



# Memorandum

## AGENDA ITEM 5

**DATE:** February 2, 2023  
**TO:** Transportation Authority Board  
**FROM:** Maria Lombardo - Chief Deputy Director  
**SUBJECT:** 2/14/2023 Board Meeting: Appoint One Member to the Community Advisory Committee

<p><b>RECOMMENDATION</b>   <input type="checkbox"/> Information   <input checked="" type="checkbox"/> Action</p> <p>Neither staff nor Community Advisory Committee (CAC) members make recommendations regarding CAC appointments.</p> <p><b>SUMMARY</b></p> <p>There are two open seats on the 11-member CAC, one of which requires Board action at this time. Commissioner Safai is ready to nominate a candidate (Mariko Davidson) to fill the vacancy left when the previous representative did not seek reappointment after their term expired. The current roster of CAC members is included in Attachment 1. The application for the District 11 candidate is included in Attachment 2. We note that the District 1 office is currently evaluating potential candidates to fill the other current vacancy on the CAC. Applications can be submitted through the Transportation Authority's website at <a href="http://www.sfcta.org/cac">www.sfcta.org/cac</a>.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Fund Allocation</li> <li><input type="checkbox"/> Fund Programming</li> <li><input type="checkbox"/> Policy/Legislation</li> <li><input type="checkbox"/> Plan/Study</li> <li><input type="checkbox"/> Capital Project Oversight/Delivery</li> <li><input type="checkbox"/> Budget/Finance</li> <li><input type="checkbox"/> Contract/Agreement</li> <li><input checked="" type="checkbox"/> Other: CAC Appointment</li> </ul>
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## DISCUSSION

The selection of each member is approved at-large by the Board; however the Board has had a practice of ensuring that there is one resident of each supervisorial district on the CAC. Per Section 5.2(a) of the Administrative Code, the CAC:

"...shall include representatives from various segments of the community, such as public policy organizations, labor, business, seniors, people with disabilities, environmentalists, and the neighborhoods, and reflect broad transportation interests. The committee is also intended to reflect the racial and gender diversity of San Francisco residents."



An applicant must be a San Francisco resident to be considered eligible for appointment. Applicants are asked to provide residential location and areas of interest but provide ethnicity and gender information on a voluntary basis. CAC applications are distributed and accepted on a continuous basis. CAC applications were solicited through the Transportation Authority's website, Commissioners' offices, and email blasts to community-based organizations, advocacy groups, business organizations, as well as at public meetings attended by Transportation Authority staff or hosted by the Transportation Authority. Applications can be submitted through the Transportation Authority's website at [www.sfcta.org/cac](http://www.sfcta.org/cac).

All applicants have been advised that they need to appear in person before the Board in order to be appointed, unless they have previously appeared. If a candidate is unable to appear before the Board on the first appearance, they may appear at the following Board meeting in order to be eligible for appointment.

### **FINANCIAL IMPACT**

The requested action would not have an impact on the adopted Fiscal Year 2022/23 budget.

### **CAC POSITION**

None. The CAC does not make recommendations on the appointment of CAC members.

### **SUPPLEMENTAL MATERIALS**

- Attachment 1 - CAC Roster
- Attachment 2 - CAC Application (Ms. Davidson)
- Attachment 3 - Resolution



**Attachment 1  
Updated 1.31.23**

**Community Advisory Committee Members**

NAME	GENDER	ETHNICITY*	DISTRICT	NEIGHBORHOOD	AFFILIATION / INTEREST	FIRST APPOINTED	TERM EXPIRATION
VACANT			1				
VACANT			11				
Calvin Ho	M	N/A	4	Outer Sunset	Business, Disabled, Environment, Social and racial justice, Labor, Neighborhood, Public Policy, Senior	December 2023	December 2025
Rosa Chen	F	A	3	Chinatown	Business, Disabled, Environment, Neighborhood, Public Policy, Seniors	Mar 2021	Mar 2023
Kevin Ortiz, Chair	M	H/L	9	Mission	Neighborhood, Public Policy	Dec 2019	Dec 2023
Eric Rozell	M	C	6	Tenderloin	Disabled, Neighborhood, Seniors	Jan 2022	Jan 2024
Kat Siegal	F	C	5	NP	NP	Feb 2022	Feb 2024
Sara Barz	F	C	7	Sunnyside	Business; Environment; Social and Racial Justice; Neighborhood; Public Policy	July 2022	July 2024
Najuawanda Daniels	F	AA	10	Hunters Point	Social and racial justice; Labor; Neighborhood; Public Policy	Sept 2022	Sept 2024
Rachael Ortega	F	C	8	NP	Business;Environment;Social and racial justice;Neighborhood;Public Policy	Oct 2022	Oct 2024
Jerry Levine	M	C	2	Cow Hollow	Business, Neighborhood, Public Policy	Nov 2018	Nov 2024

