

File No. 140136

Committee Item No. 6

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Rules

Date February 20, 2014

Board of Supervisors Meeting

Date _____

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input type="checkbox"/> | <input type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Application |
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Completed by: Alisa Miller Date February 13, 2014

Completed by: _____ Date _____



**Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-7714**

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Market + Octavia CAE

Seat # or Category (If applicable): Renter #1 District: 8

Name: KRUTE SINGA

Home Address: DOLORES STREET Zip: 94103

Home Phone: _____ Occupation: Planner

Work Phone: 415-355-3734 Employer: CITY and COUNTY of SAN FRANCISCO

Business Address: 1455 Market St. Zip: 94103

Business E-Mail: krute.singa@sfgov.org Home E-Mail: _____

Pursuant to Charter Section 4.101 (a)2, Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Registered voter in San Francisco: Yes No If No, where registered: _____

Resident of San Francisco Yes No If No, place of residence: _____

Pursuant to Charter section 4.101 (a)1, please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

Please see attached.

Business and/or professional experience:


Please see attached.

Civic Activities:

Please see attached.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made. (*Applications must be received 10 days before the scheduled hearing.*)

Date: 12/16/13 Applicant's Signature: (required) 

Please Note: Your application will be retained for one year. Once Completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:
Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

Krute Singa

Market Octavia Area Plan

Application for the Community Advisory Committee

Pursuant to Charter section 4.101 (a)1, please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

My qualifications for participating in the Market Octavia Community Advisory Committee are derived from my professional and personal experience. Professionally, my urban planning background has provided the skills to grasp and evaluate the Market Octavia project concepts and challenges. This enables me to provide objective and constructive oversight and guidance. As the attached resume further details, I have held a variety of transportation planning positions, both public and private, primarily in San Francisco. Through these positions, I gained experience with the city's political structure and have worked with a variety of city, regional and state agencies, as well as stakeholder groups and citizens directly, understanding their roles, relationships and concerns.

I am a native of San Francisco and have rented an apartment in the Market/Octavia area for the last nine years (I grew up in the Fisherman's Wharf area). As San Francisco is my hometown, I am committed to maintaining the historic nature of city neighborhoods and advancing cost-effective and creative urban and transportation projects that enhance the livability, economy and safety of the Market Octavia area in particular. Being a young woman of Indian heritage, I also bring diversity in terms of perspective and to the CAC body as well.

Business and/or professional experience:

I have over ten years professional experience in transportation planning. In my current position at the San Francisco Department of the Environment, I manage a suite of programs that work with businesses, employees, families and residents to reduce drive alone trips, and increase the rate of walking, biking, taking transit and ridesharing. Through this position, I have been able to interact with our target populations directly and understand their concerns regarding transportation and economic development.

Civic Activities:

I have occupied the renter seat for the Market Octavia CAC for the past two years. I have also served as the vice-chair for Committee for the entire length of time.

Krute Singa

Relevant Work Experience

SAN FRANCISCO DEPARTMENT OF THE ENVIRONMENT 2011-Present
Manager –Transportation Demand Management Program San Francisco, CA

- Manager for the Transportation Demand Management Program:
 - Perform research and critical analysis of transportation demand management and alternative fuel projects
 - Implement trip-reduction programs and promotions for CCSF employees and San Francisco residents/employers
 - Manage the Commuter Benefit Program (pre-tax transit and vanpool benefit) for City and County of San Francisco employees and oversee outreach to the private sector to implement San Francisco's TDM Ordinance
 - Develop and manage the San Francisco Emergency Ride Home Program
 - Manage city bike programs, provide access and outreach to encourage bike use to work
 - Coordinate with local and regional organizations on TDM-and transportation planning-related projects and events
 - Write and secure grants for the Clean Transportation Program
 - Train and supervise staff

CALIFORNIA CENTER FOR INNOVATIVE TRANSPORTATION 2009-2011
Senior Transportation Analyst Berkeley, CA

