From: <u>Janice Li</u>

To: Walton, Shamann (BOS); Safai, Ahsha (BOS); Peskin, Aaron (BOS)

Subject: I support Sara Barz for SFMTA Board

Date: Friday, December 6, 2024 4:23:02 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources

Dear Chair Walton and Rules Committee members,

I strongly support Sara Barz for SFMTA Board and hope that you will support her nomination to the full board with recommendation.

I have known Sara for many years; one of my early interactions with her was back in 2018 when she was still with MTC working on the Clipper team. It was the smallest issue -- after there were structural issues found at the Transbay Terminal, buses were routed back to the temporary terminal but all the Clipper machines were ripped out already so people couldn't add value to their Clipper cards if they were out. Sara helped navigate this small issue which ended up being an internal bureaucratic challenge with success, despite pushback from higherups, because she understood the importance of helping out actual transit riders -- as the SF Examiner reported here.

From the standpoint of qualifications, Sara has a deep understanding of transportation, bureaucracy, and working with partners. She's served in every role you'd want an SFMTA board member to serve on -- public agency staff, advisory board member (as Sup. Melgar's appointee to the SFCTA Citizen Advisory Committee), board member of a transit advocacy organization (Seamless Bay Area), and local street safety advocate for the Sunnyside neighborhood.

I'll be honest. As an ardent Prop K supporter, I am well aware of the detractors and the fact that the city is incredibly split on transportation. As an elected member of the BART board director (who has worked well with all your offices and knows what it takes to navigate the political waters and keep transit moving), I know that public transit is the easy punching bag that everyone loves to hate on.

Sara is the kind of SFMTA board member we need now. She's a longtime D7 resident who understands the complaints of her neighbors, many of whom distrust the SFMTA the most. She is a subject matter expert when it comes to transit and all things transportation. She knows how to navigate bureaucracy. She understands the role she's supposed to play, which means doing the job of engaging community members, reading board packets, taking staff briefings, pushing staff to do a better job.

What SFMTA needs now is competency and know-how, and given the massive fiscal cliff that SFMTA is facing, I urge you to not delay this appointment or wait for a changeover in mayoral administration or the Board of Supervisors.

Two of you have served your admirable terms and will not be in your roles next month. As a decisionmaker, you want the opportunity to make the decision and not punt. You're elected to make decisions, and I ask that you bring this nomination before the full Board of Supervisors

to do just that.

Best, Janice Li

(for identification purposes only)
BART Board Director, District 8
SFMTA Muni Equity Working Group member
MTC Regional Network Management Committee member

--

me at janice.li / instagram / janiceforbart.com - she/her

From: <u>Lian Chang</u>

To: Walton, Shamann (BOS); Safai, Ahsha (BOS); Peskin, Aaron (BOS); Young, Victor (BOS)

Subject: In support of Sara Barz for SFMTA Board

Date: Thursday, December 5, 2024 6:24:17 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Chair Peskin, Chair Walton, and Supervisor Safaí,

I am writing in support of Sara Barz' nomination for SFMTA Board, in the hopes that her nomination can be quickly moved through the Rules Committee on Monday.

Sara has long been dedicated to improving transportation in San Francisco, with leadership roles on the SFCTA Citizens' Advisory Committee, Sunnyside's Slow Hearst organization, and the Ocean Avenue Mobility Taskforce. I have gotten to know her over the past few years as a fellow advocate for more sustainable and equitable transportation in our city, and I have seen her work hard to unite diverse groups to create better outcomes for all San Franciscans.

Professionally, Sara has developed deep expertise in urban planning, regional transportation, and user experience, which will be very helpful given upcoming challenges for the SFMTA in winning back ridership and modernizing systems within challenging budgetary constraints. Her work, from integrating transit options for Apple Pay to developing fare systems at MTC, has enhanced access and usability for millions of Bay Area riders. As a co-founder of Seamless Bay Area, she led efforts to build an integrated, user-friendly regional transit network.

