



SFMTA

Public Outreach and Engagement REQUIREMENTS

For: Citizens Advisory Committee

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REQUIREMENTS



DEVELOP A PLAN

- Start Planning as Early as Possible
- Identify Impacts and Stakeholders
- Be Clear about Decision Space
- Coordinate with Other Projects & Agencies
- Have a Realistic Budget

IMPLEMENT THE PLAN

- Engage Stakeholders Early On
- Reach People using Multiple Methods
- All Notices & Meetings are Inclusive
- Communicate during “Inactive” Phases

DOCUMENT THE PLAN

- What did you do?
- Who was Contacted or Engaged?
- What did the Public Say?
- How did Public Input Affect the Project?

REPORT ON THE PLAN

- Upload a Brief Report to POETS Webpage
- Note Lessons Learned for the Next Phase
- Stay in Touch with Project Partners
- Close the Feedback Loop with Stakeholders

ACCOUNTABILITY

- General Notice from Leadership
- Project Manager Responsibility
- Division Leads Support Project Teams

STAFF RESOURCES

**SFMTA**Search this site

[Staff Resources](#) | [About Us](#) | [Projects & Programs](#) | [Quick Links](#) | [How Are We Doing?](#) | **POETS**

ABOUT US

The SFMTA is committed to keeping the public informed about our work and to giving those who are affected a voice in the decision-making process. The foundations of POETS are (1) consistent requirements for public outreach and engagement throughout the agency, (2) comprehensive resources to support staff members who work directly with the public, (3) strong and sustained relationships with the community, and (4) recognition of outstanding effort and results at the project level.

Summary Links

- [Calendar of Events](#)
- [Corporate Identity](#)
- [insideSFMTA](#)
- [SFMTA Website](#)
- [Suggestions / Comments](#)

POETS



Resources, Resources, Resources

Office hours are now available in addition to various other resources to help with your outreach. Check it out!

REQUIREMENTS

- [About Requirements](#)
- [Public Outreach & Engagement Requirements ** NEW **](#)
- [Public Outreach & Engagement Plan \(Template\) ** NEW **](#)
- [Public Outreach & Engagement Plan Guide ** NEW **](#)

EDUCATION

- [About the Education Program](#)
- [POETS 101 - Intro to POETS](#)
- [POETS Essentials ** NEW **](#)
- [Public Participation Training](#)
- [Specialized Skills-Building Courses](#)
- [On Demand Webinars](#)

RECOGNITION

- [About the Recognition Program](#)
- [Application Status](#)

RESOURCES

- [About Resources](#)
- [Forms and Tools](#)
- [Links](#)
- [Maps](#)
- [Office Hours ** NEW **](#)

LIBRARY

- [About the Library](#)
- [Public Outreach & Engagement Plans](#)
- [Project Needs Assessments \(Archive\)](#)

PEOPLE

- [About the People](#)
- [District Liaisons](#)
- [Division Leads](#)
- [POETS Peer Group Members](#)
- [POETS Team](#)

IAP2 Northern California

- Networking Opportunities
- Resources and Peer Support
- Officer Recruitment



Questions?