- Responsible and accountable for the coordinated management of multiple transportation and ITS projects:
 - Exploring deployment issues for electric vehicle infrastructure, including policies to streamline permitting, provide incentives, establish interoperability between various charging technologies and create partnerships.
 - Evaluating the feasibility of privately-provided commuter bus systems in a regional transportation system.
 - Examining methods and standards for acquiring third party traffic data for real-time traveler information and systems management.
 - Developing a regional smart parking toolkit and deployment plan in the San Diego region to encourage modal shift.
 - Partnering with small urban and rural transit agencies to demonstrate low-cost, open-standard transit management systems as part of Caltrans' Efficient Deployment of Advanced Public Transportation Systems (EDAPTS) project.
 - Analyzing enforcement technologies and policies on the expanded San Diego I-15 HOT/Managed Lane facility for both SOVs and HOVs, including self declaration and fully automated systems.
 - Creating roadmap for Caltrans to leverage existing projects and develop real-time, multi-modal traveler information and management systems throughout the state.
- Building credibility, establishing rapport and maintaining communication with stakeholders at multiple levels, including those external to the organization.
- Coordinating project plans with other project leaders, city, regional and state departments, community groups, and other organizations and agencies.
- Defining and initiating projects, and supervising completion of project tasks by staff, while working to ensure the ultimate success and acceptance of the project within allotted schedule and budget.
- Engaging in strategic planning to grow the organization.

SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY

2007-2008

Planning Analyst

San Francisco, CA

- Managed project tasks and designed studies to analyze project impacts:
 - Designed, implemented and analyzed survey of shoppers at key retail destinations in San Francisco and the Bay Area for the Mobility, Access and Pricing Study to establish spend by mode of travel. Study determined patronage impacts on retailers due to congestion pricing.
 - Worked with community members and neighborhood organizations to develop a package of transportation and urban design improvements to enhance pedestrian, biking and transit conditions, and better manage parking supply along Columbus Avenue.
 - Helped perform analysis for the Van Ness Bus Rapid Transit Environmental Impact Report.

NELSONNYGAARD CONSULTING ASSOCIATES

2004-2006

Associate Project Manager

San Francisco, CA

- Managed and developed alternative transportation projects:
 - Developed sophisticated parking models to determine the reduction in parking spaces and parking structure costs for Genentech, UC Davis and San Francisco State University with the introduction of aggressive TDM measures.
 - Designed and researched a toolkit for Easter Seals Project ACTION entitled "Bus Stop Accessibility and Safety Assessment" that included universal design elements and ADA regulations communicated in easy to follow language.
 - Established a Community Based Transportation Plan for the Monument Corridor identifying several short-, medium- and long-term strategies to help close the transportation gaps existing in the Corridor.
 - Involved in several projects assessing trip generation and traffic implications of proposed development sites utilizing ITE trip generation rates and Urbemis.
- Undertook planning, evaluation, budgeting, and quantitative analysis.
- Formulated and implemented policy.
- Carried out business development, public presentations and stakeholder engagement activities.

WASHINGTON METROPOLITAN AREA TRANSPORTATION AUTHORITY

2003-2004

Management Trainee/Transportation Analyst

Washington, DC

- Acquired experience through the WMATA Management Trainee program in the planning and operations of a large transit agency. Gained practical and theoretical experience in project management with a solid understanding of the interaction of agency departments in planning projects including human resources, government relations and operations.
- Applied a toolbox of strategies to identified regional activity centers to improve transit, pedestrian and bicycle connections and services in major activity centers, evaluated master plans to determine inclusion of and impact to WMATA services, and coordinated with the Council of Governments Bike and Pedestrian Subcommittee.

JACK FAUCETT ASSOCIATES

2002-2003

Transportation Analyst

Lafayette, CA/Bethesda, MD

- Task manager for a growth visioning project for four cities in Los Angeles County.
- Authored chapters of a California Department of Transportation report, "Transportation Energy Efficiency and Conservation."
- Co-authored a paper entitled "Filling Up Faster: Induced Travel Demand Implications for Transportation and Land Use" for the 9th Conference on the Application of Transportation Planning Methods for the Transportation Research Board.
- Analyzed survey results and visited selected state transportation departments for FHWA report, "Integrating and Streamlining Transportation Development and Decision-Making."
- Promoted, established and coordinated the company's Transportation Fringe Benefits program.

