



# DRAFT PUBLIC ENGAGEMENT REPORT

MAY 2021

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**Vacant**  
City and County of San Francisco  
(Mayor's Appointee)

### Advisory Member

**Jayne Battey**  
Board Member, San Francisco Bay  
Regional Water Quality Control Board

**Association of Bay Area Governments**

375 Beale Street, Suite 700

San Francisco, CA 94105-2066

[www.abag.ca.gov](http://www.abag.ca.gov) | 415.820.7900

**Metropolitan Transportation Commission**

375 Beale Street, Suite 800

San Francisco, CA 94105-2066

[www.mtc.ca.gov](http://www.mtc.ca.gov) | 415.778.6700



Photo: Ben Botkin

The land that makes up the nine-county San Francisco Bay Area has been home to diverse groups of Indigenous peoples with unique cultures and deeply rooted relationships to the land for over 10,000 years.<sup>1</sup> The Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG) acknowledge the Ohlone as the traditional caretakers of the land that makes up the Bay Area. We honor their connection to the land and the deep respect they hold for this region.

Ohlone is the most commonly used term for the predominant Indigenous group of the Bay Area, who are made up of linguistically similar but ethnically diverse Native American tribes. These tribes include the Chochenyo and the Karkin of the East Bay, the Ramaytush of San Francisco, the Yokuts of the South Bay and Central Valley, and the Muwekma tribe from throughout the region. Other Indigenous groups of the region are distinct from the Ohlone linguistic group, including the Coast Miwok and Southern Pomo of the Graton Rancheria community; the Kashaya, Patwin and Mishewal Wappo of the North Bay; and the Bay Miwok of the East Bay.<sup>2</sup> MTC and ABAG are committed to furthering meaningful partnerships with the tribes of this region.

Thank you for your stewardship.

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1 UC Berkeley Centers for Educational Justice & Community Engagement. (© 2021). Ohlone Land. <https://cejce.berkeley.edu/ohloneland>

2 Bay Area Equity Atlas. (© 2021). Indigenous Populations in the Bay Area. <https://bayareaequityatlas.org/about/indigenous-populations-in-the-bay-area>



# Plan Bay Area 2050: Public Engagement Report

## Project Staff

### **Dave Vautin**

Plan Bay Area 2050 Project Manager

### **Leslie Lara-Enríquez and Ursula Vogler**

Plan Bay Area 2050 Public Engagement Project Managers

**Bill Bacon, Ben Botkin, Harold Brazil, James Choe, Joshua Croff, Ben Espinosa, Paul Fassinger, Michael Germeraad, Jeremy Halpern, Rachael Hartofelis, Shimon Israel, Johnny Jaramillo, Christy Lefall, Bobby Lu, Raleigh McCoy, Adam Noelting, Aksel Olsen, Chirag Rabari, Mike Reilly, Daniel Saver, Mark Shorett, Kearey Smith, Michael Smith, Anup Tapase, Elly Theocharides, Kaya Tollas, Therese Trivedi, Flavia Tsang, Yuqi Wang, Mike Ziyambi, Lisa Zorn**

Plan Bay Area 2050 Regional Planning Program Team

**Catalina Alvarado, Marcella Aranda, Wally Charles, Kÿ-Nam Miller, Marti Paschal, Julie Teglovic, Raquel Trinidad, Leah Zippert**

Plan Bay Area 2050 Public Engagement Team

**Meg Avedikian, John Goodwin, Joey Kotfica, Terry Lee, Khristina Wenzinger**

Plan Bay Area 2050 Communications Team

**Peter Beeler, David Cooper, Miguel Osorio, Michele Stone**

Plan Bay Area 2050 Graphics Team

## Acknowledgments

### **Report Authors**

Catalina Alvarado and Kÿ-Nam Miller

### **Cover Design**

Miguel Osorio

### **Editors**

Leslie Lara-Enríquez and Ursula Vogler

### **Consultants**

Civic Edge Consulting, San Francisco, CA

Craft + Commerce, New York, NY

EMC Research, Oakland, CA

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## Executive Summary

Since its inception in 1971, the Metropolitan Transportation Commission (MTC) has been charged with developing a Regional Transportation Plan (RTP) for the nine-county San Francisco Bay Area. Plan Bay Area 2050 is the 22nd long-range plan in agency history, and the third plan that has been jointly developed with the Association of Bay Area Governments (ABAG). Plan Bay Area 2050 focuses on innovative planning work and extensive public engagement. This report documents the public engagement that informed the strategies and policies that are contained in Plan Bay Area 2050.

Plan Bay Area 2050, like both of its predecessors, [Plan Bay Area](#) (2013) and [Plan Bay Area 2040](#) (2017), has been developed to conform to federal and state regulations, including California legislation from 2008 (Senate Bill 375, Steinberg), which requires each of the state's 18 metropolitan areas to reduce greenhouse gas emissions from cars and light-duty trucks. Under Senate Bill 375, the Bay Area must develop a Sustainable Communities Strategy (SCS) that strives to reach the greenhouse gas (GHG) reduction target established by the California Air Resources Board. Unlike its predecessors, Plan Bay Area 2050 is the first holistic regional plan for the Bay Area that goes beyond a traditional RTP/SCS and focuses on transportation, housing, the economy and the environment, all while ensuring that the plan works to advance equity and resilience in an uncertain future.

Although separate from Plan Bay Area 2050, a groundbreaking initiative called Horizon set the foundation on which Plan Bay Area 2050 rests. Launched in 2018 to look beyond traditional scenario planning, the Horizon initiative deconstructed the traditional planning processes that are the hallmark of Plan Bay Area to more fully explore the challenges and possible solutions Bay Area residents may face through 2050. As the COVID-19 global pandemic made clear, the future is incredibly uncertain, and the purpose of Horizon was to understand how these uncertainties affect a wide range of challenges for the Bay Area's future, including the emergence of driverless vehicles, rising sea levels, earthquakes, changing economic conditions and political unrest.

While Horizon did not explicitly consider the impacts of a pandemic, analysis did consider how strategies would perform under varying degrees of economic decline/expansion, telecommute mode share, e-commerce market share and preferences for shared versus individual transportation, all of which are highly relevant to the realities introduced by COVID-19. The Horizon initiative established guiding principles that grounded the planning and technical work and developed a variety of strategies that would make the Bay Area a more affordable, connected, diverse, healthy and vibrant region for all.

Transitioning from Horizon to Plan Bay Area 2050 in mid-2019, the plan built on the foundation set by the Horizon work, narrowing down the transportation, housing, environmental and economic strategies to outline the strategies for growth and investment through the year 2050, while simultaneously achieving the plan's mandated 19% per capita emissions reduction goal by the year 2035.

While Plan Bay Area 2050 has used a variety of new planning, modeling and engagement tactics to improve its outcomes, it has also been developed to conform to federal and state regulations, including the requirement that the region plan for housing 100 percent of its

projected population at all income levels. Plan Bay Area 2050 considers how and where the region can accommodate growth projected for the next 30 years at all income levels.

For the public engagement process, MTC and ABAG used a variety of new and innovative techniques to reach more residents than ever before. The Horizon initiative yielded participation from nearly 4,000 Bay Area residents who provided over 17,000 comments, including key input that helped create the plan's five guiding principles as well as identifying the plan's high performing strategies.

As of December 2020, Plan Bay Area 2050 has added over 10,000 additional participants and over 180,000 additional comments, for a current total of 201,000 comments<sup>1</sup> from nearly 17,000 Bay Area residents. This marks an unprecedented level of engagement that offered insights and feedback that improved the plan through its four-year development. These statistics are for the period from early 2018 to December 2020. This Draft Plan Bay Area 2050 Public Engagement Report will be updated upon adoption of Plan Bay Area 2050, expected in the fall of 2021.

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<sup>1</sup> This report uses the term "comments" to include a range of resident feedback including letters, emails, survey responses, dot voting and responses to both in-person and online games designed to register public sentiment. We do not currently treat engagements (likes, retweets, replies, etc.) on the agencies' social media channels as "comments," as those platforms instruct users to send comments elsewhere to be counted.

## Public Participation Plan (2018)

A comprehensive public engagement program is instrumental to the long-range planning process. Public engagement requires extensive outreach with local government officials, partners and stakeholders. Engagement activities for Plan Bay Area 2050 include activities such as pop-up workshops in various locations around the Bay Area, in-person, online and telephone workshops in each county, and public hearings on the Draft Plan Bay Area 2050 prior to its adoption, among others.

MTC and ABAG are committed to an active public engagement process that provides comprehensive information, timely public notice and full public access to key decisions. MTC and ABAG provide the public with myriad opportunities for continued involvement in the work of the agencies, memorialized in MTC's regularly updated [Public Participation Plan](#) (PPP). As a Metropolitan Planning Organization, federal statutes require MTC to adopt and maintain a Public Participation Plan. This document, while only adopted by MTC, guides the engagement work that MTC and ABAG undertake throughout the Plan Bay Area 2050 process.

MTC and ABAG's public involvement process aims to give the public ample opportunities for early and ongoing participation in critical transportation projects, plans and decisions, as well as to provide full public access to key decisions. Engaging the public early and often in the decision-making process is critical to the success of any transportation plan or program, and is required by numerous state and federal laws, and by the agencies' own internal procedures.

MTC updates its PPP approximately every four years ahead of preparation of the region's long-range plan, which fulfills federal transportation planning requirements. The PPP spells out the process for providing the public and interested parties with diverse and accessible opportunities to be involved in the regional transportation planning process. The Appendix A of the PPP, which guides MTC and ABAG's engagement activities for Plan Bay Area 2050, was updated with input from the public, as described below.

### Public Participation Plan Overview

As transportation, housing, environmental and economic strategies in this incredibly diverse region increasingly intersect, it is all the more important that the agency's public engagement activities reflect the region's layers of interwoven issue areas and communities. To ensure diverse and robust public participation, staff sought to increasingly focus resources to hear more from those most historically absent from the decision-making process.

The PPP identifies five guiding principles for public engagement:

- Public participation is a dynamic activity that requires teamwork and commitment at all levels of the MTC organization.
- One size does not fit all – input from diverse perspectives enhances the process.
- Effective public outreach and involvement requires relationship building with local governments, stakeholders and advisory groups.
- Engaging interested persons in 'regional' transportation issues is challenging, yet possible, by making it relevant, removing barriers to participation, and communicating in clear, compelling language and visuals.
- An open and transparent public participation process empowers low-income communities and communities of color to participate in decision making that affects them.

## Updating the Public Participation Plan

On March 23, 2018, MTC's Draft 2018 Public Participation Plan (Draft PPP) was released for public review. The Draft PPP was an update to the previous PPP that was adopted in 2015. Staff requested input from partners, stakeholders and the public using in-person, telephone and online outreach. This included:

- Conducting an online survey that was promoted via a news release, email, through MTC's partners and stakeholders, as well as digital advertising, social media and on MTC's website. The survey was translated into Spanish and Chinese.
- Surveying seven Metropolitan Planning Organizations and partner agencies on outreach methods for their planning processes.
- Conducting focus groups in partnership with six community-based organizations representing the Bay Area's Equity Priority Communities<sup>2</sup> and agency working groups to garner input on current outreach methods and request ideas for new and innovative outreach tactics.
- Giving presentations to and requesting input from MTC's Policy Advisory Council and the Regional Advisory Working Group.

MTC received 769 complete survey responses. The survey was promoted through Facebook, with a focus on hearing from residents in communities of color as well as from women and young people, groups that have been historically underrepresented in MTC's public engagement efforts.

Staff conducted focus groups and sought new engagement methods from seven Metropolitan Planning Organizations, partner agencies and community-based organizations who themselves conduct public outreach. Staff made presentations and heard from MTC's Policy Advisory Council, the Regional Advisory Working Group, and county transportation agency planning directors.

### Key Messages Heard

In soliciting feedback on the Draft PPP from diverse stakeholders, including partners, community-based organizations, Policy Advisory Council and Regional Advisory Working Group members, we heard several themes, outlined below.

#### **To reach new audiences, go beyond traditional outreach**

To increase the public's participation, participants stressed a desire to hold outreach meetings at different locations and outside traditional work hours, including at park-and-ride lots, office parks, rail stations, etc. Even prior to the pandemic, participants also requested remote access to meetings via the web.

The PPP calls for a variety of innovative outreach methods – including alternative meeting types – to ensure that the greatest number of people are able to participate in the outreach process. For example, because of the pandemic, MTC made it possible to conduct meetings remotely via the web.

#### **Broaden communities reached**

There was a clear call to increase the breadth and representation of groups reached during

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<sup>2</sup> Defined as census tracts that have a concentration of BOTH people of color AND low-income households, OR that have a concentration of four or more of the following factors: limited English proficiency, zero-vehicle household, seniors 75 years and over, people with disability, single-parent family or severely rent-burdened household.

the public engagement process. This includes reaching groups in underrepresented communities to ensure that those historically left out are included. In addition, a few comments asked to include a focus on seniors and persons with disabilities in outreach, which were then added to the PPP.

### **Communicate simply and clearly**

Many participants requested that we communicate in simple and clear terms for the public to understand complex topics and to make it easier for the public to provide input. Participants felt that government tends to overwhelm citizens with text, data and graphics, when fewer words, simple graphics and consolidated topics would help. We heard a strong emphasis on using fewer acronyms and jargon, and to make materials appropriate for non-technical audiences. Staff aimed to do this throughout the Horizon and Plan Bay Area 2050 processes.

### **Final Public Participation Plan**

In response to feedback received from soliciting input on the Draft PPP, revisions to the plan included providing requested clarification or expanding upon public participation opportunities. The final PPP goes on to spotlight the process and significance of various milestones in the development of Plan Bay Area 2050, as well as the roles of various agencies and the opportunities for public comment. The Commission adopted the final Public Participation Plan as MTC Resolution No. 4174 (revised), on June 27, 2018.

## Plan Bay Area 2050 Engagement: Equitable and Innovative

Applying an equitable, comprehensive and nimble approach, staff aimed to hear from a representative swath of the Bay Area’s population. Centering the perspectives of community members who are typically left out of long-range planning processes required an inclusive approach that valued their experiences and credibly and authentically responded to their input. Strong coordination and a shared commitment to public engagement and equity between planning and engagement staff allowed for a planning process that was demonstrably responsive to community feedback and informed every step of the plan’s development, including its guiding principles and strategies. Additional resources were invested in hearing from hard-to-reach populations including people with disabilities, communities of color and low-income communities, residents with limited English proficiency, youth and people experiencing homelessness. The multiple layers of engagement strategies and tactics, which took place in face-to-face interactions prior to COVID-19 shelter-in-place orders, and online, both before and during the pandemic, resulted in the most input received on any Bay Area Regional Transportation Plan to date – significantly improving the plan.

### Renewed Focus on Equity

Advancing equity has long been an agency priority. A renewed focus on equity was further emphasized by the release of the [MTC and ABAG Equity Platform](#) in 2019. The platform provides a framework for how the agencies aim to advance “equity with a racial justice focus by investing resources for historically underserved, systemically marginalized groups, including low-income and communities of color, at scale to meaningfully reverse the disparities in access that diminish the nine-county Bay Area.”

To advance equitable community engagement, staff aimed to target at least 70% of outreach activities in communities of color and low-income communities. For example, when selecting pop-up locations for a distributed engagement campaign in the fall of 2019, 29 out of 37 locations (78%) were in or served such communities.

### Innovative Engagement

MTC and ABAG’s efforts to make use of new digital tools to reach wider public audiences shifted into a far more urgent phase with the arrival of COVID-19 shelter-in-place mandates. When the orders were issued by health authorities starting in March 2020, MTC and ABAG staff were in the midst of developing the second round of Plan Bay Area 2050 outreach activities. To keep engagement efforts on track, staff made the necessary switch to virtual engagement, holding digital focus groups and workshops, as well as telephone town halls and online and text-based surveys, among other tactics.

Remarkably, holding digital meetings lowered barriers for many participants, yielding more robust participation. Indeed, entirely new technologies were used during the second round to encourage input on the plan. Staff had to make it easy and fun to participate so residents would weigh in on the Bay Area’s future.

## Testing Engagement Tactics

As with any new process, some methods and strategies were more successful than others. Forced by the pandemic to find new avenues to reach people who were often struggling to see beyond the immediate challenges of the pandemic and related economic strife, staff iterated new models, picking up what worked, and making adjustments or even dropping approaches that did not produce significant public response. Some experiences shed light on where future engagement innovations may emerge. For example, telephone town halls conducted in Cantonese and Mandarin were sparsely attended despite in-language outreach through traditional channels. In future iterations, the agency plans to conduct engagement activities on the WeChat social platform, where many civic discussions already take place within Chinese speaking communities.

## COVID-19 and SB 146

SB 375 (Steinberg, Statutes of 2008) established the requirement for metropolitan areas to plan land-use and transportation investments in a manner that reduces reliance on single-occupant vehicles and supports the state’s climate goals. As a landmark piece of legislation with the potential to make profound changes across the state, it included robust outreach requirements, including the requirement to conduct at least three **in-person** workshops for counties with more than 500,000 people and at least one in person workshop for counties with fewer than 500,000 people—resulting in a requirement for 19 workshops in the Bay Area (see Table 1 below). SB 146 (Beall, Statutes of 2020) created a temporary fix lasting through January 2023, clarifying that meetings and public hearings can be conducted **remotely** to satisfy SB 375 requirements.

Table 1. Workshops held to date by county per SB 375 requirements

Bay Area County	County Population*	Number of Workshops Required Under SB 375	Number of Workshops to Date**
Alameda County	1,671,329	3	8
Contra Costa County	1,153,526	3	5
Marin County	258,826	1	3
Napa County	137,744	1	3
San Francisco	881,549	3	7
San Mateo County	766,573	3	6
Santa Clara County	1,927,852	3	7
Solano County	447,643	1	4
Sonoma County	494,336	1	3
TOTAL	7,739,378	19	46

\*Source: U.S. Census 2019 data

\*\*Includes Rounds 1 and 2 engagement

## Ongoing Engagement

### Community-Based Partnerships

Of course, innovation is not limited to technology. MTC and ABAG are committed to pursuing equitable public engagement that centers the experiences of communities that have been historically disinvested, under-resourced and excluded from decision making processes. MTC continues its pioneering approach to engagement by partnering with community-based organizations (CBOs). These partnerships are crucial to connecting and genuinely hearing the perspectives of impacted community members. Partnerships with CBOs help foster trust and understanding with the communities the CBOs serve and elicit valuable insights through focus groups, surveys and direct feedback (including from CBO leaders, who live and/or work in the communities they serve). As COVID-19 disrupted everyone's plans, MTC's eight CBO partners were instrumental in co-creating and maintaining listening channels to ensure that Plan Bay Area 2050 reflected the insights of people most impacted by its policy decisions.

### Online Engagement

Staff developed a suite of digital engagement tactics, building off successful tools from past plans and innovating new approaches that ended up playing a crucial role with the onset of the COVID-19 pandemic. Staff maintains [planbayarea.org](http://planbayarea.org) as the one-stop source for all information related to the plan. The website provides timely and adequate information for all upcoming events, a prominent registration form to register to receive updates, news and information about the plan via electronic communications, a public comment repository, a glossary and Frequently Asked Questions page, access to past iterations of Plan Bay Area (from 2013 and 2017), and other key information. As the working world migrated over to videoconferences conducted over Zoom and similar platforms, workshops and focus groups were conducted online. Despite some challenges, overall engagement was enhanced after the necessary conversion to a digital-first approach.

In addition, staff sends out routine communications via email to various stakeholders, including monthly e-newsletters dedicated to the plan that target partners and the public. These e-newsletters provide important updates like key milestones and opportunities to participate in future meetings and events, and they are sent to nearly 8,500 subscribers monthly. Furthermore, Plan Bay Area 2050 updates and information are also included in MTC's monthly and ABAG's bimonthly agency e-newsletters, which have nearly 35,000 and over 5,300 subscribers, respectively.

### Traditional Engagement Tactics

Until the onset of the COVID-19 pandemic, staff conducted traditional in-person workshops, focus-groups and pop-up workshops at accessible locations around the Bay Area. When shelter-in-place orders prohibited such interactions at the start of the second round of public engagement in spring of 2020, staff made adjustments to provide meaningful non-digital opportunities for the public to weigh-in, recognizing that digital engagement was not the best way to reach all residents and stakeholders. Described in further detail below, these activities included telephone town halls, digital workshops with telephonic options, text-based surveys and an increase in information sent by mail sent in English, Spanish, Chinese and Vietnamese to residents in zip codes within Equity Priority Communities.

## Digital Promotion

The MTC and ABAG social media team created digital promotion campaigns for each round of engagement. Ads were deployed to increase participation from the Bay Area public, including targeted ads to historically hard-to-reach groups. The efforts included promotion of an [animated video](#) walking viewers through the various strategies contained in the Plan Bay Area 2050 Draft Blueprint, paid promotion of upcoming events and opportunities to provide feedback to increase participation in the various elements of the plan. Digital promotion greatly increased the reach of engagement efforts – enabling MTC and ABAG to hear from a broader representation of Bay Area residents than ever before. The results of these efforts are summarized in Appendix 4.

## Advisory Structure

Throughout the development of Plan Bay Area 2050, MTC and ABAG staff regularly consulted with several advisory groups to hear from a range of perspectives and get early input. These advisory bodies include a Regional Advisory Working Group, Regional Equity Working Group, MTC’s Policy Advisory Council and ABAG’s Regional Planning Committee. Staff also conducted a workshop for city managers and top officials from a range of local government and transportation agencies.

### Regional Advisory Working Group

The Regional Advisory Working Group (RAWG) was involved in the development of Plan Bay Area 2050 from the beginning. The RAWG, an ad hoc regional working group formed in 2010 to advise regional agency staff on the first Plan Bay Area, was called together to meet again starting in 2018 to offer insights and comments on the Futures planning effort, which was part of the Horizon initiative described below and highlighted in Appendix 1. The RAWG consists of a mix of planning staff representatives from local government, county transportation agencies (CTAs), transit agencies, state and partner regional agencies. Specifically, each county was asked to nominate at least one representative to attend and participate for the duration of the process. In addition, representatives of various interest groups – ranging from affordable housing organizations to businesses and developers, equity advocates to public health and environmental groups – also participate. All RAWG meetings are open to the public, and anyone attending who wishes to directly participate and comment on the discussion is encouraged to do so.

Meetings of the **Regional Advisory Working Group** are open to the public. More information can be found on MTC’s website: [mtc.ca.gov/about-mtc/what-mtc/mtc-organization/partnership-committees/regional-advisory-working-group](https://mtc.ca.gov/about-mtc/what-mtc/mtc-organization/partnership-committees/regional-advisory-working-group).

From February 2018 through February 2021, RAWG met a total of 23 times. The working group reviewed and commented on MTC’s Public Participation Plan; the Futures planning effort; the five [Perspective Papers](#) from the Horizon initiative; the project performance methodology for evaluating transportation projects; the Environmental Impact Report (EIR); Priority Development Areas (PDAs), and other Plan Bay Area 2050 topics.

## MTC Policy Advisory Council

MTC's 27-member Policy Advisory Council's mission is to advise MTC on transportation policies in the San Francisco Bay Area, incorporating diverse perspectives relating to the environment, the economy and social equity. One of the key topics for the Council has been the development of Plan Bay Area 2050. From February 2018 through February 2021, the group discussed Horizon or Plan Bay Area 2050 at 26 of their meetings. The Council provided feedback and commented on all phases of the Horizon initiative, including the five Perspective Papers; youth and community group engagement; regional growth strategies; public engagement strategies during shelter-in-place; environment and transportation elements; the draft Needs Assessment for transportation, housing, and resilience; and the development of the Plan Bay Area 2050 Implementation Plan. In addition, the Council's members, including those from the Equity and Access Subcommittee, participated as part of the Regional Equity Working Group.

All Policy Advisory Council meetings are webcast and archived on MTC's website. Meetings are open to the public. More information is available on MTC's website: [mtc.ca.gov/about-mtc/what-mtc/mtc-organization/policy-advisory-council](https://mtc.ca.gov/about-mtc/what-mtc/mtc-organization/policy-advisory-council).