This is a critical time for the SFMTA, so the agency needs the benefit of a full board--and I think our city would be well served by Sara, who brings both deep expertise and an inclusive approach to decision-making and consensus building.

Many thanks for your time. Lian Chang

\_\_

Lian Chikako Chang (she/her)

From: Leslie Harlson

To: Peskin, Aaron (BOS); Walton, Shamann (BOS); Safai, Ahsha (BOS); Young, Victor (BOS)

Cc: Ronen, Hillary (BOS); Engardio, Joel (BOS); Preston, Dean (BOS); Dorsey, Matt (BOS); Mandelman, Rafael

(BOS); Melgar, Myrna (BOS); hilary.ronen@sfgov.org

Subject: In support of Sara Barz for the SFMTA Board

Date: Friday, December 6, 2024 2:58:03 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources

To the Honorable Board of Supervisors,

I write to voice my support for Mayor Breed's nomination of Sara Barz to the SFMTA Board of Directors (File Number 241162).

Sara is deeply committed to her community in San Francisco, as demonstrated by her service on the SFCTA's Citizens' Advisory Committee, as the neighborhood leader of Sunnyside's Slow Hearst group, and as a member of the Ocean Avenue Mobility Taskforce. For the past three years, Sara has organized neighborhood block parties and Halloween celebrations for the Sunnyside neighborhood - and has been an enthusiastic attendee at the one we organize on Chenery St. in Glen Park. Sara led the effort to bring a new street mural to Hearst Avenue, and she's an active participant in the Sunnyside Neighborhood Association.

Professionally, Sara has built a career in transit that spans the public and private sector, bringing expertise in urban planning, regional transportation systems, user experience and transit access. From her experience developing transit integrations for Apple Pay to transit fare systems at MTC, she has developed and led innovative transit programs to expand access and improve user experience for millions of Bay Area transit riders. As a co-founder of Seamless Bay Area, she also championed efforts to create an integrated, user-focused regional transit network.

As a west side resident and parent, Ms. Barz understands firsthand the challenges facing San Francisco's transit riders, pedestrians, cyclists, and drivers. Her combination of professional expertise and lived experience makes her uniquely qualified to represent and address the diverse needs of San Francisco's communities.

SFMTA needs a leader right now who can help the agency navigate the upcoming fiscal challenges and reimagine its role in addressing climate change, safety and equity. Sara Barz's innovative leadership and collaborative approach are exactly what the agency needs to navigate this critical period.

Sincerely,

Leslie Harlson

14 year resident of San Francisco & Glen Park homeowner

Mom of 3

Living a transit-forward lifestyle: regular rider of BART, the J, and the 23, 35, 36, 44, 14(R) and 49

\_ \_ \_ \_ \_ \_

- - - - - -

Leslie Harlson

Phone: 650.814.8720

From: Robin Pam

To: Walton, Shamann (BOS); Peskin, Aaron (BOS); Young, Victor (BOS); Safai, Ahsha (BOS)

Cc: DPH-jodie; sara@sftransitriders.org; Christopher White

Subject: Public Comment on File #241162 at Rules Committee

**Date:** Friday, December 6, 2024 4:58:29 PM

Attachments: Sara Barz SFMTA Support Letter - File #241162.pdf

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello Supervisors Walton, Peskin, and Safai,

Please find attached and below a letter supporting the nomination of Sara Barz to the SFMTA Board of Directors from KidSafe SF, San Francisco Transit Riders, WalkSF, and the San Francisco Bicycle Coalition.

Thank you, Robin Pam

----

Dear Members of the San Francisco Board of Supervisors,

We, the undersigned organizations committed to safe streets and sustainable transportation, are writing to express our enthusiastic support for the nomination of Sara Barz to the SFMTA Board of Directors. Ms. Barz brings a wealth of experience, a passion for equitable mobility, and a proven track record of leadership in transportation.

The city's charter establishes that two members of the SFMTA Board of Directors should have professional experience working in transportation. With Amanda Eaken's resignation, only one member of the board, Director Heminger, brings that experience. Ms. Barz's professional track record in the transportation field, along with her community leadership, would be an asset to the agency and the board.

