



# Memorandum

**Date:** 05.05.14 **RE:** Plans and Programs Committee  
May 13, 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 *DUE*

**Through:** Tilly Chang – Executive Director *TChang*

**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 and San Mateo counties. The revised structure 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, for a total 13-member committee. Staff provides information on applicants but does not make recommendations on these appointments. The Transportation Authority Board made appointments filling its eight seats. Since that time, the GHCAC member representing Oceanview, Merced, and Ingleside (OMI) submitted his resignation due to a conflict of interest arising from a newly accepted employment opportunity. 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 OMI seat. **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. 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 for the GHCAC. 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 Ocean, Merced, and Ingleside (OMI) neighborhoods.

## 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 Committee<sup>1</sup>**

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.*

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

<sup>1</sup> 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.

Board made appointments filling all eight of its seats. In February, the representative for the OMI neighborhood submitted his resignation due to a conflict of interest arising from a newly accepted employment opportunity, creating one additional vacant seat.

**Recruitment:** The second round of recruitment for the OMI seat began in February. From February to April, we made special outreach efforts to obtain a diverse pool of candidates seeking appointment to the GHCAC, receiving two additional applications. 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 OMI 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 OMI applicants. 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 May 13 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.

Attachments:

1. Geneva-Harney BRT Community Advisory Committee Applicant Matrix, May 2014
2. Applications

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

<b>APPLICANTS to the Geneva-Harney BRT Community Advisory Committee</b>																
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		
<b>Bayview, Hunters Point (1 seat)</b>																
Eleanor Batiste			x			x	x			On the Level Concrete	N/A	Pittsburg, CA	10	Bayview	F	African American
<b>Executive Park, Little Hollywood, Sunnysdale, Visitacion Valley (2 seats)</b>																
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
<b>Crocker Amazon, Excelsior, Outer Mission (2 seats)</b>																
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	
<b>Oceanview, Merced, Ingleside (1 vacant seat)</b>																
Leah LaCroix	x			x						San Francisco Youth Commission, Urban Habitat	11	Ingleside			F	African American
Alexander Mullanry	x									Ingleside Light, Geneva Car Barn and Powerhouse Board, Ocean Avenue Association,	7	Ingleside				

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		
<b>San Francisco County At-Large (2 seats) – appointed by Board in October 2013</b>																
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
<b>Daly City (2 seats)</b>																
(appointed by C/CAG)																
(appointed by C/CAG)																
<b>Brisbane (2 seats)</b>																
(appointed by C/CAG)																
(appointed by C/CAG)																
<b>San Mateo County At-Large (1 seat)</b>																
(appointed by C/CAG)																



## Geneva-Harney Bus Rapid Transit (BRT) Feasibility Study Community Advisory Committee (GHCAC)

### Application for Membership

The Authority seeks to fill vacancies for member seats representing the Bayview, Hunters Point, Crocker Amazon, Excelsior, Outer Mission, Oceanview, Merced, and Ingleside neighborhoods. Seats representing Brisbane and Daly City are being filled by the respective cities.

#### Applications are due at the Authority's offices by 5 PM on Friday, February 28, 2014.

Options for submitting this application are provided at the end of the form.

COMPLETE FORM, PRINT, SIGN, AND FAX, EMAIL OR MAIL. PLEASE TYPE OR PRINT LEGIBLY.

IF USING ADOBE ACROBAT TO COMPLETE THE FORM, SAVE TO A NEW FILE NAME BEFORE BEGINNING.  
IF USING ACROBAT READER, YOU CAN ONLY PRINT, NOT SAVE.