## Regional Equity Working Group

Established in 2015, the Regional Equity Working Group (REWG) is an open, ad-hoc group that includes members of the Regional Advisory Working Group (RAWG), representatives from the Policy Advisory Council and the Equity and Access Subcommittee, and stakeholders from Bay Area groups seeking to advance social equity in planning and analysis in developing Plan Bay Area 2050. From September 2019 through November 2020, REWG convened six times to provide feedback and comment on the Equity Analysis portion of Plan Bay Area 2050; existing inequities in the Bay Area; a cross-cutting review of strategies to advance equity; and a discussion of Equity Priority Communities and criteria.

**Regional Equity Working Group** meetings are open to the public. More information is available on MTC's website: [mtc.ca.gov/about-mtc/what-mtc/mtc-organization/interagency-committees/regional-equity-working-group](https://mtc.ca.gov/about-mtc/what-mtc/mtc-organization/interagency-committees/regional-equity-working-group).



Photo: Peter Beeler

Figure 1: Participants in the December 2019 Regional Equity Working Group

## ABAG's Regional Planning Committee

The Regional Planning Committee (RPC) is a standing committee of ABAG that hears Bay Area planning issues of regional concern and makes recommendations to the ABAG Executive Board, including development of Plan Bay Area 2050. The Regional Planning Committee is comprised of 36 members, including a minimum of 18 elected officials from the nine Bay Area Counties; representatives of the four regional agencies (MTC, ABAG, the Bay Area Air Quality Management District and the Bay Conservation and Development Commission); and stakeholders representing business, minorities, economic development, recreation/open space, environment, public interest, housing, special districts and labor. The Committee meets alternate months during the day at MTC and ABAG's offices in San Francisco (pre-COVID-19) and remotely (during COVID-19 shelter-in-place restrictions). Meetings are open to the public. From February 2018 through November 2020, the RPC met 16 times to advise on a range of matters related to the Futures planning effort, the Horizon initiative and Plan Bay Area 2050, including: the Perspective Papers; revisions to the Regional Growth Framework; the Futures Final Report; the Regional Housing Needs Allocation and proposed methodology; public engagement plan revisions; Plan Bay Area 2050's Draft and Final Blueprint; performance and equity outcomes of Plan Bay Area 2050's Draft and Final Blueprint; Priority Development Areas (PDAs); and the development of the Plan Bay Area 2050 Implementation Plan.

RPC meetings are open to the public. Learn more at: [abag.ca.gov/about-abag/what-we-do/how-we-govern/committees/regional-planning-committee](https://abag.ca.gov/about-abag/what-we-do/how-we-govern/committees/regional-planning-committee).

## Board Meetings

Staff regularly reports on Plan Bay Area 2050 at various public meetings of the Commission and ABAG Board, including joint meetings of the [MTC Planning Committee](#) with the [ABAG](#)

[Administrative Committee](#), the [Metropolitan Transportation Commission](#), the [ABAG Executive Board](#) and [ABAG's General Assembly](#). Table 2 summarizes the range of meetings where staff presented information on Plan Bay Area 2050 or the Horizon initiative.

### Bay Area Regional Collaborative

The Bay Area Regional Collaborative, or BARC, is a 20-member collaboration formerly known as the Joint Policy Committee. BARC helps MTC align its regional planning efforts in concert with ABAG, the Bay Area Air Quality Management District and the Bay Conservation and Development Commission. Current BARC initiatives focus on climate change and adaptation. The Collaborative met three times to discuss topics related to Plan Bay Area 2050.

### The Bay Area Partnership Board

This group of top executives from Bay Area transit operators, county transportation agencies and public works departments, as well as regional, state and federal transportation, environmental, resource-protection and land use agencies, advises MTC periodically on key planning issues, including Plan Bay Area 2050. Staff level working groups meet occasionally on issues such as local roads, public transit and transportation finance. From February 2018 through December 2020 the Partnership Board met six times on Plan Bay Area 2050 matters.

### Local, State and Federal Government Engagement

In developing Plan Bay Area 2050, MTC and ABAG sought to promote an open, transparent process that encouraged the ongoing and active participation of local jurisdictions, state and federal agencies, and a broad range of interest groups and individuals from the public. Local government staff and representatives from environmental and resource management agencies have all been involved in the multi-year planning effort. Planning staffs from both MTC and ABAG have also met directly with planning directors from local jurisdictions throughout the region, public works staff and other key local officials while developing Plan Bay Area 2050. Furthermore, MTC and ABAG have a robust, bidirectional partnership with Caltrans and other relevant state agencies, strengthened by ongoing coordination. A representative of Caltrans is a member of the RAWG, where they receive regular updates on Plan Bay Area 2050 and provide feedback to guide the plan's development. In turn, MTC and ABAG staff and executives are members of various state advisory boards, including working groups supporting the development of the California Transportation Plan. These venues provide opportunities for closer collaboration and coordination between statewide and regional transportation planning efforts.

Stakeholders from federal resource protection agencies, port authorities, local and major regional airports, land management agencies and freight organizations, as well as conservation and historic preservation groups, were notified of opportunities to comment on issues relevant to the development of the plan and its companion Environmental Impact Report. Additionally, staff from Caltrans and other federal, state and partner agencies subscribe to our electronic communications that notify them of key information and milestones, as well as ongoing opportunities to inform the plan's development. Elected officials from each Bay Area county also were invited to a presentation by MTC and ABAG staff on the Draft Plan held in each county and hosted by the county transportation agencies.

### Private Sector Involvement

During plan development, staff presented Horizon and Plan Bay Area 2050 information to private community organizations, local nonprofits and technology companies, including

TransForm; Urban Habitat; San Francisco Planning and Urban Research (SPUR); Public Advocates; ARUP; Gensler; the Silicon Valley Leadership Group; the Bay Area Council; Youth United for Community Action; University of California, Berkeley; University of California, Davis; San José State University; the East Bay Economic Development Alliance; and technology companies such as Swiftly, Zoox and WeWork.

**Table 2: Plan Bay Area 2050 presentations at regularly scheduled MTC and ABAG public meetings**

MTC and ABAG Public Meetings (2018 through 2020)	Staff Presentations on Plan Bay Area 2050 and Horizon
<i>Advisory Committees</i>	
Regional Advisory Working Group	23
Regional Equity Working Group	6
Policy Advisory Council	26
ABAG Regional Planning Committee	16
Bay Area Partnership Board	6
Bay Area Regional Collaborative	2
<i>Board Meetings</i>	
Joint MTC Planning Committee with ABAG Administrative Committee	28
Metropolitan Transportation Commission	9
ABAG Executive Board	18
ABAG General Assembly	3
<b>TOTAL TO DATE</b>	<b>137</b>

# Engaging the Bay Area

## Groundbreaking Engagement

Engagement with the Bay Area’s residents has shaped the plan at every step in the development process. Tens of thousands of people have participated in public open houses, online workshops and other public meetings, pop-up workshops, telephone and internet surveys, and more. The region’s 101 cities and nine counties also participated in the development of the plan, as did the Bay Area’s other regional agencies, the Bay Conservation and Development Commission and the Bay Area Air Quality Management District. Community-based organizations and advocacy groups representing the Bay Area’s diverse communities and interest groups have been active participants throughout the process, as were some three-dozen local transportation agency partners. Representatives from the Bay Area’s Native American tribes were also consulted (those activities are summarized in the [Draft Plan Bay Area 2050 Native American Tribal Outreach and Government-to-Government Consultation Report](#)). In all, three years of innovative and meticulous technical analysis – informed by continuous and robust engagement – yielded the most ambitious next-generation regional plan the Bay Area has seen: Plan Bay Area 2050.



Figure 2: Plan Bay Area 2050 was the top headline for the July 20, 2020 edition of the San Francisco Chronicle

## Laying the Foundation: Horizon Initiative

Starting in 2018, MTC and ABAG staff engaged members of the public, including representatives from youth and community-based organizations, in the planning process of the Horizon initiative. Although a separate effort from Plan Bay Area 2050, Horizon served as an alternative to traditional long-range planning where funding and growth are distributed based on fixed assumptions. The Horizon initiative instead sought to rethink this process by identifying strategies (policies and investments) that would be successful under a variety of circumstances; therefore, improving upon previous long-range plans by actively accounting for uncertain future conditions.

The Horizon initiative was the first comprehensive Bay Area planning effort to examine issues traditionally outside of the long-range regional planning process by stress testing various strategies using three different scenarios, called *Futures*. A set of guiding principles set the foundation for the process, serving as anchors to core values that were used throughout the entire Plan Bay Area 2050 process. The culminating document, the [Futures Final Report](#), explored the three distinct and divergent Futures, conducting stress test analyses to ensure that proposed strategies were resilient to the range of potential future challenges.

Starting in February 2018 with 28 pop-up workshops across the Bay Area, an online survey and a day-long [peer exchange](#) that included interdisciplinary subject matter experts from across the Bay Area, the Horizon initiative laid the groundwork for Plan Bay Area 2050. The initiative included two rounds of engagement. The first provided input on Horizon's guiding principles and developed three Futures: Rising Tides, Falling Fortunes; Clean and Green; and Back to the Future. The second round of engagement used in-person workshops, focus groups organized in partnership with community-based organizations and an online survey via the Vital Signs website to identify strategies to meet the plan's vision: to make the Bay Area more affordable, connected, diverse, healthy and vibrant for all Bay Area residents by 2050.

Because the Horizon initiative was fundamental in laying the foundation on which Plan Bay Area 2050 is built, engagement activities are included as Appendix 1.

## Engagement Highlights

**Table 3. Highlights of Horizon and Plan Bay Area 2050 engagement efforts**

			
<p>Conducted six in-person workshops across six counties reaching over 250 attendees.</p>	<p>The combined engagement efforts around the Horizon initiative and Plan Bay Area 2050 offered over 150 opportunities to participate, reaching nearly 17,000 participants and yielding over 200,000 comments.</p>	<p>Created the groundbreaking <i>Mayor of Bayville</i> game to increase participation from youth and other hard-to-reach populations with versions available in English, Spanish and Chinese engaging over 3,000 participants from 84 of the region’s 101 cities and towns yielding 9,900 comments.</p>	
<p>Partnered with U.C. Berkeley’s Y-PLAN program on a year-long curriculum and youth engagement effort at nine schools, one in each Bay Area county, reaching 350 students.</p>	<p>Partnered with community-based organizations to conduct 16 focus groups for the Horizon initiative and Plan Bay Area 2050 in English, Arabic, Chinese and Spanish with over 200 participants.</p>	<p>Conducted a statistically valid telephone poll reaching nearly 3,000 Bay Area residents and yielding almost 150,000 comments.</p>	
	<p>Ran 19 technical stakeholder workshops for public agency staff peers from all nine counties with over 1,000 total participants.</p>	<p>Conducted online county-specific workshops for all nine Bay Area counties during the COVID-19 shelter-in-place orders yielding over 280 direct participants and over 390 total views.</p>	
	<p>Deployed small teams to host 65 pop-up workshops in various locations across the Bay Area reaching over 2,000 participants and yielding over 5,100 comments.</p>	<p>Hosted five telephone town halls in English, Spanish, Mandarin and Cantonese to reach residents with limited internet access and/or limited English proficiency.</p>	
	<p>Developed and promoted three online surveys during various points of the Horizon and Plan Bay Area 2050 process yielding over 24,000 comments.</p>	<p>Hosted Office Hours with 10 local jurisdiction partners and other organizations in response to staff’s requests for one-on-one meetings.</p>	
	<p>Convened the Regional Advisory Working Group 23 times and the Regional Equity Working Group six times to discuss Horizon or Plan Bay Area 2050.</p>	<p>Partnered with advocacy organizations, including SPUR and TransForm, to promote plan.</p>	
	<p>Sent out two monthly Horizon and Plan Bay Area 2050 newsletters — one to partners and one to the public — throughout the Horizon and Plan Bay Area 2050 process.</p>		
	<p>Received over 270 pieces of correspondence via email, online comments and traditional mail.</p>		

## Building Plan Bay Area 2050

After incorporating public feedback from the successful 18-month Horizon initiative, the table was set to introduce the Bay Area's residents to the region's next-generation long-range plan. Illuminated by the strategies developed and refined under Horizon, Plan Bay Area 2050 analyzed strategies categorized under four topic areas, or what are called the plan's elements – transportation, housing, the economy, and the environment – integrating the key themes of equity and resilience throughout.

Staff planned the following public engagement phases:

- Prior to the Plan: Plan Information and Promotion (June to September 2019)
- Round 1: Plan Bay Area 2050 Kickoff (October to November 2019)
- Round 2: Draft Blueprint (April to May 2020)
- Round 3A: Implementation Plan (January to February 2021)
- Round 3B: Draft Plan Bay Area 2050 and Draft Environmental Impact Report (May to June 2021)

Prior to the disruptive impacts of the COVID-19 shelter-in-place guidelines, the comprehensive public engagement program already envisioned new strategies to reach wider audiences using digital engagement tools. Between Plan Bay Area 2050's public engagement campaign's first and second round, the entire landscape shifted. With in-person meetings prohibited, staff pivoted toward the innovative engagement tactics detailed below.

### Prior to the Plan: Plan Information and Promotion

To kick off plan engagement, staff produced an 11-part webinar series running from June 2019 to September 2019. Designed for local jurisdictions, local staff and members of the public, topics included: nomination and selection of new growth areas; a review of a Horizon Perspective Paper on autonomous vehicles (see Appendix 2); an introduction to modeling platforms (REMI 2.2, Bay Area UrbanSim, & Travel Model 1.5); and an analysis of persistent social inequities in the region.

Additionally, to increase the number of people participating in the public engagement process, staff used a paid digital promotion campaign to introduce and promote the plan to the Bay Area public. This yielded an increase in e-newsletter sign-ups. See Appendix 3.

### Round 1 (2019): Introducing Plan Bay Area 2050

Staff kicked off the first round of Plan Bay Area 2050 engagement by holding three technical workshops in the fall of 2019. These half-day events included experts from diverse fields who dove deep into topics like housing and the economy. In addition, the Regional Equity Working Group (REWG) was also convened four times during Round 1, bringing equity advocates to the table to help illuminate strategies that could best address existing inequities in the Bay Area. See Table 4 on the following page.

**Table 4. Regional Equity Working Group meetings held during Round 1 of Plan Bay Area 2050 engagement**

Date	Location	Topics
<a href="#">September 18, 2019</a>	Bay Area MetroCenter	<ul style="list-style-type: none"> <li>• Agency-wide Equity Platform</li> <li>• Introduction to Plan Bay Area 2050 and the Equity Analysis</li> </ul>
<a href="#">November 19, 2019</a>	Webinar	<ul style="list-style-type: none"> <li>• Existing inequities in the San Francisco Bay Area</li> </ul>
<a href="#">December 19, 2019</a>	Bay Area MetroCenter	<ul style="list-style-type: none"> <li>• Plan Bay Area 2050 Blueprint workshop</li> </ul>
<a href="#">January 22, 2020</a>	Webinar	<ul style="list-style-type: none"> <li>• Strategies for inclusion in the Draft Blueprint of Plan Bay Area 2050</li> <li>• Overview of blueprint strategies</li> <li>• Strategies by topic area</li> </ul>

### *Pop-up Outreach*

In September 2019, staff launched another round of pop-up workshops modeled after the engagement efforts during the Horizon initiative. This format consists of meeting people “where they are” at public events or venues (e.g., farmers markets, community festivals, libraries, etc.). In an all-hands-on-deck campaign, dozens of staff were enlisted from across the agency to bring the plan to every corner of the Bay Area, with an emphasis on low-income and communities of color typically left out from decision-making processes (see Table 5).

Over a six-week period from October to November 2019, staff conducted 37 pop-up workshops across all nine Bay Area counties, showing up in diverse locations such as community colleges, farmers markets, street fairs, and even a temporary transportation museum put on by a high school student with a zealous passion for all things transit. The pop-up locations were selected based on availability of existing community events and geographic diversity, prioritizing under-represented communities. The pop-ups were listed on the Plan Bay Area website and promoted via social media to ensure everyone had an opportunity to participate. Over 78% of the pop-up workshops were in Equity Priority Communities, where more people of color and people with low incomes reside. Over 1,000 Bay Area residents participated in the pop-ups, which garnered over 3,000 unique comments.

**Table 5. Pop-up workshops**

Location	Date
Napa Farmers Market	October 5
Alum Rock Farmers Market (San José)	October 6
Richmond Library	October 10
Contra Costa College	October 10
Livermore Art Walk	October 12
Diwali Festival (Cupertino)	October 12
Pittsburg Farmers Market	October 12
San Francisco State University	October 16
East Palo Alto Farmers Market	October 16
Luther Burbank Farmers Market (Santa Rosa)	October 16
Orinda Casual Carpool	October 17
Heart of the City Farmers Market (SF)	October 18
Cherryland Fun Run (San Lorenzo)	October 19
College of San Mateo Market	October 19
Sunday Streets – Excelsior (SF)	October 20
Dental Care Event in South SF	October 20
CBO Pop-Up Workshop (San José)	October 22
Santa Clara Library	October 22
Vacaville Job Fair	October 23
Serramonte Farmers Market (Daly City)	October 24
CBO Pop-Up Workshop (Fremont)	October 25
Lake Merritt (Oakland)	October 26
Vacaville Farmers Market	October 26
Vallejo Farmers Market	October 26
Transportation Museum (San Carlos)	October 27
San José Farmers Market	November 1
Día de los Muertos Festival (Oakland)	November 2
CBO Pop-Up Workshop (San Francisco Chinatown)	November 2
Irvington Farmers Market (Fremont)	November 3
Pickleweed Library (San Rafael)	November 7
CBO Pop-up Workshop (East Palo Alto)	November 9
Southeast Community Facility Commission Health Fair (San Francisco)	November 9
Petaluma Farmers Market	November 12
CBO Pop-Up Workshop (San Francisco)	November 16
Napa Farmers Market	November 16
San Rafael Farmers Market	November 17
CBO Pop-Up Workshop (Oakland)	November 19



Photo: Noah Berger

Figure 3: A woman provides feedback at a San José farmer's market



Photo: Noah Berger

Figure 4: Members of the public used post-it notes to provide feedback on strategies



Figure 5: A man provides comments on strategies at a pop-up workshop at San Francisco's Sunday Streets Excelsior

### *Mayor of Bayville*

On November 6, 2019, staff launched the [\*Mayor of Bayville\*](#) online tool to garner public input on the strategies from the Horizon initiative. In the tool, players assume the role of Mayor of Bayville, who is confronted with a series of public policy challenges and must decide how to invest limited resources to address problems such as housing affordability, sea level rise, traffic congestion and income inequality. Aimed at reaching younger and more diverse audiences, the game was promoted via the agency's social media channels and with targeted online advertising. The game was available in three languages (English, Spanish, and Chinese), and it reached over 3,000 participants from 84 of the region's 101 cities and towns. In the six weeks when responses were collected, over 9,900 unique comments came in. Created in partnership with the firm Exygy, the game was [\*recognized\*](#) by the 2020 San Francisco Design Week awards and is slated to be reiterated for future planning efforts.



Figure 6: Mayor of Bayville online game

### *Tribal Engagement*

On December 12, 2019 staff met with representatives from the Bay Area’s Native American tribes at the National Indian Justice Center in Santa Rosa. Details of all tribal engagement activities and government-to-government consultations are provided in the [Draft Plan Bay Area 2050 Native American Tribal Outreach and Government-to-Government Consultation Report](#).

### *What We Heard*

The first round of public engagement yielded nearly 13,000 unique comments from approximately 4,800 participants at 57 engagement opportunities. Ninety percent of the comments from the pop-ups supported the high-performing strategies identified through the Horizon initiative, including modernizing public transit, building affordable housing, and encouraging more biking and walking. Less popular strategies included lowering speed limits to reduce roadway injuries and fatalities and increasing development fees in places that generate long auto trips. Participants also offered new ideas such as support for cooperative housing, improvements to the first/last mile of connectivity for transit and support for job growth beyond the current job centers. The complete results from Round 1 of Plan Bay Area 2050 engagement were [presented at the December 2019 meeting of the Joint MTC Planning Committee with the ABAG Administrative Committee](#).

### **Round 2 (2020): Plan Bay Area 2050 Draft Blueprint**

Public feedback from Round 1 helped staff prioritize and refine the strategies that would be approved by MTC and ABAG for further study and analysis through the Draft Blueprint phase. Throughout spring 2020, staff analyzed the 25 integrated strategies to determine how far they might be able to move the region toward a more affordable, connected, diverse, healthy and vibrant Bay Area for all by the year 2050. The results of this analysis showed that the strategies made meaningful gains on some key regional issues, such as regional affordability, transit and roadway safety, and infrastructure protections from sea level rise and earthquakes. However, five persistent challenges emerged as key focus areas for revision:

1. Insufficient affordable housing
2. Greenhouse gas emissions<sup>3</sup>
3. Congestion and transit crowding

<sup>3</sup> The initial Draft Blueprint analysis identified that the region failed to meet its state-mandated target to reduce GHG emissions by 19% as set by the California Air Resources Board.

4. Jobs-housing imbalance
5. Displacement risk

Round 2 engagement focused on seeking input from the public on new or enhanced strategies that would best address these five remaining challenges. As planning for Round 2 activities kicked off, the COVID-19 pandemic struck, with all face-to-face activities essentially banned overnight due to mandatory shelter-in-place orders. With Round 2 set to begin in April, staff proceeded to convert all engagement activities to an array of digital platforms where the public could safely learn and provide input. In what could be described as assembling an airplane in mid-flight, staff revamped engagement efforts to include tried and tested methods as well as entirely new approaches.

A short three-minute [video](#) produced by staff introduced the strategies included in the Draft Blueprint and sought public input on how to improve them. The video was a key element of the Round 2 public engagement.



Figure 7: Title shot from *Crafting a Blueprint for the Bay Area's Future* animated video.

A robust effort of online promotion for Plan Bay Area 2050 led to over 150,000 pageviews and over 600,000 post engagements<sup>4</sup>. Over the unprecedented spring and summer of 2020, as the region was rocked by the pandemic, protests over racial injustice, and smoke from devastating wildfires, staff conducted 37 separate engagement activities for the Draft Blueprint, hearing from nearly 8,000 Bay Area residents, who provided over 170,000 unique comments. Below is a description of the various public engagement efforts soliciting input on the Draft Blueprint that comprised Round 2 of Plan Bay Area 2050 engagement.

### *Community-Based Focus Groups*

In partnership with community-based organizations that were contracted to work with MTC and ABAG over the Plan Bay Area 2050 process, staff facilitated seven focus groups in the late spring of 2020. Conducted remotely, the focus groups were designed to function as listening sessions where participants were invited to suggest ways to improve or alter the Draft Blueprint's strategies. A total of 60 participants offered over 260 unique comments on the

<sup>4</sup> "Post engagements" are the total number of actions that people take involving social media ads. Post engagements can include actions such as reacting to, commenting on or sharing the ad, claiming an offer, viewing a photo or video, or clicking on a link.

Draft Blueprint. Focus groups were hosted using Zoom or WebEx, depending on the event, with the additional option to participate online or by phone for those without access to internet.

**Table 6: Community-based organization focus groups for Round 2**

Community-Based Organization	Focus Group Format	Date
Acterra	Zoom	May 7, 2020   3-5 p.m.
Rose Foundation	Zoom	May 12, 2020   4-5:30 p.m.
Sacred Heart (Chinese)	Zoom	May 15, 2020   1:30-3 p.m.
Sound of Hope	WebEx Teleconference	May 16, 2020   1:30-3 p.m.
West Oakland EIP	Zoom	May 19, 2020   4-6 p.m.
Green Hive	Zoom	May 20, 2020   2-3:30 p.m.
West Oakland EIP (Yemeni Arabic)	Zoom	June 11, 2020   4-6 p.m.

