

Public Engagement Methodology

Community Advisory Committee presentation



San Francisco
County Transportation
Authority

Agenda Item 10

March 23, 2022

**Outreach:
What guides
our thinking?**

- **Clarity**
- **Timeliness**
- **Inclusivity**
- **Accountability**
- **Authenticity**



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**Outreach:
How do we
prepare?**

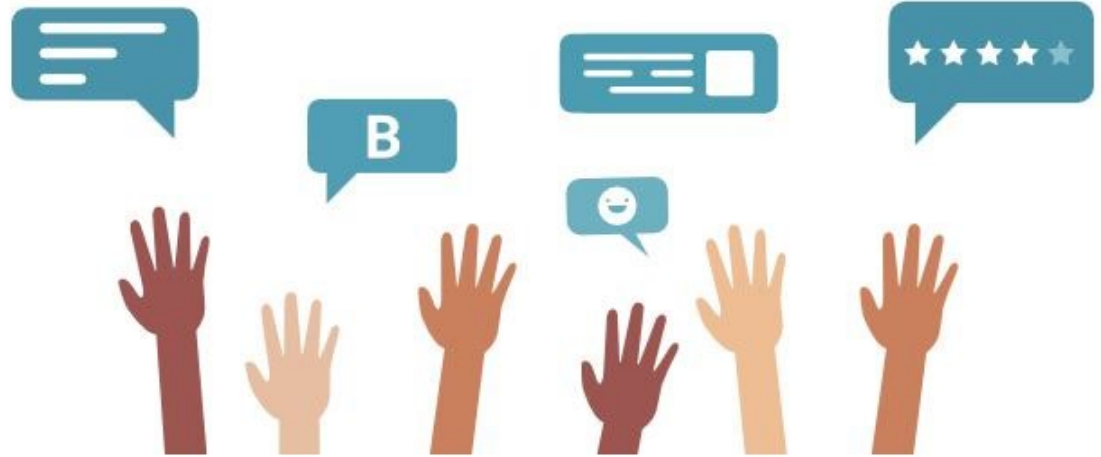
- 1. Project info**
- 2. ID stakeholders, audience**
- 3. Project milestones**
- 4. ID outreach strategies**
- 5. Budget**
- 6. Communications plan**



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Outreach: What does it look like?

Survey



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Outreach: What does it look like?

Presentation



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Outreach: What does it look like?

Town Hall



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Outreach: What does it look like?

- Co-creation
- Focus groups



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Outreach: What does it look like?

Stakeholder interviews



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**Outreach:
What does it
look like?**

**Policy Advisory
Group**



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Outreach: What does it look like?

Additional methods

- Text surveys
- Pop ups
- Intercept surveys
- Polling



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Outreach: How do we engage with disadvantaged communities?



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**¿ODIAS EL TRÁFICO?
QUEREMOS SUS COMENTARIOS**
San Francisco está explorando cómo en el futuro podemos reducir el tráfico cobrando una tarifa para conducir al centro. Una tarifa de congestión podría promover la equidad, conducir a calles más seguras y limpiar el aire.

Visite sfcta.org/downtown para jugar un juego en línea para darnos su opinión y ser elegible para ganar una de las 10 tarjetas de regalo Visa de \$ 100.

Envía **TRAFICO** al **415-449-4214** para completar una encuesta y ser elegible para ganar una de 10 tarjetas de regalo Visa de \$ 25.

**HATE TRAFFIC?
WE WANT YOUR FEED!**
San Francisco is exploring how in the future we can reduce traffic by charging a fee to drive downtown. A congestion pricing could advance equity, lead to safer streets, and clean the air.

Go to sfcta.org/downtown to give us feedback – you could win one of 10 \$100 Visa gift cards.

Text **TRAFFIC** to **415-449-4214** and be eligible to win one of 10 \$25 Visa gift cards.

**討厭塞車?
我們需要您的反饋**
三藩市正在探索未來如何通過向開車前往市區的收取費用來減少交通流量。擁塞定價可能會提高公平性，帶來更安全的街道，以及清潔空氣。

請造訪 sfcta.org/downtown 玩在線遊戲來向我們提供反饋 – 就有資格贏得 10 張 \$ 100 Visa 禮品卡的其中一張。

發短信交通至 **415-449-4214** 完成調查，就有資格贏得 10 張 \$ 25 Visa 禮品卡的其中一張。

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sfcta.org

Outreach: How do we engage with disadvantaged communities?



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Thank you.

Eric Young, Communications Director

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