#### CONTACT INFORMATION AND PLACE OF RESIDENCE

NAME: Leah LaCroix

HOME ADDRESS: 194 Jules Avenue

CITY/STATE/ZIP: San Francisco, Ca 94112

HOME SUPERVISORIAL DISTRICT: 11

NEIGHBORHOOD OF RESIDENCE: Ingleside (OMI)

HOME PHONE: 415-866-7544

EMAIL ADDRESS: ycleahlacroix@gmail.com

#### PLACE OF WORK (IF APPLICABLE)

WORK/BUSINESS ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

WORK SUPERVISORIAL DISTRICT: \_\_\_\_\_

NEIGHBORHOOD OF WORKPLACE: \_\_\_\_\_

WORK PHONE (IF APPLICABLE): \_\_\_\_\_

If you work along the Geneva-Harney Corridor, are you:

(PLEASE CHECK ONE)

BUSINESS OWNER  MANAGER  EMPLOYEE

#### QUALIFICATIONS AND INTEREST

Can you commit to attending regular meetings (about once every two or three months)? Yes

Relationship to the Geneva-Harney Corridor (e.g., transit rider, cycling advocate, pedestrian advocate, environmental advocate, business owner, student, resident, etc.):

Transit rider, neighborhood resident, student (SFSU)

#### OPTIONAL INFORMATION

Gender: Female

Are you a member of an underrepresented community (for example, seniors, disability community, language or ethnic group)? If so, please specify which group:

African-American

(please continue on to the next page)

**Geneva-Harney Bus Rapid Transit (BRT) Feasibility Study Community Advisory Committee (GHCAC)**  
**Application for Membership, *continued***

**SUMMARY STATEMENT**

Please provide a short summary statement of your qualifications for membership. You may attach a resume. Please limit your attachment to no more than three pages.

I believe I am imminently qualified to serve on this Community Advisory Committee. I served on the San Francisco Youth Commission from 2009-2012 and part of my tenure was as Chair. One of my signature projects was to plan and initiate the Free MUNI for Youth program. In addition, I am a Urban Studies & Planning Student at San Francisco University and I am currently a Fellow at Urban Habitat through the Boards & Commission Leadership Institute (BCLI).

I want to combine my passion for transit effectiveness with my formal education along with my experiences as a daily transit ride and resident of the OMI to help shape the Geneva-Harney BRT Feasibility Study in a meaningful way.

Please see attached resume.

**GOALS AND OBJECTIVES**

Please provide a short statement about your objectives and goals if you are accepted for membership on the Geneva-Harney Bus Rapid Transit Feasibility Study CAC (GHCAC).

In the past 12 years, I've lived along the border of both San Mateo and San Francisco counties. As an OMI resident and my personal connections with residents of the area, I believe I'm intimately acquainted with the desires of both the student and neighborhood resident communities and I have received input from both about this issue. If accepted as a member of the Geneva-Harney BRT CAC, my goal would be to ensure the project receives ample input from young people, students and neighborhood residents. Additionally, I want to help ensure the efficiency and effectiveness of the GH Feasibility Study through its application to help create a viable transit connection for the identified neighborhoods. The successful evaluation of this project is sorely needed and I personal know that neighborhood residents feel the same. My trainings through the Urban Habitat's Boards and Commissions Leadership Institute (BCLI) has enhanced my the qualities and skill sets as an equity advocate as well as a community leader. As a member of the Geneva-Harney BRT CAC, I am confident I can help enhance the group dialogue regarding this feasibility study.

Thank you for your consideration.



**COMPLETED APPLICATIONS SHOULD BE SUBMITTED TO THE AUTHORITY AT THE FOLLOWING ADDRESS:**

San Francisco County Transportation Authority  
Attn.: Geneva-Harney BRT Feasibility Study CAC Recruitment  
1455 Market Street, 22nd Floor  
San Francisco, CA 94103

Applications may also be submitted via fax to 415.522.4829 or emailed to [genevabrt@sfcta.org](mailto:genevabrt@sfcta.org). Applications are due Friday, February 28, 2014, at 5 PM.

**PRIVACY NOTICE AND SIGNATURE**

Please note that the information you include in this application, and resumes and other material provided in connection with it, will be made available to the public. If you do not want a home address, telephone number, e-mail address, or fax number disclosed, please indicate that fact in the space below the signature line. The information will be redacted from the publicly available copies. Where residence is relevant, a portion of the address (such as street name and zip code) may be disclosed.