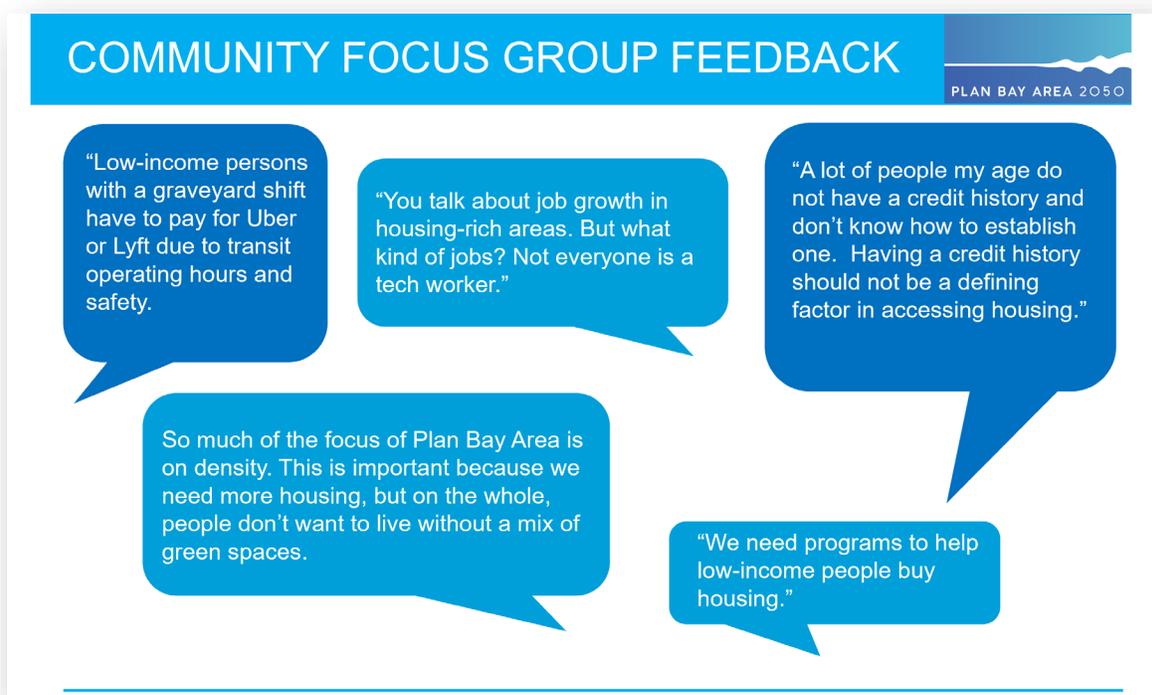


Figure 8: Comments heard at community focus group meetings

### Coffee Conversation

On May 21, 2020, staff convened a special Coffee Conversation: Let's Talk Climate Change in partnership with Kanyon Sayers-Roods, a Constanoan Ohlone and Chumash leader. Over 40 participants joined for a conversation examining climate change impacts with a strong focus on Indigenous communities' experiences and sustainability practices.

### Digital Workshops

From July 15 to August 5, 2020, staff held a series of nine county-specific digital workshops, one for each of the Bay Area's nine counties. The workshops were held over Zoom, mostly on

weekday evenings with two midday workshops held on a Saturday and Wednesday (for Marin and Santa Clara Counties, respectively). The initial number of attendees was over 280, while ultimately the workshop video recordings were viewed nearly 400 times as of the date of this report's publication (via event recordings hosted on the Plan Bay Area website). Feedback from workshop participants was captured in an online survey, described below.

### *Online Survey*

A month-long survey was launched on July 10, 2020 via the online platform Typeform. Over 3,900 responders offered nearly 20,000 unique comments. Notably, the survey invited open-ended responses to the following challenges, which were adapted from the five key challenges identified through the Draft Blueprint analysis:

- Housing Unaffordability
- Congestion and Crowding
- Climate Emissions
- Jobs-Housing Imbalance
- Displacement

### *Tribal Engagement*

On August 3, 2020, in lieu of the traditional in-person summit, staff held a digital Tribal Summit with 24 participants over Zoom due to the ongoing shelter-in-place orders. Ten tribes were invited, including six federally recognized tribes and four non-federally recognized tribes. After opening remarks by then-MTC Commissioner Jake Mackenzie, ABAG Executive Board Member David Rabbitt, and MTC and ABAG Executive Director Therese McMillan, staff provided information on the Draft Blueprint as well as the initial Notice of Preparation (NOP) step of the Environmental Impact Report process. Caltrans District 4 staff was also present to provide an update on related projects. Tribe representatives provided a total of 27 specific comments on the *Draft Blueprint*.

Details of all tribal engagement activities and government-to-government consultations are provided in the [Draft Plan Bay Area 2050 Native American Tribal Outreach and Government-to-Government Consultation Report](#).

### *Telephone Town Hall*

To reach those with limited internet access and/or limited English proficiency, staff held five telephone town hall sessions: two in English, one in Spanish, one in Mandarin and one in Cantonese. Staff promoted the events via a printed flyer directly mailed to 20,000 Bay Area households located in Equity Priority Communities in all nine Bay Area counties. Additionally, the events were promoted via the Nextdoor social media platform through a campaign that targeted zip codes located in Equity Priority Communities. Furthermore, a member of MTC's Policy Advisory Council promoted the telephone town halls to members of the unhoused community through organizations that serve these residents.

The events took place from July 24 to August 6, 2020 during the day, with three of the five town halls held on a Saturday. Although participation in the telephone town halls was sparse, the smaller groups allowed for deeper dialogue. Comments received during the telephone town halls reflected the communities that were targeted through the promotional activities noted above. This effort was a first for MTC and ABAG – both using the telephone town hall format *and* holding the town halls in-language – helping the agencies meet the goal of reaching as many diverse residents as possible. Using the telephone town hall format provided

staff with valuable lessons on ways that telephone-based engagement could be integrated into future planning work.

**Table 7. Telephone Town Hall events held for Round 2 of Plan Bay Area 2050 engagement**

Date	Time	Language
<a href="#">Friday, July 24, 2020</a>	11:30 a.m. – 1:30 p.m.	Mandarin
<a href="#">Saturday, July 25, 2020</a>	10 a.m. – 12 p.m.	English
<a href="#">Saturday, July 25, 2020</a>	2 – 4 p.m.	Cantonese
<a href="#">Saturday, August 1, 2020</a>	2 – 4 p.m.	Spanish
<a href="#">Thursday, August 6, 2020</a>	4 – 6 p.m.	English

### *Statistically Valid Telephone Poll*

In addition to the telephone town halls, the agency invested in a statistically valid telephone poll to gather feedback on the strategies included in Plan Bay Area 2050’s Draft Blueprint. Over the course of ten days starting on July 22, 2020, the poll reached nearly 3,000 residents who responded to 50 questions (garnering a total of 149,850 individual responses to question prompts). A minimum of 400 randomly selected adults were interviewed in each county/subregion<sup>5</sup>, and the poll had an overall margin of error of 1.79%. Respondents shared a strong concern for homelessness and housing, along with rising concerns about public health. The poll also showed the region’s openness towards planning for housing and commercial development regionally – rather than at the local level – has increased over the past decade.

The two figures on the following page show responses to two of the survey questions. The full results of the survey were [presented to the Joint MTC Planning Committee with the ABAG Administrative Committee meeting](#) of September 2020.

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<sup>5</sup> Marin/Sonoma and Napa/Solano counties were combined into two subregions.

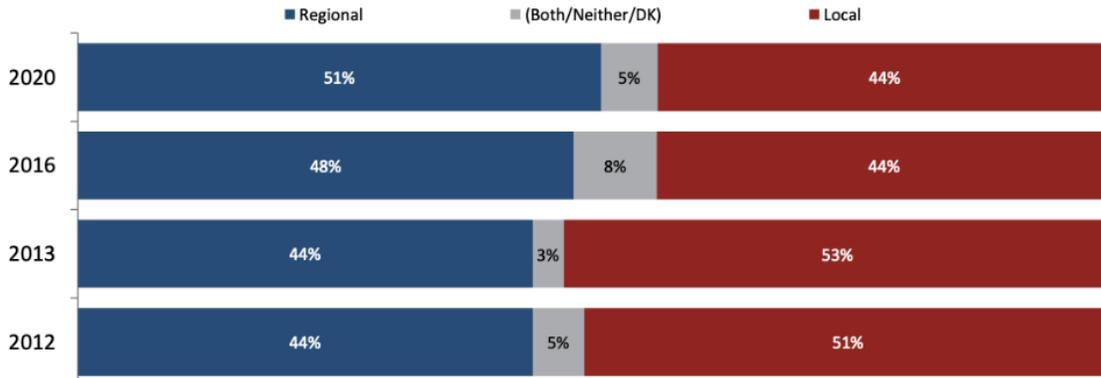
# Regional vs. Local: Housing Over Time



Opinion on whether there should be a regional or local approach to housing planning continues to be split.

There should be a **regional** plan guiding housing and commercial development in the Bay Area

**Local** cities and counties on their own should plan housing and commercial development in their area



Prior surveys conducted by telephone only by CCG.  
 2012 Residents, n=1,610, MOE ±2.44; 2013 Residents, n=2,516, MOE ±1.95; 2016 Voters, n=2,048, MOE ±2.17.  
 Now I'd like to read you a pair of statements. Please tell me which one you agree with more.

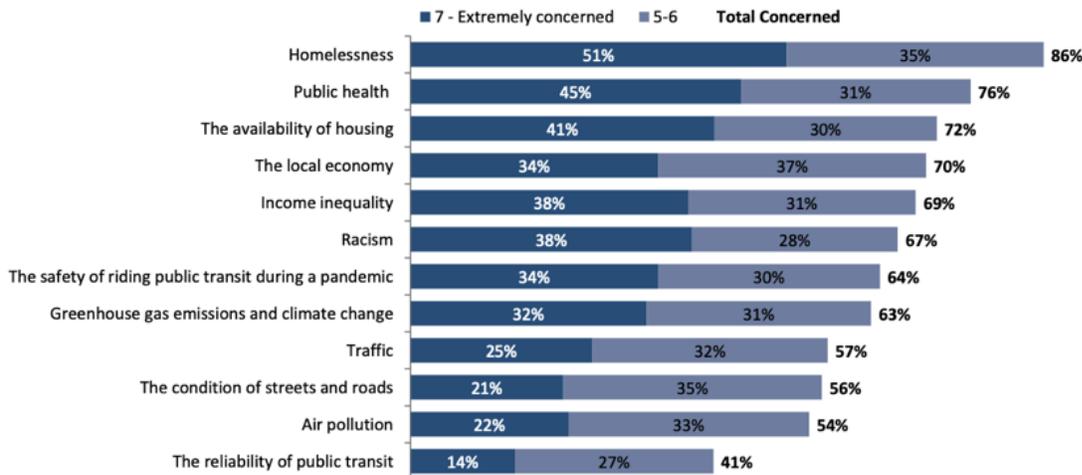
20-7619 Plan Bay Area 2050 | 10

Figure 9: Summary of responses to regional versus local control over housing planning question

# Issue Concern



Homelessness and housing continue to be significant concerns for Bay Area residents, even while the pandemic is raising concerns about public health and the economy.



On a scale from 1 to 7 where 1 is not at all concerned and 7 is extremely concerned, how concerned are you about each of the following right now?

20-7619 Plan Bay Area 2050 | 9

Figure 10: Summary of top issue concerns from telephone poll.

## Consulting External Expertise

In addition to the above activities, from July 29 through August 7, 2020 staff convened a series of three technical stakeholder workshops with members of the Regional Advisory Working Group. Built around three distinct themes of housing and the economy; a focus on

equity; and transportation and the environment, a total of 160 people attended the workshops offering nearly 1,000 unique comments.

The agency also hosted ten Office Hours sessions for staff-to-staff discussions to answer questions about Plan Bay Area 2050 and the Draft Blueprint at the jurisdictional level. In total, 10 jurisdictions or partner agencies requested meetings to understand the data inputs and models used to estimate housing and employment growth.

### What We Heard

One of the most basic measures of public engagement is: “After all that you heard, what changed?” Here we can draw a direct line between individual feedback which, in aggregate, helped illuminate impacts not readily apparent in the Draft Blueprint. For example, in response to the lack of interest for charging office development impact fees, MTC and ABAG staff replaced that strategy with an incentive-based approach in the Final Blueprint. Another key example was adding new strategies to enhance parks and open space after the public highlighted their desire to increase or maintain access to open space, especially in communities with forecasted population growth or limited existing access to parks. The plan also benefited from suggestions from the public to be more visionary in the strategy to Enable a Seamless Mobility Experience, aiming beyond trip planning and payments to incorporate schedule coordination between transit agencies. Overall, the input helped to improve and expand the 25 strategies to 35 bold and equitable strategies. Table 8 highlights key messages heard during Round 2 of engagement. Additionally, Appendix 2 includes a presentation that details how public feedback influenced revisions to the plan’s strategies from the Draft Blueprint to the Final Blueprint phase, as well as a summary of the results of Round 2 engagement.

**Table 8. Plan Bay Area 2050 Round 2: Summary of Public Engagement Feedback**

Challenge	Highlights of Public Engagement Feedback	Top 2 Strategy Ideas to Address Challenge
<b>Affordable Housing</b>	<ul style="list-style-type: none"> <li>• Build more housing (affordable, middle-income, near transit, near jobs, mixed-use, accessible, eco-friendly)</li> <li>• Provide homeownership assistance</li> <li>• Hold jurisdictions accountable to RHNA</li> <li>• Increase density, build up, address zoning restrictions</li> <li>• Support expansion of community land trusts</li> <li>• Pass the regional housing bond</li> </ul>	<ul style="list-style-type: none"> <li>• Invest in constructing more affordable housing.</li> <li>• Expand capacity for new housing in communities with well-resourced schools and good access to jobs.</li> </ul>
<b>Greenhouse Gas Emissions</b>	<ul style="list-style-type: none"> <li>• Concern the region will not meet its greenhouse gas emissions target</li> <li>• Support for the Climate Initiatives Program</li> <li>• Implement a carbon tax/offsets</li> <li>• Expand and improve transit so people do not have to drive</li> </ul>	<ul style="list-style-type: none"> <li>• Require employers to implement mandatory work from home policies 2 or 3 days per week.</li> <li>• Expand electric vehicle and charging infrastructure subsidies, especially for lower-income households.</li> </ul>

Challenge	Highlights of Public Engagement Feedback	Top 2 Strategy Ideas to Address Challenge
<b>Congestion and Crowding</b>	<ul style="list-style-type: none"> <li>• Coordinate, improve and expand transit service</li> <li>• Prioritize implementation of Complete Streets</li> <li>• Address first-mile access to regional transit systems</li> <li>• Little support for widening freeways and for all-lane tolling</li> </ul>	<ul style="list-style-type: none"> <li>• Redesign public transit systems to provide more seamless transfers and focus service on high frequency routes.</li> <li>• Extend regional rail services to new communities and increase the frequency of service.</li> </ul>
<b>Jobs-Housing Imbalance</b>	<ul style="list-style-type: none"> <li>• Address wealth disparities: implement a universal basic income, livable wages, debt forgiveness, tax the rich</li> <li>• Bring jobs near housing; provide incentives for East Bay job growth</li> <li>• Strong support for incubator programs</li> </ul>	<ul style="list-style-type: none"> <li>• Provide tax subsidies for employers to relocate middle-wage jobs closer to affordable housing.</li> <li>• Expand business incubator programs to create new small businesses in housing-rich communities.</li> </ul>
<b>Displacement Risk</b>	<ul style="list-style-type: none"> <li>• Strengthen household and commercial renter protections</li> <li>• Strong support for job training programs</li> <li>• Address wealth disparities: implement a universal basic income, livable wages, debt forgiveness, tax the rich</li> </ul>	<ul style="list-style-type: none"> <li>• Expand investment in the preservation of permanently affordable housing in communities facing displacement.</li> <li>• Ensure ample affordable housing is built in communities most at risk of displacement.</li> </ul>

The single largest source of feedback was the statistically valid poll, which yielded 88% of the over 170,000 total unique comments from the second round of public engagement. The poll was consistent with the other forms of engagement in some ways, while contrasting in others.

**Similarities:**

- Housing is the top concern, particularly affordable housing
- Strong support for seamless mobility and Complete Streets; more limited support for all-lane tolling
- Support for EV incentives and small business incubators

**Differences:**

- Greater support for rebuilding interchanges in polling results compared to other engagement
- Greater support for expanded job training programs in polling results compared to other engagement

The public was also asked to rank the five remaining challenges in order of importance to them. In priority order, this is how the challenges were ranked:

1. Insufficient affordable housing
2. Greenhouse gas emissions
3. Congestion and transit crowding

4. Jobs-housing imbalance
5. Displacement risk

## Release of Draft Plan Bay Area 2050 (2021)

Draft Plan Bay Area 2050 was released in May 2021. A summary of activities from Round 3A: Implementation Plan and 3B: Draft Plan Bay Area 2050 and Draft Environmental Impact Report will be provided in an update to this public engagement report to be published at the end of the entire Plan Bay Area 2050 process later this year.

Public engagement for Rounds 3A and 3B includes:

- Focus groups with community-based organizations
- Digital and text-based surveys on Implementation Plan priorities
- Stakeholder and partner engagement on the Implementation Plan and Draft Plan
- Presentation of the Draft Plan to local elected officials in all nine Bay Area counties
- Development and promotion of informational videos on the Draft Plan
- Four online workshops and public hearings on the Draft Plan
- A video challenge aimed at increasing youth participation
- Briefing for members of the news media
- Summary of comments heard presented to MTC and ABAG policymakers

# Plan Bay Area 2050: Public Engagement Report Appendices

# Appendix 1 | Horizon Initiative Engagement

## Round 1: Developing the Guiding Principles

The main goal of the Horizon initiative (as well as Plan Bay Area 2050) was to identify a series of strategies (policies and investments) that would be effective in meeting the region’s goals when measured against a set of guiding principles for the Bay Area. The guiding principles were developed via a process that engaged thousands of Bay Area residents through pop-up in-person workshops as well as an online survey. Members of the public were asked “What are the most pressing issues we should consider as we plan for life in 2050?” The five principles that emerged from this process guide both Horizon and Plan Bay Area 2050 work and are listed below under What We Heard.

### Pop-up Outreach

From February to March 2018, staff conducted a total of 28 pop-up workshops across the region, including events at community colleges, libraries, a flea market, farmers markets, and youth conferences. Of those pop-up workshops, 17 were held in Equity Priority Communities. At the public pop-up events, residents were asked two questions: (Q1) Which qualities they would like to retain by the year 2050? and (Q2) which qualities they would like to change by the year 2050? The public was encouraged to focus comments in six main categories: environment, people and community, economy and jobs, housing, transportation, and other.



Photo: Noah Berger

Figure A-1: A canine companion is all ears at Sunday Streets Excelsior in San Francisco



Photo: Noah Berger

Figure A-2: A pop-up participant offers staff her feedback at a Chinatown YMCA pop-up

## Online Survey

Over the same period, staff ran an online survey that was promoted on the agency’s website, social media pages, and with paid advertisements on Facebook. The survey yielded 1,600 complete responses from participants across all nine Bay Area counties. The online survey started with the following multiple-choice question: *What are the most pressing issues we should consider as we plan for life in 2050?* Participants were asked to select up to three choices. Affordable housing, public transportation, the environment, cost of living, and traffic congestion were the five most cited issues in rank order.

## What We Heard

The pop-up workshops and the online survey together generated about 10,000 unique comments. Staff analyzed the comments for common themes and with a special focus on whether the theme responses were consistent across the region. That feedback yielded the five guiding principles that inform the Horizon initiative and Plan Bay Area 2050:

- **Affordable:** All Bay Area residents and workers have sufficient housing options they can afford – households are economically secure.
- **Connected:** An expanded, well-functioning transportation system connects the Bay Area – fast, frequent and efficient intercity trips are complemented by a suite of local transportation options, thereby connecting communities and creating a cohesive region.
- **Diverse:** Bay Area residents support an inclusive region where people from all backgrounds, abilities and ages can remain in place – with access to the region’s assets and resources.

- **Healthy:** The region’s natural resources, open space, clean water and clean air are conserved – the region actively reduces its environmental footprint and protects residents from environmental impacts.
- **Vibrant:** The Bay Area is an innovation leader, creating quality job opportunities for all and ample fiscal resources for communities.

## Round 2: Strategies for a Better Future

Anchored by the five guiding principles, staff then tested how various strategies would fare against the three Futures. These strategies were brought to the public for their input from February to April 2019 in a series of interactive events including a facilitated game activity, nine CBO partnered focus groups, six public open house-style workshops, online engagement via MTC and ABAG’s Vital Signs website, and classroom-based student engagements. Staff asked participants to select strategies that would perform best across the variety of circumstances that each future presented. The strategies with the strongest support across all engagement platforms were identified and advanced into the next phase of planning. Some competing strategies preferred by different groups were matched with challenges detailed in the [Opportunities and Challenges Report](#) and considered for further study.

Initial analysis of the input from the public and stakeholder engagement events found that there were some areas of strong agreement on strategies across all Futures:

- **Bay Area residents and stakeholders want to prioritize creation of a world-class public transportation system.** There was strong consensus around modernizing and increasing capacity of the existing rail system - especially if there are adequate financial resources.
- **Bay Area residents and stakeholders want to build more housing for those of all income levels, especially near transit.** Allowing new development near rail transit stations and increasing inclusionary requirements were popular ideas to address rising unaffordability.
- **Bay Area residents and stakeholders want to protect the region’s environment, regardless of what the future has in store.** Adapting to sea level rise and preserving today’s urban growth boundaries were clear priorities for outreach participants.

## Community-Based Focus Groups

As part of the early 2019 outreach for Plan Bay Area 2050, MTC and ABAG conducted nine focus groups with community-based organizations in February 2019, with a focus on hearing from underrepresented groups from around the Bay Area. The purpose of each focus group was to get feedback on which of the strategies best address the challenges and opportunities posed by the Futures.

At each focus group, an MTC and ABAG staff member provided a brief presentation to familiarize attendees with the subject matter. A facilitated discussion provided the opportunity for participants to offer input on the suite of transportation, housing, economic development and environmental strategies. In total, over 190 focus group participants offered over 2,200 comments, identifying their top three strategies within each category along with the single least appealing strategy per category.

**Table A-1: Horizon community-based focus group details**

<p><b>Rose Foundation</b>   Oakland February 5, 2019   10 participants, mostly students younger than 25 from Oakland and San Francisco</p>
<p><b>Green Hive Spaces</b>   Vallejo February 8, 2019   14 participants from the area.</p>
<p><b>Community Resources for Independent Living (CRIL)</b>   Hayward February 12, 2019 (Spanish)   11 participants; February 26, 2019 (English)   12 participants connected to peer-based disability resource organization</p>
<p><b>Acterra</b>   East Palo Alto February 13, 2019   29 E. Palo Alto residents &amp; environmental justice activists</p>
<p><b>West Oakland Environmental Indicators Project</b>   Oakland February 15, 2019   15 participants from West Oakland (English); February 24, 2019   34 participants from West Oakland's Yemeni community (Arabic translation)</p>
<p><b>Sound of Hope Chinese Public Radio Network</b>   San Francisco February 16, 2019 (Mandarin)   18 participants from San Francisco's Chinese community.</p>
<p><b>Sacred Heart Community Service</b>   Santa Clara February 22, 2019   49 participants, many from Limited English Proficient households receiving social services</p>
<p><i>Highlights:</i></p> <ul style="list-style-type: none"><li>• Over 400 comments received</li><li>• Interpretation in Mandarin, Spanish and Arabic (Yemeni)</li></ul>

## 大都會交通委員會召開華人社區會議

2019-02-18 來源: 希望之聲電台

[字號] 大 中 小 簡體版



MTC助理規劃員麥可伊 (Raleigh McCoy) 在發言 攝影: Jonny Liu/希望之聲

Source: [BayVoice.net](http://BayVoice.net)

Figure A-3: News coverage of the February 2019 workshop at the San Francisco Community Resource Center

### Public Workshops

In March of 2019, staff conducted a series of six public workshops in counties across the region (Alameda, Contra Costa, San Mateo, Santa Clara, Solano, and Sonoma). The workshop locations were selected based on geographic diversity and the location's proximity to transit. These open, interactive events were promoted on Facebook (Figure A-4) and included a staff presentation on the strategies and a dot voting exercise. The nearly 260 participants provided some 5,100 comments.