Business and/or professional experience:

I have owned and operated a business in the area for 15 years.

Civic Activities:

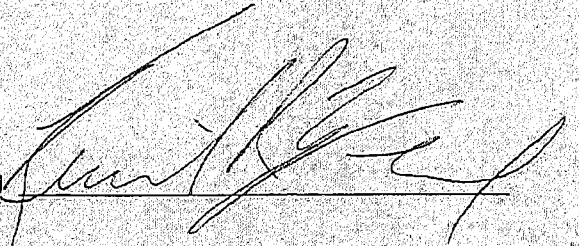
I have served on the boards of both the DTNA and Castro CBD in addition to the MOP CAC.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made. (Applications must be received 10 days before the scheduled hearing.)

Date: 12/16/2013

Applicant's Signature: (required)



Please Note: Your application will be retained for one year. Once Completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:

Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

01/20/12



Board of Supervisors
 City and County of San Francisco
 1 Dr. Carlton B. Goodlett Place, Room 244
 (415) 554-5184 FAX (415) 554-7714

RECEIVED
 BOARD OF SUPERVISORS
 SAN FRANCISCO

2014 JAN -7 AM 10:00

all

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Market Octavia CAC

Seat # or Category (If applicable): Neighborhood Association #5 District: 8

Name: Dennis Richards

Home Address: Beaver Street Zip: 94114

Home Phone: 415- [redacted] Occupation: VP A/R Operations

Work Phone: 415-536-2149 Employer: Salesforce.com

Business Address: One Market Street, Suite 300 Zip: 94105

Business E-Mail: drichards@salesforce.com Home E-Mail: drichards20@ [redacted]

Pursuant to Charter Section 4.101 (a)2, Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Registered voter in San Francisco: Yes No If No, where registered: _____

Resident of San Francisco Yes No If No, place of residence: _____

Pursuant to Charter section 4.101 (a)1, please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

I represent the Duboce Triangle Neighborhood which comprises roughly 20% of the Market Octavia Plan Area. I am the former president of the Duboce Triangle Neighborhood Association and served in that position for 7 (2006-2012) years while the Market Octavia Plan was being developed and throughout the adoption process. DTNA worked well with the other community organizations and Planning Staff to develop the MO Plan. We are proud to have supported the Plan throughout the adoption process and I am proud to have served on the MO CAC since its inception. I very much would like to continue to serve on the CAC and leverage my experience and insights in representing mine and other neighborhood associations on the CAC!

Business and/or professional experience:

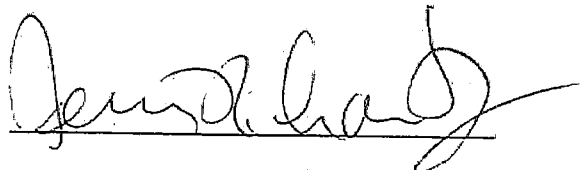
I have been employees at Salesforce.com for the past 8 plus years and I manage the company's \$600 million Accounts Receivable portfolio. I hold the position of Vice President and have a global staff of 105 (30 of which are based here in San Francisco with me). I also am accountable for the company's credit, collections, customer service and accounts receivable functions with a budget of over \$20m annually.

Civic Activities:

I have lived in San Francisco for the past 19 years and have served on numerous non-profit boards during that time including: Mission Dolores Neighborhood Services, San Fransisco Heritage, The Castro Community Benefit District and the Duboce Triangle Neighborhood Association. In 2012 I volunteered over 100 hours to civic activities.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made. (Applications must be received 10 days before the scheduled hearing.)

Date: 12/20/13 Applicant's Signature: (required) 

Please Note: Your application will be retained for one year. Once Completed, this form, including all attachments, become public record.

