PROBLEM
The SFMTA notifies the public about proposed street and traffic modifications by posting notices in San Francisco neighborhoods and holding public hearings on proposed changes. Members of the public report that notification can be inadequate and that SFMTA can appear to make decisions regardless of the public input received. Occasionally, public hearings can be unexpectedly contentious and delay project execution.

From February to June 2018, staff from several SFMTA divisions worked together to develop and implement improvements to the public notification and hearing process. Their efforts included:
• Developing a new public notice that includes a map of the affected project area, project manager contact information, and a description of why SFMTA is proposing the change (see example on page 2)
• Constructing a standard script for public hearings to explain the hearing and project approval process to the public
• Devising a way to email decisions about projects to interested members of the public
• Establishing a survey to measure public satisfaction with the public notification and hearing process

RESULTS
As a result of their improvement work, the team saw increases in public satisfaction with the public hearing and notice:

% of survey respondents who think the public hearing notice was easy to understand

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<thead>
<tr>
<th>PROJECT START</th>
<th>AVERAGE*</th>
<th>GOAL</th>
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<tbody>
<tr>
<td>66%</td>
<td>83%</td>
<td>86%</td>
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% of survey respondents who reported that the steps in the approval process were explained clearly

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SOLUTION #1: CLARIFIED DECISION-MAKING PROCESS & STANDARDIZED PROCEDURES
The project team made proposed street changes easier for the public to understand by:
• Developing a standard script to be used at public hearings to explain hearing and project approval process to attendees
• Posting decisions about the next steps for each project on SFMTA website
• Creating infographics to inform the public about how a proposed change is approved and who makes the decision (example pictured on right)
Improving public outreach for small- to medium-sized traffic and street modifications

A partnership between the City Performance Lean Team and the San Francisco Municipal Transportation Agency

SOLUTION #2: AN IMPROVED PUBLIC NOTICE

The team also discovered that part of the problem was the notice itself. The notice did not serve its intended purpose of clearly informing the reader of the proposed change and what actions the reader could take to give input. The team created a new SFMTA notice for proposed street changes (pictured right). This new and improved notice started appearing in San Francisco neighborhoods in June 2018.

Old Notice

New Notice

SOLUTION #3: BUILD SFMTA CAPACITY FOR RECEIVING PUBLIC FEEDBACK

The team is also working on improvements to make it easier for the public to provide input:

- Developing an online portal for submitting feedback on projects
- Developing a survey to measure public satisfaction with the public notification and hearing process
- Possibly developing a map of all small- to medium-sized street modifications