Table A-2: Horizon public workshops

Location	Date	# Participants
Alameda County (Oakland)	Tuesday, March 12, 2019 6 p.m. to 8 p.m.	90
Santa Clara County (San José)	Thursday, March 14, 2019 6 p.m. to 8 p.m.	32
Sonoma County (Petaluma)	Saturday, March 16, 2019 10 a.m. to 12 noon	36
San Mateo County (San Bruno)	Tuesday, March 19, 2019 6 p.m. to 8 p.m.	30
Solano County (Vallejo)	Wednesday, March 20, 2019 6 p.m. to 8 p.m.	60
Contra Costa County (Walnut Creek)	Wednesday, March 27, 2019 6 p.m. to 8 p.m.	10



Figure A-4: Sample Facebook Ad promoting Horizon Workshop in March 2019



Photo: Karl Nielsen

Figure A-5: MTC Policy Advisory Council Member K. Patrice Williams shares a laugh with a resident at the Solano County workshop



Photo: Karl Nielsen

Figure A-6: A participant provides MTC staff with feedback at the Contra Costa County workshop

## Online Survey

From March 8 to April 19, 2019, staff ran an online survey via the Vital Signs website. The survey covered the same material as the public workshops and focus groups, yielding 339 responses and 720 comments. This input was included in the totals from this round of engagement.

## Youth Engagement

In the spring semester of the 2018-2019 school year, MTC and ABAG partnered with Y-PLAN, a unique program run out of the UC Berkeley Center for Cities and Schools, that enables young people to develop solutions to challenges in their communities. Using a 5-step methodology, Y-PLAN supported 350 students from 9 participating campuses across the Bay Area in collecting data in their neighborhoods and generating strategies presented in the three Futures. Overall, analysis of the regional data collected from classrooms across the nine counties found that students offered distinctive ideas and identified priorities and/or strategies for the year 2050 that aligned well with Horizon's guiding principles of making the Bay Area more affordable, connected, diverse, healthy and vibrant. The year-long program culminated in an event at UC Berkeley at the end of the school year, where students presented their findings to staff from MTC and ABAG as well as BART, Oakland Unified School District and other public agencies.

**Table A-3: Y-PLAN Participating Schools**

School	County	City
<b>McClymonds High School</b> 10-12th grade, Technology	Alameda	Oakland
<b>Kennedy High School</b> 12th grade, Information Technology	Contra Costa	Richmond
<b>Laurel Dell Elementary School</b> 5th grade	Marin	San Rafael
<b>American Canyon High School</b> 9-12th grade, Leadership	Napa	American Canyon
<b>Balboa High School</b> 12th grade, Environmental Science	San Francisco	San Francisco
<b>East Palo Alto Phoenix Academy</b> 12th grade, AP Environmental Science	San Mateo	East Palo Alto
<b>Escuela Popular</b> 8th grade, English	Santa Clara	San José
<b>Benicia Middle School</b> 7 and 8th grade, Service Learning	Solano	Benicia
<b>Cesar Chavez Language Academy</b> 4th grade, English and Science	Sonoma	Sebastopol



Photo: [Y-PLAN](#)

Figure A-7: Student participants of the Y-PLAN Bay Area-Horizon Pilot

## Stakeholder Engagement

In an innovative approach to “gamifying” long-term planning, staff designed and developed “Transform the Future,” an interactive board game where players make decisions to address the challenges laid out in three separate Futures. With the use of an allocation of “funds,” the table of players discussed options with one another and ultimately developed a consensus on allocating their finite funds amongst the competing strategies. For more information on the game, read the Introductory section (pages i - xi) in the [Transform-the-Future Strategy Booklet](#).

On March 11, 2019, staff convened a half-day technical stakeholder workshop where attendees played the “[Transform-the-Future](#)” game. Over two-thirds of the 65 participants from all nine counties were public agency staff. In a post-game survey, over 85% of respondents said that they found the workshop useful and informative.



Photo: Karl Nielsen

Figure A-8: Participants play Transform the Future

## What We Heard

From a facilitated game activity with technical stakeholders to discussions with community group members, to public open house-style workshops, engagement with students and an online survey, staff sought input on a suite of transportation, land use, economic development and resilience strategies to help determine which strategies best address future opportunities and challenges. In total some 1,200 participants provided over 8,000 unique comments during this phase of outreach events for “Strategies for a Better Future.” A

summary of public feedback from these activities is available [here](#). Their feedback was instrumental in identifying the strategies that were tested in the final phase of Horizon.

## Other Horizon Engagement

### Transformative Projects

In June 2018, MTC and ABAG issued a Request for Transformative Projects to the Bay Area, asking for project ideas that would have the potential to revolutionize how we move around the region. Going beyond past calls for projects that only included submissions from public sector partners, MTC and ABAG also sought innovative ideas from individuals, private sector companies and non-governmental organizations. The response to this request was significant – over 500 megaproject ideas were submitted by individuals and non-governmental organizations, yielding 12 that were included in Horizon’s Project Performance Assessment.

### Art on the Horizon

As part of the agencies’ Horizon planning initiative in early 2019, MTC and ABAG hosted “Art on the Horizon: Youth Confronting Climate Change,” MTC and ABAG’s first-ever art contest for youth. The agencies sought digital art submissions that demonstrated what could be done to combat climate change. The contest was open to artists aged 13 to 23, and the contest focused on video and photo mediums. Winners were selected by a jury that included staff from MTC and ABAG and partner agencies, private sector art professionals and a member of the Policy Advisory Council. Winners were selected in spring of 2019 and were announced at the Y-Plan Policy Summit at UC Berkeley on May 7, 2019.

### Perspective Paper Release Events

From June 2018 through September 2019, staff held events around the release of five Perspective Papers designed to inform the Horizon process. The Papers explored key issues impacting the Bay Area’s future: autonomous vehicles, shared mobility, regional growth, the future of jobs, and where to build future Bay crossings. The events were generally held after work hours at diverse venues including the San Mateo Public Library, the Hayward City Council, WeWork in San José, the Bay Area Metro Center in San Francisco and an online webinar. Staff presented the papers’ findings to qualitatively assess strategies and identify related tradeoffs. Some 250 participants engaged in discussions on shifts in culture, technology, equity, and issues identified in the Perspective Papers.

**Table A-4: Perspective papers release events**

Location	Date and Time	Perspective Paper Title
Bay Area Metro Center, San Francisco	June 26, 2018 5:30 p.m. to 7 p.m.	Autonomous Vehicles
WeWork San José, Santa Clara	September 26, 2018 6 p.m. to 8 p.m.	Toward a Shared Future: Strategies to Manage Travel Demand
Council Chambers, Hayward	January 30, 2019 6 p.m. to 8 p.m.	Regional Growth Strategies
Public Library Main Branch, San Mateo	May 20, 2019 5:30 p.m. to 7 p.m.	The Future of Jobs
Online Webinar	September 20, 2019 10 a.m. to 11 a.m.	Bay Crossings: Transformative Investments for an Uncertain Future

# Horizon Engagement Materials

Pop-up Workshops – Display Boards

February - March 2018

English, Spanish and Chinese



## HELP US ENVISION THE FUTURE...



Use the appropriate sticky note to share your thoughts.

Which qualities of today's Bay Area do you hope remain in 2050?

Which qualities of today's Bay Area do you hope will change by 2050?



## IT'S YOUR FUTURE, BAY AREA!





The **Metropolitan Transportation Commission (MTC)** and the **Association of Bay Area Governments (ABAG)** want to hear from you as we develop a blueprint for how our region lives, works and plays in the decades ahead.

MTC and ABAG are partner regional agencies working together to make the nine-county San Francisco Bay Area a better place to live for people from all walks of life. We need to hear your ideas on which qualities we should keep, what we love about our communities and how we can make the Bay Area even better.



### WE WANT TO HEAR FROM YOU!

To include your voice in the discussion, please answer a few questions today and sign-up to follow our progress.

 [facebook.com/MTCBATA/](https://facebook.com/MTCBATA/)  [@ABAGSFBayArea](https://twitter.com/ABAGSFBayArea)  [@MTCBATA](https://www.instagram.com/MTCBATA)  [@mtcbata](https://www.instagram.com/MTCBATA) [#BayArea2050](https://www.instagram.com/MTCBATA)

## AYÚDENOS A IMAGINAR EL FUTURO...



Utilice el color apropiado de nota adhesiva para compartir sus opiniones.

Cuáles cualidades del Área de la Bahía de hoy esperaríamos que permanezcan en el 2050?

¿Cuáles cualidades del Área de la Bahía de hoy esperaríamos que cambien para el 2050?

## ¿ES SU FUTURO, ÁREA DE LA BAHÍA!

La Comisión Metropolitana de Transporte (MTC) y la Asociación de Gobiernos del Área de la Bahía (ABAG) quieren escuchar su opinión mientras desarrollan un plan de cómo irá a vivir, trabajar y jugar nuestra región en las décadas venideras.

MTC y ABAG son agencias regionales asociadas que trabajan en conjunto para hacer que los nuevos condados del Área de la Bahía de San Francisco sean un lugar mejor para vivir para personas de todos los estratos sociales. Necesitamos escuchar sus ideas sobre cuáles cualidades debemos conservar, qué es lo que amamos de nuestras comunidades y cómo podemos hacer el Área de la Bahía aún mejor.

METROPOLITAN TRANSPORTATION COMMISSION | Association of Bay Area Governments

### ¡QUEREMOS SABER DE USTED!

Para incluir su voz en la discusión, por favor responda algunas preguntas hoy e inscríbase para seguir nuestros avances.

facebook.com/MTCBATA/ | @ABAGSFBayArea | @mtcbata | #BayArea2050

## 幫助我們設想我們的未來...



考慮我們地區的住屋、經濟與就業、交通、環境、社區或其他問題。

您希望在2050年保持當今灣區的哪些品質?及

您希望到2050年改變當今灣區的哪些品質?

## 您的未來, 灣區!

大都會交通委員會 (MTC) 和灣區政府協會 (ABAG) 希望能聽到您的意見, 因為他們要為我們地區未來幾十年的生活、工作和娛樂方式制定藍圖。

MTC和ABAG是區域合作機構, 它們正共同努力使三藩市灣區九個縣成為各界人民更好的生活地方。我們需要在一些方面聽到您的意見, 包括我們應該保持哪些生活品質, 我們熱愛社區的哪些方面, 以及如何讓灣區更美好。

METROPOLITAN TRANSPORTATION COMMISSION | Association of Bay Area Governments

### 我們希望聽到您的意見!

為了將您的意見納入討論中, 請今天回答幾個問題, 並註冊以關注我們的進展。

facebook.com/MTCBATA/ | @ABAGSFBayArea | @mtcbata | #BayArea2050

# Online Survey Postcard



**It's Your Future, Bay Area!**  
MTC and ABAG want to hear from you as they develop a blueprint for how our region lives, works and plays in the decades ahead. Please take our online survey and share it on social media using the hashtag [#BayArea2050](#).

Survey: [tiny.cc/BayAreaFutures](https://tiny.cc/BayAreaFutures)

To learn more about this project, visit [mtc.ca.gov/futures](https://mtc.ca.gov/futures) and follow MTC and ABAG on social media. Questions? Email us at [info@bayareametro.gov](mailto:info@bayareametro.gov).

 [facebook.com/MTCBATA](https://facebook.com/MTCBATA)  
 [@ABAGSFBayArea](https://twitter.com/ABAGSFBayArea), [@MTCBATA](https://twitter.com/MTCBATA)  
 [@mtcbata](https://www.instagram.com/mtcbata)  
 Hashtag/標籤: [#BayArea2050](#)

**¡Es su futuro, Área de la Bahía!**  
MTC y ABAG quieren escuchar su opinión mientras desarrollan un plan de cómo nuestra región irá a vivir, trabajar y jugar en las décadas venideras. Por favor conteste nuestra encuesta en línea y compártela en las redes sociales usando el hashtag [#BayArea2050](#).

Encuesta: [tiny.cc/BayAreaFutures](https://tiny.cc/BayAreaFutures)

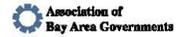
Para conocer más sobre este proyecto, concétese a [mtc.ca.gov/futures](https://mtc.ca.gov/futures) y siga MTC y ABAG en las redes sociales. ¿Preguntas? Envíenos un correo electrónico a [info@bayareametro.gov](mailto:info@bayareametro.gov).



**您的未來，灣區！**  
大都會交通委員會 (MTC) 和灣區政府協會 (ABAG) 希望您能聽到您的意見，因為他們要為我們地區未來幾十年的生活、工作和娛樂方式制定藍圖。請填寫我們的網上問卷調查，並使用#標籤 (hashtag) [#BayArea2050](#) 在社交媒體上分享。

問卷調查: [tiny.cc/BayAreaFutures](https://tiny.cc/BayAreaFutures)

如需了解有關該項目的詳情，請瀏覽網站 [mtc.ca.gov/futures](https://mtc.ca.gov/futures)，並在社交媒體上關注MTC和ABAG。有問題？請電郵至 [info@bayareametro.gov](mailto:info@bayareametro.gov)。



## Online Survey

February - March 2018

### *Introductory text:*

The Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) are partner regional agencies working together to make the nine-county San Francisco Bay Area a better place to live for people from all walks of life. MTC and ABAG want to hear from you as they develop a blueprint for how our region lives, works and plays in the decades ahead.

What will the Bay Area look like in 2050? Put on your futurist thinking cap and take a few minutes to answer the following questions.

### *Survey questions:*

**What are the most pressing issues we should consider as we plan for life in 2050?**

**Choose your top three.** (multiple choice, answer choices randomized per participant)

- Affordable housing
- Traffic congestion
- Homelessness
- Crime/Safety/Police
- Overcrowding/Sustainable growth
- Economy/Jobs
- Cost of living
- Immigration
- Taxes/the Budget
- Infrastructure
- Public transportation
- Environment
- Education/Schools
- Health care
- Disaster recovery (e.g., earthquakes, fires, etc.)
- New technologies (e.g., autonomous vehicles/self-driving cars, electric vehicles, etc.)
- Racial equity and diversity

### *Open-ended questions:*

**The year is 2050. What is one way that your housing improved or changed?**

**The year is 2050. What is one way that your ability to get places improved or changed?**

**The year is 2050. What is one way that your daily life improved or changed?**

**The year is 2050. What is one way that our natural environment improved or changed?**

**The year is 2050. What is one way that your economic situation/job improved or changed?**

**The year is 2050. What is one way that your community improved or changed?**

*Demographic questions:*

**In which county do you reside? (optional)**

- Alameda County
- Contra Costa County
- Marin County
- Napa County
- San Francisco County
- San Mateo County
- Santa Clara County
- Solano County
- Sonoma County
- Outside of the Bay Area

**What is your age range? (optional)**

- Under 18
- 18 to 29
- 30 to 45
- 
- 46 to 65
- Over 65

**What is your gender? (optional)**

- Female
- Male
- Other gender

**What is your race/ethnicity? Please select all that apply. (optional)**

- African American
- Asian
- Hispanic/Latino
- Native American/Alaskan Native
- Pacific Islander
- White
- Other

**To find out the results of this survey and to stay involved in planning for the future of the Bay Area, sign up to receive occasional updates from MTC by sharing your email in the field below.**

Email address \_\_\_\_\_ County of Residence \_\_\_\_\_

*Closing text:*

Thank you! To learn more about this project, visit [mtc.ca.gov/futures](http://mtc.ca.gov/futures) and consider following MTC on Facebook ([facebook.com/MTCBATA](https://facebook.com/MTCBATA)) and Twitter ([twitter.com/MTCBATA](https://twitter.com/MTCBATA)).

Questions? Email us at [info@bayareametro.gov](mailto:info@bayareametro.gov).

# Public Workshops: Display Boards and Dot Voting Posters

## March 2019



### WELCOME

**Thank you for joining us**

The Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) welcome you to our Horizon workshop.

We're engaging with different communities across the Bay Area to assist us in exploring the pressing issues as well as challenges and opportunities that Bay Area residents may face through 2050. We look forward to hearing from you – we value your ideas and encourage your questions!

**About MTC and ABAG**

The Metropolitan Transportation Commission, or MTC, is the transportation planning, financing and coordinating agency for the nine-county San Francisco Bay Area.

The Association of Bay Area Governments, or ABAG, was created by local governments to meet their planning and research needs related to land use, environmental and water resource protection, disaster resilience, energy efficiency, and hazardous waste mitigation.

**Timeline**



For more information on the Horizon initiative, go to: [www.mtc.ca.gov/horizon](http://www.mtc.ca.gov/horizon)



### ABOUT HORIZON

The Horizon Initiative is designed to prepare the Bay Area for an uncertain future by identifying strategies to help the region and its residents succeed through the year 2050. Horizon is the first comprehensive planning effort for the Bay Area, analyzing transportation, housing, economic development, resilience and the effects of emerging technologies.

**Horizon's Guiding Principles**

We received over 10,000 comments from residents across the Bay Area in 2018 when we asked, "What are the most pressing issues we should consider as we plan for life in 2050?" This feedback helped us refine five Guiding Principles that guide the Horizon Initiative.

- Affordable:** All Bay Area residents and workers have sufficient housing options they can afford—households are economically secure.
- Connected:** An expanded, well-functioning transportation system connects the Bay Area—fast, frequent and efficient intercity trips are complemented by a suite of local transportation options, connecting communities and creating a cohesive region.
- Diverse:** Bay Area residents support an inclusive region where people from all backgrounds, abilities and ages can remain in place—with access to the region's assets and resources.
- Healthy:** The region's natural resources, open space, clean water and clean air are conserved—the region actively reduces its environmental footprint and protects residents from environmental impacts.
- Vibrant:** The Bay Area is an innovation leader, creating quality job opportunities for all and ample fiscal resources for communities.

**How will Horizon inform Plan Bay Area 2050?**

The Horizon Initiative is a planning effort to transition from Plan Bay Area 2050, adopted in the summer of 2017, to Plan Bay Area 2050, which will begin in fall, 2019. Strategies selected as part of the Horizon Initiative – those that perform well across a range of uncertainties – will ultimately be recommended for inclusion in the next regional plan, Plan Bay Area 2050, which is slated for adoption in 2021.

**On the Horizon:**



For more information on the Horizon initiative, go to: [www.mtc.ca.gov/horizon](http://www.mtc.ca.gov/horizon)



### HELP US TRANSFORM THE FUTURE

New technologies like driverless vehicles, rising sea levels, earthquakes, economic booms and busts, political volatility or other external forces may fundamentally alter the Bay Area's future by the year 2050. Today we are asking you to dive deeper into three possible Futures and consider which policy strategies would most effectively preserve what we value about the Bay Area while addressing the big challenges of today and tomorrow.

**What are Futures?**

Planners at MTC and ABAG worked with experts from across the region to create three divergent Futures that each present unique challenges and opportunities. They are hypothetical, "what if" scenarios that allow us to visualize how current strategies (such as housing policies, environmental regulations and more) may or may not work well in the year 2050.

At today's public workshop, we will explore how we can improve these three Futures by asking you which strategies work best within each.

**What happens with my input?**

Public input collected during this workshop will help inform the strategies and policies MTC and ABAG staff study for inclusion in the region's next long-range plan known as Plan Bay Area 2050. This plan will address transportation, land use, economic development and environmental resilience.

**Where do you start?**

Please read about the Futures and strategies on the next board. Then visit one of the Futures stations, where MTC and ABAG staff will help guide you through that particular Future and related strategies. You will then use color-coded dots to vote on which strategies will best address the challenges posed by that Future in the years ahead. You are welcome to provide input on one, two or even all three Futures!



### GET TO KNOW THE FUTURES AND STRATEGIES

**Three Futures**

In collaboration with experts from across the region, MTC and ABAG created three Futures as hypothetical "what if" scenarios to help us understand the various factors that could affect the Bay Area in the next 30 years. Each Future incorporates unique factors that produce different outcomes, which are briefly summarized below.

- Clean & Green**  
Imagine a future where new technologies and a national carbon tax enabled telecommuting and distributed job centers.
- Rising Tides, Falling Fortunes**  
Imagine a future where the federal government cuts spending and reduces regulations, leaving decisions to states and regions.
- Back to the Future**  
Imagine a future where an economic boom and new transportation options spur a new wave of development.

**Strategies**

The strategies that you will consider today are policy tools that can be enacted to support the five Horizon Guiding Principles:

- Affordable
- Connected
- Diverse
- Healthy
- Vibrant

We want to know which strategies you think will be most successful across the variety of circumstances that each Future presents. Based on public input, a set of strategies will be further analyzed by MTC and ABAG staff.

So, tell us – which strategies will help create a Bay Area we can be proud to leave to future generations?

# CLEAN & GREEN

Recognizing the growing impacts of climate change, the federal government significantly tightens environmental regulations and implements an ambitious, nationwide carbon tax. New technologies thrive, with virtual reality enabling telecommuting and smaller scale workplaces distributed across town centers. While high-tech manufacturing thrives in the United States, economic growth slows for other more energy-intensive sectors.

And here's what this means for the Bay Area in the year 2050...

- 1 FOOT** OF SEA LEVEL RISE AFFECTING 10,000 HOMES
- 21%** OF THE POPULATION IS CLASSIFIED AS **LOW-INCOME**, DUE TO ROBUST ECONOMY
- 208,000 HOMES** AFFECTED BY 7.0 EARTHQUAKE ALONG THE HAYWARD FAULT
- 17%** SLOWER COMMUTES THAN 2015
- 10.9 MILLION** RESIDENTS
- 45%** OF COMMUTES ARE BY CAR
- 5.2 MILLION** JOBS
- 47%** OF INCOME IS SPENT ON HOUSING
- 73%** OF THE BAY AREA POPULATION IS **NON-WHITE**
- 78%** LOWER GREENHOUSE GAS EMISSIONS THAN 2015



# BACK TO THE FUTURE

The U.S. experiences continued prosperity and finds itself widely respected on the world stage, thanks to smart and strategic policy decisions on the national level. Rapid job growth means more people want to move to the U.S. and increased public investment in infrastructure makes the nation more attractive for businesses. Silicon Valley technologies are dominant worldwide in everything from cars to e-commerce. Wealthy Americans seek larger suburban homes and many depend on new technologies such as autonomous vehicles and hyperloop lines to access urban job centers.

And here's what this means for the Bay Area in the year 2050...

- 2 FEET** OF SEA LEVEL RISE AFFECTING 10,000 HOMES
- 21%** OF THE POPULATION IS CLASSIFIED AS **LOW-INCOME**, DUE TO ROBUST ECONOMY
- 207,000 HOMES** AFFECTED BY 7.0 EARTHQUAKE ALONG THE HAYWARD FAULT
- 29%** SLOWER COMMUTES THAN 2015
- 13.8 MILLION** RESIDENTS DUE TO FEWER RESTRICTIONS ON IMMIGRATION
- 69%** OF COMMUTES ARE BY CAR
- 6.8 MILLION** JOBS
- 49%** OF INCOME IS SPENT ON HOUSING
- 77%** OF THE BAY AREA POPULATION IS **NON-WHITE**
- 60%** LOWER GREENHOUSE GAS EMISSIONS THAN 2015



# RISING TIDES, FALLING FORTUNES

Nationwide tax cuts and spending caps significantly reduce federal infrastructure funding. Combined with autonomous vehicles failing to live up to the hype, cities, regions and states are forced to pay for much-needed traditional infrastructure projects themselves. Lack of regulatory action on climate change worldwide results in sea levels rising by three feet by 2050 – creating a new set of infrastructure needs in an era of slow growth.

And here's what this means for the Bay Area in the year 2050...

