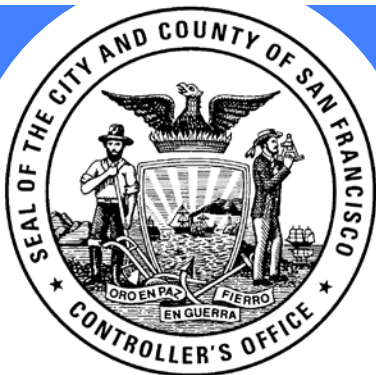


SFMTA Public Outreach Project

PAG Presentation



CITY & COUNTY OF SAN FRANCISCO

Office of the Controller
City Performance Unit

Jessie Rubin | Kyra Sikora | Cody Reneau

07.24.2018

Project Sponsors & Team

- **Project Sponsors:**
 - **Candace Sue** Director, Communications & Marketing
 - **Tom Maguire** Director, Sustainable Streets
 - **Ricardo Olea** City Traffic Engineer
 - **Deanna Desedas** Manager, Public Outreach & Engagement
- **Project Team:**

| Team Member | SFMTA Division |
|-------------------------------|----------------------------|
| Tom Folks (Lead) | Sustainable Streets |
| Jesse Schofield (Lead) | Communications & Marketing |
| Lolita Sweet | Communications & Marketing |
| Dovid Coplon | Communications & Marketing |
| Miriam Sorell | Sustainable Streets |
| Tracy Minicucci | Sustainable Streets |
| Alexander Jonlin | Sustainable Streets |
| Felipe Robles | Sustainable Streets |
| Charlie Ream | Sustainable Streets |
| Sandra Padilla | Transit |

Why is change needed?

The process for notifying the public about small- to medium-sized street and traffic modification projects can result in frustrations for both the **public** and **SFMTA staff**:

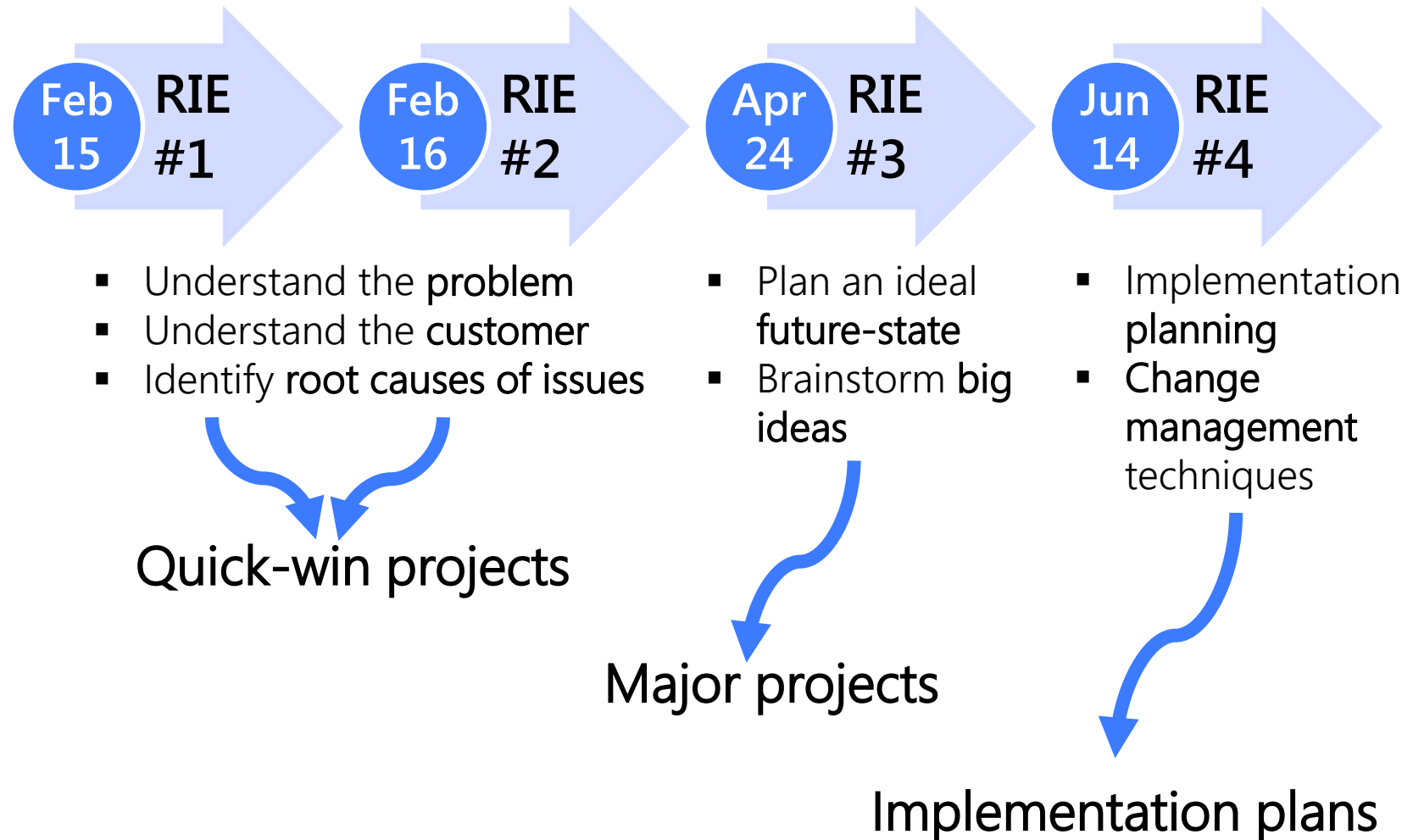
Members of the **public** report that:

- They do not receive **clear, explicit notice** about projects
- SFMTA does not adequately **explain reasoning** behind projects
- SFMTA does not consider or **address their complaints**

For **SFMTA staff**, the process can be:

- **Unexpectedly contentious** when members of the public voice their frustrations about upcoming projects
- **Time consuming** when staff conduct extra work to ameliorate public concerns late in the process, delaying project implementation

Lean Methodology

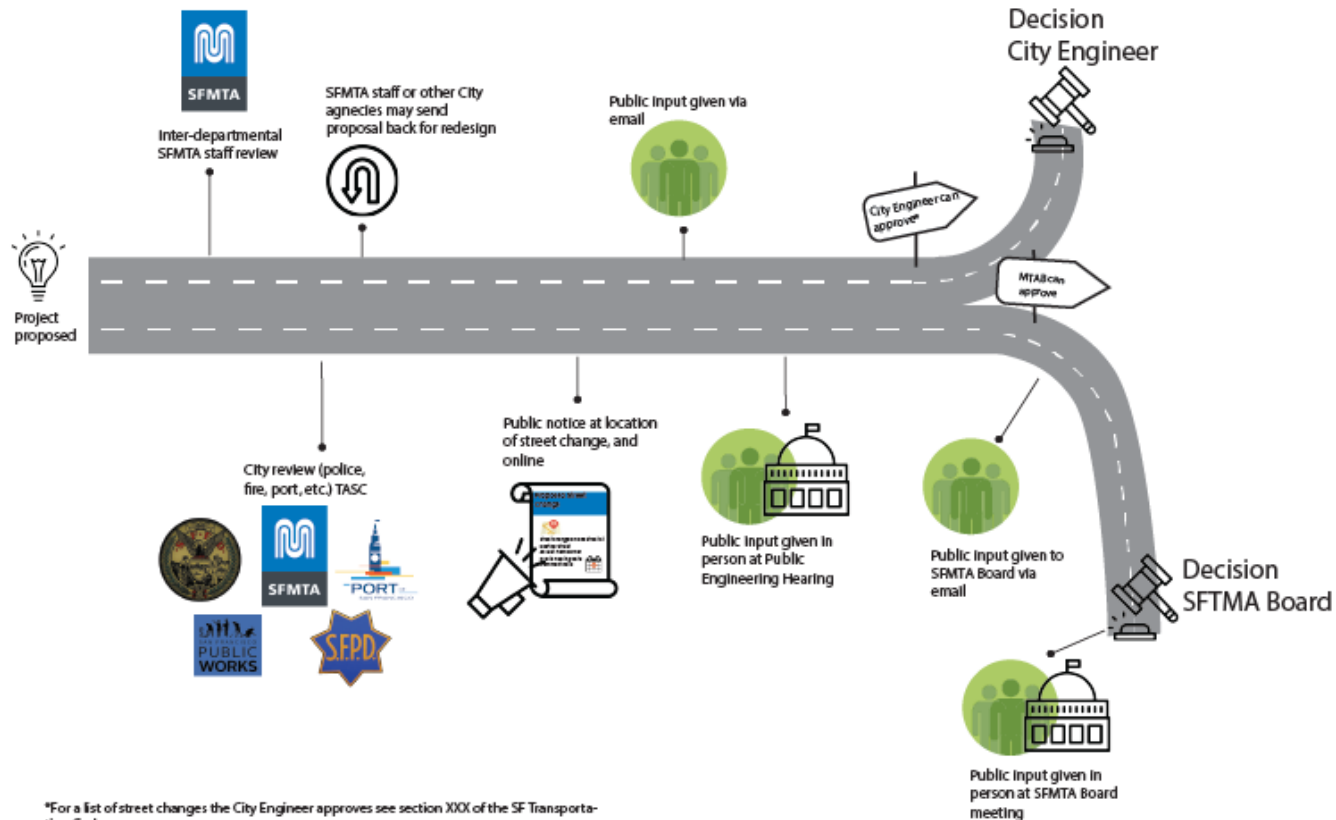


Results

- **Standard operation procedure & script** for public hearing
- **Posting decisions** made on all hearing items
- **Improvements** to notice
- **Infographic** on process
- Salesforce **comment queue**
- **Auto-response** for Sustainable Streets email
- **Satisfaction measurement** (Textizen and hearing survey)
- **Map** of agenda items
- Posting **Project Manager contacts**
- **Email decision** to those interested

Infographic on process

How does a proposed street change get approved?



*For a list of street changes the City Engineer approves see section XXX of the SF Transportation Code

Map of agenda items

Interactive Projects Map

Search SFMTA projects by name, mode, neighborhood, supervisor district, or by clicking on the map.

Name **Mode** **Neighborhood** **District**

Supervisor Districts

Next steps

- **Monitoring metrics**
- **Action plan**
(27 projects, 66 steps; 15 key people)
- **Track metrics and implementation**
(Monthly check-ins between project sponsors and team leads)



Thank you, and thanks to the project team!

Any questions?

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