Professionally, Ms. Barz has built a career in transportation and transit that spans the public and private sector, bringing ten years of expertise in urban planning, regional transportation systems, user experience, and transit access. From her experience developing transit integrations for Apple Pay to integrating bike share and transit fare systems at MTC, she has developed and led innovative programs to expand access and improve user experience for millions of Bay Area transit riders. As a co-founder of Seamless Bay Area, she also championed efforts to create an integrated, user-focused regional transit network.

As a community member, Ms. Barz is deeply committed to improving transportation in San Francisco, as demonstrated by her service on the SFCTA's Citizens Advisory Committee since 2022, as the neighborhood leader of Sunnyside's Slow Hearst organization, and as a member of the Ocean Avenue Mobility Taskforce. In these roles, she has proven to be skilled at bringing diverse stakeholders together in pursuit of safer, more accessible streets and better transit systems that work for everyone.

As a west side resident and parent, Ms. Barz understands firsthand the challenges facing San Francisco's transit riders, pedestrians, cyclists, and drivers. Her combination of professional expertise and lived experience makes her uniquely qualified to represent and address the diverse needs of San Francisco's communities.

SFMTA needs a leader right now who can help the agency navigate the upcoming fiscal challenges and reimagine its role in addressing climate change, safety, and equity. Sara Barz's innovative leadership and collaborative approach are exactly what the agency needs to thrive during this critical period.

We strongly urge you to confirm Sara Barz's nomination and welcome her expertise to the SFMTA Board of Directors.

Signed,

Sara Johnson
Executive Director
San Francisco Transit Riders

Jodie Medeiros Executive Director Walk San Francisco

Robin Pam Co-founder KidSafe SF

Christopher White Executive Director San Francisco Bicycle Coalition December 6, 2024

San Francisco Board of Supervisors
Rules Committee
City Hall, Room 244
1 Dr. Calton B. Goodlett Place
San Francisco, CA 94102

Honorable Board of Supervisors,

I am writing to give my strong personal endorsement for Sara Barz as nominee to the Board of Directors of the San Francisco Municipal Transportation Agency (SFMTA) (File Number 241162). As president of the Sunnyside Neighborhood Association (SNA), in my prior roles holding other SNA board positions, and as a neighbor to Sara, I have a long history of working with Sara and appreciate her leadership abilities and her strong dedication to improving our city.

Sara was the driving force to the establishment of Hearst Avenue's designation as a "Slow Street" by the SFMTA, and San Francisco Municipal Transportation Agency (SFMTA), and Slow Hearst has become a focal point for our neighborhood. Sara has been key to organizing new, major new summer street fairs, Halloween celebrations with local schools, and other "block party" get-togethers that are sponsored by Slow Hearst over the past three years—and supported by SNA. They have resulted in hundreds of our residents coming together to socialize, get acquainted, and build community. Thanks largely to Sara's vision, energy and leadership, Slow Hearst is a resounding success: traffic has slowed down and pedestrian, bicyclist traffic has markedly increased over the stretch of road, and our sense of community is strengthened. More recently, Sara's effort to bring a new street mural to Hearst Avenue has created a focal point for Sunnyside and is a source of neighborhood interest and pride.

SFMTA will benefit from leadership that Sara Barz can bring to its board. I understand the agency is experiencing substantial fiscal challenges and will require collaborative, out-of-the-box thinkers to steer SFMTA to address pressing issues including citizen safety and equity. I strongly endorse Sara Barz's nomination to the SFMTA board. She is well qualified to represent and address the diverse needs of San Francisco's communities.