- 3 FEET** OF SEA LEVEL RISE AFFECTING 33,000 HOMES
- 31%** OF THE POPULATION IS CLASSIFIED AS **LOW-INCOME**, DUE TO A SLOWER GROWING ECONOMY
- 196,000 HOMES** AFFECTED BY 7.0 EARTHQUAKE ALONG THE HAYWARD FAULT
- 11%** SLOWER COMMUTES THAN 2015
- 8.6 MILLION** RESIDENTS DUE TO IMMIGRATION
- 67%** OF COMMUTES ARE BY CAR
- 4.6 MILLION** JOBS
- 47%** OF INCOME IS SPENT ON HOUSING
- 71%** OF THE BAY AREA POPULATION IS **NON-WHITE**
- 35%** LOWER GREENHOUSE GAS EMISSIONS THAN 2015



## Dot Voting Posters



# AFFORDABLE



# CONNECTED

Streamline Accessory Dwelling Units <small>A-1</small>	Repurpose Public Land to Build Housing <small>A-2</small>	Provide 50 Percent Fare Discount for Low-Income Transit Riders <small>A-3</small>	Develop a Single Platform to Access all Mobility Options <small>C-1</small>	Provide Commuters With Incentives to Carpool <small>C-2</small>	Complete Regional Bike Network <small>C-3</small>
Transform Aging Malls and Office Parks into Neighborhoods <small>A-4</small>	Reuse Excess Parking for Housing <small>A-5</small>	Establish Urban Reserves for Housing Development <small>A-6</small>	Build and Operate a Next Generation Bus Rapid Transit Network <small>C-4</small>	Increase Freeway Capacity and Build Express Lanes to Sacramento and Tracy <small>C-5</small>	Apply 10-Cent-per-Mile Peak-Period Pricing on Freeways <small>C-6</small>
Allow Diverse Housing Around all Major Transit Stops <small>A-7</small>	Raise Taxes to Spur Affordable Housing Production & Preservation <small>A-8</small>	Institute a Bay Area Universal Basic Income (UBI) for Low-Income Households <small>A-9</small>	Build a New Transbay Rail Crossing <small>C-7</small>	Build a New Transbay Highway Crossing <small>C-8</small>	Extend the Regional Rail Network <small>C-9</small>
			Increase Capacity and Frequency by Modernizing Existing Rail Network <small>C-10</small>		



# DIVERSE



# HEALTHY

Develop a Housing Lottery Preference Program <small>D-1</small>	Expand Support for Low-Income Community College Students <small>D-2</small>	Subsidize Small Businesses Impacted by Transit Projects <small>D-3</small>	Establish Vehicle Trip Reduction Requirements for all New Development <small>H-1</small>	Pass a Regional Measure for Parks, Trails and Greenways <small>H-2</small>	Adapt Highway 37 to Sea Level Rise and Expand Bridge and Rail Seismic Programs <small>H-3</small>
Invest in Free "Last Mile" Service <small>D-4</small>	Mandate Private Mobility Businesses Accommodate the Elderly and People with Disabilities <small>D-5</small>	Increase Renter Protections <small>D-6</small>	Purchase Disaster Recovery Financing to Fast-Lane Priority Development Area (PDA) Implementation <small>H-4</small>	Implement Parking Fees <small>H-5</small>	Pass a Statewide Carbon Tax on Food and Goods <small>H-6</small>
Require 20 Percent of all new Housing to be Affordable <small>D-7</small>	Expand the Income Tax Credit for Renters <small>D-8</small>	Allow Affordable Housing in Areas of High Opportunity <small>D-9</small>	Partially Adapt to Sea Level Rise <small>H-7</small>	Fully Adapt to Sea Level Rise <small>H-8</small>	Expand Financing for Energy, Water, Seismic, Fire and Accessibility Improvements <small>H-9</small>



What other strategies would you use to prepare for these futures?

<p>Expand Construction Workforce Programs</p> <p>V4</p>	<p>Establish Priority Production Areas to Protect Industrial Lands</p> <p>V3</p>	<p>Preserve Agricultural Lands and Jobs</p> <p>V1</p>
<p>Develop a State-Level Fund for Automation-Induced Job Displacement</p> <p>V4</p>	<p>Create Incubator Program in Economically Challenged Communities</p> <p>V3</p>	<p>Provide Portable Benefits for Part-Time and Freelance Workers</p> <p>V4</p>
<p>Implement Incentives and Disincentives to Locate Jobs in Housing-Rich Locations</p> <p>V7</p>		

# Youth Engagement: Y-PLAN Bay Area-Horizon Pilot Executive Summary

## 2018-19 Partnership with U.C. Berkeley's Center for Cities + Schools



## Y-PLAN Bay Area - Horizon Pilot Partnership 2018-19 Final Report

### EXECUTIVE SUMMARY<sup>6</sup>

The UC Berkeley Center for Cities + Schools (CC+S) partnered with the Metropolitan Transportation Commission and Association of Bay Area Governments (MTC/ABAG) throughout the 2018 - 2019 academic year to conduct a pilot Y-PLAN project. The goal of this partnership was to engage local youth and K-12 schools in better understanding “The Future of Schools” in the Bay Area Region. This work utilized the Y-PLAN methodology to generate youth insights, recommendations, and proposals to inform the Horizon initiative with students from all nine Bay Area counties.

CC+S had a two-pronged approach to elicit planning recommendations from more than 350 students across the Bay Area:

1. **Intensive Y-PLAN Bay Area MTC/ABAG Horizon implementation projects in five Bay Area counties:** Alameda, Contra Costa, San Francisco, San Mateo, and Solano.
2. **Targeted, school-based Y-PLAN MTC/ABAG workshops in four Bay Area counties:** Sonoma, Santa Clara, Napa, and Marin.

In all nine counties, students worked together on their Y-PLAN Bay Area Horizon project with professionals to collect primary source data through neighborhood mapping, surveys, and interviews; conducted secondary source research of best practices; and analyzed their current conditions. They moved from analysis into generating solutions for our future, as they voiced their insights and recommendations for the project question. Work from all nine counties was showcased at the Y-PLAN Regional Policy Summit at UC Berkeley on April 25th, where more than 150 student representatives convened with nearly 100 adults to share their ideas for a more resilient and inclusive future.

During the 2018-19 school year, Y-PLAN student scholars from all nine Bay Area counties responded to the following **project question:**

*Considering impacts to and from transportation, land use and housing, economic development, and resilience, how can Bay Area schools and communities thrive in the year 2050?*

As students across the region considered this project question, the following four regional responses emerged across the four sectors:

- **Transportation:** *Our schools and communities will thrive in 2050 if new transportation technologies (autonomous buses, shared scooters, etc.) foster greater independence for young people by providing them with safe, reliable, and equitable access to opportunities within their schools, cities, and the region.* In the face of increasing displacement

<sup>6</sup> The full report is available at: [https://mtc.ca.gov/sites/default/files/Horizon\\_YPLAN%20Pilot%20Partnership\\_Final.pdf](https://mtc.ca.gov/sites/default/files/Horizon_YPLAN%20Pilot%20Partnership_Final.pdf).

in many local neighborhoods where students live/have lived, K-12 students are increasingly commuting from across the region to attend their same/familiar schools. This increased distributed network of young people is likely only to increase in the coming decades with projected growth across the region.

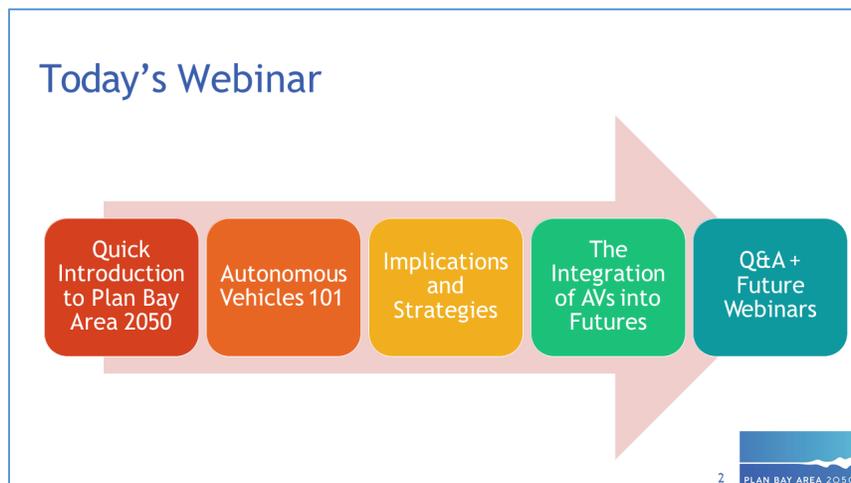
- **Housing and Land Use:** *Our schools and communities will thrive in 2050 if we build more affordable, safe, resilient housing for families and teachers located near schools, relevant amenities, and transit that prioritizes the needs of existing residents.* As many students come from large families, they call for higher density housing and changing housing/land use policies so that new physical and social housing design innovations can meet the needs of larger and multi-generational families. Students also spoke of a desire for an equitable distribution of housing, emphasizing notions of “share your space” and questioning why small families and single people with the means to do so often seek large spaces they do not fully utilize, relegating larger low-income families to overcrowded conditions.
- **Economic Development:** *Our schools and communities will thrive in 2050 if school districts and cities provide equitable access to economic opportunities through college and career readiness and integration of technology in the classroom, successfully preparing them for well-paying jobs now and in the future.* Students seek to have more high-quality educational options that link students’ everyday life and “real world” exposure and relationships, to school curriculum and pedagogical practices, in order to equitably prepare the workforce of the future.
- **Resilience:** *Our schools and communities will thrive in 2050 if regional leaders take immediate and equitable climate action now to preserve our future and recognize students as essential actors and their schools as critical infrastructure in climate change policy.* Young people and schools are often on the front lines of natural disasters and sea level rise around the Region and want to be part of future planning and engagement. They see themselves and their school facilities as untapped assets to climate change innovation for the future and seek to be part of the larger regional narrative -- seeing themselves as proactive and prevention focused -- rather than driven by crisis-to-crisis response.

Overall, through the Y-PLAN Bay Area MTC/ABAG Pilot Partnership analysis of the regional data collected from classrooms across the 9 counties, we found that students offered distinctive ideas and identified priorities and/or strategies for the year 2050 that aligned well with Horizon’s guiding principles of making the Bay Area more **affordable, connected, diverse, healthy** and **vibrant**. From the beginning of the partnership, students around the region supported this vision of the Bay Area, as it gave them hope for a more inclusive and resilient region. Throughout the process, they grounded these principles within their lived experience while pulling from professional practice to develop tangible solutions for our future. With each proposal and policy recommendation, students grappled with potential challenges and opportunities that our future might present with a healthy sense of skepticism and optimism. While in this pilot year, there wasn’t time or capacity to delve deeply into Horizon’s three *What If/Futures* scenarios, this is an important area of opportunity to deepen students’ analysis in the future.

This pilot year demonstrated the power and possibility of over 300 young people across K-12 analyzing and planning for the future. If done right, this figure could be expanded to 3,000 or more if/when brought to the system building level by reaching out to school districts and local educational agencies.

# Appendix 2 | Plan Bay Area 2050 Engagement Materials

## Prior to the Plan Engagement Materials Webinar Presentation



## What is Plan Bay Area?

- The regional plan is a **blueprint for growth and infrastructure** for the next 30 years.
- The regional plan is **updated every four years**, with this major update due in 2021.
- The regional plan is a reflection of the **shared priorities of the diverse nine-county San Francisco Bay Area**.
- The regional plan is **fiscally-constrained**, even as it aspires to tackle the Bay Area's big challenges with specific strategies.
- The regional plan is **not an expenditure plan**; it is focused on setting priorities and over the long term and looking holistically across "silos".



Overview

3 PLAN BAY AREA 2050

Plan Bay Area 2040

Spring 2015 to July 2017

HORIZON

February 2018 to October 2019

PLAN BAY AREA 2050

September 2019 to June 2021

High-performing strategies and projects from *Horizon* - those that are resilient to uncertainties - **will be recommended for inclusion in the Preferred Plan Bay Area 2050 (RTP/SCS)**.

Overview

4 PLAN BAY AREA 2050

## What Topic Areas Do These Efforts Tackle?

Horizon and Plan Bay Area 2050 are addressing four core topic areas, as we work to create a long-range integrated regional vision for the next 30 years.

HORIZON  
PLAN BAY AREA 2050



5 PLAN BAY AREA 2050

# Plan Bay Area 2050: Summertime Webinar Series

More information available at:  
<https://www.planbayarea.org/2050-plan/plan-bay-area-2050-events>



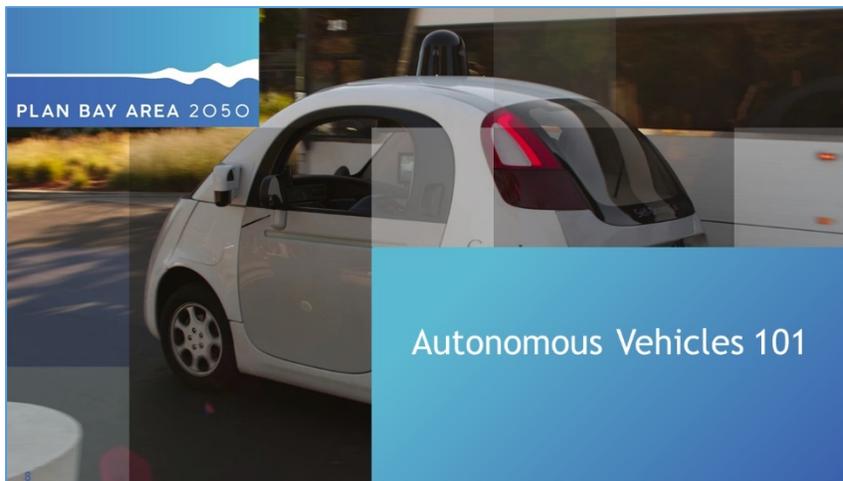
Growth Framework Update	Preparing for Plan Bay Area 2050	In Case You Missed It! (ICYMI)
<ul style="list-style-type: none"> <li>• June 26, July 1 &amp; July 10</li> <li>• New Criteria and Submitting Letters of Interest/Letters of Confirmation</li> </ul> <p><i>Target audience:</i> Cities, counties, and CTAs</p>	<ul style="list-style-type: none"> <li>• July 9</li> <li>• Public Engagement Process Overview</li> <li>• August 6</li> <li>• Bay Area Spatial Information System (BASIS)</li> <li>• September 5</li> <li>• Looking Ahead: The Vision for Plan Bay Area 2050</li> <li>• September 10</li> <li>• Exploring Policy Questions with Models</li> <li>• September (date TBD)</li> <li>• Horizon Perspective Paper 5: Bay Crossings</li> </ul> <p><i>Target audience:</i> Stakeholders &amp; interested public</p>	<ul style="list-style-type: none"> <li>• July 30</li> <li>• ICYMI: Horizon Futures Round 1 Analysis</li> <li>• August 14</li> <li>• ICYMI: Horizon Perspective Paper 1 - Autonomous Vehicles</li> </ul> <p><i>Target audience:</i> New stakeholders/ public</p>



## In Case You Missed... the AV Perspective Paper!

Finalized in June 2018, the paper is available on the MTC website at:

<https://mtc.ca.gov/our-work/plans-projects/horizon/perspective-papers>



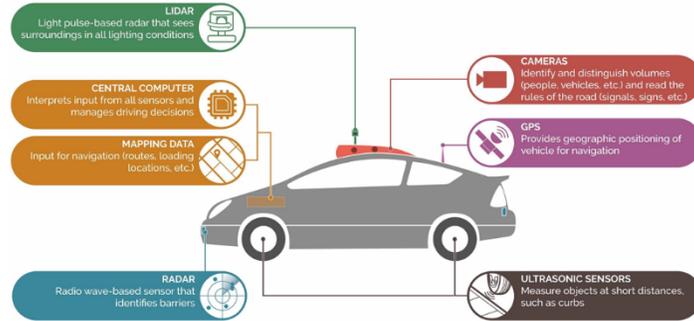
## “Automated” versus “Connected”

**AUTOMATED** The increasing ability to drive without human assistance.

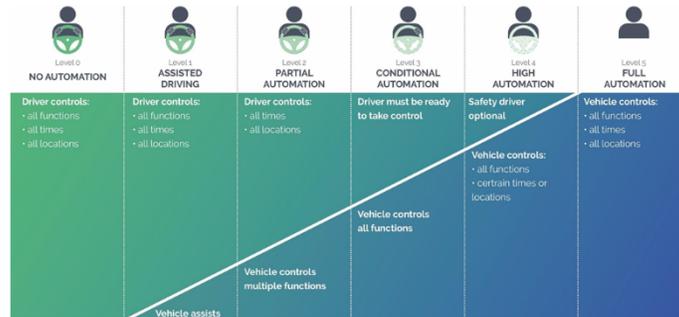
**CONNECTED** The increasing ability to share mobility or safety information among other vehicles, infrastructure, systems, etc.

None of the automation technologies require a vehicle to be connected.

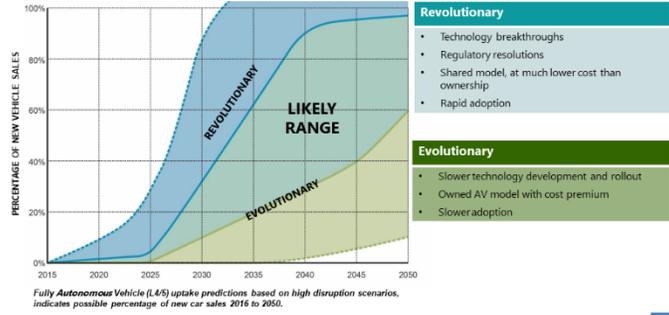
## Autonomous Vehicles Components



## Levels of Automation



# When might AVs become commonplace?



# The future is highly uncertain

- TIMING** 3 to 13 years until L5 AVs available for purchase
- SAFETY** +40% to +90% increase in safety
- CAPACITY** 0% to +45% increase in roadway capacity
- DEMAND** +5% to +40% increase in VMT
- ENERGY/EMISSIONS** -50% to + 100% change in GHGs

# Bay Area Pilot Programs and Companies

**Guiding Principles for Emerging Mobility, San Francisco**

Lead Agency: SFCTA

Policy framework to evaluate new mobility services for all SFMTA and SFCTA decisions, including:

- Safety
- Transit
- Equitable Access
- Disabled Access
- Sustainability
- Congestion
- Accountability
- Labor
- Financial Impact
- Collaboration

**GoMentum Station, Concord**

Lead Agency: CCTA

- Robust testing facility with city-like road networks, tunnels, over- and under-passes, and railroad crossings that simulate real world conditions.
- Testing partners include EasyMile (low-speed electric shuttles), Honda (passenger AVs), Toyota (passenger AVs), Otto (long-haul automated trucks), and Sunintono Electric (supplier of electronics).

**Shared Autonomous Vehicle Demonstration**

Lead Agency: LAVTA

- First/Last mile to Dublin-Pleasanton BART station
- Low speed autonomous shuttle on public streets
- Complements fixed route buses
- Funded with BAAQMD Grant
- Partnership with County Connection, GoMentum Station, City of Dublin

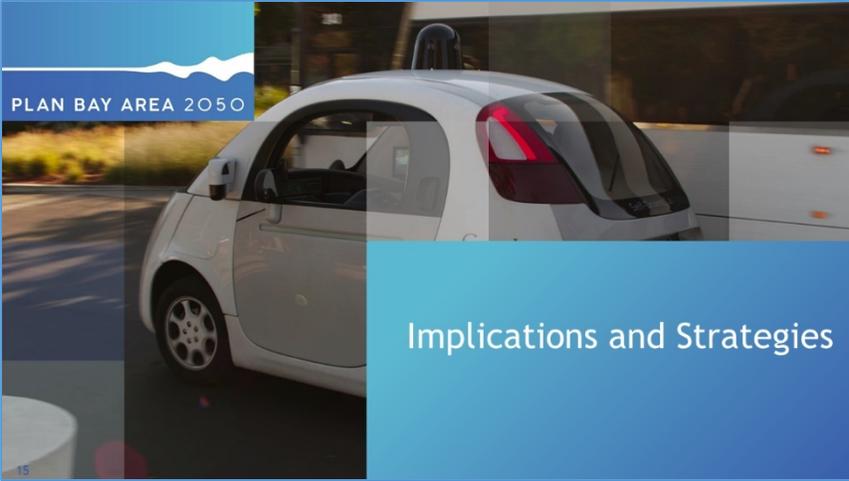
**Companies licensed to test AVs on California public roads**

Alimotive	NVIDIA
ApperAI	Phantom AI
Apple	Parisk
Aurora Innovation	Pony AI
Autod, Technologies Inc.	Qualcomm Technologies
Audi	Remo-ato
Bayer's Intelligent Transportation	Roadstar AI
Bosch	SAC Innovation Center
BMW	Samsung Electronics
Continental Automotive Systems	SF Motors Inc.
CYNER	Subaru
Delphi Automotive	Telenav
Diagonal	Telex Motors
Ford	Toyota Research Institute
GM Cruise	Uber
Google/waymo	Udacity
Mercedes-Benz	Valero North America
MB	Volvo
Hissan	Voyage
Huamax	Waymo
Huro	Zoox

**AV Pilot Program, San José**

Lead Agency: City of San José

- RFI for how AVs could help advance broader goals for the city.
- Six specific project areas for AV deployment, but allowed respondents to propose their own project areas.
- Two main pilot programs: small-area or corridor-specific transit service and technology to support broader AV operations in the future.



**FINAL GUIDING PRINCIPLES**

## The San Francisco Bay Area Aspires To Be:

- 
**AFFORDABLE** All Bay Area residents and workers have sufficient housing options they can afford - households are economically secure.
- 
**CONNECTED** An expanded, well-functioning transportation system connects the Bay Area - fast, frequent and efficient intercity trips are complemented by a suite of local transportation options, connecting communities and creating a cohesive region.
- 
**DIVERSE** The Bay Area is an inclusive region where people from all backgrounds, abilities, and ages can remain in place - with access to the region's assets and resources.
- 
**HEALTHY** The region's natural resources, open space, clean water and clean air are conserved - the region actively reduces its environmental footprint and protects residents from environmental impacts.
- 
**VIBRANT** The Bay Area region is an innovation leader, creating quality job opportunities for all and ample fiscal resources for communities.

Icons Credit: The Hour Project PLAN BAY AREA 2050

**AFFORDABLE**

**Horizon Guiding Principle** - All Bay Area residents and workers have sufficient housing options they can afford - households are economically secure.



As parking demand drops, new housing opportunity sites could emerge.



However, AVs could facilitate sprawl, increasing travel costs as people live farther from jobs.

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## Housing Opportunity Sites in an Autonomous Future



- Decreasing parking demand with AV services
- Reduce parking requirements
- Obsolete parking could be replaced with infill development

### Priority Strategies

Repurpose off-street parking for infill development

Institute parking maximums for both on- and off-street parking supply

Retain or strengthen urban growth boundaries to control greenfield development

18

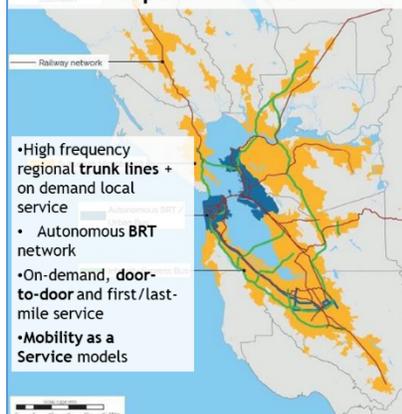


**Horizon Guiding Principle** - An expanded, well-functioning transportation system connects the Bay Area - fast, frequent and efficient intercity trips are complemented by a suite of local transportation options, connecting communities and creating a cohesive region.



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## Regional Autonomous Demand-Responsive Transit



- High frequency regional trunk lines + on demand local service
- Autonomous BRT network
- On-demand, door-to-door and first/last-mile service
- Mobility as a Service models

### Priority Strategies

Double down on high-capacity bus and rail corridors

Innovate suburban transit with autonomous, demand-responsive microtransit

Develop a mobility as a service platform to provide a unified and equitable gateway to services and information

20



**Horizon Guiding Principle** - The region's natural resources, open space, clean water and clean air are conserved - the region actively reduces its environmental footprint and protects residents from environmental impacts.



Significant reduction in human driving error could save lives. AVs that are EVs could improve air quality.



Hacking and cybersecurity could introduce new safety risks. AVs that are not EVs could worsen air quality.

**Vision Zero 2.0**



- Eliminate traffic-related deaths
- Nullify cybersecurity vulnerabilities
- Improve air quality
- Reduce transportation-related public health issues

**Priority Strategies**

Cap speed limits in downtowns and neighborhoods

Mandate that all AVs are EVs and invest in the necessary infrastructure

Develop "bounty program" to reduce hacking vulnerability

**Horizon Guiding Principle** - The Bay Area region is an innovation leader, creating quality job opportunities for all and ample fiscal resources for communities.



AVs have the potential to reduce transportation and logistics operating costs.



AVs could cause rapid job loss or a shift to other occupations.

### “New Deal” for Mobility





- Comprehensive program to maximize local **economic benefits** of the AV industry
- **Workforce advancement** programs
- Related **new industries** (manufacturing, data, services, goods, repair, etc.)

