



**SFMTA**

# **Building Trust With Our Communities**

**SFMTA Board of Directors' Workshop**

49 South Van Ness Avenue, San Francisco, CA

February 7, 2023



# SFMTA Strategic Plan Transportation and Workplace Values are Bridged by TRUST

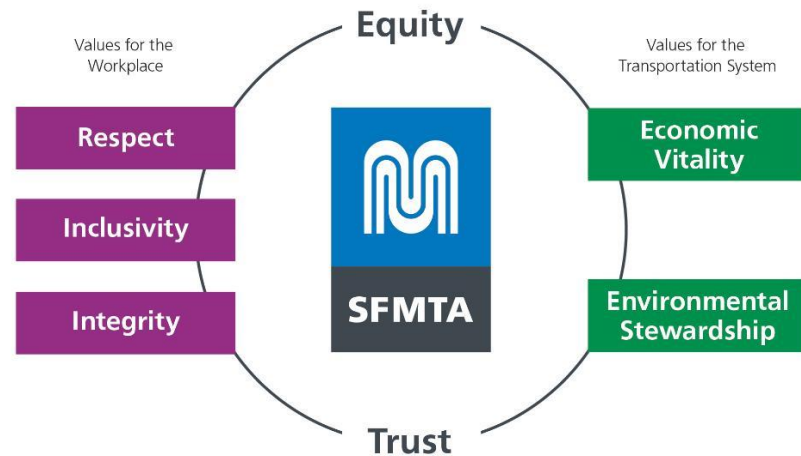
Looking Ahead   Policies   The SFMTA Strategic Plan   Vision   Values and Metrics

## Trust

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

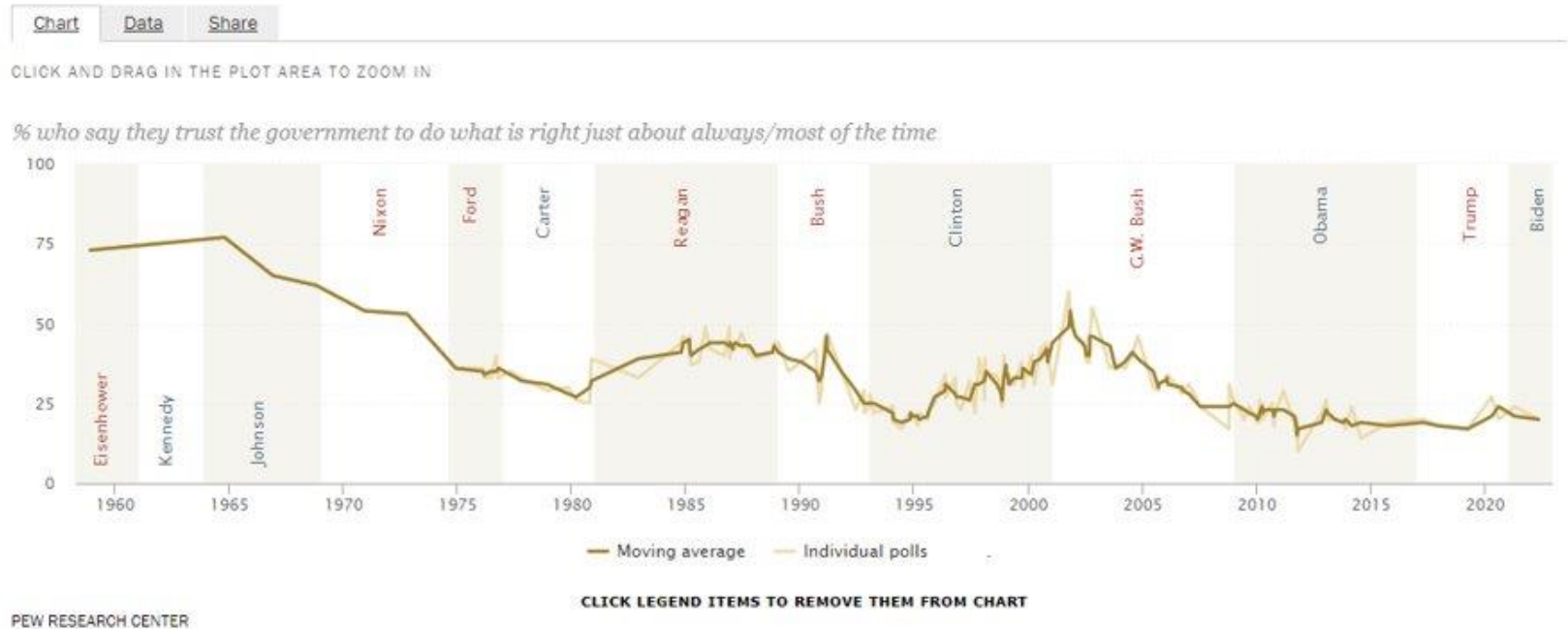
Metrics to track progress:

