

OFFICE OF THE MAYOR  
SAN FRANCISCO



LONDON N. BREED  
MAYOR

## Notice of Nomination of Appointment

August 31, 2018

Honorable Board of Supervisors:

Pursuant to Charter, Section 8A.102 of the City and County of San Francisco, I make the following nomination:

**Amanda Eaken**, for appointment to the San Francisco Municipal Transportation Board of Directors for the unexpired portion of a four year term ending March 1, 2019.

I am confident that Ms. Eaken will serve our community well. Attached are her qualifications to serve, which demonstrate how her appointment represents the communities of interest, neighborhoods, and diverse populations of the City and County of San Francisco.

I encourage your support and am pleased to advise you of this appointment nomination.

A handwritten signature in blue ink that reads "London Breed".

London N. Breed  
Mayor

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2018 AUG 31 AM 10:26  
BY ew

## Amanda M. Eaken, MCP

## Natural Resources Defense Council

Amanda Eaken is Director of Transportation and Climate in the Healthy People, Thriving Communities Program at the Natural Resources Defense Council. In 2008, Ms. Eaken was instrumental in passage of the nation's first law to connect transportation, land use, and climate change, Senate Bill 375 (Steinberg). She was appointed by the California Air Resources Board to serve on the Regional Targets Advisory Committee to review global data on the potential for land use and transportation planning and policy to reduce vehicle miles traveled and greenhouse gas emissions, and successfully built consensus among diverse stakeholders to set ambitious GHG targets for Round 1 SB 375 implementation in 2010.

She has worked across the state advising cities and metropolitan planning organizations on the creation of Sustainable Communities Strategies to achieve their GHG targets, as well as continued to advocate for legislative change to eliminate barriers to SCS implementation. One of her most important legislative victories was drafting and passage of Senate Bill 743 (Steinberg, 2013) to eliminate automobile delay, defined as Level of Service (LOS), from the California Environmental Quality Act (CEQA). By prioritizing the movement of automobiles as the primary metric for transportation impact analysis under CEQA, LOS has for decades stood as a barrier to the creation of transit-oriented, infill housing development, and prevented or delayed the creation of safe infrastructure for walking, cycling and transit.

Ms. Eaken established herself as an early leader in the shared-use mobility sector when she conceptualized *Live.Ride.Share: SoCal's Emerging Mobility Marketplace*, Southern California's first conference to examine shared-use mobility in February 2015. She is partnering with UC Berkeley's Transportation Sustainability Research Center to lead a first-of-its-kind climate impacts analysis of the Transportation Network Companies Lyft and Uber. The study will document vehicle ownership, VMT/GHG, and mode shift impacts of TNCs in three cities.

Ms. Eaken is also a strong advocate for the creation of transit-oriented housing as a core component of sustainable, equitable communities. She was part of a coalition of affordable housing, equity, labor, and local government organizations that worked towards the passage of an unprecedented statewide affordable housing package in 2017, and in 2018 worked with Senator Scott Wiener's office to try to create more opportunities for housing development near transit through her organization's support for SB 827.

Since June 1, 2018, she has been honored to serve as Director of Transportation for the Bloomberg American Cities Climate Challenge, a \$ 70 Million, 2.5-year initiative to support 20 US cities to go further, faster on climate action.

### Professional Experience

- Director of Transportation and Climate, Natural Resources Defense Council, SF, CA 2015 – Present
- Deputy Director, Urban Solutions Program, Natural Resources Defense Council, SF, CA 2013-2015
- Transportation Policy Analyst, Natural Resources Defense Council, San Francisco, CA 2007 – 2013
- Affordable Housing Developer, Citizens Housing Corporation, San Francisco, CA 2005 - 2007
- Founder and Steering Committee Member, ClimatePlan, Statewide Coalition of Equity, Land Use, Health, and Transportation Groups working to implement SB 375, 2007-2017
- Research Associate, Innovative Mobility Research, California Partners for Advanced Transit and Highways (PATH), University of California, Berkeley, 2003-2005
- Project Director, Rails-to-Trails Conservancy, San Francisco, CA, 2000-2003

### Relevant Awards, Recognition

- Recruited to serve as the Cornish Chair in Regional Planning, to teach graduate level urban planning courses at the University of California, Berkeley's Department of City and Regional Planning, 2018
- Next City Vanguard, Selected one of 40 National Urban Leaders for Urban Design Challenge, 2014
- San Francisco Business Times Forty Under 40 Emerging Bay Area Leaders Award, 2013
- President's Sustainability Leadership Award, Southern California Association of Governments, 2013
- Participated as a TEDx Speaker for Global Cities Day, 2012

### Relevant Expertise:

- ◆ Transportation Planning and Policy
- ◆ Transit-oriented, Infill Housing Development
- ◆ Affordable Housing
- ◆ Transportation Demand Management
- ◆ Climate Change Policy
- ◆ Land Use Planning and Policy
- ◆ Regional Planning
- ◆ Stakeholder outreach, community engagement

Years of Experience: 18

### Education:

Master of City Planning,  
College of Environmental  
Design, University of  
California, Berkeley (2005)  
B.A., Environmental and  
Evolutionary Biology,  
Dartmouth College (1999)

**STATEMENT OF ECONOMIC INTERESTS**  
**COVER PAGE**

Date Initial Filing Received  
 Official Use Only

Please type or print in ink.