#### Priority Strategies

- Strengthen the capacity of **training programs** to expand opportunities for workers in the AV industry
- Target job clusters on **industrially-zoned land** for production, distribution, and repair
- Pilot **innovative AV applications** that could spur new job opportunities

## Perspective Paper #1: Autonomous Vehicles Priority Strategies

 **Affordable**



**Housing Opportunity Sites**

 **Connected**



**Fair Pricing Autonomous Transit**

 **Diverse**



**Equitable Outcomes**

 **Healthy**



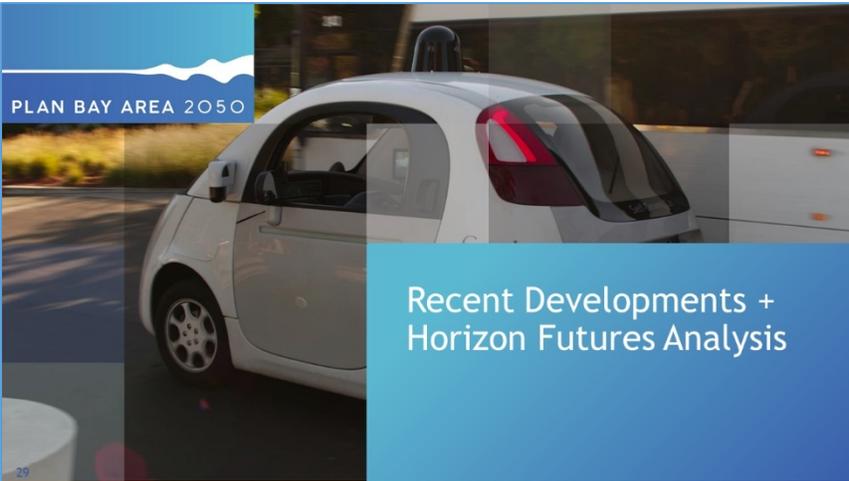
**Vision Zero 2.0**

 **Vibrant**



**New Deal for Mobility**

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PLAN BAY AREA 2050

## Recent Developments + Horizon Futures Analysis

29

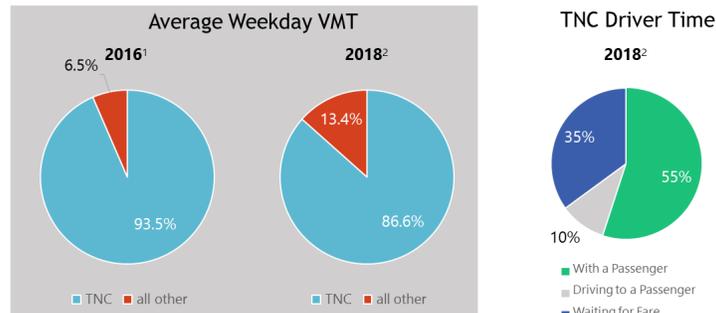
## Changing Expectations - Gartner Hype Cycle



<https://www.gartner.com/smarterwithgartner/>

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## Traffic Impacts - TNCs as a Proxy for AVs?



1. SFCTA, TNCs Today, <https://www.sfcta.org/projects/tncs-today>
2. Fehr & Peers, Estimated TNC Share of VMT in Six US Metropolitan Regions (Revision 1), [https://drive.google.com/file/d/1FlUskVkj9lsAnWJQ6kLhAhNoVl\\_jFFdx3/view](https://drive.google.com/file/d/1FlUskVkj9lsAnWJQ6kLhAhNoVl_jFFdx3/view)

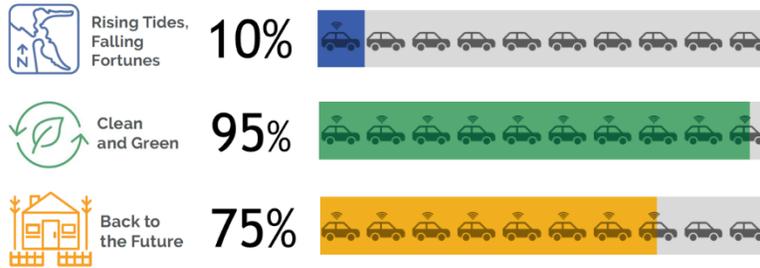
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## Futures - "What If?" Scenarios

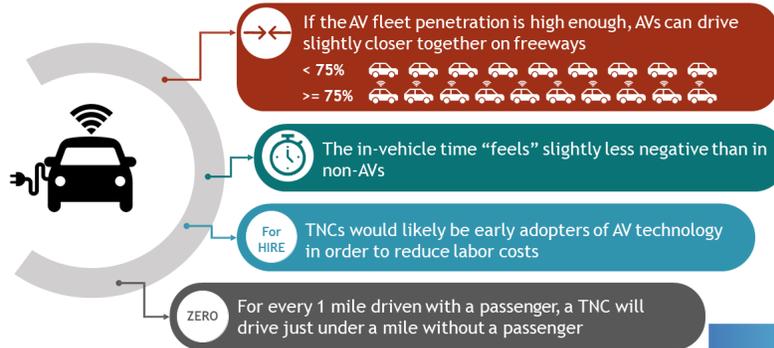
- A**  **Clean and Green** **What if...** new technologies and a national carbon tax enabled greater telecommuting and distributed job centers?
- B**  **Rising Tides, Falling Fortunes** **What if...** the federal government cuts spending and reduces regulations, leaving more policy decisions to states and regions?
- C**  **Back to the Future** **What if...** an economic boom and new transportation options spur a new wave of development?

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## Potential Market Shares - AVs & EVs in 2050

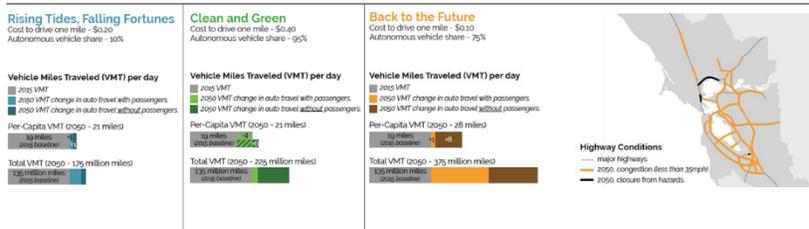


## Assumptions for Analysis



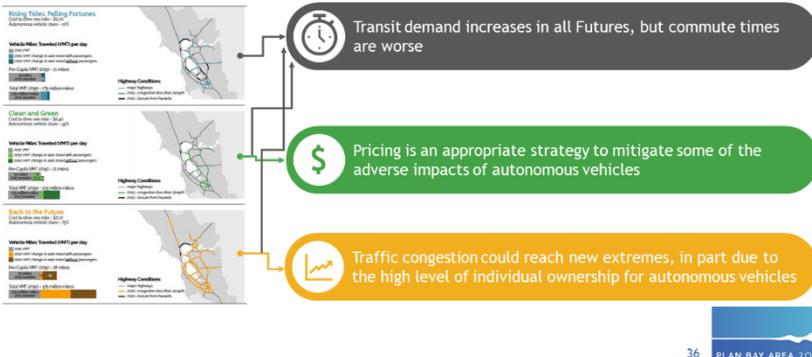
## Potential Impacts of AVs

### Futures Interim Report: Opportunities and Challenges (March 2019)



<https://mtc.ca.gov/our-work/plans-projects/horizon/futures-planning>

# Futures Round 1 Opportunities and Challenges



# Futures Round 2 - Transportation Strategies

**Improve Access, Speed, and Reliability of Transportation**

**Prioritize Active Modes**

**Price Transportation Services**

*Build a next-generation transit network for the 21<sup>st</sup> century.*

- PBA-6 Operate and Maintain the Existing System
- PBA-5\* Build Carpool Lanes & Address Interchange Bottlenecks
- PBA-4 Make Strategic Transit Modernization/Expansion Investments
- C-4 Build a Next-Generation Bus Rapid Transit Network
- C-10\*\* Increase Capacity/Frequency by Modernizing Existing Rail
- C-9\*\* Extend the Regional Rail Network
- C-7\*\* Build a New Transbay Rail Crossing

*Make active modes safer and more accessible.*

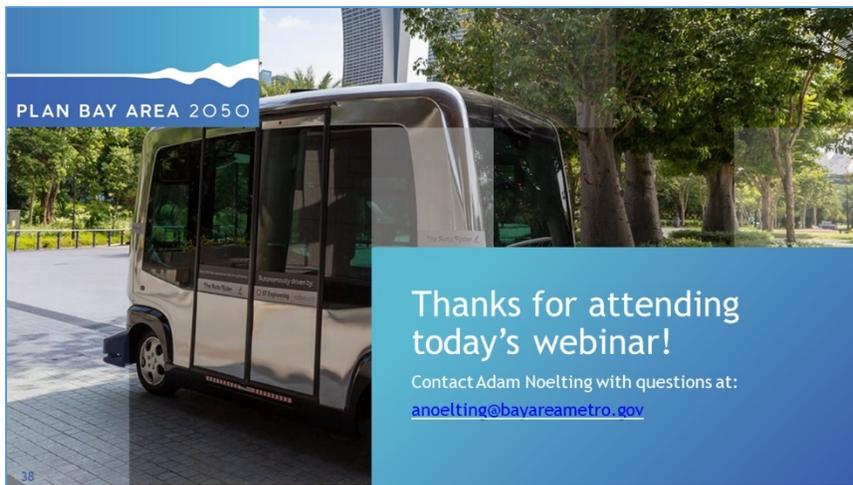
- D-4 Invest in Free Short-Trip Service
- NEW!** Implement Vision Zero Speed Reduction Measures
- C-3 Build a Complete Micromobility Network

*Price freeways to drive different mode choices and advance equitable outcomes.*

- C-1 Develop a Single Platform to Access & Pay for all Mobility
- C-6 Apply Time-of-Day Tolls on All Freeways
- A-3\*\* Provide Free Transit to Lower-Income Riders

\* = modifications have been made to Plan Bay Area 2040 strategy  
 \*\* = included only in two higher-growth, higher-resource Futures

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# Reminder: Upcoming Webinars

More information available at:  
<https://www.planbayarea.org/2050-plan/plan-bay-area-2050-events>



**Growth Framework Update**

- June 26, July 1 & July 10
- New Criteria and Submitting Letters of Interest/Letters of Confirmation

*Target audience:*  
 Cities, counties, and CTAs



**Preparing for Plan Bay Area 2050**

- July 9
- Public Engagement Process Overview
- August 6
- Bay Area Spatial Information System (BASIS)
- September 5
- Looking Ahead: The Vision for Plan Bay Area 2050
- September 10
- Exploring Policy Questions with Models
- September (date TBD)
- Horizon Perspective Paper 5: Bay Crossings

*Target audience:*  
 Stakeholders & interested public

**In Case You Missed It! (ICYMI)**

- July 30
- ICYMI: Horizon Futures Round 1 Analysis
- August 14
- ICYMI: Horizon Perspective Paper 1 - Autonomous Vehicles

*Target audience:*  
 New stakeholders/  
 public

# Round 1 Engagement Materials

## Pop-up Workshops – Tabletop Displays

### English, Spanish, Chinese, Vietnamese

**PLAN BAY AREA 2050 AND YOU!**

We are here to listen to you - your opinions are critical to a successful Plan Bay Area 2050, a 30-year planning effort to create a better Bay Area for all! We are especially looking to hear the views of those whose voices often aren't heard.

**Why are we in your community?**  
We are doing dozens of pop-ups like this to meet people across the Bay Area. **Our aim is to make participation convenient and hear from as many people as possible.** We have received over 12,000 comments to date.

**How did we pick this location?**  
MTC and ABAG serve the nine-county Bay Area. We select our pop-up locations based on existing events and geographic diversity. **We prioritize under-represented communities including low-income and communities of color.**

**What's going to happen with my comments?**  
The sticky notes capture the feedback we hear from each person. After each event, we transcribe the comments. **All of the comments will be part of a report outlining what we heard, and our Commissioners and ABAG Board members will be able to read every comment.**

MTCBATA @mtcbata @BayArea2050

Mainténgase en contacto y sume su voz. Para obtener más información, conectese a [planbayarea.org](http://planbayarea.org)

Scan me

**PLAN BAY AREA 2050 ES TU FUTURO, ÁREA DE LA BAHÍA**

Necesitamos de su ayuda y sus ideas para el Plan Área de la Bahía 2050. El Plan Área de la Bahía 2050 es el plan a largo plazo de los nueve condados del Área de la Bahía que integra los temas interconectados del transporte, la vivienda, el medio ambiente y la economía.

La Comisión Metropolitana del Transporte (MTC) y la Asociación de Gobiernos del Área de la Bahía (ABAG) quieren escuchar su opinión mientras desarrollamos un plan de cómo irá a vivir, trabajar y jugar el Área de la Bahía en las décadas venideras.

MTC y ABAG son agencias regionales asociadas que trabajan en conjunto para hacer que los nueve condados del Área de la Bahía de San Francisco sean un lugar mejor para vivir para personas de todos los estratos sociales. Necesitamos escuchar sus ideas sobre cuáles cualidades debemos conservar, qué es lo que amamos de nuestras comunidades y cómo podemos hacer al Área de la Bahía aún mejor.

Manténgase en contacto y sume su voz. Para obtener más información, conectese a [planbayarea.org](http://planbayarea.org)

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**PLAN BAY AREA 2050 灣區居民，這是您的未來。**

我們的規劃灣區2050需要您的協助和構想。規劃灣區2050是三藩市灣區九個縣的長期計劃，整合了交通、住房、環境和經濟環境相關的問題。

都會交通委員會 (MTC) 和灣區政府協會 (ABAG) 希望聽取您的意見，擬定今後數十年如何在灣區生活、工作和娛樂的藍圖。

MTC和ABAG是合作的區域機構，一起使三藩市灣區的九個縣成為各階層人士更宜居的地方。我們需要聽取您的意見來知道我們應該保持哪些特質，我們喜歡社區的哪些特點，以及如何使灣區更美好。

保持聯繫，發抒心聲。如欲洽詢詳情，請瀏覽 [planbayarea.org](http://planbayarea.org)

MTCBATA @mtcbata @BayArea2050

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**PLAN BAY AREA 2050 NÓ LÀ TƯƠNG LAI CỦA BẠN ĐÓ, VÙNG VỊNH**

Chúng tôi cần sự giúp đỡ và ý kiến của bạn cho Plan Bay Area 2050 (Kế hoạch Vùng Vịnh 2050). Plan Bay Area 2050 là một kế hoạch lâu dài của chín quận trong Vùng Vịnh San Francisco để kết hợp các vấn đề nối liền với nhau là vận chuyển, nhà ở, môi trường và kinh tế.

Ủy ban Giao thông Vận tải Đô thị (MTC) và Hiệp hội các Chính quyền Vùng Vịnh (ABAG) muốn nghe ý kiến của bạn trong khi chúng tôi đang xây dựng lộ trình về cách sống, làm việc và giải trí của Vùng Vịnh trong những thập kỷ tới.

MTC và ABAG là các cơ quan đối tác trong khu vực làm việc cùng nhau để biến chín quận của Vùng Vịnh San Francisco trở thành một nơi tốt hơn để sống cho mọi người từ mọi tầng lớp. Chúng tôi cần nghe ý kiến của bạn về những phẩm chất chúng ta cần phải giữ, những gì chúng ta yêu thích về cộng đồng của chúng ta và làm thế nào để Vùng Vịnh trở nên tốt hơn.

Xin hãy giữ liên lạc và thêm tiếng nói của bạn. Để biết thêm thông tin, xin hãy truy cập vào [planbayarea.org](http://planbayarea.org)

MTCBATA @mtcbata @BayArea2050

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# Pop-up Workshops – Display & Comment Boards

## English, Spanish, Chinese

**WHAT'S IMPORTANT FOR THE NEXT 30 YEARS?**

How do we keep the Bay Area affordable, connected, diverse, healthy and vibrant for all? We need your help to think about our future. Consider the following strategies:

**TRANSPORTATION STRATEGIES**

- Operate and maintain the existing roads, freeways and transit systems
- Modernize our public transit system by having a lane dedicated for rapid buses and another tunnel across SF Bay for either BART or Caltrain
- Encourage additional biking and walking by reducing speed limits, building dedicated lanes and providing free bikeshare
- Develop an app to access to pay for all transportation options

**HOUSING STRATEGIES**

- Allow more housing development, especially near public transit and in communities with high-performing schools
- Build housing that is affordable for working families by generating new funding and by requiring developers to build more affordable units
- Transform aging shopping malls and office parks into neighborhoods
- Simplify the development process to enable housing for all Income levels to be built faster

**ENVIRONMENTAL STRATEGIES**

- Keep cities from expanding into farmlands and open space
- Upgrade existing residential buildings to reduce energy and water usage and to make them safer during earthquakes and wildfires
- Implement strategies and build infrastructure to prepare for rising sea levels

**ECONOMIC STRATEGIES**

- Provide financial support to cover childcare costs for families earning less than \$45,000 per year
- Encourage job growth closer to where people live by charging developers extra that build offices in places that generate long auto trips
- Create programs that provide tools and education for people to start new businesses in places with few jobs

**WE WANT TO HEAR FROM YOU.**

Keep in touch and add your voice. For more information, visit [planbayarea.org](http://planbayarea.org)

Facebook.com/PTCBA2050 #PTCBA2050 #Innovate #BayArea2050

**PLAN BAY AREA 2050**

**TELL US WHAT YOU THINK.**

I LOVE IT!

NOT LIKING IT!

HERE'S AN IDEA!

**WE WANT TO HEAR FROM YOU.**

Keep in touch and add your voice. For more information, visit [planbayarea.org](http://planbayarea.org)

Facebook.com/PTCBA2050 #PTCBA2050 #Innovate #BayArea2050

**¿QUÉ ES IMPORTANTE PARA LOS PRÓXIMOS 30 AÑOS?**

¿Cómo podemos mantener al Área de la Bahía conectada, diversa, saludable, vibrante y económicamente accesible para todos? Necesitamos su ayuda para pensar en nuestro futuro. Considere las siguientes estrategias:

**ESTRATEGIAS DE TRANSPORTE**

- Operar y dar mantenimiento a las carreteras, autopistas y sistemas de transporte público existentes.
- Modernizar nuestro sistema de transporte público al armar una red de autobuses rápidos de nueva generación y una nueva ruta ferroviaria que atraviese la Bahía.
- Animar a más gente a desplazarse en bicicleta o a pie, al reducir los límites de velocidad, construir carriles dedicados y ofrecer bicicletas compartidas sin costo.
- Desarrollar una plataforma basada en aplicación móvil para acceder a todas las opciones de transporte y hacer los pagos correspondientes.

**ESTRATEGIAS DE VIVIENDA**

- Permitir más desarrollo de viviendas, especialmente cerca del transporte público y en comunidades con escuelas de alto rendimiento.
- Construir viviendas que sean económicamente accesibles para las familias trabajadoras, al generar fondos nuevos y exigir a las constructoras que hagan más unidades económicamente accesibles.
- Transformar en vecindarios los centros comerciales y complejos de oficinas envejecidos.
- Simplificar el proceso de desarrollo para fomentar la construcción de viviendas en áreas designadas como zonas de crecimiento urbano.

**ESTRATEGIAS AMBIENTALES**

- Mantener los límites actuales del crecimiento urbano para proteger las áreas de cultivo y los espacios abiertos.
- Adaptar los edificios residenciales existentes para reducir el uso de energía y agua y hacerlos más seguros durante terremotos e incendios forestales.
- Implementar estrategias y construir infraestructura para prepararse para el aumento del nivel del mar.

**ESTRATEGIAS ECONÓMICAS**

- Proporcionar subsidios para el cuidado de niños a las familias que ganan menos de \$45,000 por año.
- Aumentar las cuotas de desarrollo en los lugares que causan viajes largos en automóvil.
- Crear programas de incubación de pequeñas empresas en comunidades con oportunidades de trabajo limitadas.

**Queremos escuchar su opinión.**

Manténgase en contacto y añada su voz. Para obtener más información, visite [planbayarea.org](http://planbayarea.org)

Facebook.com/PTCBA2050 #PTCBA2050 #Innovate #BayArea2050

**PLAN BAY AREA 2050**

**DÍGANOS QUÉ OPINA.**

¡ME GUSTA!

¡NO ME GUSTA!

¡TENDRÍA UNA IDEA!

**QUEREMOS ESCUCHAR SU OPINIÓN.**

Manténgase en contacto y añada su voz. Para obtener más información, visite [planbayarea.org](http://planbayarea.org)

Facebook.com/PTCBA2050 #PTCBA2050 #Innovate #BayArea2050

## 未來30年的重要事項有哪些?

如何保持灣區對所有人都可負擔、相連、多元、綠意又蓬勃? 我們需要您協助塑造我們的未來。請考慮以下策略:

### 交通策略

<p>1 運行及維持現有的道路、高鐵路和捷運系統</p> <p>2 透過營造新一代的公車捷運網絡和新的跨海橋樑，使我們的大眾捷運系統現代化</p>	<p>3 透過減少車隊、建設專用道、和提供免費的自行車共享，鼓勵更多人騎自行車和步行</p> <p>4 開發一個應用程式平台來使用及支付所有交通費用</p>
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### 住房策略

<p>5 允許更多住房開發，特別是靠近大眾運輸和具有好學校的社區</p> <p>6 透過新的激勵和尋求開發商興建更多可負擔的住房單位，為工薪家庭創造可負擔的住房</p>	<p>7 將老化的購物中心和倉庫區改造為社區</p> <p>8 優化開發流程，鼓勵開發商在成長區的區域興建住房</p>
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### 環境策略

<p>9 保持目前的都會成長系統，以保護農地和開放空間</p> <p>10 翻新現有的住宅樓房，以減少使用能源和水，並在發生地震和野火時更安全</p>	<p>11 實施策略和具體基礎設施，為上升的海平面做準備</p>
---	----------------------------------

### 經濟策略

<p>12 為每年工資不到\$46,000的家庭提供稅補貼</p> <p>13 在需要長途開車的地方增加停車收費</p>	<p>14 在工作機會有限的社區設立小型企業培育計畫</p>
--	--------------------------------

**我們希望聽取您的意見。**

請掃描 QR 碼或前往 [www.planbayarea.org](http://www.planbayarea.org)

[Facebook.com/WTCCGATA](#)
[@WTCCGATA](#)
[@BayArea2050](#)

## PLAN BAY AREA 2050

### 告訴我們您的想法

我很歡!

---

我不歡!

---

我有個想法!

**我們希望聽取您的意見。**

請掃描 QR 碼或前往 [www.planbayarea.org](http://www.planbayarea.org)

[Facebook.com/WTCCGATA](#)
[@WTCCGATA](#)
[@BayArea2050](#)

# Pop-up Workshops – Informational Materials

## English, Spanish, Chinese, Vietnamese



**HOW CAN I GET INVOLVED?**  
We need your help and ideas throughout the Plan Bay Area 2050 process. ABAG and MTC will host interactive community open house meetings, pop-up events, webinars, briefings for elected officials and public hearings, among other activities.

Sign up to be part of the Plan Bay Area 2050 mailing list to receive a monthly email update, invitations to upcoming events and meetings, and other key announcements.

Webinars to go: sign up for one of our many events over the next two years. Your input will help shape Plan Bay Area 2050.

JOIN THE PLAN BAY AREA 2050 MAILING LIST: [planbayarea.org/subscribe](mailto:planbayarea.org/subscribe)  
SEND YOUR COMMENTS TO: [info@planbayarea.org](mailto:info@planbayarea.org)

For more information, visit [planbayarea.org](http://planbayarea.org)

WIKIACIA 資訊中心  
METRO 大都會區  
SANTA CLARA 聖克拉拉縣  
SANTA CRUZ 聖克鲁兹县  
SAN JOSE 聖荷西  
SAN MATEO 聖馬泰奧縣  
SAN RAFAEL 聖拉斐爾  
SOLANO 索拉諾縣  
STANISLAUS 史丹尼斯勞斯縣  
SUTTER 薩德爾縣  
TULARE 圖拉雷縣  
YUBA 尤巴縣



**WELCOME TO PLAN BAY AREA 2050  
A VISION FOR THE BAY AREA'S FUTURE**

**WHAT IS PLAN BAY AREA 2050?**  
A joint effort led by the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) along with many public and private sector partners, Plan Bay Area 2050 is the nine-county San Francisco Bay Area's long-range plan that integrates the interconnected issues of transportation, housing, the environment and the economy.