Sincerely,

Brian Arthur Smith

Grian A Smith

From: <u>Samuel Thomas</u>

To: <u>Board of Supervisors (BOS)</u>; <u>Young, Victor (BOS)</u>

Cc: Safai, Ahsha (BOS); Peskin, Aaron (BOS); Chan, Connie (BOS); Engardio, Joel (BOS); Preston, Dean (BOS);

Dorsey, Matt (BOS); Melgar, Myrna (BOS); Mandelman, Rafael (BOS); Ronen, Hillary (BOS); Walton, Shamann

(BOS)

**Subject:** Rules Committee Comment: Sara Barz to the SFMTA Board of Directors (File Number 241162)

**Date:** Friday, December 6, 2024 3:00:00 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

12/6/2024

San Francisco Board of Supervisors

**Rules Committee** 

City Hall, Room 244

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

Honorable Board of Supervisors,

My name is Samuel Thomas, and I am a resident of Mission Terrace in District 11. I am an advocate for safe streets in our community, particularly on San Jose Avenue, and am proud to be a part of the Safer San Jose movement (<a href="www.safersanjose.info">www.safersanjose.info</a>), which is dedicated to improving conditions for all users of our streets, including the ongoing effort to slow Cayuga Avenue. I write today to express my strong support for Mayor Breed's nomination of Sara Barz to the SFMTA Board of Directors (File Number 241162).

Ms. Barz has demonstrated an unwavering commitment to safer streets and accessible, reliable public transit, values that resonate deeply with me and countless other advocates across San Francisco. Her leadership on the SFCTA's Citizens' Advisory Committee, the Sunnyside Slow Hearst initiative, and the Ocean Avenue Mobility Taskforce exemplifies her ability to collaborate with communities and deliver tangible improvements. Through her work, she has helped to create safer, more inclusive streets and neighborhoods, including organizing block parties, Halloween celebrations, and public art projects like the Hearst Avenue street mural.

Professionally, Ms. Barz brings unparalleled expertise in transportation and urban planning. Her experience spans the public and private sectors, including her impactful work on transit fare systems at the Metropolitan Transportation Commission (MTC) and the development of transit integrations for Apple Pay, which expanded access for millions of Bay Area riders. As a co-founder of Seamless Bay Area, she championed the vision of an integrated, user-focused regional transit network, demonstrating her ability to think innovatively and advocate for long-term solutions.

As a west side resident and parent, Sara Barz understands the real-world challenges facing San

Francisco's transit riders, pedestrians, cyclists, and drivers. Her lived experience, combined with her professional expertise, makes her uniquely suited to serve on the SFMTA Board. She brings a collaborative, forward-thinking approach to leadership that is critical as the agency navigates complex fiscal challenges, addresses the climate crisis, and works to ensure safety and equity in transportation.

The SFMTA needs leaders like Sara Barz who are dedicated, innovative, and committed to the well-being of all San Franciscans. I wholeheartedly urge you to approve her nomination.

Sincerely,

Samuel Thomas

Mission Terrace Resident

District 11 Advocate, Safer San Jose (<a href="www.safersanjose.info">www.safersanjose.info</a>)

From: <u>Dylan Fabris</u>

To: Walton, Shamann (BOS); Safai, Ahsha (BOS); Peskin, Aaron (BOS); Young, Victor (BOS)

Cc: Sara Johnson; Jaime Viloria; Board of Supervisors (BOS)

**Subject:** San Francisco Transit Riders supports Sara Barz"s nomination for the SFMTA Board (File #241162)

**Date:** Friday, December 6, 2024 4:09:22 PM

Attachments: SFTR Sara Barz SFMTA Board letter of support.pdf

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Members of the Board of Supervisors,

Attached, please find San Francisco Transit Riders' public comment on the nomination of Sara Barz to the SFMTA Board of Directors, which will be brought before the Rules Committee on December 9th (File number 241162).

Ms. Barz will bring the experience that SFMTA needs during this difficult time for the agency. Her expertise as a transportation professional, deep understanding of San Francisco's transportation challenges, and role as an active community member make her a great choice for the role.

Best, Dylan



**Dylan Fabris** (he/they)
Community and Policy Manager
San Francisco Transit Riders
Office open Monday through Thursday

<u>Donate to our End-of-Year campaign from now until January 10, 2025</u>, so that we can continue to advocate for the needs of transit riders in local and regional investments.