NAME OF FILER (LAST) (FIRST) (MIDDLE)  
 Eaken Amanda Martin

**1. Office, Agency, or Court**

Agency Name (Do not use acronyms)  
 San Francisco Municipal Transportation Agency  
 Division, Board, Department, District, if applicable Your Position  
 Director

► If filing for multiple positions, list below or on an attachment. (Do not use acronyms)

Agency: \_\_\_\_\_ Position: \_\_\_\_\_

**2. Jurisdiction of Office (Check at least one box)**

State  Judge or Court Commissioner (Statewide Jurisdiction)  
 Multi-County \_\_\_\_\_  County of San Francisco  
 City of San Francisco  Other \_\_\_\_\_

**3. Type of Statement (Check at least one box)**

Annual: The period covered is January 1, 2017, through December 31, 2017.  
 -or- The period covered is \_\_\_\_\_ through December 31, 2017.  
 Assuming Office: Date assumed \_\_\_\_\_  
 Candidate: Date of Election \_\_\_\_\_ and office sought, if different than Part 1: \_\_\_\_\_  
 Leaving Office: Date Left \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ (Check one)  
 The period covered is January 1, 2017, through the date of leaving office.  
 -or-  
 The period covered is \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_, through the date of leaving office.

**4. Schedule Summary (must complete) ► Total number of pages including this cover page: 3**

**Schedules attached**

Schedule A-1 - Investments - schedule attached  Schedule C - Income, Loans, & Business Positions - schedule attached  
 Schedule A-2 - Investments - schedule attached  Schedule D - Income - Gifts - schedule attached  
 Schedule B - Real Property - schedule attached  Schedule E - Income - Gifts - Travel Payments - schedule attached

-or-

None - No reportable interests on any schedule

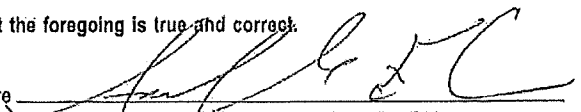
**5. Verification**

MAILING ADDRESS STREET CITY STATE ZIP CODE  
 (Business or Agency Address Recommended - Public Document)  
 \_\_\_\_\_ San Francisco CA 94104  
 DAYTIME TELEPHONE NUMBER E-MAIL ADDRESS  
 \_\_\_\_\_ \_\_\_\_\_

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information contained herein and in any attached schedules is true and complete. I acknowledge this is a public document.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date Signed August 29, 2018  
 (month, day, year)

Signature   
 (file the originally signed statement with your filing official.)

**SCHEDULE C**  
**Income, Loans, & Business**  
**Positions**  
 (Other than Gifts and Travel Payments)

**CALIFORNIA FORM 700**  
 FAIR POLITICAL PRACTICES COMMISSION

Name  
 Amanda M.Eaken

**1. INCOME RECEIVED**

NAME OF SOURCE OF INCOME  
 EHDD Architecture

ADDRESS (Business Address Acceptable)  
 500 Treat Avenue, # 201, SF CA 94110

BUSINESS ACTIVITY, IF ANY, OF SOURCE  
 Architectural Services

YOUR BUSINESS POSITION  
 Spouse is Associate Principal

GROSS INCOME RECEIVED  No Income - Business Position Only  
 \$500 - \$1,000  \$1,001 - \$10,000  
 \$10,001 - \$100,000  OVER \$100,000

CONSIDERATION FOR WHICH INCOME WAS RECEIVED  
 Salary  Spouse's or registered domestic partner's income  
 (For self-employed use Schedule A-2.)

Partnership (Less than 10% ownership. For 10% or greater use  
 Schedule A-2.)

Sale of \_\_\_\_\_  
 (Real property, car, boat, etc.)

Loan repayment

Commission or  Rental Income, list each source of \$10,000 or more  
 \_\_\_\_\_  
 (Describe)

Other \_\_\_\_\_  
 (Describe)

**1. INCOME RECEIVED**

NAME OF SOURCE OF INCOME  
 NRDC

ADDRESS (Business Address Acceptable)  
 40 West 20th Street, New York, NY 10011

BUSINESS ACTIVITY, IF ANY, OF SOURCE  
 Environmental Advocacy Organization

YOUR BUSINESS POSITION  
 Director of Transportation and Climate

GROSS INCOME RECEIVED  No Income - Business Position Only  
 \$500 - \$1,000  \$1,001 - \$10,000  
 \$10,001 - \$100,000  OVER \$100,000

CONSIDERATION FOR WHICH INCOME WAS RECEIVED  
 Salary  Spouse's or registered domestic partner's income  
 (For self-employed use Schedule A-2.)