By identifying future investments and policies to advance a more affordable, connected, diverse, healthy and vibrant Bay Area, Plan Bay Area 2050 will help shape the future of the Bay Area now and over the next 30 years. It will meet federal and state planning requirements, including those that establish climate and housing goals.

TRANSPORTE VIVIENDA MEDIO AMBIENTE ECONOMÍA

ABAG ASSOCIATION OF BAY AREA GOVERNMENTS  
MTC METROPOLITAN TRANSPORTATION COMMISSION



**WHAT WILL PLAN BAY AREA 2050 DO? WHAT WON'T IT DO?**

Think of Plan Bay Area 2050 as a roadmap that will identify the policies and infrastructure that can prepare the Bay Area for an uncertain future. Updated every four years, Plan Bay Area 2050 charts the course for the next 30 years.

**PLAN BAY AREA 2050 WILL:**

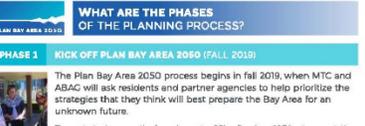
- Propose policies and investments necessary to advance a more affordable, connected, diverse, healthy and vibrant Bay Area.
- Identify a potential path forward for future investments, including protection from rising sea levels and critically needed transportation infrastructure.

**PLAN BAY AREA 2050 WILL NOT:**

- Fund any infrastructure projects or ensure their construction.
- Change local land use authority. Under state law, cities and counties determine local land use decisions.

TRANSPORTE VIVIENDA MEDIO AMBIENTE ECONOMÍA

ABAG ASSOCIATION OF BAY AREA GOVERNMENTS  
MTC METROPOLITAN TRANSPORTATION COMMISSION



**WHAT ARE THE PHASES OF THE PLANNING PROCESS?**

**PHASE 1: KICK OFF PLAN BAY AREA 2050 (FALL 2019)**  
The Plan Bay Area 2050 process begins in fall 2019, when MTC and ABAG will ask residents and partner agencies to help prioritize the strategies that they think will best prepare the Bay Area for an uncertain future. These strategies cover the four elements of Plan Bay Area 2050 — transportation, housing, the environment and the economy — and aim to make the Bay Area more resilient and equitable in the face of unexpected challenges. Input from the public and partner organizations will inform the analysis.

**PHASE 2: DEVELOP THE BLUEPRINT (FALL 2019 TO SUMMER 2020)**  
With collaboration from the public and partner agencies, ABAG and MTC will develop the Blueprint for Plan Bay Area 2050. The Blueprint will analyze a set of transportation, housing, environmental and economic strategies that will produce various outcomes for the Bay Area, all within an established budget. With an anticipated adoption date of mid-2020, the Blueprint will serve as the foundation of Plan Bay Area 2050.

**PHASE 3: FINALIZE THE PLAN (SUMMER 2020 TO SUMMER 2021)**  
As part of the development of the Plan Bay Area 2050 document, MTC and ABAG will create a shorter-term Implementation Plan. An associated Environmental Impact Report also will be produced prior to finalizing Plan Bay Area 2050. Adoption of Plan Bay Area 2050 by both agencies is scheduled for summer 2021.

TRANSPORTE VIVIENDA MEDIO AMBIENTE ECONOMÍA

ABAG ASSOCIATION OF BAY AREA GOVERNMENTS  
MTC METROPOLITAN TRANSPORTATION COMMISSION



**¿CÓMO PUEDO PARTICIPAR?**  
Necesitamos de su ayuda y sus ideas durante todo el proceso del Plan Área de la Bahía 2050. El ABAG y el MTC organizarán reuniones comunitarias, interactivas de puertas abiertas, eventos emergentes, seminarios en línea, sesiones informativas para funcionarios electos y audiencias públicas, entre otras actividades.

Inscríbese para ser parte de la lista de correos del Plan Área de la Bahía 2050 para recibir una actualización mensual por correo electrónico, invitaciones a próximas reuniones y sesiones, y otros anuncios clave.

No escarrete sólo en uno de nuestros numerosos eventos en los próximos dos años. Sus opiniones ayudarán a dar forma al Plan Área de la Bahía 2050.

ENVÍE SUS COMENTARIOS A: [info@planbayarea.org](mailto:info@planbayarea.org)

Para obtener más información, concédese a [planbayarea.org](http://planbayarea.org)

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SUTTER 薩德爾縣  
TULARE 圖拉雷縣  
YUBA 尤巴縣



**BIENVENIDOS AL PLAN ÁREA DE LA BAHÍA 2050  
UNA VISIÓN PARA EL FUTURO DEL ÁREA DE LA BAHÍA**

**¿QUÉ ES EL PLAN ÁREA DE LA BAHÍA 2050?**  
Un esfuerzo conjunto dirigido por la Comisión Metropolitana de Transporte (MTC) y la Asociación de Gobiernos del Área de la Bahía (ABAG) junto con muchos asociados de los sectores público y privado. El Plan Área de la Bahía es el plan a largo plazo de las nueve condadas del Área de la Bahía de San Francisco que integra los temas interconectados del transporte, la vivienda, el medio ambiente y la economía.

Al identificar inversiones y políticas futuras para favorecer un Área de la Bahía más conectada, diversa, saludable, vibrante y económicamente sostenible, el Plan Área de la Bahía 2050 analizará e abordará los problemas que enfrenta el Área de la Bahía ahora y los que enfrentará durante los próximos 30 años. Cumplirá con los requisitos de planificación federal y estatal, incluyendo aquellos que establecen metas relacionadas con el clima y la vivienda.

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**¿QUÉ ES LO QUE HAZA EL PLAN ÁREA DE LA BAHÍA 2050? ¿QUÉ ES LO QUE NO HAZA?**

Piense en el Plan Área de la Bahía 2050 como una guía que identificará las políticas y la infraestructura que puedan preparar al Área de la Bahía para un futuro incierto. Actualizado cada cuatro años, el Plan Área de la Bahía 2050 marca el rumbo para los próximos 30 años.

**LO QUE EL PLAN ÁREA DE LA BAHÍA 2050 HAZA:**

- Proponer las políticas y las inversiones necesarias para favorecer un Área de la Bahía más conectada, diversa, saludable, vibrante y económicamente sostenible.
- Identificar un posible camino a seguir para futuras inversiones, incluyendo la protección frente al aumento del nivel del mar y la infraestructura de transporte que se necesita urgentemente.

**LO QUE EL PLAN ÁREA DE LA BAHÍA 2050 NO HAZA:**

- No financiar ningún proyecto de infraestructura ni procurar su construcción.
- No cambiar la autoridad local de uso del suelo. Conforme a la ley estatal, las ciudades y los condados determinan las decisiones locales sobre el uso del suelo.

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**¿CUÁLES SON LAS FASES DEL PROCESO DE PLANIFICACIÓN?**

**FASE 1: LANZAMIENTO DEL PLAN DEL ÁREA DE LA BAHÍA 2050 (OTOÑO DE 2019)**  
El proceso del Plan Área de la Bahía 2050 comenzará en el otoño de 2019 cuando MTC y ABAG pedirán a los residentes y a las agencias asociadas que ayuden a priorizar las estrategias que ellos piensan que prepararán mejor al Área de la Bahía para un futuro incierto. Dichas estrategias cubren los cuatro elementos del Plan Área de la Bahía 2050 — transporte, vivienda, medio ambiente y economía — y tienen como objetivo hacer que el Área de la Bahía sea más equitativa y resiliente más expuesta de adaptación frente a desafíos inesperados. Las aportaciones del público de las organizaciones asociadas serán fundamentales.

**FASE 2: DESARROLLO DEL ANTEPROYECTO (OTOÑO DE 2019 A VERANO DE 2020)**  
Con la colaboración del público y las agencias asociadas, ABAG y MTC desarrollarán el anteproyecto del Plan Área de la Bahía 2050. El anteproyecto analizará un conjunto de estrategias de transporte, vivienda, medio ambiente y economía que producirán diferentes resultados para el Área de la Bahía, todo dentro de un presupuesto establecido. Con una fecha prevista de aprobación para mediados de 2020, el anteproyecto servirá como los cimientos del Plan Área de la Bahía 2050.

**FASE 3: FINALIZACIÓN DEL PLAN (VERANO DE 2020 A VERANO DE 2021)**  
Como parte del desarrollo del documento Plan Área de la Bahía 2050, MTC y ABAG crearán un plan de implementación a corto plazo. También se creará un Informe de Impacto Ambiental antes de finalizar el Plan Área de la Bahía 2050. La aprobación del Plan Área de la Bahía 2050 por ambas agencias está programada para el verano de 2021.

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**我可以如何參與?**  
規劃灣區2050的過程需要眾人的協助和建議。ABAG和MTC會主持開放式社區會議、互動活動、網絡研討會、簡報會、以及與民選官員和公眾的聽證會等。

登記加入規劃灣區2050的傳真名單，收到每個月電子郵件更新消息、活動活動和會議的邀請，以及其他重要公告。

我們將於今年晚些時候在多項活動中舉辦，包括與民選官員和公眾的聽證會。

請與您的意見寄至: [info@planbayarea.org](mailto:info@planbayarea.org)

查詢詳情，請前往 [planbayarea.org](http://planbayarea.org)

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YUBA 尤巴縣



**歡迎踴躍參與灣區2050，讓區未來的願景**

**什麼是我能參與2050?**  
規劃灣區2050是一個由聯合委員會(ABAG)和MTC共同領導的長期計劃，旨在為灣區未來30年制定一個綜合性的長期計劃。該計劃將包括交通、住房、環境和經濟等相關問題。

通過識別未來的投資和發展政策，我們將為灣區未來30年制定一個更負擔得起、更連接、更多元、更健康和更具經濟活力的願景。該計劃將滿足聯邦和州規劃要求，包括那些建立氣候和住房目標的要求。

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**規劃灣區2050要做什麼？不會做什麼？**

規劃灣區2050將是一份指南，將識別出政策和基礎設施，為灣區未來30年做好準備。每四年更新一次，規劃灣區2050將為未來30年的走向。

**規劃灣區2050將做：**

- 提出政策及投資建議，以促進一個更負擔得起、更多元、更健康和更具經濟活力的灣區。
- 識別出可能的未來發展路徑，包括保護免受海平面上升以及關鍵的交通基礎設施。

**規劃灣區2050將不會：**

- 資助任何基礎設施或確保其建設。
- 變更當地土地用途的權威。根據法律，城市與縣決定當地土地用途。

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**規劃流程有些階段?**

**第一階段: 啟動規劃灣區2050 (2019年秋季)**  
規劃灣區2050的過程將在2019年秋季開始，屆時MTC和ABAG將詢問居民和合作機構，以幫助他們優先考慮他們認為最能準備灣區應對未來的策略。這些策略將涵蓋規劃灣區2050的四個元素——交通、住房、環境和經濟——並旨在使灣區更具韌性和公平，以應對不可預測的挑戰。公眾和相關組織的輸入將影響分析。

**第二階段: 開發藍圖 (2019年秋季至2020年夏季)**  
通過與公眾和合作機構的協作，ABAG和MTC將開發規劃灣區2050的藍圖。該藍圖將分析一套交通、住房、環境和經濟策略，這些策略將產生不同的結果，但均在預算範圍內。預計將於2020年中旬獲得批准。該藍圖將作為規劃灣區2050的基礎。

**第三階段: 制定計劃 (2020年夏季至2021年夏季)**  
作為制定規劃灣區2050文件的一部分，MTC和ABAG將制定一項短期實施計劃。在制定規劃灣區2050之前，還將制定一份環境影響報告。預計將於2021年夏季獲得批准。

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**Làm thế nào tôi có thể tham gia?**

Chúng tôi cần sự giúp đỡ và ý kiến của bạn trong suốt tiến trình của Kế hoạch Vùng Vịnh 2050. ABAG và MTC sẽ tổ chức các cuộc họp, đồng ý, các sự kiện bất ngờ, các cuộc hội thảo trên web, các buổi thuyết trình cho các viên chức dân cử và các cuộc điều tra công khai, trong số các hoạt động khác.

Xin hãy ghé thăm vào danh sách gửi thư của Kế hoạch Vùng Vịnh 2050 để nhận cập nhật hàng tháng qua email, thư mời tham dự các sự kiện và cuộc họp sắp tới, và các thông tin quan trọng khác.

Chúng tôi rất mong thấy bạn có mặt tại một trong nhiều sự kiện của chúng tôi trong hai năm tới. Ý kiến đóng góp của bạn sẽ giúp định hình Kế hoạch Vùng Vịnh 2050.

**QUY KIẾN CỦA BẠN ĐẾN:** [info@planbayarea.org](mailto:info@planbayarea.org)

**ĐỂ BẮT ĐẦU THÔNG TIN, HÃY VÀO ĐẾN:** [planbayarea.org](http://planbayarea.org)










**CHÍNH MÃN HẠNH ĐẾN VỚI KẾ HOẠCH VÙNG VỊNH 2050, MỘT TẦM NHÌN HO TƯƠNG LAI QUANG VĨNH**

**Kế hoạch Vùng Vịnh 2050 (Plan Bay Area 2050) là gì?**

Là một nỗ lực chung do Ủy ban Giao thông Vận tải Đ-ô thị (MTC) và Hiệp hội các Chính quyền Vùng Vịnh (ABAG) dẫn đầu cùng với nhiều đối tác khu vực công và tư nhân, Kế hoạch Vùng Vịnh 2050 là một kế hoạch dài hạn của chính quyền Vùng Vịnh San Francisco để kết hợp các vốn đã nổi lên với nhau và giao thông vận chuyển nhà ở, môi trường và kinh tế.

Bằng cách xác định các khoản đầu tư và chính sách tương tương lai để tiến tới một Vùng Vịnh có cơ sở hạ tầng chung hơn, được sản xuất, đa dạng, lành mạnh và sôi động hơn, Kế hoạch Vùng Vịnh 2050 sẽ cải thiện các điều kiện sống của Vùng Vịnh phát triển một hiện nay và trong 30 năm tới. Nó sẽ đề cập các yêu cầu quy hoạch của liên bang và tiểu bang, bao gồm cả những gì để thiết lập các mục tiêu về khí hậu và nhà ở.










**Kế hoạch Vùng Vịnh 2050 sẽ làm gì và sẽ không làm gì?**

Hãy nghĩ về Kế hoạch Vùng Vịnh 2050 như một bộ trình sẽ xác định các chính sách và cơ sở hạ tầng để có thể chuẩn bị một tương lai không biết trước cho Vùng Vịnh. Được cập nhật bốn năm một lần, Kế hoạch Vùng Vịnh 2050 sẽ về đường đi nước bước cho 30 năm tới.

**KẾ HOẠCH VÙNG VỊNH 2050 SẼ LÀM:**

- Xác định các chính sách và đầu tư cần thiết để làm tốt một Vùng Vịnh có giá trị chất lượng hơn, được kết nối, đa dạng, lành mạnh và sôi động hơn.
- Xác định một con đường tiềm năng cho các khoản đầu tư công tương lai, bao gồm việc bảo vệ nước biển dâng cao và cơ sở hạ tầng giao thông rất cần thiết.

**KẾ HOẠCH VÙNG VỊNH 2050 SẼ KHÔNG LÀM:**

- Đề nghị chi tiêu cụ thể cho dự án cơ sở hạ tầng nào hoặc đảm bảo cho việc xây dựng của họ.
- Hay đổi quyết định địa phương. Theo luật tiểu bang, các thành phố và quận sẽ quyết định quyết tâm đúng đắn địa phương.

**CÁC GIAI ĐOẠN CỦA TIẾN TRÌNH LẬP KẾ HOẠCH LÀ GÌ?**

**GIAI ĐOẠN 1: KHỞI ĐẦU KẾ HOẠCH VÙNG VỊNH 2050 (MÙA THU 2019)**

Quy trình của Kế hoạch Vùng Vịnh 2050 sẽ bắt đầu vào mùa thu năm 2019 khi MTC và ABAG yêu cầu dự kiến và các cơ quan đối tác giúp họ lập thư từ ưu tiên cho các chiến lược mà họ nghĩ sẽ chuẩn bị tốt nhất cho một tương lai chưa biết được của Vùng Vịnh.

Quy trình chiến lược này bao gồm bốn yếu tố của Kế hoạch Vùng Vịnh 2050 - giao thông vận chuyển, nhà ở, môi trường và kinh tế - và nhằm mục đích làm cho Vùng Vịnh trở nên kiên cường và công bằng hơn trước những thách thức bất ngờ. Ý kiến đóng góp từ công chúng và các cơ quan đối tác sẽ cung cấp thông tin cho sự phân tích.

**GIAI ĐOẠN 2: PHÁT TRIỂN KẾ HOẠCH CHI TIẾT (MÙA THU 2019 ĐẾN MÙA HÈ 2020)**

Với sự công tác từ các cơ quan công cộng và đối tác, ABAG và MTC sẽ phát triển Kế hoạch chi tiết cho Kế hoạch Vùng Vịnh 2050.

Kế hoạch chi tiết sẽ phân tích một tập hợp các chiến lược giao thông vận chuyển, nhà ở, môi trường và kinh tế mà sẽ tạo ra các kết quả khác nhau cho Vùng Vịnh. Tất cả trong phạm vi ngân sách được thiết lập. Với ngày áp dụng dự kiến vào giữa năm 2020, Kế hoạch chi tiết sẽ đóng vai trò làm nền tảng cho Kế hoạch Vùng Vịnh 2050.

**GIAI ĐOẠN 3: HOÀN THIỆN KẾ HOẠCH (MÙA HÈ 2020 ĐẾN MÙA HÈ 2021)**

Là một phần trong quy trình phát triển tài liệu cho Kế hoạch Vùng Vịnh 2050, MTC và ABAG sẽ tạo ra một Kế hoạch Thực hiện ngắn hạn.

Một báo cáo tác động môi trường liên quan cũng sẽ được cung cấp trước khi hoàn thiện Kế hoạch Vùng Vịnh 2050. Việc thông qua Kế hoạch Vùng Vịnh 2050 của cả hai cơ quan được dự trù vào mùa hè năm 2021.

# Round 2 Engagement Materials

## Digital Workshops

### Presentation Deck



1



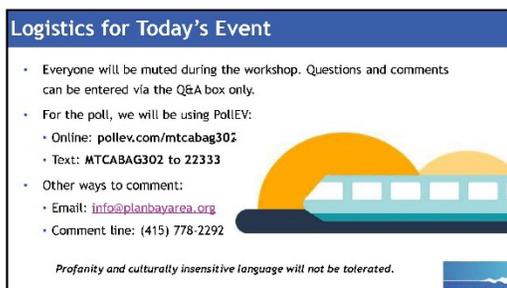
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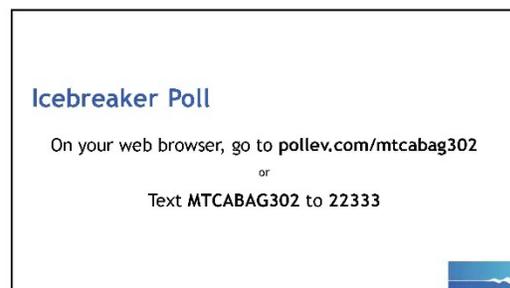
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5



6

**Pre COVID, how did you typically get to work?**

- Bus
- Subway/Light Rail
- Personal car
- Carpool
- Taxi or TNC (Uber, Lyft, etc.)
- Bike
- Walk
- Other or not applicable

7

**What is Plan Bay Area 2050?**

Plan Bay Area 2050 is the 30-year regional vision integrating resilient & equitable strategies for:

- Transportation
- Housing
- Economy
- Environment

**Vision:** Ensure by the year 2050 that the Bay Area is **affordable, connected, diverse, healthy and vibrant for all.**

For more information: [planbayarea.org/blueprint](http://planbayarea.org/blueprint)

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**Draft Blueprint: Highlights in the COVID-19 Era**

While Plan Bay Area 2050 is a 30-year vision for the Bay Area, many of the strategies approved for analysis by the Commission and ABAG Board in February have only become timelier, including...

- Advancing thousands of miles of safe bicycle & pedestrian facilities
- Integrating protections from sudden rent hikes that accelerate displacement
- Prioritizing strategies for essential workers, such as childcare subsidies
- Protecting much-needed open space for the enjoyment of all residents

9

**CRAFTING A BLUEPRINT FOR THE BAY AREA'S FUTURE**

10

**Draft Blueprint – Composed of 25 Bold Strategies**

25 Strategies (Draft Blueprint Inputs)

- Maintain and Optimize Existing Infrastructure
- Create Healthy and Safe Streets
- Enhance Regional and Local Transit
- Reduce Risks from Hazards
- Reduce Our Impact on the Environment
- Spur Housing Production and Create Inclusive Communities
- Protect, Preserve, and Produce More Affordable Housing
- Improve Economic Mobility
- Shift the Location of Jobs

Visit [planbayarea.org/blueprint](http://planbayarea.org/blueprint) for more detail on each strategy!

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**3,000** comments at fall 2019 "pop-up" workshops

**9,900** comments from Mayor of Bayville online tool

**90%** of comments at fall 2019 "pop-up" workshops supported the strategies advanced into the Plan Bay Area 2050 Draft Blueprint

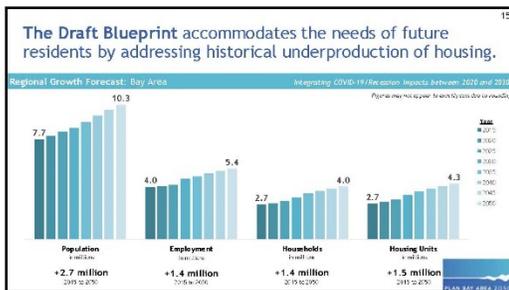
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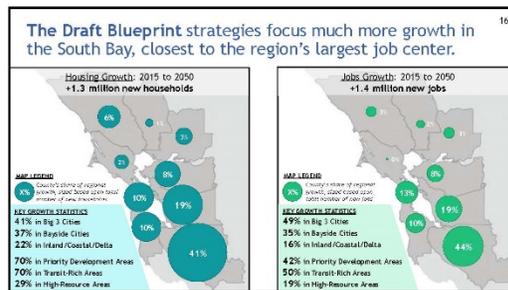
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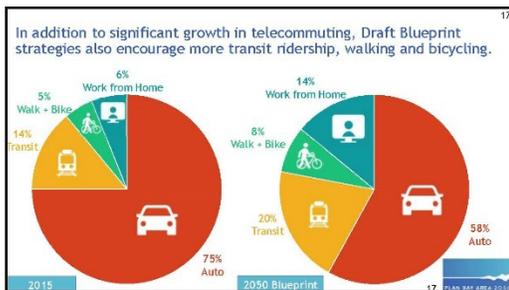
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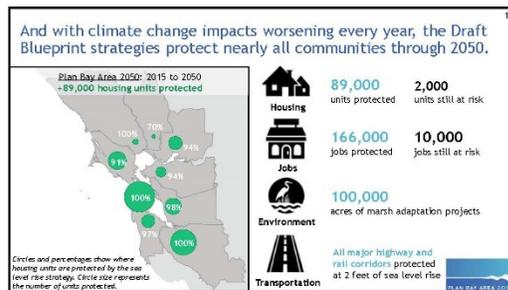
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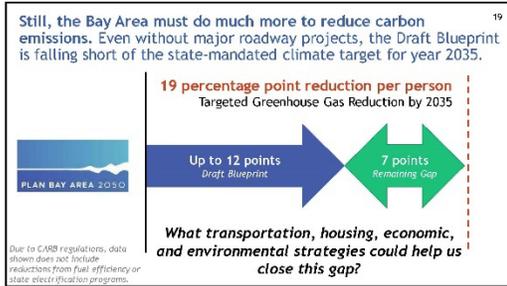
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20

Now it's your turn!

- On your smart phone or computer web browser: [pollev.com/mtcabag302](http://pollev.com/mtcabag302)
- On your cell phone: text the message MTCABAG302 to the number 22333

Now we will highlight **five of the biggest challenges** to get actionable feedback for the Final Blueprint.

21

**Challenge #1: Affordable Housing**

Here's what we integrated into the Draft Blueprint:

- Allow a Greater Mix of Housing Types and Densities in Growth Areas
- Fund Affordable Housing Protection, Preservation and Production
- Require Developers to Build More Affordable Units

And yet...

