SFMTA
Municipal
Transportation
Agency

Public Outreach & Engagement Team Strategy (POETS)

Deanna DeSedas
Public Outreach & Engagement Mgr.
San Francisco Municipal Transportation Agency
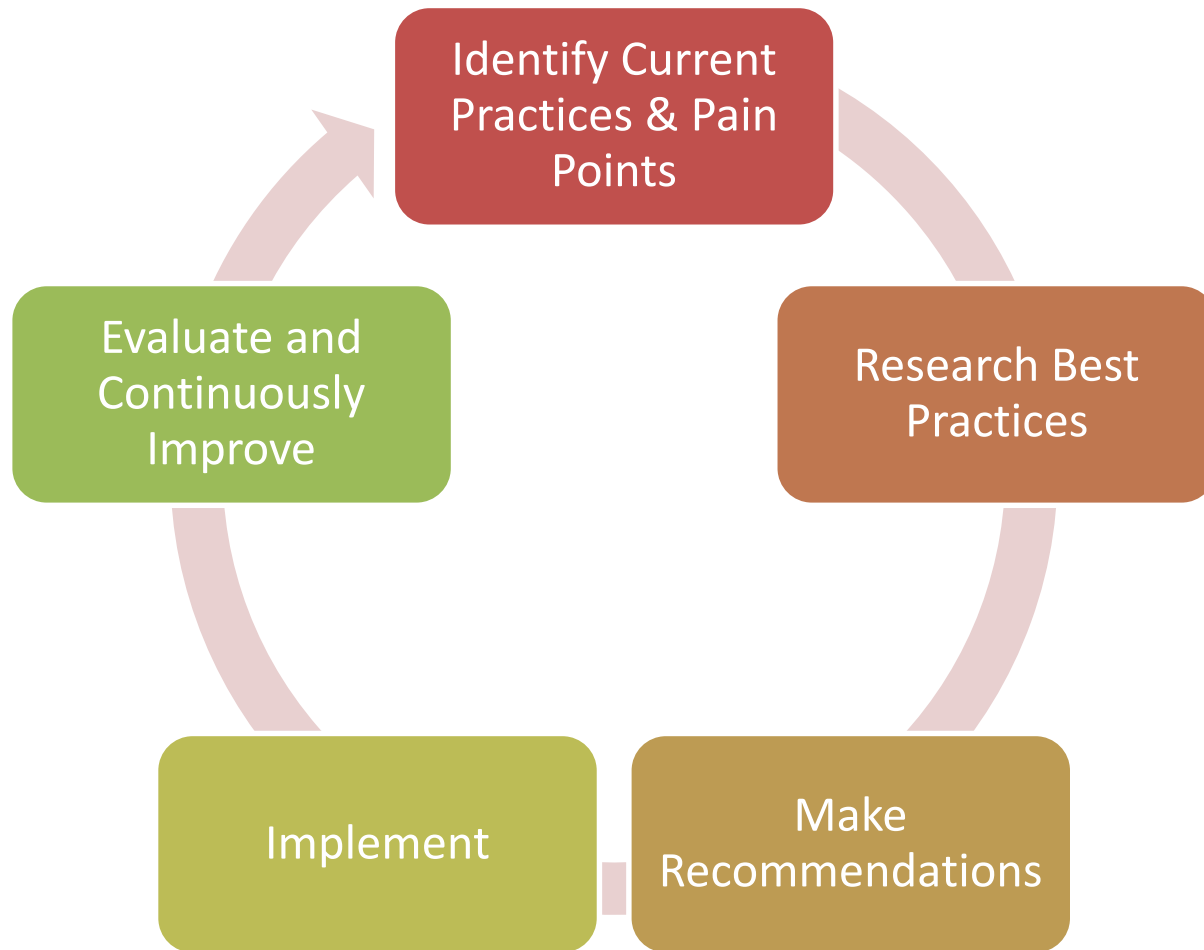September 2017 / Denver

