



SFMTA

Building Trust With Our Communities

SFMTA Citizens' Advisory Council

June 1, 2023



SFMTA Strategic Plan Transportation and Workplace Values are Bridged by TRUST

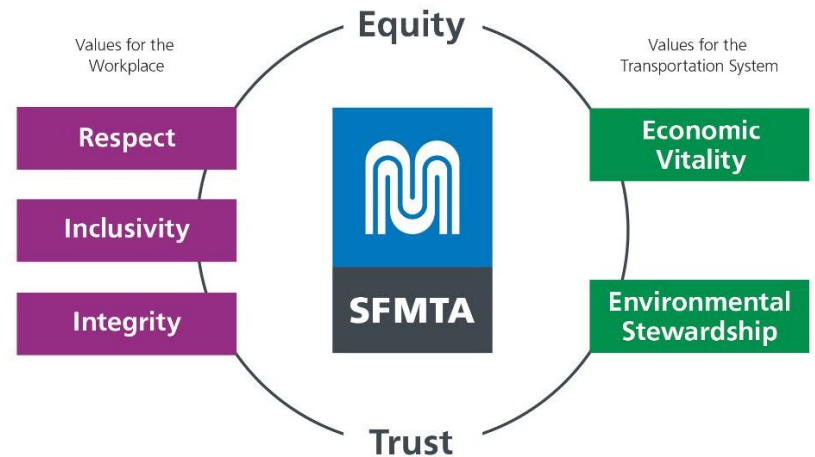
Looking Ahead Policies The SFMTA Strategic Plan Vision Values and Metrics

Trust

Strengthening the social and cultural connections of the city and building confidence in the agency.

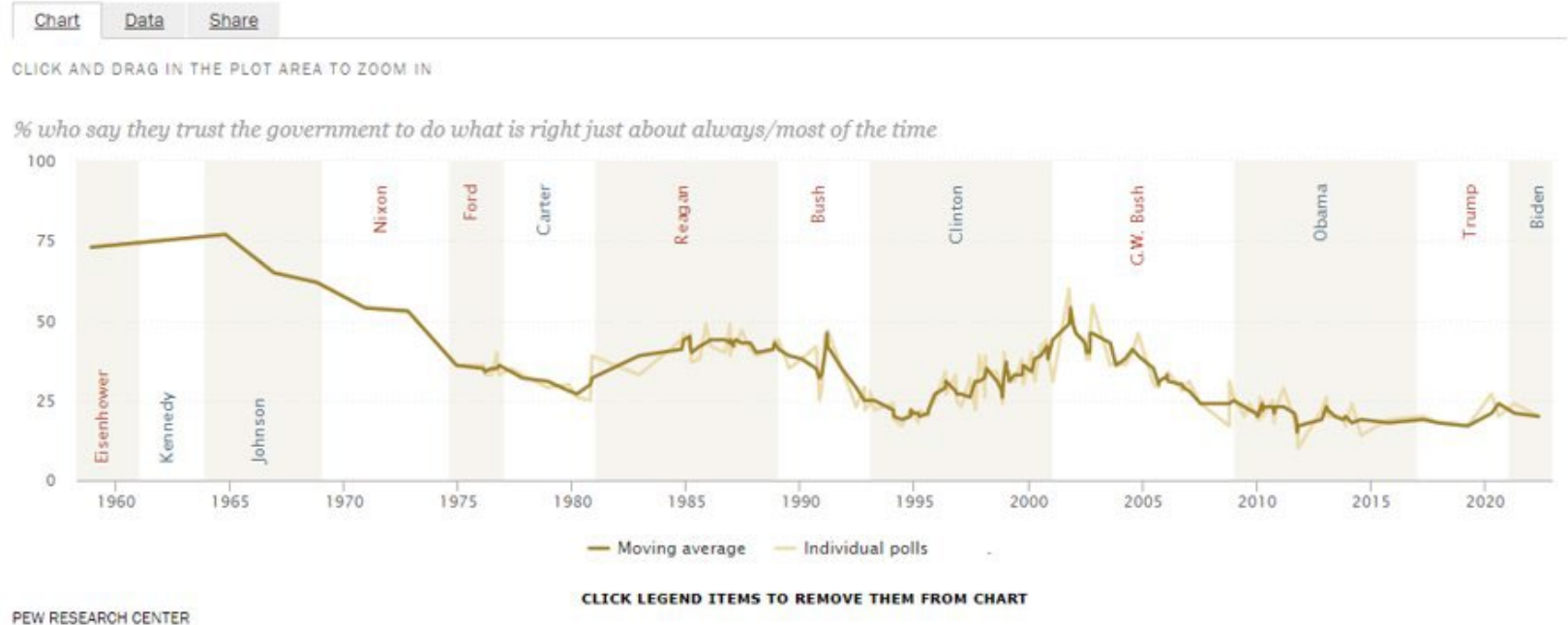
Metrics to track progress:

