



Public Affairs Committee

November 09, 2021 – 9:00 -10:30 a.m.
Via Zoom

MINUTES

In Attendance

Committee members: Don Thomas, Wes Tyler, Corinna Luebbe, Erik Murray, Benjamin Duverge, Beau Simon, Kelly Powers, Carie Yox, Lakeisha Holmes, Stephen Brett, Russell D. Keil Jr.

Staff: Marisa Rodriguez (Executive Director), Ben Horne (Deputy Director), Eva Schouten (Marketing Coordinator), and Melanie Medina (Intern)

Guests: Caitlin O'Neil, Kelly Schmandt Ferguson, Aryan Davani, and Theo Ellington (Automotus), Christine Torrington

1. Call to Order and Introductions

Marisa Rodriguez called the meeting to order at 9:05 a.m. Introductions were made.

2. Public Comment

Marisa called for public comment. Seeing none, she moved to the next agenda item.

3. Announcements

- Holiday Press Release: KPIX and KTVU Coverage
Marisa informed the committee about her interviews with KPIX and KTVU News regarding the ice rink and holidays in Union Square.
- Ice Rink Open
Marisa informed the committee that the ice rink in Union Square is now open to the public.
- Cruise, D3 Webinar, Wednesday 11/10
Marisa informed the committee about a webinar that will take place on Wednesday November 10, 2021, presented by Cruise, a self-driving car company, and District 3. The purpose of the webinar is to talk with other CDB's in the city and discuss the challenges small businesses are facing and how to go about those issues.

4. Action to Approve the October 26, 2021, Minutes



Marisa directed the committee to the minutes of the last meeting and provided a summary.

Action: The Committee unanimously approved the October 26, 2021, minutes as motioned by Erik Murray and seconded by Don Thomas.

5. Presentation: Theo Ellington from Automotus presenting the City's Curb Management Plan.

Theo Ellington from Automotus along with his colleagues Caitlin O'Neil, Kelly Schmandt Ferguson, and Aryan Davan, presented a pilot program they are exploring to launch in San Francisco. The pilot program is an automated curb management system to help boost business, sustainable and equitable streets, lower CO2 emissions, and ultimately reduce congestion. To do so, Automotus would install programmed cameras in areas they call *smart zones*, and it would track vehicles with logos such as FedEx, Uber, etc. Once this information is collected, it would charge the vehicle based on how long the vehicle was parked in that location. Pricing would be by the minute. The program would also provide real time data about curb space and availability. As for privacy and security, they will blur faces and the data is encrypted and not stored for infinite. By no means is their technology meant for tracking individuals. The purpose is to manage curb space for ease and convenience for those who need to park for a short period of time and have a shared curb space for all.

Automotus is working alongside SFMTA who is supporting the program and completing community outreach is part of the application program. They would like insight and support from the Alliance to launch this pilot program.

Contact Information: Theo Ellington, theo@cityideasource.com , (415) 968- 9390

The following questions by the members were addressed:

- Pricing and charging of commercial vehicles
- How it affects work vehicles i.e., plumbing needs at a hotel
- Billing vs. Citation
- How to encourage compliance from drivers
- How Automotus will affect future congestion pricing in Union Square
- How the cost is distributed
- Payment distribution between ride sharing apps, the city, and businesses
- Enforcement efforts
- Where does revenue go? Can Alliance carve out revenue for public realm projects.
- What support Automotus is specifically asking from the Alliance



A discussion took place, and it was decided that the Alliance needs more information before being able to give support. A follow up meeting will take place.

6. Other legislative items and updates

- Action to approve help fund for \$5,000 crime survey with Hotel Council and other Partners

Kelly Powers presented the efforts of the Hotel Council to complete an in-depth survey about how San Franciscans are experiencing crime. The intention of this survey is showcasing the reality of crime in San Francisco. Depending on outcome of the survey, this data may be presented to the City to help them solve the issue. A request was made to the Alliance for financial support for the survey which will be created by a well-known consultant hired by the Hotel Council. A discussion took place about how this survey will help bring future employees and shoppers back to Union Square in the long run.

Action: The Board unanimously approved funding of \$5,000 for the crime survey with the Hotel Council and other Partners as motioned by Don Thomas and seconded by Erik Murray.

- OEWD Grant Opportunity: Build Back Better
Hold off for next meeting.
- SFPD Staffing for Union Square
Hold off for next meeting.
- 10A Sheriff Program
Hold off for next meeting

7. Adjournment and Next Meeting: December 14, 2021.

Marisa adjourned the meeting at 10:35 a.m.