6 December, 2024

San Francisco Board of Supervisors Rules Committee City Hall, Room 244 1 Dr. Calton B. Goodlett Place San Francisco, CA 94102

Honorable Board of Supervisors,

I write to express San Francisco Transit Riders' support for Mayor Breed's nomination of Sara Barz to the SFMTA Board of Directors (File Number 241162). Ms. Barz will bring the experience that SFMTA needs during this difficult time for the agency. Her expertise as a transportation professional, deep understanding of San Francisco's transportation challenges, and role as an active community member make her a great choice for the role.

In our recent conversations with Ms. Barz, she demonstrated a vision for addressing the pressing issues facing SFMTA. From tackling the budget deficit through new forms of revenue generation, to resisting the false dichotomy of fare hikes versus service cuts, Ms. Barz emphasized the need for comprehensive solutions to maintain and improve Muni service without harming transit riders.

Ms. Barz recognizes the importance of bringing better transit options to car-dependent areas while defining problems collaboratively with communities in order to avoid the pitfalls of the agency's past approaches, which have at times lacked due community input. Her insight into how SFMTA can rebuild trust and improve communications is vital for ensuring community buy-in for the agency right now.

Ms. Barz is a transportation professional who has built a career spanning the public and private sector, bringing expertise in urban planning, regional transportation systems, user experience, and transit access. These experiences will allow Ms. Barz to hit the ground running if she is approved to join the SFMTA Board, as she already intimately understands the ins and outs of all sides of our multimodal local and regional transportation system.

We strongly urge the Board of Supervisors to ensure Ms. Barz's nomination receives a fair vote. With considerable public and political support behind her, it is important that the full Board has the opportunity to confirm her appointment. Blocking such a qualified candidate denies the SFMTA and our city the leadership it needs during this critical time. We should move forward with this appointment now, while we know we can.

SFMTA needs a leader who can help the agency navigate the upcoming fiscal challenges and reimagine its role in addressing climate change, road safety, and equity. Sara Barz's leadership and collaborative approach are exactly what the agency needs to navigate this critical period. We encourage you to approve her appointment.

Sincerely,

Dylan Fabris

Community & Policy Manager San Francisco Transit Riders 
 From:
 Peter Belden

 To:
 Young, Victor (BOS)

**Subject:** Sierra Club supports Sara Barz for SFMTA Board

**Date:** Friday, December 6, 2024 5:25:14 PM

Attachments: Sara Barz SFMTA letter-1.pdf

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

----- Forwarded message -----

From: Charles Whitfield < whitfield.cw@gmail.com >

Date: Fri. Dec 6, 2024, 5:01 PM

Subject: Sierra Club supports Sara Barz for SFMTA Board

To: <<u>board.of.supervisors@sfgov.org</u>>, <<u>safaistaff@sfgov.org</u>>, <<u>peskinstaff@sfgov.org</u>>, Waltonstaff(BOS) <<u>waltonstaff@sfgov.org</u>>, Ahsha Safai <<u>Ahsha.Safai@sfgov.org</u>>, Aaron

Peskin <a href="mailto:saron.peskin@sfgov.org">sfgov.org</a>, Shamann Walton <a href="mailto:shamann.Walton@sfgov.org">shamann.Walton@sfgov.org</a>>

Please find attached a letter from the San Francisco Sierra Club supporting Sara Barz's nomination to a seat on the SFMTA Board.

Best,

Charles Whitfield Chair, San Francisco Group Sierra Club From: Connor Skelly

To: SafaiStaff (BOS); Safai, Ahsha (BOS)

Cc: Young, Victor (BOS)

Subject: Support for Sara Barz for SFMTA Board

Date: Thursday, December 5, 2024 4:15:00 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

### Hi Ahsha and Team,

I hope you all had a nice Thanksgiving and survived the Tsunami earlier today.;)

I just wanted to drop you all a note to support Sara Barz's nomination for SFMTA Board. Sara and I met through fellow parents and have hung out a bunch of times since, including at Balboa Playground. Sara also helped organize a joint Slow Hearst / Slowyuga event last year with a bunch of us in Mission Terrace.

