

August 29, 2022

Rules Committee  
Board of Supervisors  
1 Dr. Carlton B. Goodlett Place  
City Hall, Room 244  
San Francisco, CA 94102-4689  
via email to: Victor.Young@sfgov.org

**Re: Mayoral Appointment, Planning Commission-Derek Braun**

Dear Chair Peskin, Supervisor Chan, and Supervisor Mandelman:

My name is Sujata Srivastava and I am the San Francisco Director for SPUR, a public policy organization based in San Francisco. I am writing in strong support of Derek Braun's appointment to the Planning Commission.

I know Derek Braun well from my previous role as a Principal at Strategic Economics. Derek and I worked closely on a variety of planning and economic development projects in cities across the country. In all of our years working together, I found Derek to be a diligent, thoughtful, and committed planning professional. He cares deeply about planning for more equitable and sustainable cities. Derek is a good listener, and responsive to feedback from members of the public and stakeholder groups, as well as elected officials.

Derek has the qualities that are necessary for an effective Planning Commissioner. I strongly urge you to approve Derek's appointment. Please feel free to contact me if you have any questions.

Sincerely,



Sujata Srivastava  
SPUR

**From:** [Jeffrey Wood](#)  
**To:** [MandelmanStaff, \[BOS\]](#); [Peskin, Aaron \(BOS\)](#); [ChanStaff \(BOS\)](#)  
**Cc:** [Young, Victor \(BOS\)](#); [Mar, Gordon \(BOS\)](#); [Dorsey, Matt \(BOS\)](#); [MelgarStaff \(BOS\)](#); [Ronen, Hillary](#); [Preston, Dean \(BOS\)](#); [Stefani, Catherine \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Walton, Shamann \(BOS\)](#); [Derek Braun](#)  
**Subject:** In Support of Derek Braun for Planning Commission  
**Date:** Sunday, September 4, 2022 5:12:22 PM

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Dear Rules Committee Members:

My name is Jeff Wood and I am the Principal of The Overhead Wire, a national media organization devoted to sharing information on urban planning and transportation with professionals and advocates around the United States and the world. I currently reside in Noe Valley where I've lived since 2005.

I am writing you today in strong support of Derek Braun's appointment to the Planning Commission.

I started working with Derek in 2008 as our organizations were partners in a national non-profit devoted to best practices related to transit and urban development funded by the Federal Transit Administration. As a colleague, I know Derek to be hard working, a quick thinker, and incredibly kind. He deeply understands cities from the ground up and has worked with many around the country to conduct economic analysis and set them up for project implementation success. And through a deep understanding of the connections between transportation and land use, Derek has furthered their sustainability and affordability goals.

It is for the above mentioned reasons, I strongly urge you to approve Derek's appointment. Thank you in advance for your consideration. Please feel free to contact me if you have any questions.

Sincerely,

Jeffrey S. Wood

Principal

The Overhead Wire

\*\*\*\*\*

**Jeffrey S. Wood**  
***Principal***

**The Overhead Wire**

227 Chattanooga Street  
San Francisco CA, 94114

**TEL** 512.468.6455

**TW** [@theoverheadwire](#)

**WEB** [www.theoverheadwire.com](http://www.theoverheadwire.com)

**EMAIL** [jswood@theoverheadwire.com](mailto:jswood@theoverheadwire.com)

"Dude, where's my streetcar?"

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**From:** [Sarah Graham](#)  
**To:** [MandelmanStaff, \[BOS\]](#); [Peskin, Aaron \(BOS\)](#); [ChanStaff \(BOS\)](#)  
**Cc:** [Young, Victor \(BOS\)](#); [Mar, Gordon \(BOS\)](#); [Dorsey, Matt \(BOS\)](#); [MelgarStaff \(BOS\)](#); [Ronen, Hillary](#); [Preston, Dean \(BOS\)](#); [Stefani, Catherine \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Walton, Shamann \(BOS\)](#); [Derek Braun](#)  
**Subject:** Re: Mayoral Appointment, Planning Commission-Derek Braun  
**Date:** Friday, September 9, 2022 5:34:07 PM

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Dear Rules Committee Members:

My name is Sarah Graham and I am a long-time resident of San Francisco, residing in the Mission District since 2009, and previously living in the South of Market and Western Addition areas off and on since 1996. I am writing today in strong support of Derek Braun's appointment to the Planning Commission.

