



Memorandum

Date: 09.10.14 **RE:** Plans and Programs Committee
September 16, 2014

To: Plans and Programs Committee: Commissioners Mar (Chair), Kim (Vice Chair), Breed, Campos, Yee and Avalos (Ex Officio)

From: David Uniman – Deputy Director for Planning *D+ell.*

Through: Tilly Chang – Executive Director *TC*

Subject: **ACTION** – Recommend Appointment of One Member to the Geneva-Harney Bus Rapid Transit Community Advisory Committee

Summary

The Geneva-Harney Bus Rapid Transit (BRT) Feasibility Study is advised by a 13-member Geneva-Harvey BRT Community Advisory Committee (GHCAC). The GHCAC structure, which was approved by the Transportation Authority Board, includes five members to be appointed by the City/County Association of Governments of San Mateo County and eight members appointed by the Transportation Authority. The Transportation Authority Board previously made appointments filling its eight seats. Since that time, the GHCAC member filling the Crocker-Amazon, Excelsior, Outer Mission seat submitted his resignation due to professional and personal time commitments. We re-opened recruitment, reaching out to community groups and residents. As shown in Attachment 2, we have received applications from two candidates for the Crocker-Amazon, Excelsior, Outer Mission seat. Neither staff nor the GHCAC makes recommendations on these appointments **We are seeking a recommendation to appoint one member to the GHCAC.**

BACKGROUND

In 2012, the Transportation Authority was awarded a Caltrans Transit Planning Grant to initiate the Geneva-Harney Bus Rapid Transit (BRT) Feasibility Study (Feasibility Study), a conceptual feasibility planning and community consensus-building process to prepare the Geneva-Harney BRT project for the environmental clearance phase. The BRT corridor crosses multiple jurisdictions, with its western and eastern ends in San Francisco but its middle portions in Daly City and Brisbane. One of the Feasibility Study's tasks is to create a bi-county Geneva-Harney BRT Community Advisory Committee (GHCAC) to provide sustained input on project designs and advice on reaching the broader community.

Role of the GHCAC: The role of the GHCAC will be to advise the Transportation Authority throughout the planning process with sustained, detailed input on project designs and issues, as well as ways to reach broader community consensus. Specifically, the GHCAC will advise on:

- Study scope and objectives, particularly where prioritization, trade-offs, or other policy input is needed
- Designs for improvements as developed within the Feasibility Study, including ranges of alternatives to be generated
- Evaluation of project benefits and impacts
- Strategies to communicate project progress to stakeholders and solicit broad feedback on the project

The GHCAC will meet quarterly for the duration of the study (a period of approximately 18 months). We will continue to make periodic reports on the study to the Transportation Authority CAC.

The purpose of this memorandum is to seek a recommendation to appoint one member for the remaining San Francisco seat on the GHCAC, representing the Crocker-Amazon, Excelsior, and Outer Mission neighborhoods.

DISCUSSION

Structure: The approved GHCAC structure, which was approved by the Transportation Authority Board, includes 13 seats, five appointed by the City/County Association of Governments of San Mateo County (C/CAG) and eight by the Transportation Authority. The intent is that the individuals serving on the GHCAC will reflect a balance of specific interests, including residents, businesses, transportation system users, and advocates. The GHCAC structure is shown in Table 1 below.

Table 1. Structure for Geneva-Harney BRT Community Advisory Committee¹

REPRESENTATION	SEATS ON GHCAC	APPOINTING BODY
Neighborhood Seats (geographic)		
Bayview, Hunters Point	1	Transportation Authority*
Executive Park, Little Hollywood, Sunnydale, Visitacion Valley	2	Transportation Authority*
Crocker Amazon, Excelsior, Outer Mission	2	Transportation Authority*
Oceanview, Merced, Ingleside (OMI)	1	Transportation Authority*
Daly City	2	C/CAG
Brisbane	2	C/CAG
At-Large Seats (travel modes/interests)		
Transit Riders, Pedestrians, Cyclists, Motorists, Youth, Seniors, Businesses, the Disabled, the Environment	2	Transportation Authority*
Transit Riders, Pedestrians, Cyclists, Motorists, Youth, Seniors, Businesses, the Disabled, the Environment	1	C/CAG

*Transportation Authority Board-appointed members will each serve a two-year term.

The C/CAG Board appointed all five members in November, two representing Daly City, two representing Brisbane, and one representing San Mateo County At-Large. The Transportation Authority Board previously made appointments filling all eight of its seats. In July, one of the representatives of the two Crocker-Amazon, Excelsior, and Outer Mission neighborhoods submitted his resignation due to personal and professional time commitments, creating one additional vacant seat.