There are so many children and families that rely on muni, and it'd be great to have more of a parent voice on the SFMTA Board.

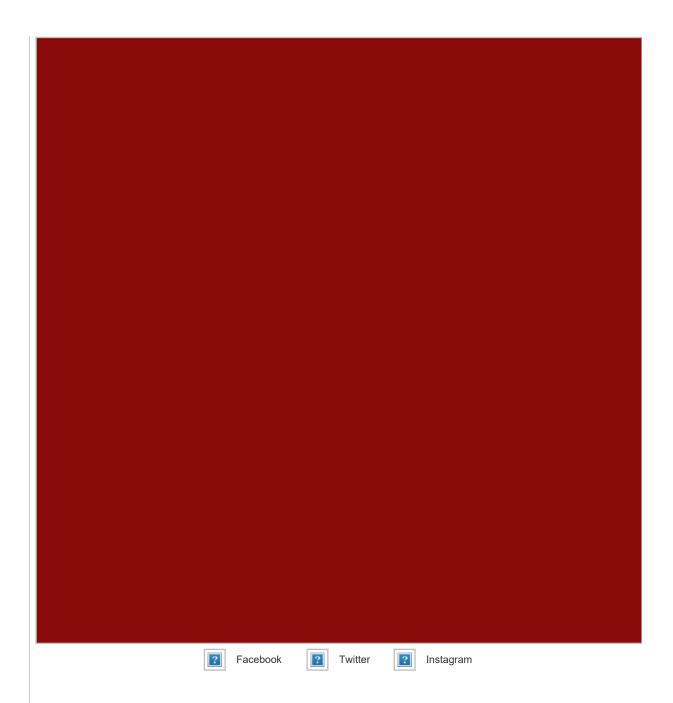
Muni is going to be in a tough place financially, and we are going to need thoughtful, talented people at the helm. Sara seems to fit the bill.

Thank you for considering her appointment.

#### Connor

On Tue, Nov 26, 2024 at 2:04 PM safaistaff@sfgov.org <safaistaff@sfgov.org> wrote:





# November 26, 2024 Happy Thanksgiving from Supervisor Ahsha Safaí

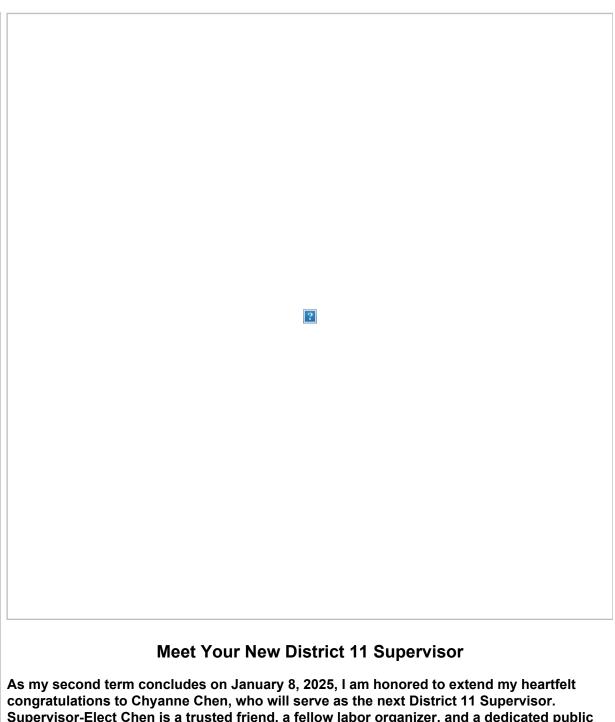
As we gather with family and friends this holiday week, I want to take a moment to wish you a Happy Thanksgiving! For those who celebrate, I hope this season brings joy, warmth, and connection to you and your loved ones.

The holidays are a wonderful time to think about giving back to our community. Whether by donating to a favorite charity or participating in local toy drives, there are many ways to make a difference.

I've included information in this newsletter about some incredible programs you can support this season.

