



SFMTA

# Muni Service Planning Outreach

SFMTA Citizens' Advisory Council

August 4, 2022

# Agenda

1. Public Outreach and Engagement Team Strategy
2. Language Assistance Program
3. Recent Outreach Improvements
4. How SFMTA uses contractors to support outreach
5. Q&A
6. Discussion: How can SFMTA continue to improve outreach for Muni service changes?

# Public Outreach and Engagement Team Strategy (POETS)



# Public Outreach and Engagement Team Strategy

POETS staff develops and implement project communications plans that meet agency requirements, including:

1. Project brief.
2. Public outreach and engagement goal(s) by phase.
3. Measurable objectives for public outreach and engagement goals.
4. Target audiences.
5. Key messages.
6. Ongoing communication strategies and tactics, schedule and frequency.
7. Outreach Action Plan.

# Public Outreach and Engagement Team Strategy

Level	Inform	Consult	Involve	Collaborate
<b>Definition of Public Engagement</b>	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.
<b>Example Tactics</b>	<ul style="list-style-type: none"> <li>• Ambassadors</li> <li>• Website</li> <li>• Newsletter</li> <li>• Fact sheet</li> <li>• Mailer</li> <li>• Email</li> <li>• Telephone hotline</li> <li>• Signage</li> </ul>	<ul style="list-style-type: none"> <li>• Public comment</li> <li>• Comment form</li> <li>• Focus group</li> <li>• Survey</li> <li>• Public meeting, open house</li> <li>• Interview</li> <li>• Tour</li> <li>• Vote</li> </ul>	<ul style="list-style-type: none"> <li>• Workshop</li> <li>• Charrette</li> <li>• Deliberative meeting/polling</li> <li>• Revolving conversations</li> </ul>	<ul style="list-style-type: none"> <li>• Advisory committee</li> <li>• Participatory decision-making</li> <li>• Collaborative problem-solving</li> <li>• Deliberation</li> <li>• Consensus building</li> </ul>



# Language Assistance Program

- As a federally funded agency and a city department, the SFMTA is required to ensure that information about our programs and services is available to all people, including those for whom English is not their primary language and who may have a limited ability to read, speak, write or understand English.
- In order to meet the needs of this important community, the SFMTA provides both written (translation) and verbal (interpretation) language assistance through various methods.

# Language Assistance Tools

- Multilingual customer alerts, take-ones, bus advertisements/car cards, handouts, station signage, mailers, meeting notices and other outreach materials available in Metro stations, station agent booths
- Multilingual information on [www.SFMTA.com](http://www.SFMTA.com)
- Live interpretation services through Language Line, which can be accessed by staff via phone and can provide assistance in over 100 languages.
- Bilingual and multilingual SFMTA staff
- Free interpretation services with 48 hours' notice at public outreach meetings and hearings
- San Francisco's 311 Customer Service Center, which offers free language assistance in over 100 languages 24 hours a day, seven days a week, is advertised through the tagline below, which is included on SFMTA letterhead and outreach materials.

**311 Free language assistance** / 免費語言協助 / Ayuda gratis con el idioma / Бесплатная помощь переводчиков / Trợ giúp Thông dịch Miễn phí / Assistance linguistique gratuite / 無料の言語支援 / 무료 언어 지원 / Libreng tulong para sa wikang Filipino / การช่วยเหลือทางด้านภาษา โดยไม่เสียค่าใช้จ่าย / خط المساعدة المجاني على الرقم



# Improvements to Outreach

- Partnering with community-based organizations
- Providing in-person, telephone and digital participation opportunities across multiple communications channels
- Increasing language assistance