I worked with Derek from 2009 to 2018 at Strategic Economics, an urban economics consulting firm located in Berkeley. Derek and I worked on numerous projects together, completing work in retail and neighborhood revitalization, infrastructure financing, and economic development. He has a Master of Planning degree from the University of Southern California, with a concentration in Economic Development, and he has extensive experience working on general plans and specific area plans. He is always thoughtful and well-reasoned in his analysis of a wide-range of planning issues.

I also know Derek as a fellow public transit and bike commuter, as we often ended up on the same train home from work. We would talk about work and about events and plans in San Francisco, since we both love living in the city. I'm now in the affordable housing field and I'm sure that Derek would bring a deep understanding of the planning realities in our city to important issues like affordable housing, and that he would provide a well-informed, pragmatic, inclusive, and caring perspective to the Planning Commission.

It is for the above reasons, I strongly urge you to approve Derek's appointment. Thank you in advance for your time and consideration. Please feel free to contact me if you have any questions.

Sincerely,  
Sarah Graham

**From:** [Joanna Winter](#)  
**To:** [ChanStaff \(BOS\)](#); [Peskin, Aaron \(BOS\)](#); [MandelmanStaff, \[BOS\]](#)  
**Cc:** [Young, Victor \(BOS\)](#); [Mar, Gordon \(BOS\)](#); [Dorsey, Matt \(BOS\)](#); [MelgarStaff \(BOS\)](#); [Ronen, Hillary](#); [Preston, Dean \(BOS\)](#); [Stefani, Catherine \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Walton, Shamann \(BOS\)](#); [Derek Braun](#)  
**Subject:** Letter of Support for Derek Braun for Planning Commission  
**Date:** Tuesday, September 13, 2022 4:10:20 PM

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Dear Rules Committee Members:

My name is Joanna Winter and I am a Planner IV in Strategic (long-range) Planning at the City of Oakland, as well as a resident of the Mission Dolores neighborhood. I am writing in strong support of Derek Braun's appointment to the Planning Commission.

Derek has been the City of Oakland's project consultant in his role at Strategic Economics for about six years, assisting with the development of the Downtown Oakland Specific Plan. Derek is the primary analyst, conducting economic existing conditions analysis and helping us develop economic and housing strategies that address the role of downtown as a driver for Oakland's economy, including good jobs and tax base to fund City services.

This work also responded to our and community members' request for attention to the displacement of BIPOC residents and businesses from the downtown. We re-launched the project partway in with a racial equity lens, and Derek and Strategic Economics assisted the City in providing data for and facilitating a series of Social Equity Working Groups, including on the topics of housing, economic opportunity and arts & culture. They helped integrate the feedback received from the community into the final draft strategies, as well as helping us select measures of success that address the City's racial equity indicators.

During this time, Derek has shown attention to detail, clear understanding of economic nuances and their relationship to community urban planning goals, a professional and even demeanor in the face of complications and changes, and a reasoned awareness of the complex realities that cities face in achieving their visions. All these would be an asset to the San Francisco Planning Commission.

It is for these reasons that I urge you to approve Derek's appointment. Thank you in advance for your consideration. Please feel free to contact me if you have any questions.