Let's come together to spread kindness and compassion as we enter the holiday

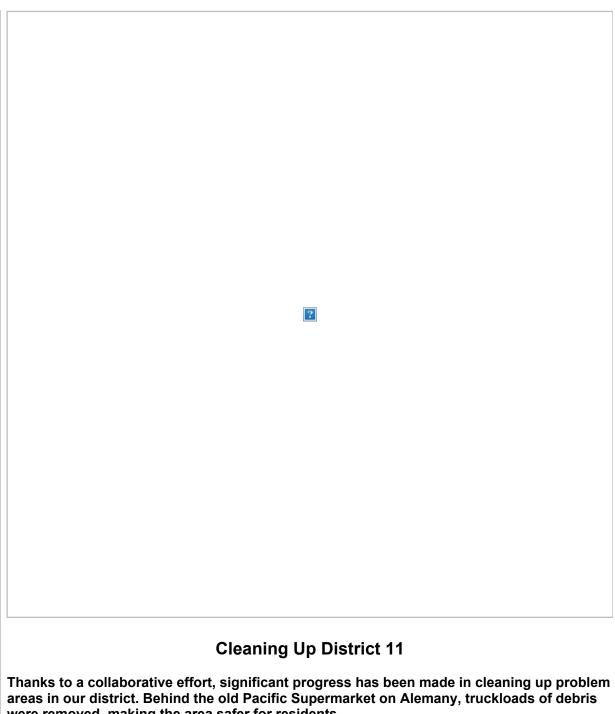
Have a wonderful Thanksgiving holiday!  Warm Regards,  Supervisor Ahsha Safai	season. Thank yo	ou for making District 11 a	a better place for all.	
Supervisor Ahsha Safai	Have a wonderfu	l Thanksgiving holiday!		
	?	a Safai		
		?	1	



Supervisor-Elect Chen is a trusted friend, a fellow labor organizer, and a dedicated public servant.

Representing District 11 has been the honor of my life, and I am committed to supporting her to ensure a smooth transition. I will continue to advocate for the priorities and values that matter most to our community.

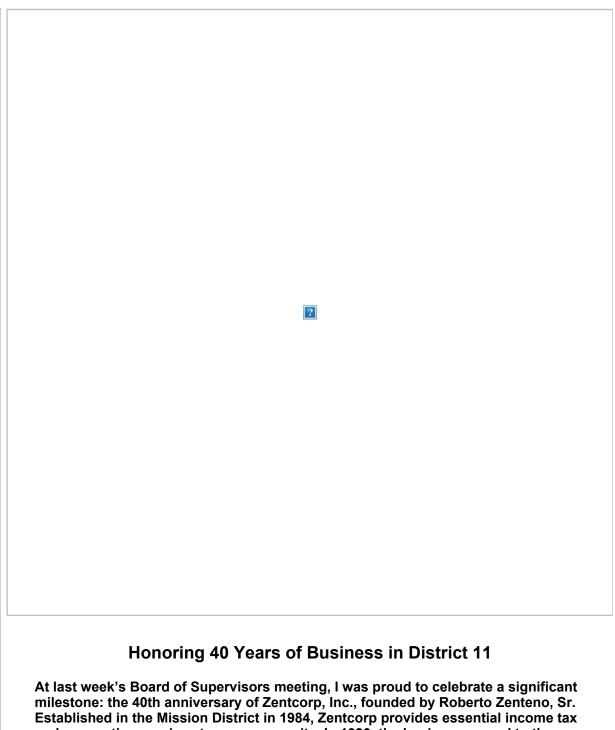
Thank you for trusting me to serve as your supervisor for the past eight years. It has been a privilege to represent you.



were removed, making the area safer for residents.

This cleanup initiative was led by District 11 Public Safety Liaison Sam Berenson and the Ingleside Police Station, with support from multiple agencies, including the San Francisco Police Department, BART, Caltrans, the Department of Emergency Management, Healthy Streets Operation Center, California Highway Patrol, and the Department of Public Works.

