





Memorandum

Date: 01.09.14 **RE:** Plans and Programs Committee
January 14, 2014

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

From: Elizabeth Sall – Interim Deputy Director for Planning 

Through: Tilly Chang – Executive Director 

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

Summary

The Transportation Authority Board approved a structure for the eleven-member Geneva-Harney Bus Rapid Transit (BRT) Community Advisory Committee (GHCAC) in July 2013, with an amendment in October 2013 to add one At-Large seat each from San Francisco county and San Mateo county. The revised structure includes five members to be appointed by the City/County Association of Governments of San Mateo County (C/CAG) and eight members appointed by the Transportation Authority, for a total 13-member committee. The Board appoints the San Francisco seats. Staff provides information on applicants but does not make recommendations on these appointments. The Transportation Authority Board already made appointments filling seven of its eight seats, leaving just the Bayview-Hunters Point seat to be filled by a San Francisco resident. We held the recruitment deadline open, reaching out to community groups, residents, and confirming interest of existing applicants. As shown in Attachment 2, we have received applications for two candidates for the remaining Bayview-Hunters Point seat. Following our recruitment activities for the Bayview-Hunters Point seat, the CAC member representing Oceanview, Merced, and Ingleside submitted his resignation. We did not receive any additional applicants with a residence or workplace in these neighborhoods during the recruitment process, and have re-initiated recruitment activities. **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 Bus Rapid Transit (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. The Feasibility Study represents a collaboration between San Francisco and San Mateo agencies; including the City/County Association of Governments of San Mateo County (C/CAG).

One of the Feasibility Study's tasks is to create a 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.

In July 2013, through approval of Resolution 14-16, the Transportation Authority Board established the structure of a Community Advisory Committee for the Feasibility Study of BRT in the Geneva-Harney corridor. Since the corridor traverses both San Francisco and San Mateo Counties, the GHCAC will be a bi-county committee comprised of seven members representing San Francisco County and four members representing San Mateo County. The Transportation Authority Board appoints the San Francisco seats. Through actions in September and October 2013, the Board appointed seven of the eight San Francisco members.

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 Bayview-Hunters Point neighborhood.

DISCUSSION

Structure: The approved GHCAC structure includes 13 seats, five appointed by 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 revised 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, Sunnyside, 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 Seat (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.*

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 C/CAG Board appointed all five members in November, two representing Daly City, two representing Brisbane, and one representing San Mateo County At-Large. As shown in Attachment 1, the Transportation Authority Board already made appointments filling seven of its eight seats, leaving just the Bayview-Hunters Point seat. Following the recruitment activities described below, the representative for the Oceanview, Merced, and Ingleside neighborhood submitted his resignation, creating one additional vacant seat.

Recruitment: The first round of recruitment began in August and was re-opened in September, both solicit more applicants in specific neighborhood groups for the San Francisco seats and to ensure a diversity of applicants across gender, ethnicity, and interests. From October to November, we made special outreach efforts to obtain a diverse pool of candidates seeking appointment to the GHCAC, receiving four additional applications. With two seats filled in September and five seats in October, the Board continued appointment of the Bayview-Hunters Point seat, and staff held recruitment open.

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 SFGTV 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 specific 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. For the most recent round of recruitment, we also contacted community organizations and stakeholder groups directly, and made announcements during the first GHCAC meeting in December.

Applicant Pool: Attachment 1 provides summary information about all GHCAC members and the two Bayview-Hunters Point applicants who were not appointed in the initial rounds. We did not receive an application for the vacant Oceanview, Mercedm and Ingleside seat, and have re-initiated recruitment activities. The matrix contains information about each applicant's neighborhood of residence, neighborhood of employment, affiliation, and other information provided by the applicants. Applicants were contacted to let them know about the presentation of this item at the January 14 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 other CACs or appointments to those committees.

FINANCIAL IMPACTS

None.

RECOMMENDATION

Recommend appointing one member to the GHCAC.

Attachment:

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

Enclosure:

1. Applications

Attachment 1. Geneva-Harney BRT Community Advisory Committee Applicant Matrix, January 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 vacant seat)																
Eleanor Batiste			x			x	x			On the Level Concrete	N/A	Pittsburg, CA	10	Bayview	F	African American
Yolanda Jones	x	x								Yolanda's Construction and Traffic Control, Inc.	10	Bayview / Hunters Point	10	Bayview / Hunters Point	F	African American
Winifred Montgomery	x		x		x					Lick-Wilmerding High School teacher, CCSF student	10	Bayview (Heights-lower)	7	Ingleside	F	
Executive Park, Little Hollywood, Sunnydale, 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	
Tom Kirvin	x	x		x						Excelsior Action Group	11	Excelsior			M	
Oceanview, Merced, Ingleside (1 vacant seat)																
<i>Vacant</i>																

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)																