

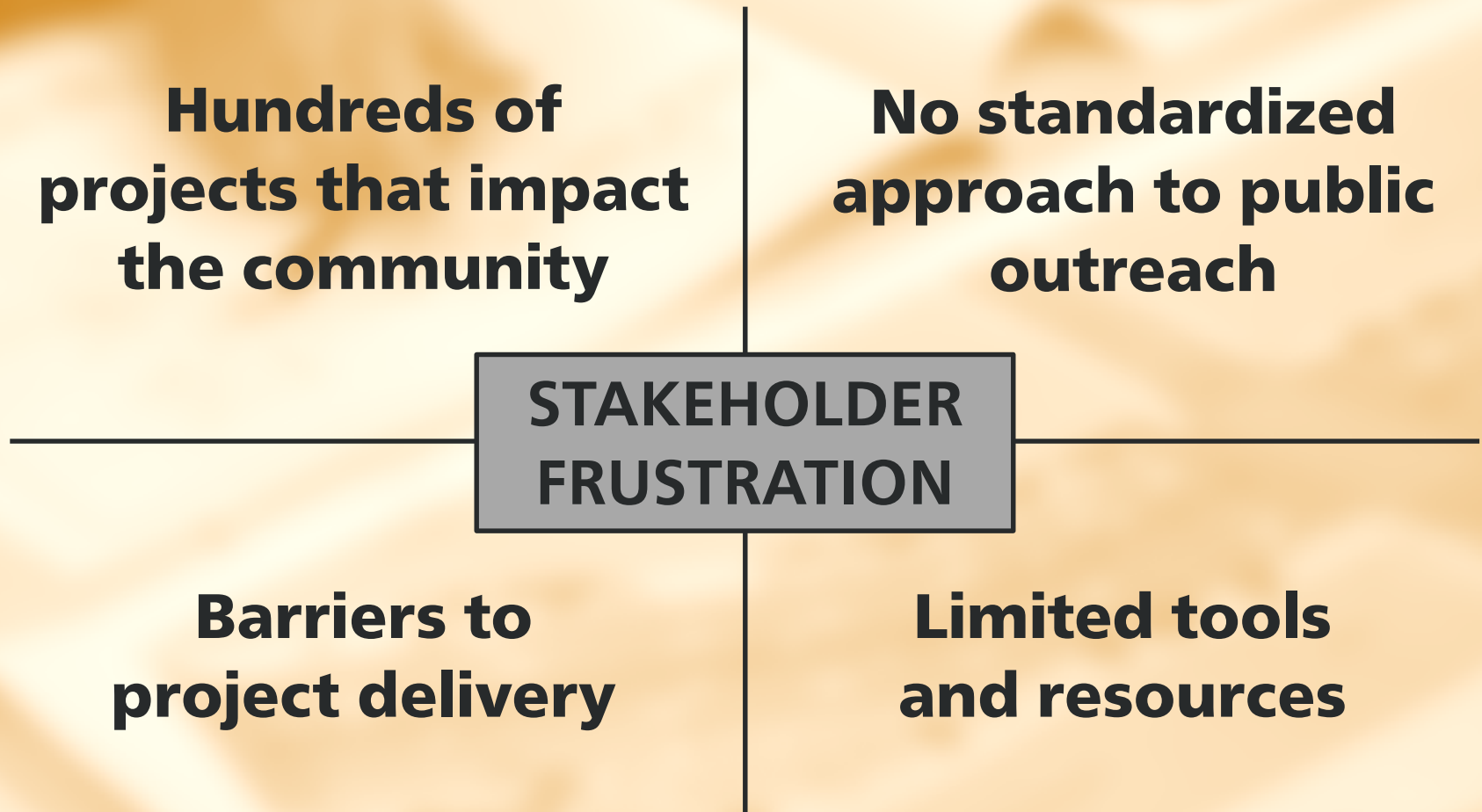


SFMTA

Public Outreach and Engagement

June 19, 2018

A Look in the Mirror (2015)



Our Response: Public Outreach and Engagement Team Strategy (POETS)

<p>Identified Current Practices & Pain Points 2015</p> <p>Practices & Procedures Internal / External Interviews & Surveys</p>	<p>Launched POETS 2016-17</p> <p>Peer Group Notification Standards Communications Guide Tools and Resources</p>	<p>Requirements, Relationships & Resources 2018</p> <p>Plan for Outreach Engaged Stakeholders Document Implementation & Feedback</p>
<p>Reviewed Best Practices</p> <p>Other Agencies & City Depts. Public Participation Practitioners Stakeholder Survey</p>	<p>Education & Resources</p> <p>Key Projects Focus Program Capacity 100 Staff Trained</p>	

Foundations of POETS

Requirements

Every Project that Impacts the Public Must:

- **Assess Project Impacts & Identify Stakeholders**
- **Early Engagement with Key Stakeholders**
- **Use Multiple Communications Channels**
- **Use All Language & Accessibility Requirements**
- **Develop a Public Outreach & Engagement Plan**
- **Document Implementation & Feedback**
- **Close Feedback Loop with Stakeholders**

Foundations of POETS

Resources

Develop Staff Skills Through:

- **Training & Education**
- **One-on-One Support – Office Hours**
- **Webinars – Fundamentals, Techniques, Case Studies**
- **POETS Online Resource Library**
- **Internal Peer Group**

Foundations of POETS

Relationships

To Build Trust with the Community:

- **Strategic Plan Goal 4 – Improve Relationships & Partnerships with Stakeholders**
- **District Liaisons**
- **Working Groups & Focus Groups**
- **Stakeholder Feedback on SFMTA Initiatives**
 - **Creation of POETS**
 - **Public Participation Plan**
 - **New Requirements & Guidelines**

How Will We Know We Are Successful?

**Strong Stakeholder Relationships
Clear Path to staff**

**Project Delivery
With Respect for Community Concerns**

**Staff Members
Are Skilled and Confident**

Thank You!