POETS

- A **strategy** to strengthen relationships with community

- A **process** to improve consistency across projects

- A **model** for our partners in the City of San Francisco

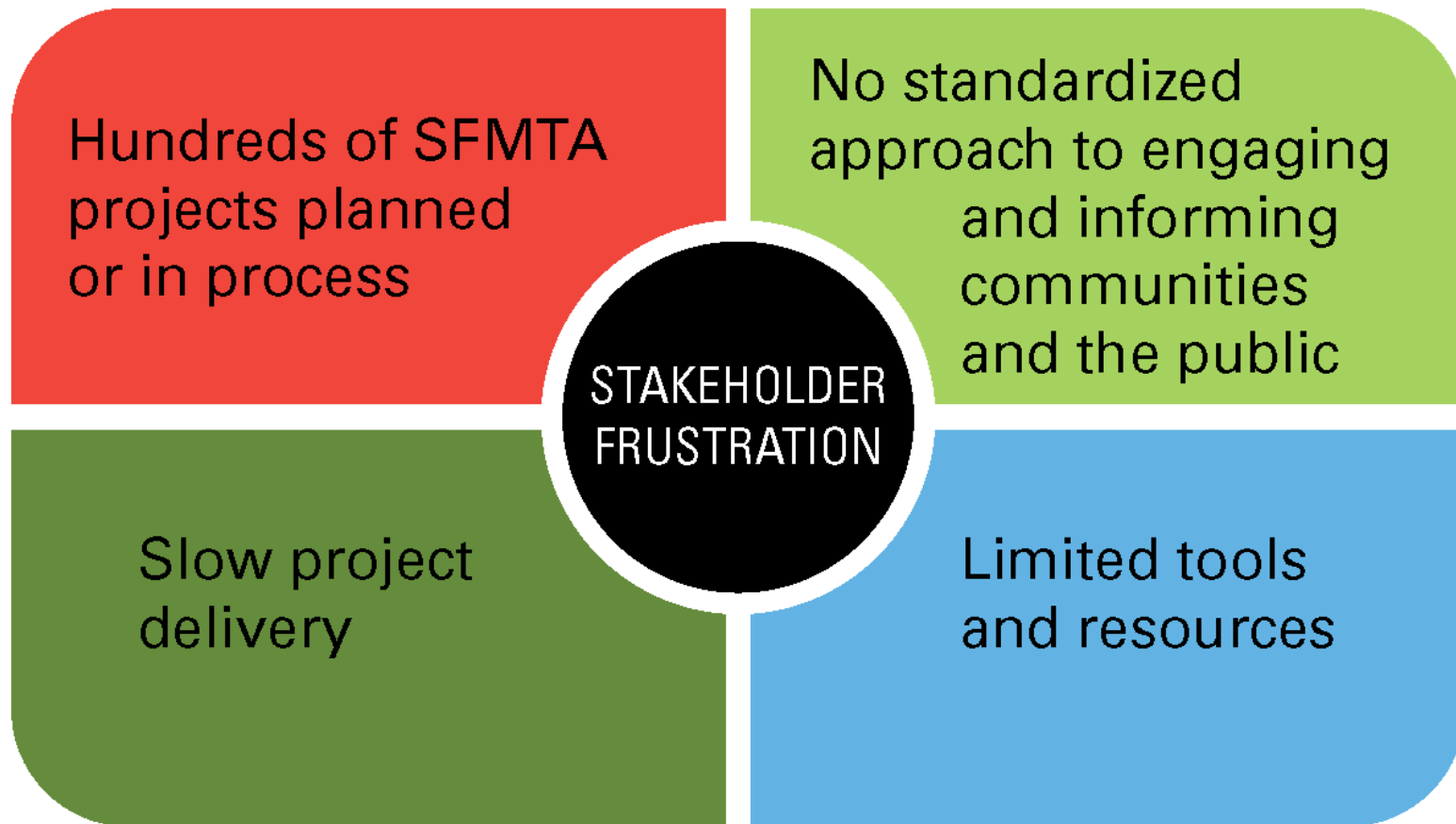- A **program** to support and recognize staff efforts

Have I Got Your Attention?!