The San Francisco Homeless Outreach Team also played a critical role by ensuring that individuals camping in the area were connected to essential services and resources. This collaborative effort demonstrates what we can achieve when we work together.



and accounting services to our community. In 1990, the business moved to the Excelsior, where it has thrived as a family-run enterprise.

Roberto Zenteno, Jr., a San Francisco State alumnus, joined his father as a partner, expanding their reach and services. Zentcorp has built a reputation for culturally competent, community-focused financial services. Their success embodies San Francisco's values of hard work, community service, and immigrant contributions.

It was my honor to recognize Zentcorp's achievements and their continued commitment to District 11.



The San Francisco Firefighters Toy Program, owned and operated by the San Francisco Firefighters Local 798, ensures that no child goes without a toy during the holiday season. Firefighters witness firsthand the devastation families face after a fire, and this program helps bring comfort and joy to children during difficult times.

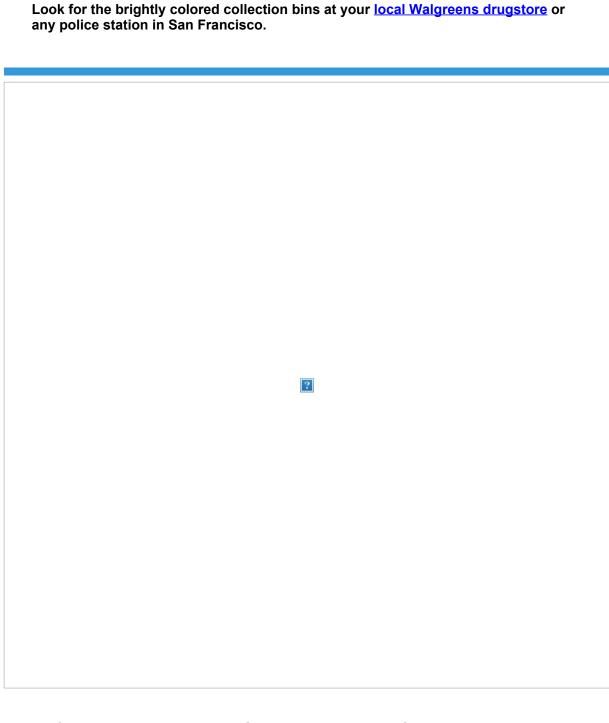
Since its inception in 1949, the Toy Program has grown from serving 15 families to becoming the city's largest and the nation's oldest toy drive. Today, it brings smiles to over 40,000 disadvantaged children annually, distributing more than 200,000 toys. The program also supports shelters for abused women and children, inner-city schools, and pediatric care units, providing critical aid to those in need year-round.

station or do	tribute by dropponating online a	t <u>sffirefigh</u> f	terstoys.org.		
			?		

## **San Francisco Police Department Toy Drive**

For the ninth year, the San Francisco Police Department has partnered with Walgreens to spread holiday cheer to children in need. SFPD invites the community to support its efforts by donating new, unwrapped toys at any of the 40 participating Walgreens locations or district police stations through Sunday, December 22, 2024.

These donations will help bring joy to children aged 12 and under in low-income families across San Francisco. Last year, about 6,000 toys were donated, making the holidays brighter for thousands of local children. SFPD officers and Walgreens staff will ensure that every donation reaches a deserving child.



### Community Toy Drive: Spreading Holiday Cheer in District 11

District 11 residents, Bomani Yusuf Caugula owner of The Ave and Monique Guidry owner of Guidry's Early Care and Education Program are still accepting donations for their holiday toy drive. The toys will be donated to the San Francisco Fire Department Toy Program and Youth 1st Holiday Extravaganza coming up December 15th from 2pm-5pm at Merced Heights Playground.

Thanks to additional community partners —the Ocean Ale House for being so gracious and opening their doors, SFFD Local 798, The Good Rural, Youth First, the African American Early Childhood Educators (AAECE), the Deltas San Francisco-

eninsula Chapter and the OMICC—for making this effort a success.  you would like to donate, please contact Monique Guidry at (415) 990-7470.					
		?			