- Customer rating: Overall customer satisfaction with Muni
- Customer Commendations
- Customer Complaints
- Customer rating: Trust in the SFMTA
- Percent of positive social sentiment



Trust in Government Trends

Public trust in government near historic lows

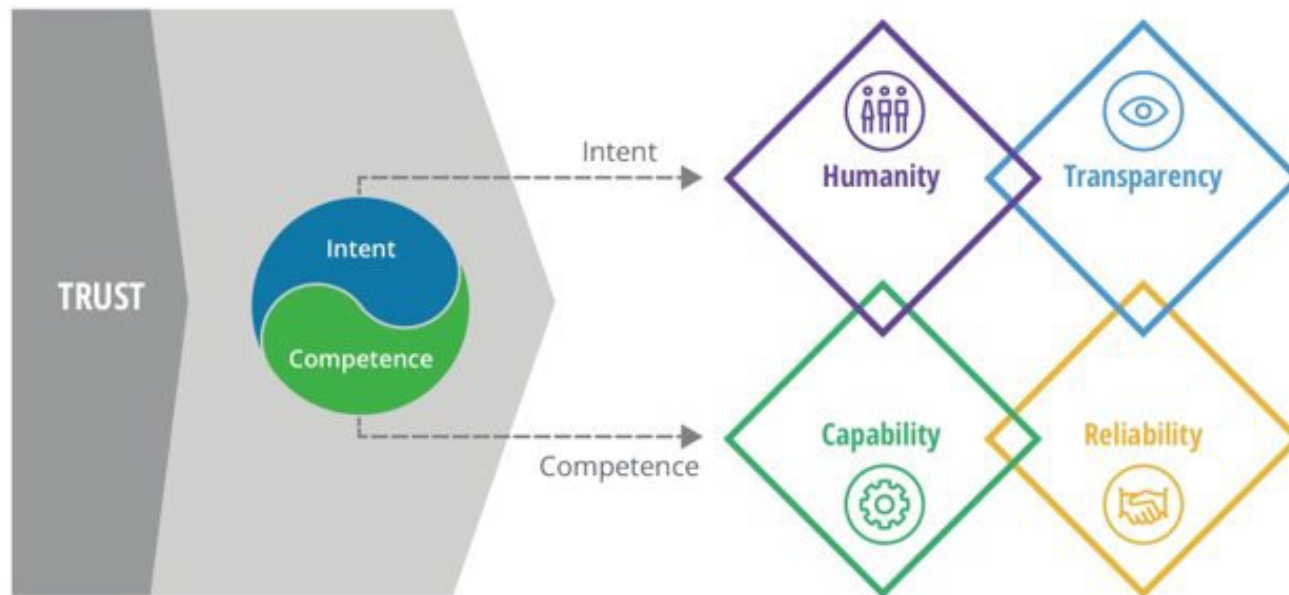


Source: Pew Research Center. "Public Trust in Government: 1958 – 2022." *Pew Research Center*, June 6th, 2022, <https://www.pewresearch.org/politics/2022/06/06/public-trust-in-government-1958-2022/>. Accessed January 25th, 2023.

Restoration of Trust

FIGURE 2

Four trust signals contribute to greater trust



Source: Deloitte analysis.

Deloitte Insights | deloitte.com/insights

Source: Chew, Bruce, et al. "Rebuilding trust in government." *Deloitte Insights*, March 9th, 2021, <https://www2.deloitte.com/us/en/insights/industry/public-sector/building-trust-in-government.html>. Accessed January 25th, 2023.

CAC Discussion

1. Has the agency been able to establish or build trust in your community? If so, what are the specific things the agency has done that you appreciate and would like to see continue?
2. What can we do to increase your trust in the Agency and our work?



SFMTA

Thank you