5 Step Approach & Methodology

2014 State of P2

Hundreds of SFMTA projects planned or in process

No standardized approach to engaging and informing communities and the public

STAKEHOLDER FRUSTRATION

Slow project delivery

Limited tools and resources

- **Dedicated Staff**

- **Leadership Support**
  - **Division Leads**

- **Model of Success**

- **Building Trust with the Community**

POETS 3 Major COMPONENTS

Requirements
for Public Outreach & Engagement

Resources
to Build Skills & Support Staff

Recognition
for Outstanding Work

REQUIREMENTS

Public Outreach Notification Standards
Public Outreach & Engagement Team Strategy (POETS)
A Guide to Conducting Community Outreach for SFMTA Projects

SFMTA
Municipal Transportation Agency

Public Outreach Notification Standards

- Project Needs Assessment
- Communications Plan
- Stakeholder Briefings
- Multi-Channel Communications
- Public Meetings

RESOURCES

- **Resource Library**
- **POETS 101 Intro**
- **IAP2 Foundations Training**
- **Webinars/Classes**
- **P2 Peer Group Support**

POETS

ABOUT US

The Public Outreach and Engagement Team Strategy (POETS) is an initiative to ensure meaningful public outreach and engagement on all SFMTA programs and projects that impact our customers and the communities we serve.

Summary Links

Brand Standards

Calendar of Events

Corporate Identity

insideSFMTA

SFMTA Website

Suggestions / Comments
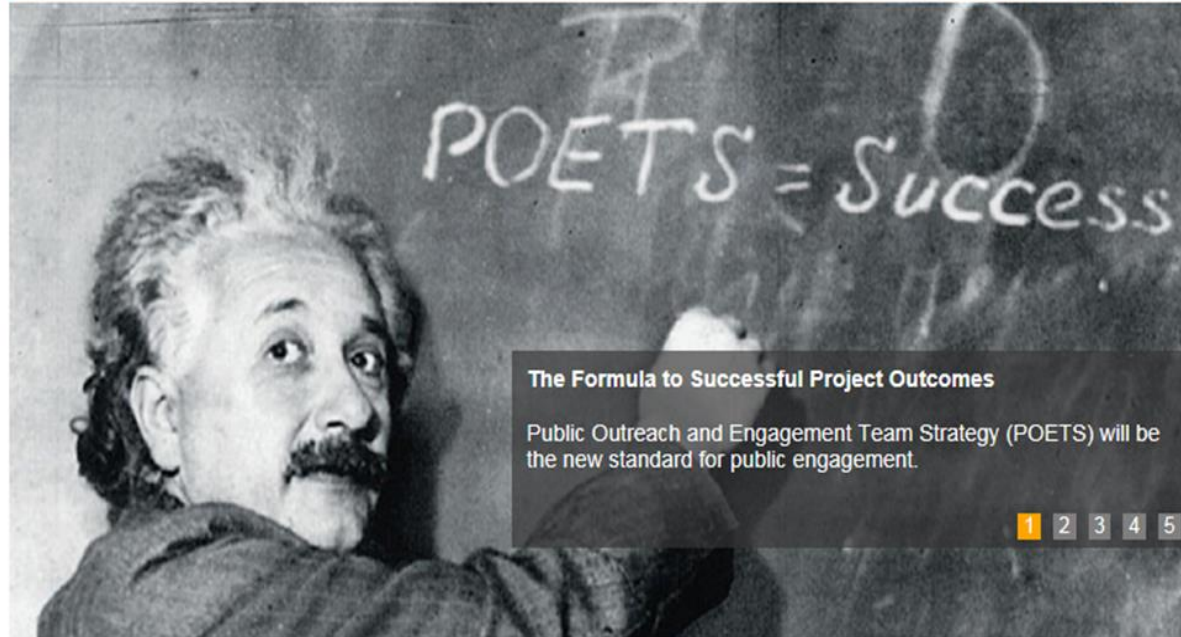
The Formula to Successful Project Outcomes

Public Outreach and Engagement Team Strategy (POETS) will be the new standard for public engagement.

1 2 3 4 5

STANDARDS

About Standards

Public Outreach Notification Standards (PONS)

Communications Plan (CP)

Project Needs Assessment (PNA)

EDUCATION

About the Education Program

POETS 101 - Intro to POETS

Public Participation Basic Training

Specialized Skills-Building Courses

On Demand Webinars

RECOGNITION

About the Recognition Program

Application Status