



SFMTA

Public Outreach and Engagement in the New Environment

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The Big Picture

- These are extraordinary times but not everything is new
- The agency is well positioned to face the current situation



Presentation Overview

- POETS overview for new ET members
- How POETS can support the new environment
- Evolving Approach: New Tools & Resources



POETS: Our Agency's Strategy



Public



Outreach &



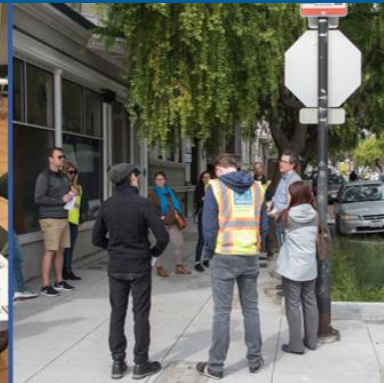
Engagement



Team



Strategy



POETS: A Brief History

- Identified current practices & pain points
- Reviewed best practices

2015



- Consultation with internal & external stakeholders
- Requirements, Relationships & Resources (3 R's)

2018



- Adapt to new realities

2020

2016-2017

- Launched POETS
- Education & Resources

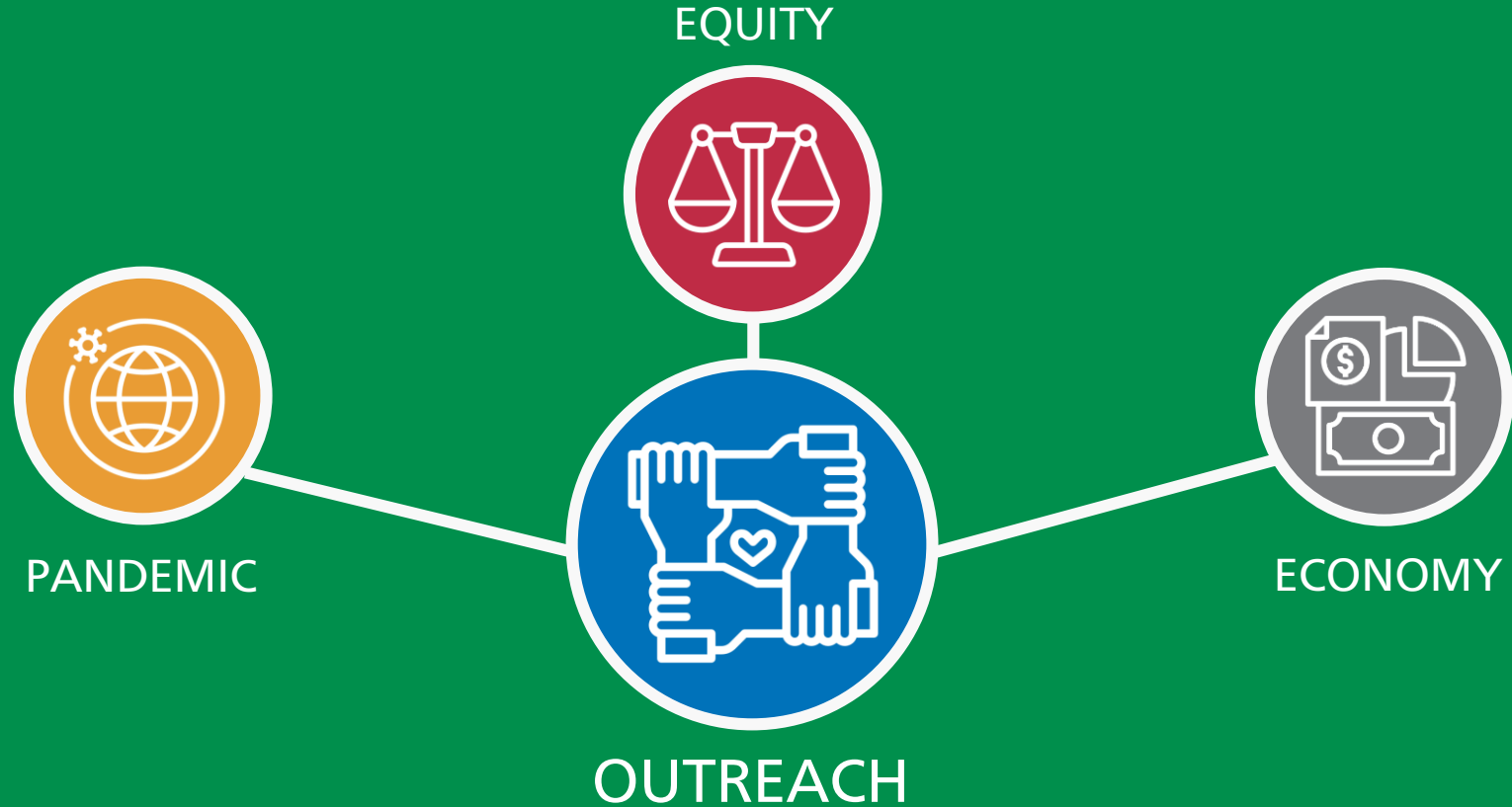