- 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

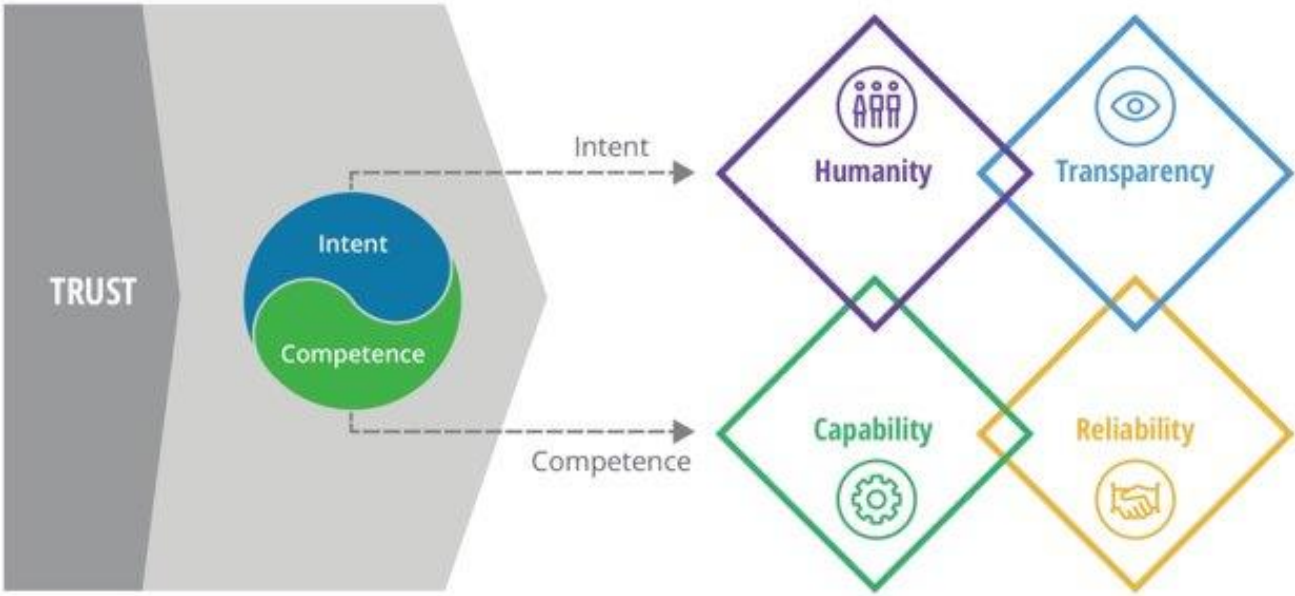


Source: Pew Research Center. "Public Trust in Government: 1958 – 2022." *Pew Research Center*, June 6th, 2022, <https://www.pewresearch.org/politics/2022/06/06/public-trust-in-government-1958-2022/>. Accessed January 25th, 2023.

# 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 9<sup>th</sup>, 2021, <https://www2.deloitte.com/us/en/insights/industry/public-sector/building-trust-in-government.html>. Accessed January 25<sup>th</sup>, 2023.

# Panel and Board Discussion

## ➤ Panel Conversation

- 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?
- What can we do to increase your trust in the Agency and our work?

## ➤ Board Discussion and Questions

- Reflections and guidance on which areas the Agency should focus on to continue building trust

## ➤ Summary Report



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**Thank you**