Public Outreach and Engagement in the New Environment

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The Big Picture

- These are extraordinary times but not everything is new
- The agency is well positioned to face the current situation
Presentation Overview

• POETS overview for new ET members

• How POETS can support the new environment

• Evolving Approach: New Tools & Resources
POETS: Our Agency’s Strategy
POETS: A Brief History

- Identified current practices & pain points
- Reviewed best practices

2015

- Consultation with internal & external stakeholders
- Requirements, Relationships & Resources (3 R’s)

2018

- Adapt to new realities

2020

2016-2017

- Launched POETS
- Education & Resources

2019

- Staff Support
POETS: The New Reality

EQUITY

PANDEMIC

OUTREACH

ECONOMY
POETS: New Opportunities

Core Values

- Safe Transportation System
- Equity
- Decarbonization

Work Culture that delivers **excellent customer service**

Transportation services and investments
Supporting a **strong economic recovery**
POETS: The Decision Space

INFORM

CONSULT
POETS: Outreach for Quick-Builds

- Limited decision space
- Streamlined public process
- Less community impact
- Faster project delivery
POETS: Outreach for Larger Projects

• Bigger project impacts
• Limits to digital outreach
• Deeper level of engagement
• Experience with “quiet phases”
POETS IS KEY
TO RECOVERY
THANK YOU
POETS: Background Research

- Channels of Stakeholder Feedback
- SFMTA Staff
- Meetings
- Focus Groups
- Peer Practices
- Project Managers
- Reviewed Internal
- Surveyed
- Researched
- Attended
POETS: Measuring Our Success

- Staff Training & Skills
- Compliance with Requirements
- Community Trust & Satisfaction
- Equity & Inclusion