2019

- Staff Support



POETS: The New Reality



POETS: New Opportunities



Core Values

Safe Transportation System	
Equity	Decarbonization
Work Culture that delivers excellent customer service	
Transportation services and investments Supporting a strong economic recovery	

POETS: The Decision Space



POETS: Outreach for Quick-Builds



- Limited decision space



- Less community impact



- Streamlined public process



- Faster project delivery

POETS: Outreach for Larger Projects

- Bigger project impacts
- Limits to digital outreach
- Deeper level of engagement
- Experience with “quiet phases”

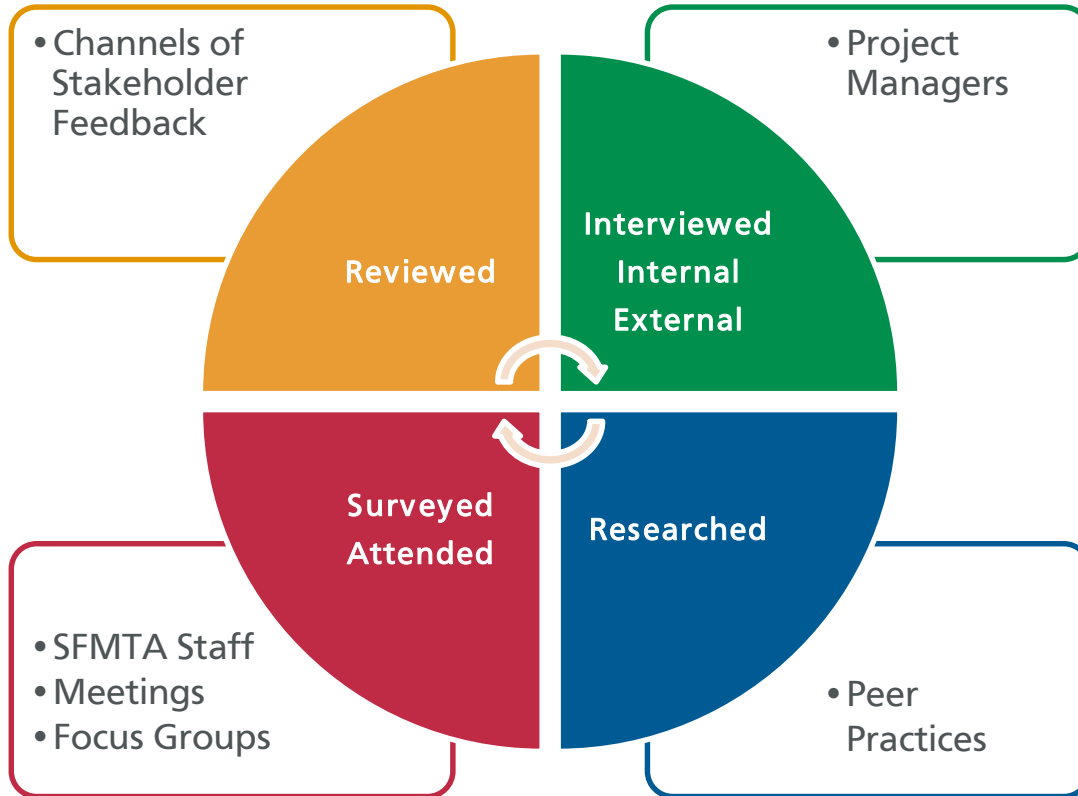


POETS IS KEY

TO RECOVERY

THANK YOU

POETS: Background Research



POETS: Measuring Our Success

- Staff Training & Skills
- Compliance with Requirements
- Community Trust & Satisfaction
- Equity & Inclusion