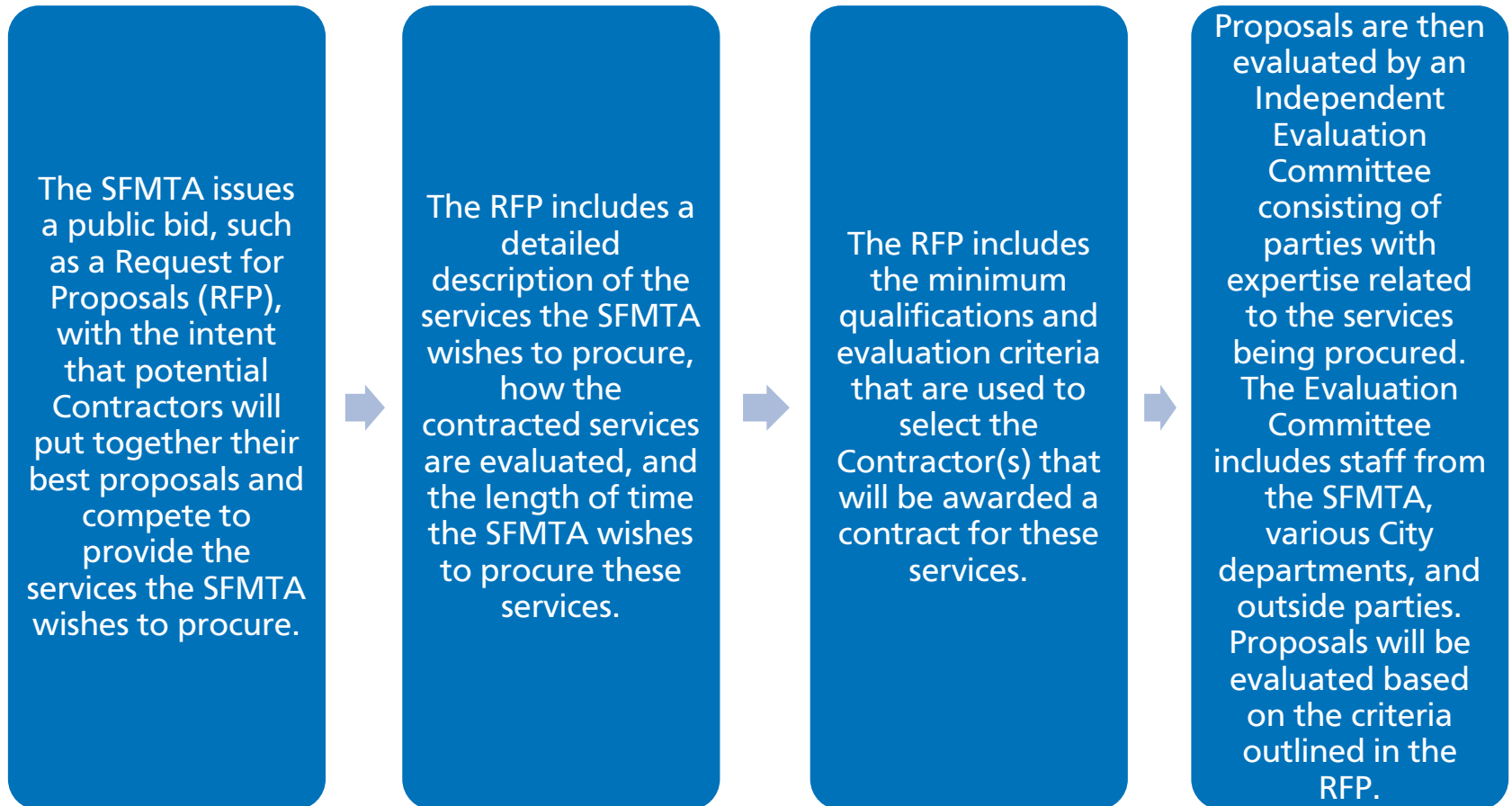


# How SFMTA Uses Contractors to Support Outreach

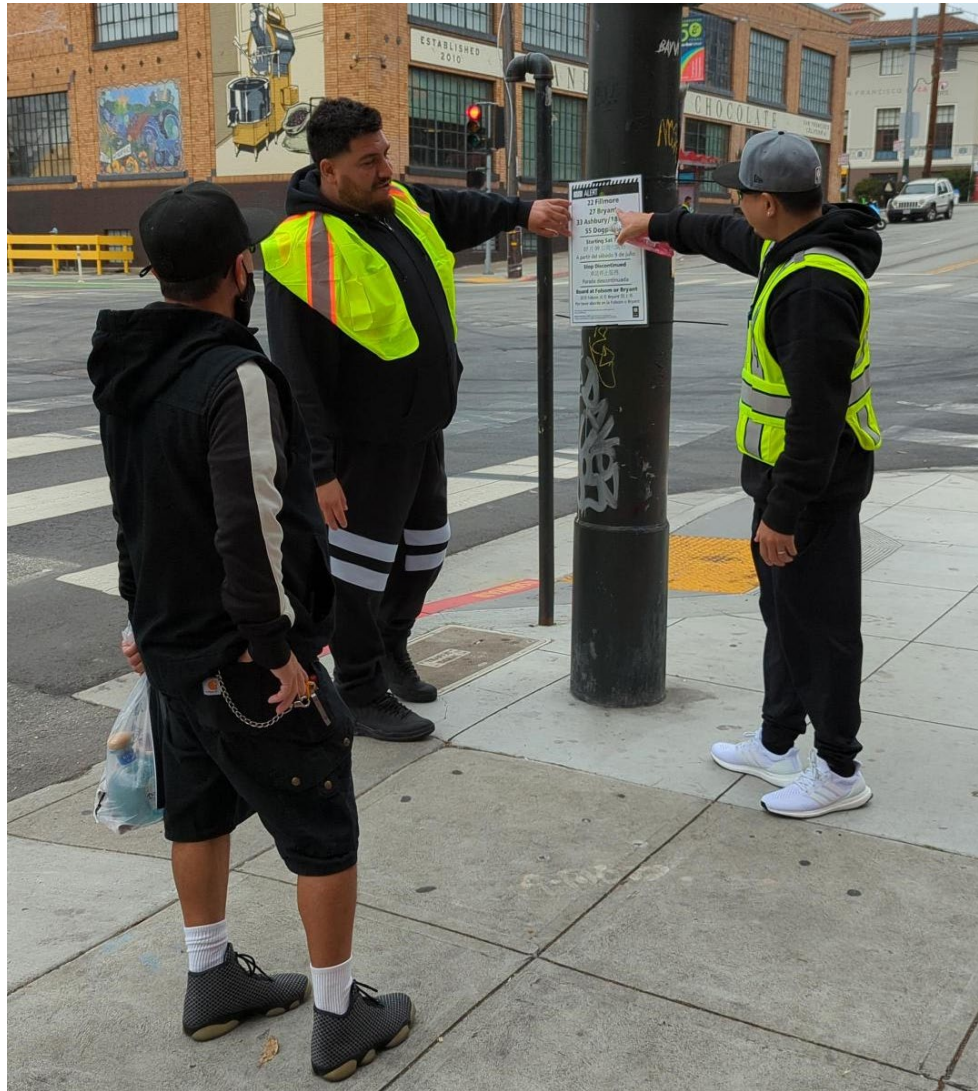
- Competitive bidding procedures to select Contractors
- Contractors are directed by SFMTA staff and bound by contracts defining the scope of work
- Regulations and procedures for procuring services are set forth in SF Administrative Code
- Federally-funded contracts are also subject to Federal regulations
- Regulations ensure that the City maintains fairness and transparency during the bidding and contracting process
- All selected Contractors must also comply with City regulations related to doing business with the City



# Contractor Procurement Process



# Q&A





# Discussion

How can SFMTA continue to improve outreach for Muni service changes?