Sincerely,  
Joanna Winter  
City of Oakland Planner and San Francisco Resident

**From:** [Sam Ingelman f.k.a. Tepperman-Gelfant](#)  
**To:** [MandelmanStaff, \[BOS\]](#); [Peskin, Aaron \(BOS\)](#); [ChanStaff \(BOS\)](#)  
**Cc:** [Young, Victor \(BOS\)](#); [Mar, Gordon \(BOS\)](#); [Dorsey, Matt \(BOS\)](#); [MelgarStaff \(BOS\)](#); [Ronen, Hillary](#); [Preston, Dean \(BOS\)](#); [Stefani, Catherine \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Walton, Shamann \(BOS\)](#); [Derek Braun](#)  
**Subject:** Mayoral Appointment, Planning Commission-Derek Braun  
**Date:** Wednesday, September 14, 2022 10:48:37 PM

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Dear Rules Committee Members:

My name is Sam Ingelman (formerly Sam Tepperman-Gelfant), and I have been a proud resident of the Castro since 2007. I am writing in support of Derek Braun's appointment to the Planning Commission.

I met Derek nearly 14 years ago, and I have been impressed over the years by his expertise in and passion for urban planning and community development, as well as by his thoughtfulness, kindness, and level headedness. As someone who works on land use and housing justice myself, I have always appreciated Derek's informed yet open approach to policy issues. He is clearly an expert in his field, while also maintaining curiosity and an eagerness to learn. I think both his professional expertise and temperament would be assets to the Commission.

I am also excited that Derek would bring his lived experience and perspective as a member of our LGBTQ and AAPI communities to his service.

It is for these reasons, I urge you to approve Derek's appointment. Please feel free to contact me if you have any questions.

Sincerely,

Sam Ingelman

**From:** [Rozzi, Tony](#)  
**To:** [MandelmanStaff, \[BOS\]](#); [Peskin, Aaron \(BOS\)](#); [ChanStaff \(BOS\)](#)  
**Cc:** [Young, Victor \(BOS\)](#); [Mar, Gordon \(BOS\)](#); [Dorsey, Matt \(BOS\)](#); [MelgarStaff \(BOS\)](#); [Ronen, Hillary](#); [Preston, Dean \(BOS\)](#); [Stefani, Catherine \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Walton, Shamann \(BOS\)](#); [Derek Braun](#)  
**Subject:** Re: Mayoral Appointment, Planning Commission-Derek Braun  
**Date:** Tuesday, August 30, 2022 12:00:11 PM

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Dear Rules Committee Members and honorable Board of Supervisors,

My name is Tony Rozzi and I am a resident of Bernal Heights/Precita Park in San Francisco. I am also a City Planner managing the team responsible for all new development in the City of SOUTH San Francisco, your post-industrial neighbor seven miles to the south. We are currently completing our General Plan Update and community vision for the next twenty years of growth in SSF. South San Francisco is also building a remarkable amount of housing and proud to be a part of the Bay Area solution to the housing crisis.

**I am writing in strong support of Derek Braun's appointment to the Planning Commission.**

Derek and his firm, Strategic Economics, have been the backbone of our General Plan public process. They serve as our principal sub-consultant for developing policies that address health, economic development, education, and housing disparities.

Community planning is emotional business – and Derek finds a way to balance stakeholder angst with logical, fact-driven analysis. Derek is also extremely kind and thoughtful.

I can't imagine a better appointment to the Planning Commission if you are seeking impartial, results-focused project review. This is not to suggest that Derek isn't driven by a planner's ethical code to build equity – HE IS. Derek is also adept at pointing an audience towards fiscal realities when it comes to new development. Some projects can accept great costs in the form of community benefits (Life Science investment is a great example for South San Francisco) while other project types have limited resources but serve tremendous societal need (Housing is the clearest example). Supporting this perspective on the Planning Commission will serve our citywide community well in the long run.

I strongly urge you to approve Derek's appointment and thank you in advance for your consideration. Please feel free to contact me if you have any questions.

Cheers,

Tony

Tony Rozzi, AICP | [he/him](#) | Chief Planner  
City of South San Francisco | Planning Division  
315 Maple Avenue | South San Francisco, CA 94080  
(650) 877-8535 | [tony.rozzi@ssf.net](mailto:tony.rozzi@ssf.net)

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