Partnership (Less than 10% ownership. For 10% or greater use  
 Schedule A-2.)

Sale of \_\_\_\_\_  
 (Real property, car, boat, etc.)

Loan repayment

Commission or  Rental Income, list each source of \$10,000 or more  
 \_\_\_\_\_  
 (Describe)

Other \_\_\_\_\_  
 (Describe)

**2. LOANS RECEIVED OR OUTSTANDING DURING THE REPORTING PERIOD**

\* You are not required to report loans from commercial lending institutions, or any indebtedness created as part of a retail installment or credit card transaction, made in the lender's regular course of business on terms available to members of the public without regard to your official status. Personal loans and loans received not in a lender's regular course of business must be disclosed as follows:

NAME OF LENDER\* \_\_\_\_\_

ADDRESS (Business Address Acceptable) \_\_\_\_\_

BUSINESS ACTIVITY, IF ANY, OF LENDER \_\_\_\_\_

HIGHEST BALANCE DURING REPORTING PERIOD  
 \$500 - \$1,000  
 \$1,001 - \$10,000  
 \$10,001 - \$100,000  
 OVER \$100,000

INTEREST RATE \_\_\_\_\_ %  None

TERM (Months/Years) \_\_\_\_\_

SECURITY FOR LOAN  
 None  Personal residence

Real Property \_\_\_\_\_  
 Street address \_\_\_\_\_  
 City \_\_\_\_\_

Guarantor \_\_\_\_\_

Other \_\_\_\_\_  
 (Describe)

Comments: \_\_\_\_\_



**SCHEDULE E**  
**Income – Gifts**  
**Travel Payments, Advances,**  
**and Reimbursements**

Name  
 Amanda M. Eaken

- Mark either the gift or income box.
- Mark the "501(c)(3)" box for a travel payment received from a nonprofit 501(c)(3) organization or the "Speech" box if you made a speech or participated in a panel. These payments are not subject to the gift limit, but may result in a disqualifying conflict of interest.
- For gifts of travel, provide the travel destination.

▶ NAME OF SOURCE (Not an Acronym)  
 California Foundation on Environment and Economy  
 ADDRESS (Business Address Acceptable)  
 Pier 35, Suite 202  
 CITY AND STATE  
 San Francisco, CA 94133

501 (c)(3) or DESCRIBE BUSINESS ACTIVITY, IF ANY, OF SOURCE

DATE(S): 10 / 6 / 17 - 10 / 18 / 17 AMT: \$ 5042.33  
 (If gift)

▶ MUST CHECK ONE:  Gift -or-  Income

Made a Speech/Participated in a Panel

Other - Provide Description  
 Joined study trip as transportation/environment expert

▶ If Gift, Provide Travel Destination  
 UK, Finland

▶ NAME OF SOURCE (Not an Acronym)

ADDRESS (Business Address Acceptable)

CITY AND STATE

501 (c)(3) or DESCRIBE BUSINESS ACTIVITY, IF ANY, OF SOURCE

DATE(S): \_\_\_\_/\_\_\_\_/\_\_\_\_ - \_\_\_\_/\_\_\_\_/\_\_\_\_ AMT: \$\_\_\_\_  
 (If gift)

▶ MUST CHECK ONE:  Gift -or-  Income

Made a Speech/Participated in a Panel

Other - Provide Description \_\_\_\_\_

▶ If Gift, Provide Travel Destination \_\_\_\_\_

▶ NAME OF SOURCE (Not an Acronym)

ADDRESS (Business Address Acceptable)

CITY AND STATE

501 (c)(3) or DESCRIBE BUSINESS ACTIVITY, IF ANY, OF SOURCE

DATE(S): \_\_\_\_/\_\_\_\_/\_\_\_\_ - \_\_\_\_/\_\_\_\_/\_\_\_\_ AMT: \$\_\_\_\_  
 (If gift)

▶ MUST CHECK ONE:  Gift -or-  Income

Made a Speech/Participated in a Panel

Other - Provide Description \_\_\_\_\_

▶ If Gift, Provide Travel Destination \_\_\_\_\_

▶ NAME OF SOURCE (Not an Acronym)

ADDRESS (Business Address Acceptable)

CITY AND STATE

501 (c)(3) or DESCRIBE BUSINESS ACTIVITY, IF ANY, OF SOURCE

DATE(S): \_\_\_\_/\_\_\_\_/\_\_\_\_ - \_\_\_\_/\_\_\_\_/\_\_\_\_ AMT: \$\_\_\_\_  
 (If gift)

▶ MUST CHECK ONE:  Gift -or-  Income

Made a Speech/Participated in a Panel

Other - Provide Description \_\_\_\_\_

▶ If Gift, Provide Travel Destination \_\_\_\_\_

Comments: \_\_\_\_\_