

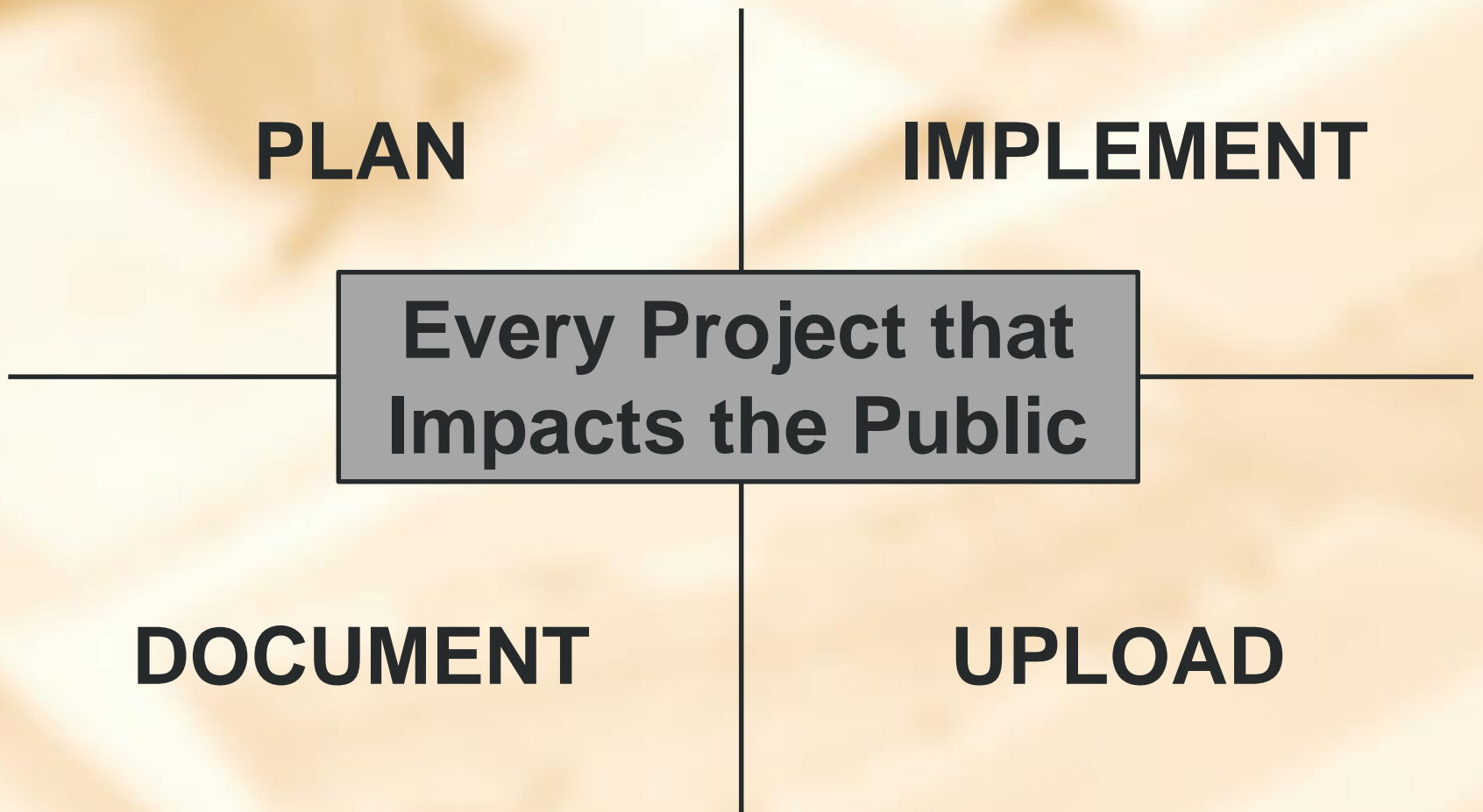


SFMTA

Public Outreach and Engagement REQUIREMENTS

October 9, 2018

Basic Requirements



Develop the Plan

- Start Planning Early
- Determine the Type of Plan
- Identify Impacts and Stakeholders
- Specify Decision Space
- Set Goals and Objectives
- Coordinate with Projects and Partners
- Budget Realistically
- Upload to POETS Webpage

Implement the Plan

- Early Engagement of Key Stakeholders
- Multiple Communication Channels
- Have an Online Presence
- Post Meetings to the Master Calendar
- Language Assistance Requirements
- Racial Equity Strategy
- Inform during “Inactive” Phases
- Close the Feedback Loop


Document and Review the Plan

- Implementation of the Plan
- Stakeholders Reached or Engaged
- Public Input and its Influence (if any)
- How Decision-makers Received Input
- Evaluation Forms at Meetings
- Data to Measure Objectives
- Review & Revise Plan at Each
- Submit a Report after Each Phase

Accountability

- General Notice from Leadership
- Project Managers are Accountable
- Division Leads ensure Compliance
- Every Phase of the Process
 - Funding Requests
 - Pre-Development Report
 - Phase Milestone Review
 - Project Implementation Review
 - Interdepartmental Review
 - Construction Mitigation Plan

POETS Website

**SFMTA**
Municipal
Transportation
Agency

POETS

Search

ABOUT US
(Brief description and linked to POETS 101.)

ARCHIVES

BLOGS

CALENDARS

CONTACT INFO

CUSTOMER NOTICING


FAQs

HELP

SITE ANALYTICS
(Restricted Access)

SITE MAP

SUGGESTIONS



Rotating Banner

Caption here.

STANDARDS

- Public Outreach Notification Standards (PONS)
- Public Participation Spectrum
- Template – Communications Plan (CP)
- Template – Project Needs Assessment (PNA)

EDUCATION

- DHR Skill Building Classes
- Lunch & Learn/Brown Bag Webinars
- Peer to Peer Support/Mentorship Program
- POETS IOI
- Public Participation Basic Training

RECOGNITION

- Level 1 Apprentice*
- Level 2 Specialist*
- Level 3 Master*
- Case Study*

* Application, Benefits, Requirements

RESOURCES

- How To's
- Lists
- Maps
- Websites

LIBRARIES

- Case Studies
- Communications Plans (Completed)
- Project Needs Assessments (Completed)

PEOPLE

- Case Study Review Committee
- District Liaisons
- POETS Peer Group
- POETS Staff

IAP2 Northern California

- Networking Opportunities
- Resources and Peer Support
- Officer Recruitment



Thank You!