\*A - Asian | AA - African American | AI - American Indian or Alaska Native | C - Caucasian | H/L - Hispanic or Latino | NH - Native Hawaiian or Other Pacific Islander | ME - Middle Eastern | NP - Not Provided (Voluntary Information)



**San Francisco  
County Transportation  
Authority**

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## San Francisco County Transportation Authority

### Application for Membership on the Community Advisory Committee

<b>Mariko</b>	<b>Davidson</b>	<b>Female</b>	
FIRST NAME	LAST NAME	GENDER (OPTIONAL)	
<b>Prefer not to say</b>			
ETHNICITY (OPTIONAL)		IDENTIFY AS HISPANIC, LATINO, OR LATINX? (OPTIONAL)	
<b>District 11</b>	<b>Ingelside</b>	<b>[ redacted ]</b>	<b>[ redacted ]</b>
HOME SUPERVISORIAL DISTRICT	NEIGHBORHOOD OF RESIDENCE	HOME PHONE	HOME EMAIL
<b>[ redacted ]</b>	<b>[ redacted ]</b>	<b>[ redacted ]</b>	<b>[ redacted ]</b>
STREET ADDRESS OF HOME	CITY	STATE	ZIP
<b>[ redacted ]</b>	<b>[ redacted ]</b>	<b>[ redacted ]</b>	<b>[ redacted ]</b>
WORK SUPERVISORIAL DISTRICT	NEIGHBORHOOD OF WORKPLACE	WORK PHONE	WORK EMAIL
<b>[ redacted ]</b>	<b>[ redacted ]</b>	<b>[ redacted ]</b>	<b>[ redacted ]</b>
STREET ADDRESS OF WORKPLACE	CITY	STATE	ZIP

#### Statement of qualifications:

Mission-driven, entrepreneurial leader with 15 years of experience working in the new mobility and climate space-- including strategy, policy, operations, planning, research, and gov affairs-- for sustainable, equitable cities.

Mother of two, e-bike commuter, slow streets activist, urban planner, surfer.

#### Statement of objectives:

Improve walking and biking infrastructure across District 11 so parents and children feel safe walking and biking their children to school. We can do this by: increasing the number of Slow Streets to create a network, work with schools on "Bike Bus" programs (where kids + parents bike collectively to school), organize the bicycle community locally and get input on infrastructure improvements, advocate and enable pedestrian and cycling infrastructure programs in the district.

San Francisco County Transportation Authority  
Application for Membership on the Community Advisory Committee

**Please select all categories of affiliation or interest that apply to you:**

Environment;Neighborhood;Public Policy

**Can you commit to attending regular meetings (about once a month for the Transportation Authority CAC, or once every two to three months for project CACs):**

Not sure

By entering your name and date below, and submitting this form, you certify that all the information on this application is true and correct.