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

I DO NOT WISH MY HOME ADDRESS, TELEPHONE NUMBER, EMAIL ADDRESS, OR FAX NUMBER DISCLOSED

# Leah LaCroix

194 Jules Ave • San Francisco, Ca 94112  
Phone: (415)866-7544 • E-Mail: ycleahlacroix@gmail.com



## Experience

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- Fellow** **9/2013 -Present**  
**2013-2014 cohort, Boards and Commissions Leadership Institute (BCLI), Urban Habitat**  
Participating in trainings addressing regional policy concerns such as transportation, health equity, and housing. Additionally, received trainings on media advocacy, parliamentary procedure, and political power-mapping.
- Vice President** **7/2013 -Present**  
**Political Science Student Association, San Francisco State University**  
Executive Board member and Administrator of management tasks for PSSA.
- Appointed Delegate** **2/2013 -Present**  
**Democratic State Central Committee**  
Serving as the elected representative of California's 19<sup>th</sup> Assembly district to the 2013 and 2014 DSCC meetings.
- Vice President of Programs** **5/2012 – Present**  
**Black Young Democrats of San Francisco, San Francisco, CA**  
Founding Executive Board member and coordinator of events and programs for BYDSF.
- Commission Chair / Committee Chair / Commissioner** **8/2009 – 8/2012**  
**San Francisco Youth Commission, San Francisco, CA**  
Appointed to 3 one-year terms by Mayor Gavin Newsom and Mayor Edwin M. Lee. Duties include providing comment and recommendation to the Mayor and Board of Supervisors on proposed legislation affecting young people, identifying and addressing the unmet needs of youth in San Francisco, facilitating commission and committee meetings, and being the spokesperson for the Youth Commission.
- Contributions:
- Served as Chair of the Planning, Land Use, and City Services Committee (2009-2010 term).
  - Wrote legislation exploring youth transportation access and affordability, which has led to the establishment of the Youth Lifeline fast pass program for low-income San Francisco Unified School District students, and subsequently free MUNI for low income youth, a 22 month pilot program providing free transit access for low-income San Francisco youth residents.
  - Regularly interacted with the Mayor staff, members of the Board of Supervisors, their staff, and various department officials.
  - Worked in partnership with Department of Children Youth and their Families (DCYF) Youth Empowerment Fund (YEF) staff to successfully plan, facilitate, and execute Youth Advocacy Day and other youth empowerment and engagement events.
- Intern** **10/2008 - 6/2009**  
**YouthWorks, San Francisco, CA**  
Intern for Supervisor Geraldo Sandoval (District 11) until December 2009. Intern for DCYF's YouthVote initiative, an student survey and mock-election distributed to over 8,000 SFUSD High School students striving to make civic engagement and government relevant and accountable to young people. Reported to Legislative Aides and the YouthVote Director for tasks.

## Education

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- San Francisco State University** **August 2009-Present**  
B.A. in Urban Studies and Planning  
B.A. in Political Science
- Conference of Minority Transportation Officials (COMTO) of Northern California 2011 Rosa Parks Scholar \*Highest Honor
  - Dean's List: College of Behavioral and Social Sciences (2009-10 academic year)

*References Available Upon Request*





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HOME PHONE: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

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WORK PHONE (IF APPLICABLE): \_\_\_\_\_

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(PLEASE CHECK ONE)

BUSINESS OWNER      MANAGER      EMPLOYEE

### QUALIFICATIONS AND INTEREST

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Relationship to the Geneva-Harney Corridor (e.g., transit rider, cycling advocate, pedestrian advocate, environmental advocate, business owner, student, resident, etc.):

\_\_\_\_\_

### OPTIONAL INFORMATION

Gender: \_\_\_\_\_

Are you a member of an underrepresented community (for example, seniors, disability community, language or ethnic group)? If so, please specify which group:

\_\_\_\_\_

**Geneva-Harney Bus Rapid Transit (BRT) Feasibility Study Community Advisory Committee (GHCAC)**  
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