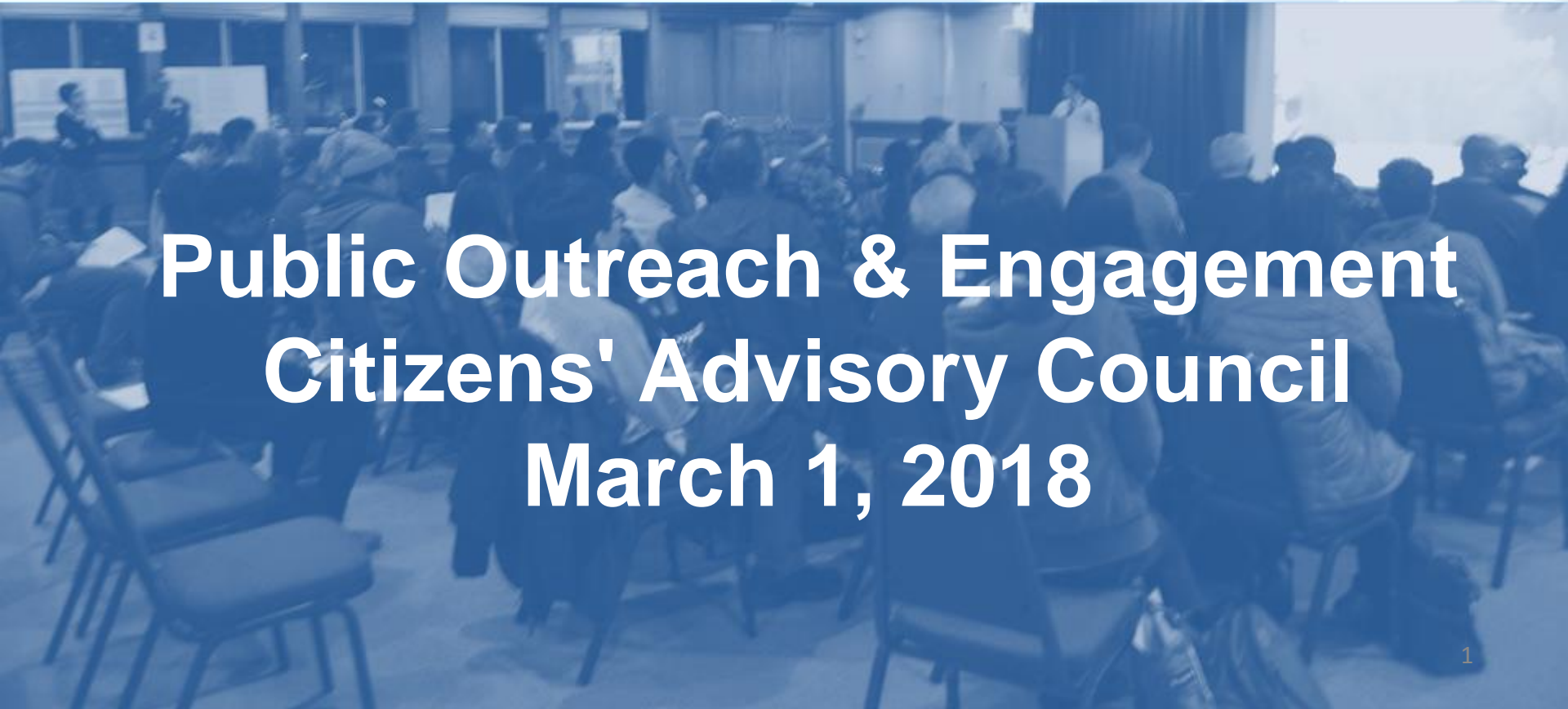




SFMTA
Municipal
Transportation
Agency

A large photograph of a public meeting, overlaid with a blue tint. The image shows a large group of people seated in rows of chairs, facing a stage area where a presentation is taking place. The text is centered over the image.