Recruitment: The second round of recruitment for the Crocker-Amazon, Excelsior, Outer Mission seat began in late July. During the month of August, we made special outreach efforts to obtain a diverse pool of candidates seeking appointment to the GHCAC, receiving two additional applications.

¹ The revised structure was approved by the Transportation Authority Board October, and the C/CAG Board in November. It includes two new at-large seats, one to be appointed by the Transportation Authority and one by C/CAG.

The initial call for applications broadly targeted San Francisco neighborhoods along the entire corridor and also targeted specific organizations and individuals with relevant interests in the Study area and in the issues encompassed by the study scope via multilingual media: directly mailing to over 7,600 addresses; advertisements posted in Muni stations, shelters, trains, and buses serving the corridor; public service announcements on SFGovTV and various social media outlets such as Facebook and Twitter; and circulated notices to email lists for various relevant studies and projects in the area.

For subsequent calls to target the Crocker-Amazon, Excelsior, and Outer Mission neighborhoods, we reissued postings on the Study website, to social media, and to relevant Study email lists, contacted community organizations and stakeholders in the Study area, and requested that Board members and partner agencies announce recruitment to their residents and constituents.

Prospective applicants were asked to go to the project website or call the project phone number to acquire an application form and/or seek any additional information.

Applicant Pool: Attachment 1 provides summary information about all GHCAC members and the two Crocker-Amazon, Excelsior, and Outer Mission applicants. The matrix contains information about each applicant's neighborhood of residence, neighborhood of employment, affiliation, and other information provided by the applicants. Attachment 2 contains their applications. Applicants were contacted to let them know about the presentation of this item at the September 16 Plans and Programs Committee meeting, as well as the opportunity to speak on behalf of their candidacy at the meeting. Applicants were informed that appearance before the Committee is strongly encouraged, but not required, for appointment. Staff provides information on applicants, but does not make recommendations on these appointments.

We are seeking a recommendation to appoint one member to the GHCAC.

ALTERNATIVES

1. Recommend appointment of one member to the GHCAC.
2. Defer action, pending additional information or further staff analysis.

CAC POSITION

None. The CAC does not make recommendations on appointments to other CACs.

FINANCIAL IMPACTS

None.

RECOMMENDATION

Recommend appointment of one member to the GHCAC.

Attachment:

1. Geneva-Harney BRT Community Advisory Committee Applicant Matrix, September 2014

Enclosure:

1. Applications

Attachment 1. Geneva-Harney BRT Community Advisory Committee Applicant Matrix, September 2014

APPLICANTS to the Geneva-Harney BRT Community Advisory Committee																
Name	Corridor Relationship / Interest Group									Affiliation(s)	Residence:		Work:		Gender	Self-Identified Group(s)
	Resident	Business	Employee	Transit	Environment	Disabled	Senior	Pedestrian	Bicycle		District	Neighborhood	District	Neighborhood		
Bayview, Hunters Point (1 seat)																
Eleanor Batiste			x			x	x			On the Level Concrete	N/A	Pittsburg, CA	10	Bayview	F	African American
Executive Park, Little Hollywood, Sunnysdale, Visitacion Valley (2 seats)																
Jignesh Desai	x				x				x	SFBC	10	Candlestick Cove (Executive Park)	6	Van Ness Civic Center	M	
Russel Morine	x									Vis Valley Connections, Vis Valley History Project, Executive Park CAC	10	Visitacion Valley / Little Hollywood			M	African American
Crocker Amazon, Excelsior, Outer Mission (2 seats)																
Matthew S. Householder	x			x				x	x	Crocker Amazon Playground Advisory Committee	11	Excelsior			M	
Aaron Goodman	x			x				x			11	Excelsior			M	
Ken Reuther	x			x			x				11	Crocker-Amazon			M	
Oceanview, Merced, Ingleside (1 vacant seat)																
Leah LaCroix	x			x						San Francisco Youth Commission, Urban Habitat	11	Ingleside			F	African American

Name	Corridor Relationship / Interest Group									Affiliation(s)	Residence:		Work:		Gender	Self-Identified Group(s)
	Resident	Business	Employee	Transit	Environment	Disabled	Senior	Pedestrian	Bicycle		District	Neighborhood	District	Neighborhood		
San Francisco County At-Large (2 seats) – appointed by Board in October 2013																
Fran Martin	x						x			Vis Valley Greenway, Vis Valley Planning Alliance	10	Visitacion Valley	10	Visitacion Valley	F	
Erick Orantes	x			x							10	Little Hollywood	6	Civic Center	M	Spanish speaking, Latino
Daly City (2 seats)																
(appointed by C/CAG)																
(appointed by C/CAG)																
Brisbane (2 seats)																
(appointed by C/CAG)																
(appointed by C/CAG)																
San Mateo County At-Large (1 seat)																
(appointed by C/CAG)																