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Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Market and Octavia CAC

Seat # or Category (If applicable): At-large (#6) District: D5

Name: Jason Henderson

Home Address: _____ Buchanan Street # _____ Zip: 94102

Home Phone: 415- _____ Occupation: Professor

Work Phone: _____ Employer: SF State University

Business Address: HSS 279, 1600 Holloway Ave Zip: 94132

Business E-Mail: Jhenderson@sfv.edu Home E-Mail: Jhenderson _____

Pursuant to Charter Section 4.101 (a)2, Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Registered voter in San Francisco: Yes No If No, where registered: _____

Resident of San Francisco Yes No If No, place of residence: _____

Pursuant to Charter section 4.101 (a)1, please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

See attached.

Business and/or professional experience:

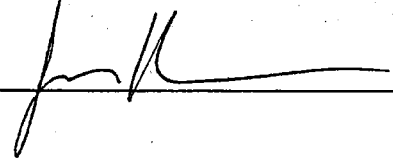
See attached

Civic Activities:

See attached

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made. *(Applications must be received 10 days before the scheduled hearing.)*

Date: 12/31/13 Applicant's Signature: (required) 

Please Note: Your application will be retained for one year. Once Completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:

Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

Attachment 1: Statement of qualifications for Jason Henderson, application for the Market and Octavia Community Advisory Committee, Jan 1, 2014.

It is with great pleasure that I am re-applying to serve on the community advisory committee for the Market and Octavia Plan. I am re-applying for position #6 (at-large) because as a professor with research and teaching expertise in local land use and transportation issues, I bring a citywide and long-range perspective to the planning process. If selected I would bring 20 years of experience in urban transportation and land use issues.

I was involved with the drafting and adoption of the Market and Octavia Plan. I have read virtually all documents pertaining to the plan, including the original 2002 draft, the Environmental Impact Report, and the final adoption documents prepared by the planning department staff. Lastly I have chaired the CAC for the past two years, and co-chaired the CAC since 2009.

While I'm pleased to serve as an at-large member of the committee, I am also a renter in the plan area, and so could serve from the perspective of a renter with a critical concern for affordable housing. I'm also chair of the Hayes Valley Neighborhood Association's Transportation and Planning Commission and so have active engagement with issues in the plan area. As a member of other community advisory committees, I am familiar with the relationship between the proposed Van Ness Bus Rapid Transit project and the M & O plan. I am also familiar with SFMTA's Transit Effectiveness Project, Pedestrian Strategy, and the Bicycle Plan.

San Francisco
BOARD OF SUPERVISORS

Date Printed: February 12, 2014

Date Established: November 4, 2008

Active

MARKET AND OCTAVIA COMMUNITY ADVISORY COMMITTEE

Contact and Address:

Alexis Smith
Planning
1660 Mission Street 1650 Mission Street, Suite 400
San Francisco, CA 94103

Phone: (415) 558-6377

Fax: (415) 558-6409

Email: alexis.smith@sfgov.org

Authority:

Ordinance 72-08 and Resolution 474-08

Board Qualifications:

The Planning Code amendment, Section 341.5, implementing the Market and Octavia Plan provided that the Board of Supervisors shall establish a Community Advisory Committee (CAC).

The CAC will be advisory, as appropriate, to the Planning Director, the Interagency Plan Implementation Committee, the Planning Commission, and the Board of Supervisors. Planning Code Section 341.5 provides that the Planning Department or Interagency Plan Implementation Committee shall designate necessary staffing from relevant agencies to the CAC, as needed to complete the CAC's responsibilities described in this Code. To the extent permitted by law, staffing for the CAC shall be funded through the Market & Octavia Community Improvements Fund administration fees.

The CAC may perform the functions enumerated in Planning Code Section 341.5(a) as needed. The CAC shall consist of 9 members. Every member of the CAC must live or work within the Plan Area. The appointing authority shall use best efforts to appoint members from varying geographic, socio-economic, ethnic, racial, gender, and sexual orientations. The Mayor shall appoint one-third (3) of the members of the CAC. The Board of Supervisors shall appoint two-thirds (6) of the members and at least one shall be a resident renter, one a resident homeowner, one a low-income resident, one a local merchant, one a representative of established neighborhood groups and one member at large.

The members of the CAC shall serve at the pleasure of the appointing authority for a term of two years from the date that all nine members have been appointed.

San Francisco
BOARD OF SUPERVISORS

Sunset date: Waived