SFMTA Public Outreach & Engagement Requirements

SFMTA is revising the requirements for public outreach and engagement on our projects. We invite your feedback on some of the key elements that must be included in the Public Outreach & Engagement Requirements (POER) for every project. We value your input and will consider it carefully as we guide our project teams on how to carry out the requirements.

1. **Project Impacts** (how projects affect the community)
   - What kinds of impacts are you most concerned about with SFMTA projects?
   - Who in the community needs to be considered when we identify "stakeholders?"
   - Do you have examples of strategies that have successfully addressed project impacts?

2. **Keeping You Informed** (using a variety of methods and tools to reach people)
   - What are the best ways to reach you and members of your community? Worst ways?
   - Are legally required notifications sufficient to reach those who are affected by projects?
   - What kind of information about transportation projects is most helpful to you?

3. **Public Participation** (opportunities to give your input on projects)
   - Are you most interested in staying informed about projects or helping to shape them?
   - When there is an opportunity for public input, how do you prefer to participate (public meetings, open houses, community dialogue, anonymous surveys, online feedback, etc.)?
   - What are the barriers that limit inclusive participation by the community?

4. **Community Partnerships** (working together to reach stakeholders)
   - Is it more effective for us to convene stakeholder representatives together (like in a working group), or to meet with individual organizations to provide project updates?
   - What opportunities are there for us to work as partners (co-hosting a meeting, working together to get information to your community, etc.)?
   - Are there potential partners in the room who can help us serve those who speak languages other than English?

5. **Project Coordination** (connecting planning across projects and agencies)
   - If multiple SFMTA projects affect your neighborhood or group, would you prefer to learn about all of them at a single meeting or focus on each project separately?
   - Have you had any positive or negative experiences in trying to contact someone to get information about an SFMTA project?
   - Is it clear how SFMTA works with other City departments at various phases of projects?

SFMTA Public Outreach & Engagement Requirements

These are the questions that SFMTA would value your input on as we develop our new requirements and planning guidelines:

1. **How does a project impact the community?**

2. **What are the best methods and tools to keep you informed?**

3. **What are the opportunities for the public to provide input?**

4. **How can we work together with the community?**

5. **How can we do a better job coordinating our project outreach?**