**Mariko Davidson**      **1/12/2023**

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NAME OF APPLICANT

DATE

# MARIKO MURA DAVIDSON

San Francisco, California

Experience	FORD NEXT, LLC	Sept '22 - present
	Electrification Partnerships Lead	San Francisco, California
	<ul style="list-style-type: none"><li>• <i>Partnerships</i>: Brokering commercial partnerships on EV Charging infrastructure for new business.</li><li>• <i>Product Development</i>: Leading A/B testing on in-vehicle charging software development.</li><li>• <i>Business Development</i>: Build strategic relationships with policy makers, government leaders, DOTs, MTAs, MPOs, Mayor's Offices, State entities for new business markets.</li></ul>	
	FORD MOBILITY / AUTONOMOUS VEHICLE, LLC	Jan '18 - Sept '22
	Head of Mobility Engagement - West Coast	San Francisco, California
	<ul style="list-style-type: none"><li>• <i>Gov Affairs / Strategy</i>: Led city selection process for 50+ markets; wrote regulatory assessment / reviews; led AV campaigns for pre-market enablement; developed "market engagement strategy"</li><li>• <i>Business Operations</i>: Supported establishment of new market HQs (state / local tax incentives, real estate planning, permitting, stakeholder engagement); led AV Incident Reporting Guide</li><li>• <i>Thought Leadership</i>: Internal policy memos led to company response to USDOT RFI on Transportation Equity 2021; represented Ford Mobility on speaker circuit, forums, advisories.</li><li>• <i>Business Development</i>: Built strategic relationships with policy makers, government leaders, DOTs, MTAs, MPOs, Mayor's Offices, State entities for mobility markets. Managed eight states to advance new mobility partnerships to scale, support RFPs, manage local field teams.</li></ul>	
	MICROSOFT	Aug '16 - Jan '18
	Civic Partnerships Manager	San Francisco, California
	<ul style="list-style-type: none"><li>• Sourced, structured, &amp; closed partnerships to leverage cloud technology for the public good.</li><li>• Built strategic relationships with electeds, civic leaders, non-profits, universities.</li><li>• Led new mobility data tech partnership with ITDP. Brokered LinkedIn Learning &amp; San Francisco Mayor's Office partnership. Cultivated community partners: Lighthouse for the Blind, SF Bicycle Coalition, WalkSF. External spokesperson on civic innovation, \$500K portfolio.</li></ul>	
CITY COUNCIL, CITY OF CAMBRIDGE	June – Nov '15	
Political Candidate	Cambridge, Massachusetts	
<ul style="list-style-type: none"><li>• 3rd runner up, defeated by 149 votes. Grassroots campaign on active transportation; dollar-to-vote ratio of \$17/vote (compared to \$45+/vote ave). Endorsements: Ward 6 Dems, Bike Safe Boston.</li></ul>		
COMMONWEALTH OF MASSACHUSETTS	May '14 – June '15	
Director, Open Data Initiative	Boston, Massachusetts	
<ul style="list-style-type: none"><li>• Built MassData, now the Office of Data Management &amp; Outcomes Assessment for Mass.gov. Brokered first multi-municipal data sharing partnership: Boston, Cambridge, Somerville.</li></ul>		
MAYOR'S OFFICE, CITY OF BOSTON	June – Sep '13	
Fellow, New Urban Mechanics	Boston, Massachusetts	
<ul style="list-style-type: none"><li>• Led mobility pilots leveraging maker technology for active transportation &amp; inclusive education.</li></ul>		
INSTITUTE FOR TRANSPORTATION & DEVELOPMENT POLICY (ITDP)	June - Aug '12	
Analyst	Ahmedabad, India	
<ul style="list-style-type: none"><li>• Developed Non-Motorized Transportation plan for Rajkot City. GIS mapping &amp; data visualization.</li></ul>		
EAST-WEST CENTER	March '07 – Sep '10	
Curator on Cities	Honolulu, Hawaii	
<ul style="list-style-type: none"><li>• Created Mayor's Urban Asia Dialog for city leaders in 22 countries on urban planning issues.</li></ul>		
Education	MASSACHUSETTS INSTITUTE OF TECHNOLOGY	Cambridge, Massachusetts
Master in City Planning 2013		



RESOLUTION APPOINTING MARIKO DAVIDSON TO THE COMMUNITY ADVISORY COMMITTEE OF THE SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY

WHEREAS, Section 131265(d) of the California Public Utilities Code, as implemented by Section 5.2(a) of the Administrative Code of the San Francisco County Transportation Authority, requires the appointment of a Community Advisory Committee (CAC) consisting of eleven members; and

WHEREAS, There is a vacancy on the CAC resulting from one member's term expiration in September, 2022, and

WHEREAS, At its February 14, 2023, meeting, the Board reviewed and considered all applicants' qualifications and experience and recommended appointing Mariko Davidson to serve on the CAC for a period of two years; now therefore, be it

RESOLVED, That the Board hereby appoints Mariko Davidson to serve on the CAC of the San Francisco County Transportation Authority for a two-year term; and be it further

RESOLVED, That the Executive Director is authorized to communicate this information to all interested parties.