**Public Outreach & Engagement
Citizens' Advisory Council
March 1, 2018**

A Look in the Mirror (2015)



**Hundreds of SFMTA
projects planned or in
process**



**No standardized
approach to engaging
and informing
communities
and the public**

**STAKEHOLDER
FRUSTRATION**



**Slow project
delivery**



**No standardized
approach to
engaging and
informing communities
and the public**

A New Approach

2015-2017

- Did an **Internal Assessment**
- Developed a **Strategy (POETS)**
- Formed a **POETS Team**
- Received an **External Grant**
- Developed the **POETS Program**





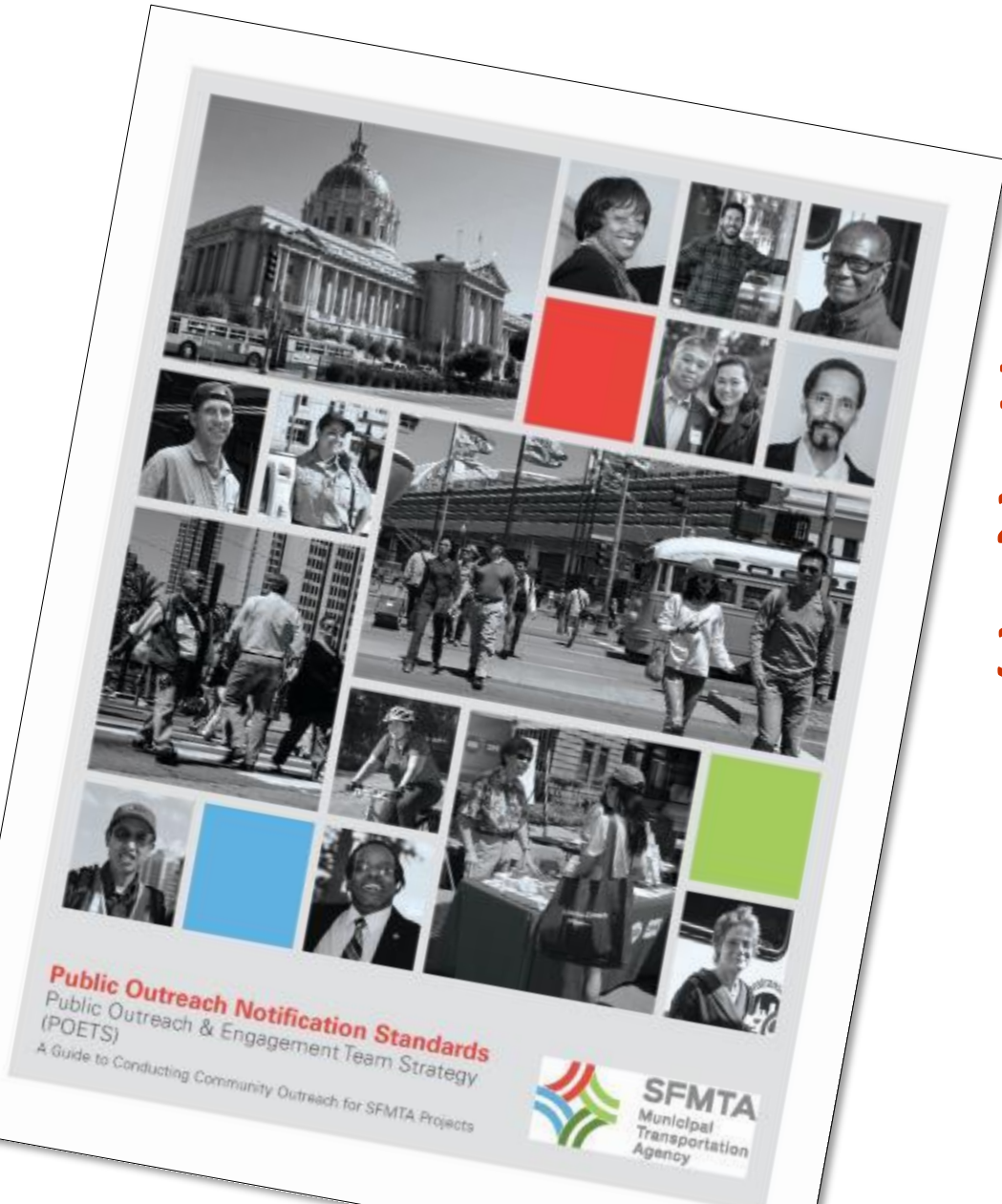
Requirements

for Public Outreach & Engagement

Resources

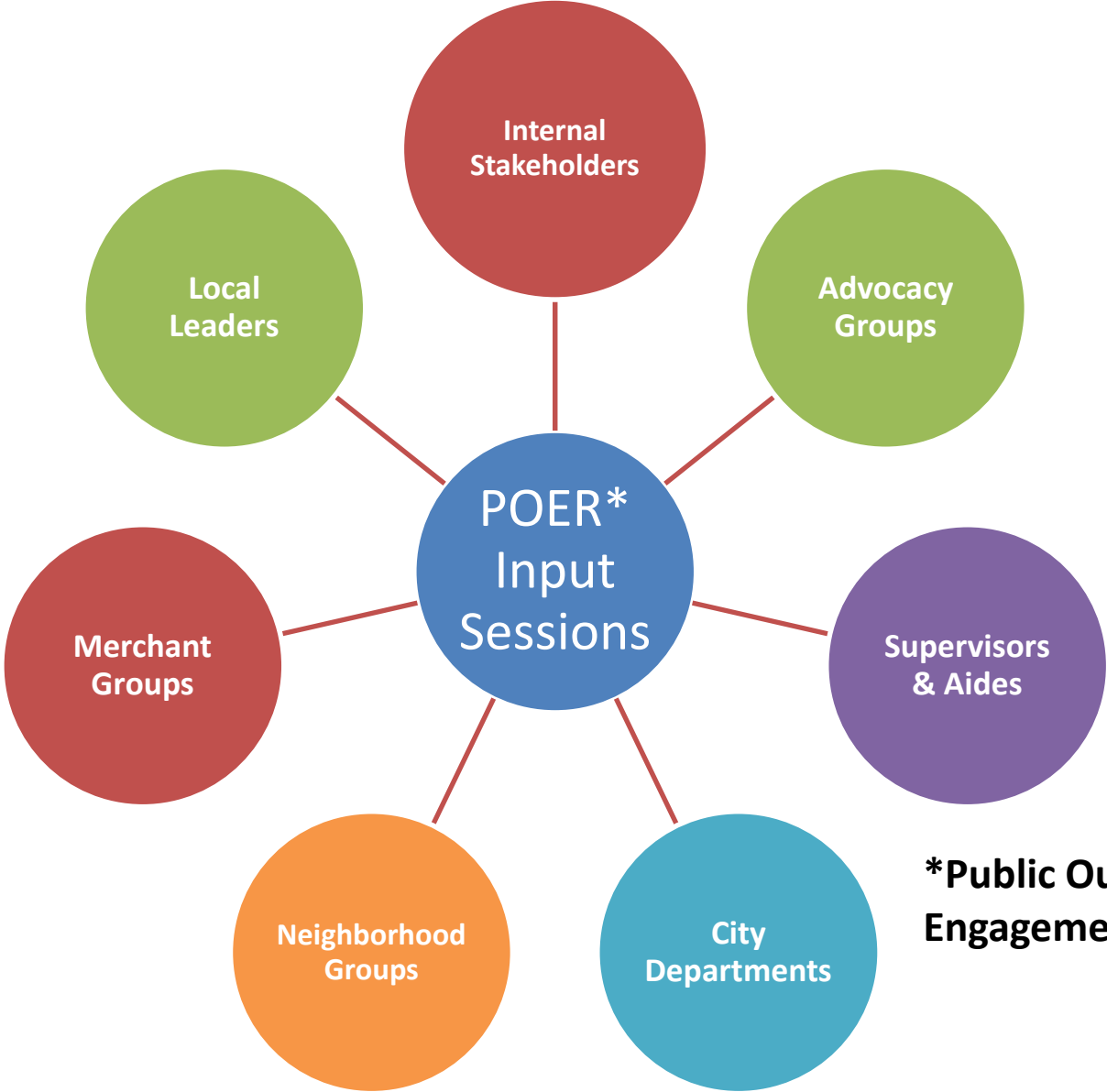
to Build Skills & Support Staff

Moving Ahead in 2018



1. New Requirements
2. Planning Guide
3. Stakeholder Input

Listening to Stakeholders



***Public Outreach & Engagement Requirements**

Questions?