefer Not to Say: 2

*As of 01/18/22
What We Heard: Community Interviews

Interviews with 8 community-based organizations serving EPCs

- Transit
- Safety & Security
- Equity
- School Transportation
What We Heard: Focus Groups

Focus Groups in Spanish, Chinese, and Russian/English

Street Safety & Accessibility

Transit

Equity

Street Resurfacing

Traffic Congestion

Street Closures & Parking
## What We Heard: Overall Themes

<table>
<thead>
<tr>
<th>Transit</th>
<th>Safety &amp; Accessibility</th>
<th>Equity</th>
<th>Neighborhoods</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Improve transit reliability</td>
<td>• Primary concern for many</td>
<td>• Focus investments in Equity Priority Communities and serving people with low incomes</td>
<td>• Localize engagement and transportation solutions</td>
</tr>
<tr>
<td>• Improve customer experience, especially at bus stops</td>
<td>• Improve pedestrian &amp; bicyclist safety</td>
<td>• Multilingual outreach</td>
<td>• Better connections between neighborhoods</td>
</tr>
<tr>
<td>• Better connections</td>
<td>• Improve accessibility for seniors &amp; people with disabilities</td>
<td>• Affordability concerns</td>
<td>• Parking and congestion</td>
</tr>
<tr>
<td>• Additional service</td>
<td></td>
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</tr>
</tbody>
</table>
Schedule

• February 4: online survey closes
• February 23: Community Advisory Committee
• March 8: Transportation Authority Board
Questions?

Email: ExpenditurePlan@sfcta.org