

Appendix 2

Curbside Electric Vehicle Charging Site Permit: Neighborhood Outreach Plan

Version 08.26.2026

Introduction

This document establishes the Neighborhood Outreach Plan requirements that must be submitted as part of the Curbside Electric Vehicle Site Permit application for the SFMTA Curbside Electric Vehicle Charging Program (Program). These requirements and guidelines instruct qualified Curbside Electric Vehicle Charging Operators (Operators) on how to meet public accountability requirements, conduct community outreach, and develop programs for engagement and partnership.

Purpose

The SFMTA is committed to inclusive public outreach to ensure that the public is informed and involved in agency decisions that affect their communities. Goals 1 and 7 of the SFMTA's Strategic Plan describes this commitment to equity and engagement:

Goal 1: *Identify and reduce disproportionate outcomes and resolve past harm towards marginalized communities*

Center racial equity in all areas of operations and decision-making to prioritize the advancement of racial, social and transportation equity in every decision taken by the agency

Goal 7: *Build stronger relationships with stakeholders*

The SFMTA aims to cultivate and maintain strong relationships to meet community needs, center racial equity and ensure that the public input is inclusive of Black, Indigenous, People of Color (BIPOC) communities and populations underserved by the transportation sector.

To ensure the Program advances these goals, Operators shall implement their Neighborhood Outreach Plan, which is submitted as part of their Site Permit application.

Outreach efforts should create spaces for Operators and community members to understand the benefits and challenges of the Program, generate open dialogue on community priorities and the impacts of Electric Vehicle chargers, and source potential solutions to strengthen the program. Particular attention should be given to ensuring that low-income neighborhoods, communities of color, people with disabilities, and historically marginalized areas have an opportunity to provide input regarding installation locations of Curbside Electric Vehicle Charging Stations and are adequately served by the program.

A. Neighborhood Outreach Plan Requirements

Each Operator's Neighborhood Outreach Plan shall include and describe the following elements:

1. **Equitable community engagement:** Identify methods for fostering community participation and tailoring decisions based on the needs of a community. Submit documentation, if available, that illustrates previous efforts to deliver equitable outcomes and commitment to culturally sensitive outreach. The **Operator** shall complete the following engagement actions as part of the community outreach process:
 - a. **Supervisor outreach:** The Operator shall notify the District Supervisor's office of the proposed project. At minimum, this notification must include sending an email with project details and the anticipated installation timeline. Additional communication methods (such as phone outreach or scheduled briefings) may also be used to ensure awareness and provide opportunities for follow-up.
 - b. **Neighborhood association engagement:** The Operator shall notify relevant neighborhood associations and be available to provide a presentation (virtual or in person) outlining the project and collecting feedback.
 - c. **Merchant group notification:** The Operator shall notify merchant associations or local business groups located within a quarter mile radius of the proposed site and be available to provide a presentation (virtual or in person) outlining the project and collecting feedback.
 - d. **Multilingual flyer:** The Operator shall distribute flyers in the primary languages spoken in the neighborhood, as determined by the SFMTA, to ensure inclusive and accessible project awareness. Flyers should include information such as description of the proposed project location, contact information, cost of charging, parking regulations, date of Engineering Public Hearing, and other relevant information. Flyers should be posted at least 10 calendar days before the [Engineering Public Hearing where the item is agendized](#). Operators will be notified by SFMTA staff in advance of the scheduled hearing. More information about the process steps for the Program, can be found here: [Curbside Electric Vehicle Charging Permit Program Process Steps](#).
 - e. **Notify fronting properties:** The Operator must notify all properties directly fronting proposed charger locations. Notification may be completed through multilingual flyers, direct outreach, or other appropriate means that ensure affected properties receive project information.

2. **Community engagement record:** Maintain a record of community engagement efforts, including all meetings and outreach events and any outreach-related materials, including agendas, discussion notes, non-traditional formats, and comments from community stakeholders, along with explanation of how the Operator responded. This record must be shared with the SFMTA upon request, which will occur prior to the Engineering Public Hearing where the item is agendized.
3. Recommended Engagement Process

While not required, the following guidelines outline a few best practices that can be applied to the above requirements, as well as a suggested outline for robust engagement processes.

- **Step 1. Prepare & Plan**
Identify the outcomes, measures, and deliverables your efforts will strive to generate.
- **Step 2. Partner Up**
Identify and establish working partnerships with neighborhood associations that serve affected communities.
- **Step 3. Reach Out**
Contact fronting properties, residents, and other stakeholders. Go where the people are: reach out at pre-existing local meetings, community centers, and weekend events.
- **Step 4. Diversify Activities**
Define and clearly communicate objectives and parameters. It is best to listen first, then conduct other activities such as workshops, focus groups, and collaborative meetings.
- **Step 5. Analyze & Act**
Evaluate notes and materials gathered through outreach. Summarize, share back, and create a plan to implement actionable findings.

Additional best practices include:

- Conduct regular public listening sessions throughout San Francisco to solicit input that can be incorporated into the company's operations;
- Hold public outreach sessions outside of traditional work hours, or on weekends;
- Be clear about what you are seeking feedback on, and what is not subject to change; and
- Clearly communicate major takeaways and next steps: how will feedback be incorporated, and/or how will updates be communicated back to the community.

B. Community-Based Organizations

A list of neighborhood and merchant associations/businesses is provided by the SF Planning Department and is located on their website here: [Neighborhood Group Organizations | SF Planning](#), and may be helpful for applicants when developing their community engagement plan. This list may be updated from time to time, and is not guaranteed to be comprehensive, and is intended as a guide only.

C. Neighborhood Outreach Timing

Neighborhood outreach is one important aspect of the full approval process for the Program. The full approval process involves coordination across multiple city departments. To help Operators understand what to expect, the SFMTA has developed a summary of each step in the process, available here: [Curbside EV Charging Permit Program Process Steps](#).