



San Francisco Bicycle Coalition
1720 Market Street
San Francisco, CA 94102

T 415.431.BIKE
F 415.431.2468

sfbike.org

PROMOTING THE BICYCLE FOR EVERYDAY TRANSPORTATION

July 19, 2019

SFMTA Board of Directors
Director of Transportation Search Committee
Director Amanda Eaken, Chair
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Chair Eaken and Directors,

As you embark upon your search for San Francisco's next Director of Transportation, I write on behalf of our over-10,000 members to emphasize the qualities and experience we feel you should particularly value in choosing a successful candidate. San Francisco's Transit First, Vision Zero, and 0-80-100 Roots policies are guiding principles that call upon us to build and maintain a transportation system that is safe, sustainable, affordable and accessible. The next Director of Transportation must never lose sight of these guiding policies while dealing with the day-to-day operations of the agency.

In particular, we urge you to seek out a candidate who has the following experience and skills:

- A deep understanding of Vision Zero, a commitment to achieving it, and experience in implementing street safety improvements for people who walk and bike
- A commitment to ensuring that all San Franciscans have access to affordable and accessible transportation options and a belief that freedom of movement is a human right
- A vision for how emerging mobility technologies and services complement and increase the number of people biking, walking and taking transit and an understanding of how government can ensure public safety during the testing and deployment of such technologies and services
- Management and oversight of capital projects, with an emphasis on delivering transportation infrastructure improvements on time and within budget
- Experience working in and successfully navigating highly politicized environments, with demonstrated success in communicating agency goals and objectives to elected officials and various stakeholder groups
- Personal experience biking in an urban environment and a recognition of cities as multi-modal spaces

San Francisco's Director of Transportation is a key leadership position with wide ranging responsibilities and demands. It is a difficult job that will require an incredibly talented individual to fill it. I wish you the best of luck in your search for that person, and have great hope that you will select someone who will continue to improve the experience of biking in our city. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Wiedenmeier". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Brian Wiedenmeier
Executive Director