There are still hundreds of thousands of low-income households without access to permanently-affordable homes.

Here's the challenge:

**How do we create more permanently-affordable housing, especially in areas with high-quality schools, amenities and transportation options?**

*We need your feedback on new or expanded strategies!*

22

Please identify which of these potential strategies should be included in the Final Blueprint to make the Bay Area even more affordable (select as many as you'd like).

- Invest in constructing more affordable housing units
- Accelerate redevelopment of malls and office parks, with significant shares of affordable housing
- Expand capacity for new housing in communities with well-resourced schools and good access to jobs
- Advance innovative approaches to reducing housing construction and financing cost
- None of the above

23

Is there anything else we should take into consideration to address the challenge of affordability?

24

### Challenge #2: Congestion and Crowding

**Here's what we integrated into the Draft Blueprint:**

- Advance High-Ridership Transit Projects
- Reform Regional Transit Fare Policy
- Implement Per-Mile Tolling on Congested Freeways with Transit Alternatives

**And yet...** Traffic congestion and transit overcrowding continue to worsen in many freeway corridors and on many transit systems.

**Here's the challenge:** How can new or expanded strategies alleviate traffic congestion on suburban highways and reduce overcrowding on bus and rail lines?



*We need your feedback on new or expanded strategies!*

25 PLAN BAY AREA 2050

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**Please identify which of these potential strategies should be included in the Final Blueprint to alleviate traffic congestion and reduce overcrowding on transit in the Bay Area (select as many as you'd like).**

- Implement all-rose tolling on high-traffic freeways with transit alternatives
- Invest more in walk-ways, bicycle and pedestrian infrastructure
- Formalize a ban on transit for local and regional transit to use
- Build more Express Lanes with reduced express bus services
- Realign public transit systems to provide more seamless
- Enhance and focus service on high-frequency routes
- Extend regional rail services to non-commuter areas to increase the frequency of service
- Widen highways and improve interchange design to increase congestion relief
- None of the above

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**Is there anything else we should take into consideration to address the challenge of congestion and transit crowding?**

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### Challenge #3: Displacement

**Here's what we integrated into the Draft Blueprint:**

- Further Strengthen Renters Protections Beyond State Legislation
- Reduce Barriers to Housing Near Transit and in Areas of High Opportunity
- Expand Childcare Support for Low-Income Families

**And yet...** The risk of displacement in most Bay Area communities continues to grow over time.

**Here's the challenge:** How can we further ensure that low-income residents and communities of color are not ultimately displaced to areas with limited access to opportunity?



*We need your feedback on new or expanded strategies!*

28 PLAN BAY AREA 2050

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**Please identify which of these potential strategies should be included in the Final Blueprint to address displacement in the Bay Area (select as many as you'd like).**

- Expand investment in the preservation of permanently affordable housing in communities facing displacement
- Ensure ample affordable housing is built in communities at most at risk of displacement
- Implement workforce training programs to grow the middle class and make it easier to stay in place
- Dedicate and protect annual investments in schools, parks and transit to improve quality of life in communities where displaced residents are moving
- None of the above

29 PLAN BAY AREA 2050

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**Is there anything else we should take into consideration to address displacement in the Bay Area?**

30 PLAN BAY AREA 2050

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### Challenge #4: Greenhouse Gas Emissions

**Here's what we integrated into the Draft Blueprint:**

- Implement Per-Mile Tolling on Congested Freeways with Transit Alternatives
- Build a Complete Streets Network and Implement Reduced Speed Limits
- Allow a Greater Mix of Housing Types and Densities near Frequent Transit

**And yet...** The Draft Blueprint only gets us halfway to our emissions reduction goal.

**Here's the challenge:** How do we further reduce transportation-related greenhouse gas emissions to reach critical climate goals?



*We need your feedback on new or expanded strategies!*

31 PLAN.BAYAREA.CA

31

**Please identify which of these potential strategies should be included in the Final Blueprint to reduce climate emissions in the Bay Area (select as many as you'd like).**

- Expand electric vehicle and charging infrastructure subsidies, especially for lower-income households
- Postpone highway widening projects until a greater share of vehicles are electric
- Charge parking fees to disincentivize driving, putting fees towards bicycle giveaways and free shuttles
- Require employers to implement mandatory work from home policies 2 or 3 days per week
- None of the above

Click the question or all 24 items. To clear a selection, click the entire row. Click a sub-question.

32 PLAN.BAYAREA.CA

32

**Is there anything else we should take into consideration to address climate emissions in the Bay Area?**

Click the question or all 24 items. To clear a selection, click the entire row. Click a sub-question.

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33

### Challenge #5: Jobs-Housing Imbalance

**Here's what we integrated into the Draft Blueprint:**

- Assess Impact Fees on New Office Developments
- Retain Key Industrial Lands
- Create Incubator Programs in Economically-Challenged Areas

**And yet...** Jobs continue to cluster in Silicon Valley and San Francisco, far from many existing residents.

**Here's the challenge:** How could more ambitious economic strategies be employed to shift jobs closer to existing housing-rich communities?



*We need your feedback on new or expanded strategies!*

34 PLAN.BAYAREA.CA

34

**Please identify which of these potential strategies should be included in the Final Blueprint to address the jobs-housing imbalance in the Bay Area (select as many as you'd like).**

- Increase fees that discourage development of new office parks in jobs-rich, auto-oriented communities
- Expand business incubator programs to create new small businesses in housing-rich communities
- Prohibit more construction of office buildings in communities that have many more jobs than homes
- Provide tax subsidies for employers to relocate middle-wage jobs closer to affordable housing
- None of the above

Click the question or all 24 items. To clear a selection, click the entire row. Click a sub-question.

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35

**Is there anything else we should take into consideration to address jobs-housing imbalance in the Bay Area?**

Click the question or all 24 items. To clear a selection, click the entire row. Click a sub-question.

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36

**Which of the key challenges we highlighted is the most urgent to be addressed in the Final Blueprint? Please select your top two.**

- Housing Unaffordability
- Congestion and Crowding
- Displacement
- Climate Emissions
- Jobs-Housing Imbalance

37

**Other Regional Initiatives: Transportation Improvement Program**

- 4-year clearinghouse of transportation projects and funding information
- Focuses on projects funded by federal monies, requiring federal approval, or subject to air quality requirements
- Designed to make progress towards achieving federal performance targets for safety, infrastructure condition, and system performance
- Reflects local, regional, state and federal funding priorities and decisions
- Contributes to near-term implementation of Plan Bay Area

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**Other Regional Initiatives: Transportation Improvement Program**

**How do transportation projects get integrated into the Transportation Improvement Program?**

New Project Ideas and Local Review → Long-Range Plan: Plan Bay Area 2050 → Project Selection/TIP Programming → Construction/Implementation

**What investments are included in the current (2019) Transportation Improvement Program?**

2019 TIP Investment by Mode:
 

- Light Rail: 35%
- Heavy Rail: 15%
- Other Transit: 10%
- Highway: 25%
- Bicycle/Pedestrian: 15%

2019 TIP Funding by Source:
 

- Federal: 25%
- State: 35%
- Local: 25%
- Regional: 15%

More breakdowns, including at the county level, can be found at: [mtc.ca.gov/our-work/funding/transportation-improvement-program](http://mtc.ca.gov/our-work/funding/transportation-improvement-program)

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**Other Regional Initiatives: Regional Housing Needs Allocation**

**What is RHNA?**

- Since 1969, State law requires that all jurisdictions must plan to meet the housing needs of everyone in the community.
- HCD identifies total number of units, across all income groups, for which the region must plan for the eight-year RHNA period (2023 to 2031).
- ABAG collaborates with local governments and stakeholders to develop a formula to assign each community a share of the Bay Area's housing need.
- Each local government must update Housing Element of General Plan and zoning to show how it plans to accommodate its share of the regional need.

Total Bay Area Housing Need by RHNA Cycle	1999-2006	2007-2014	2015-2023	2023-2031
	230,743	214,500	187,994	441,176

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**Other Regional Initiatives: Regional Housing Needs Allocation**

**What are the primary steps in the process?**

Allocation Methodology (Fall 2020/Spring 2021) → Draft Allocation (Spring 2021) → Final Allocation (End of 2021) → Local Housing Element Updates (January 2023)

Public Comment opportunities are shown throughout the process.

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**Other Regional Initiatives: BCDC and the Air District**

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT** ([baaqmd.gov](http://baaqmd.gov))

- 2017 Clean Air Plan
- Air District Grants
  - Clean Vehicle Rebates
  - Clean Cars for All

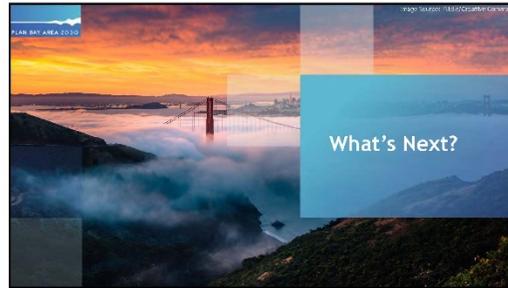
**BAY ADAPT** ([bccd.ca.gov/planning/Bay-Adapt](http://bccd.ca.gov/planning/Bay-Adapt))

- 6-month effort to develop and adopt a regional climate adaptation strategy
- Includes studying impacts and proposing strategies to protect the natural and built environment

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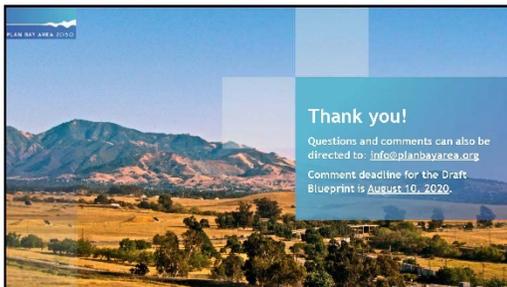
45

 A slide titled "Additional Resources" with the following content:
 

- Visit [planbayarea.org](http://planbayarea.org) to learn more about the Draft Blueprint, including:
  - Strategies Summary
  - Growth Geographies Map
  - Equity & Performance Outcomes
  - and more!
- For today's Blueprint video: [planbayarea.org/blueprint](http://planbayarea.org/blueprint)
- Other opportunities to comment:**
  - Email: [info@planbayarea.org](mailto:info@planbayarea.org)
  - Comment line: (415) 778-2292
  - Website: [planbayarea.org/blueprint](http://planbayarea.org/blueprint)

 The slide also features an image of a "HELP US DRAFT THE BLUEPRINT" flyer.

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# Telephone Town Hall Mailer

**Bay Area Metro Center**  
375 Beale Street, San Francisco, CA 94105  
abag.ca.gov | mtcc.ca.gov

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Permit No. 834



**Give us your thoughts on strategies to make the nine-county region an even better place to live, work and play for future generations!**

To learn more about Plan Bay Area 2050 or the strategies contained in the Draft Blueprint, visit [planbayarea.org](http://planbayarea.org).  
To request translations or other assistance, call (415) 778-6757. We request at least three working days' notice to provide reasonable accommodations. For TDD or hearing impaired, please call 711, 1-800-735-2929 (TTY), or 1-800-735-2922 (voice) and ask to be relayed to 415-778-6700.

**¿Deno su opinión sobre las estrategias para hacer de la región un lugar aún mejor para vivir, trabajar y jugar para las futuras generaciones!**

Para más informes sobre Plan Bay Area 2050 o las estrategias incluidas en el Borrador del Proyecto, visite [planbayarea.org](http://planbayarea.org).  
Para solicitar traducción u otra asistencia, llame al (415) 778-6757 con tres días de anticipación para poder proporcionar la mejor asistencia posible. Para TDD o hipoacúsicos, llame al 711, 1-800-735-2929 (TTY), o 1-800-735-2922 (voz) y pida que lo conecten al (415) 778-6700.

**請對我們的策略提出您的意見，使九縣區域成為子孫後代更好的生活、工作和娛樂場所!**

欲了解更多有關 2050 灣區規劃或藍圖草案中的策略信息，請上網站 [planbayarea.org](http://planbayarea.org)。  
如需翻譯或其他幫助，請致電(415) 778-6757。我們要求至少在三個工作日之前通知才能提供合理的幫助。對於 TDD 或聽力障礙者，請致電 711、1-800-735-2929 (TTY)，或 1-800-735-2922 (語音) 並要求轉接至 415-778-6700。

facebook.com/MTCCBATA
 @MTCCBATA
 #mtccbata
 #BayArea2050



**We all want a more affordable, connected, diverse, healthy and vibrant Bay Area!**

Join the Metropolitan Transportation Commission and the Association of Bay Area Governments in developing **Plan Bay Area 2050**, a 30-year plan to chart the future course of our nine-county region.

Residents from around the region helped identify 25 bold strategies that make the Bay Area a better place to live, work and play for you, your children and grandchildren. Our initial

analyses show that those 25 bold strategies make meaningful progress on reducing the cost of housing in the Bay Area, protecting communities from sea level rise and reducing fatalities on our region's roadways.

**But challenges remain! Can you help us identify how to make Plan Bay Area's Draft Blueprint even better? Which challenges should we tackle first? Which strategies would you support?**

AFFORDABLE
 CONNECTED
 DIVERSE
 HEALTHY
 VIBRANT

**Funding Gaps for Affordable Housing.**  
While homes and apartments would be more affordable than today, how do we further increase the amount of permanently affordable housing?

**Traffic Congestion**  
While reduced drive times are projected on freeways with all-lane tolling, what more can be done to alleviate traffic congestion on other roadways and transit overcrowding on busy bus and rail lines?

**Displacement**  
While rent control helps to delay displacement of low-income residents and communities of color, how can we further ensure they are not displaced to areas with limited access to opportunity?

**Climate Emissions**  
What can we do to further reduce emissions to reach critical climate goals?

**Jobs-Housing Imbalance.**  
While robust housing strategies help to bring homes closer to major job centers, could more ambitious strategies shift jobs closer to existing housing-rich communities?

**WE WANT TO HEAR FROM YOU BY AUGUST 10!**  
While we can't meet face-to-face, make your voice heard in the following ways.

**PARTICIPATE IN A TELEPHONE TOWN HALL.**

Call 877-229-8493 and enter the access code 119791 on the dates and times shown below to learn more and provide your comments:

- Friday, July 24, 11:30 am - 1:30 pm in Mandarin
- Saturday, July 25, 10 am - 12 pm in English
- Saturday, July 25, 2 - 4 pm in Cantonese
- Saturday, August 1, 2 - 4 pm in Spanish
- Thursday, August 6, 4 - 6 pm in English

Leave us a Voicemail With Your Thoughts and Comments  
Call (415) 778-2292
 Attend a Virtual Workshop  
Visit [planbayarea.org/2050-plan/bay-area-2050-blueprint](http://planbayarea.org/2050-plan/bay-area-2050-blueprint) for the full schedule of nine virtual workshops and to register.
 Send us an Email  
[info@bayareametro.gov](mailto:info@bayareametro.gov)

**¡Todos queremos un Área de la Bahía más asequible, conectada, diversa, saludable y dinámica!**

Ayude a la Comisión Metropolitana de Transporte y a la Asociación de Gobiernos del Área de la Bahía a desarrollar el Plan Bay Area 2050, un plan de 30 años que traza el curso futuro de nuestra región.

Los residentes de la región ayudaron a identificar 25 estrategias audaces para hacer del Área de la Bahía un

**La falta de fondos para la vivienda asequible.**  
Aunque las casas y departamentos serán más asequibles que hoy en día, ¿cómo podemos aumentar más la cantidad de vivienda asequible disponible?

**El congestionamiento.**  
Aunque se proyecta que el tiempo de viaje se reduce en las carreteras de peaje, ¿qué más podemos hacer para reducir el congestionamiento en otros caminos y la aglomeración en los autobuses y trenes?

**El desplazamiento.**  
Aunque el control de las rentas ayuda a demostrar el desplazamiento de los residentes de bajos recursos y las comunidades de color, ¿cómo podemos mejor asegurar que estas comunidades no sean desplazadas a áreas con poco acceso a las oportunidades?

**Emisiones climáticas.**  
¿Qué podemos hacer para reducir aún más las emisiones y alcanzar nuestras metas climáticas?

lugar mejor para vivir, trabajar y jugar para usted, sus hijos y nietos. Nuestro primer análisis indica que esas 25 estrategias avanzan nuestras metas de reducir el costo de la vivienda, proteger nuestras comunidades del aumento del nivel del mar y reducir las muertes en los caminos del Área de la Bahía.

**¿Pero quedan desafíos por afrontar? ¿Nos puede ayudar a mejorar el Borrador del Proyecto del Plan Bay Area? ¿Cuáles desafíos debemos afrontar primero? ¿Qué estrategias apoyaría usted?**

**El desequilibrio de la vivienda y el empleo.**  
Aunque las estrategias audaces de vivienda ayudan a acercar la vivienda a los centros de empleo más grandes, ¿estrategias más ambiciosas podrían mover los empleos aún más cerca a comunidades ricas en vivienda?

**¿Queremos saber su opinión antes del 10 de agosto?**  
Aunque no podemos reunirnos en persona, puede participar de las siguientes formas.

- Participe en una reunión de ayuntamiento por teléfono**  
Llame al 877-229-8493 e ingrese el código de acceso 119791 durante uno de los horarios indicados abajo para participar y darnos su opinión:
- Sábado, 25 de julio, 10 am - 12 pm en inglés
  - Sábado, 1° de agosto, 2 - 4 pm en español
  - Jueves, 6 de agosto, 4 - 6 pm en inglés

**我們都希望有一個更加負擔得起、連接、多樣化、健康和充滿活力的灣區!**

歐亞大都會交通委員會和灣區政府協會一起制定2050灣區規劃。這是一個為期30年的計劃，用以規畫我們九縣地區的未來發展方向。

來自該地區各地的居民幫助確定了 25 個大膽的策略，使灣

**為可負擔房屋提供資金缺口。**  
雖然房屋租金將比今天更便宜，但我們如何進一步增加永久可負擔房屋的數量？

**交通繁忙和人滿為患。**  
雖然預計所有車速收費高速公路的行程時間會減少，但還有些策略可以緩解其他道路的交通堵塞以及繁忙的公共交通和擁擠的公共交通嗎？

**搬遷。**  
雖然租金控制有助於延遲低收入居民和有色人種的搬遷，但我們如何才能進一步確保他們不會搬到機會有限的地區？

**氣候排放。**  
我們如何做才能進一步減少排放以達到重要的氣候目標？

**就業-住房失衡。**  
雖然強勁的住房策略有助於使住房更靠近主要就業中心，但是否有更宏大的策略可以使工作機會更靠近現有充足住房的社區？

區成為您及子孫後代生活、工作和娛樂的更好場所。我們的初步分析表明，這 25 個大膽的策略在降低居住成本、保護社區免受海平面上升的影響和減少地區公路上的死亡人數方面取得了重大進步。

**但是挑戰依然存在！您能幫助我們確定如何使灣區規劃的藍圖草案更好嗎？我們應該首先應對哪些挑戰？您會支持哪些策略？**

**我們希望在 8 月 10 日之前聽到您的意見!**

雖然我們無法面對面交流，但可以通過以下方式提出您的意見。

**參加市政廳電話會議**  
請致電877-229-8493，並在下面顯示的日期和時間輸入接入碼119791，以了解更多信息並提出您的意見。

- 7月24日，星期五，上午11:30至下午1:30 普通話
- 7月25日，星期六，上午10:00至中午12:00 英語
- 7月25日，星期六，下午2:00至下午4:00 廣東話
- 8月6日，星期四，下午4:00至下午6:00 英語

**Dejémos un mensaje de voz con sus comentarios**  
Llame al (415) 778-2292

**Asiste a un taller virtual**  
Visite [planbayarea.org/2050-plan/bay-area-2050-blueprint](http://planbayarea.org/2050-plan/bay-area-2050-blueprint) para ver los horarios completos de los nueve talleres y para registrarse.

**Envíe un correo electrónico**  
Info@bayareametro.gov

**Participe en una reunión de ayuntamiento por teléfono**  
Llame al 877-229-8493 e ingrese el código de acceso 119791 durante uno de los horarios indicados abajo para participar y darnos su opinión:

Hãy tham gia với Ủy ban Giao thông Vận tải Đô thị và Hiệp hội các Chính quyền Vùng Vịnh trong việc phát triển kế hoạch Vùng Vịnh năm 2050, một kế hoạch 30 năm để lập lộ trình tương lai của chín quận trong khu vực của chúng ta.

**Tất cả chúng ta đều muốn có một Vùng Vịnh có giá cả phải chăng, được kết nối, đa dạng, lành mạnh và năng động!**

Cử dân từ khắp khu vực đã giúp xác định 25 chiến lược táo bạo để làm cho Vùng Vịnh trở thành một nơi tốt hơn để sống, làm việc và giải trí cho bạn, con cái và cháu của bạn. Các phân tích ban đầu của chúng tôi cho thấy 25 chiến lược táo bạo này tạo ra tiến bộ có ý nghĩa. Nhưng vẫn còn nhiều thứ khác! Bạn có thể giúp chúng tôi xác định các lĩnh vực mà Kế hoạch Chỉ đạo Dự thảo Vùng Vịnh được tốt hơn hay không?

**Hãy tham gia vào một trong những hội thảo trên mạng của chúng tôi.**

Hãy truy cập vào [planbayarea.org/blueprint-comments](http://planbayarea.org/blueprint-comments). Bạn có cần một thông điệp văn hoặc bắt có trợ giúp mà không để tham gia hay không? Xin hãy gọi (415) 778-6757. Chúng tôi cần được thông báo trước ít nhất ba ngày làm việc để thu xếp hợp lý.

Để tìm hiểu thêm về Kế hoạch Vùng Vịnh năm 2050 hoặc các chiến lược có trong Dự thảo Kế hoạch chi tiết, xin hãy truy cập vào [planbayarea.org](http://planbayarea.org).

Samahang ng Metropolitan Transportation Commission at ang Association of Bay Area Governments sa pagbuo ng Plan Bay Area 2050, ang 30-taon na plano upang balangkasin ang hinaharap na landas ng siyam na county na rehiyon.

**Nais nating labat ang isang mas abot-kaya, konektado, magkakaiba, malusog at masilangang Bay Area!**

Ang mga residente mula sa buong paligid ng rehiyon ay tumulong tumukoy ng 25 istrateliyang maagapkatuluanan na gagawin ang Bay Area na isang mas mainam na lugar ng tirahan, trabaho at palaruan para sa inyo, inyong mga anak at mga apo. Ang aming mga punaang pagsusuri ay nagpapalinas na itong 25 istrateliyang maagapkatuluanan ay nakagagawa ng makabuluhang pag-unlad. Ngunit nananatili ang mga hamon! Maaari ba ninyong kaming tulungang matukoy kung paano magagawa pang masusayang ang Draft Blueprint ng Plan Bay Area?

**Lumahok sa isa sa aming mga virtual workshop.**

Bumitesta sa [planbayarea.org/blueprint-comments](http://planbayarea.org/blueprint-comments). Kaligangan ba ninyong interpreter o animang isa pang tulungang para makalahok? Tumawag lamang sa (415) 778-6757. Ihihiiling namin ang pagbibigay ng paurman na hindi bababa sa tatlong araw upang sapat na maapagayan.

Para malaman ang higit pa tungkol sa Plan Bay Area 2050 o sa nilalaman na mga istrateliya sa Draft Blueprint, bumitesta sa [planbayarea.org](http://planbayarea.org).



# Technical Workshops

## Mural Online Visual Collaboration Board

### Element: Transportation#2

Theme: Create Healthy and Safe Streets | Build a Next-Generation Transit Network

#### Moderated Discussion

- How would the strategy be implemented? Through what kinds of vehicles? Some examples are included on the right.
- Are there existing, complementary initiatives that already support the objectives of the strategy? If yes, where do the initiatives reside (within MTC/ABAG, or elsewhere?) and what role might they play in strategy implementation?

#### Example Vehicles for Implementation Success

Project / Program	Convening / Task Force	Data / Modeling	Planning / Tech. Assistance
Policy	Advocacy / Legislation	Regulation	Outreach / Communications

#### Prioritization

**Individual Prioritization**  
Each participant places 3 plus markers to show support for a recommendation

**Group Prioritization**  
Together, decide which 2-3 ideas stand out as especially crucial ideas

Double click grey box to access links

Final Blueprint Strategy Descriptions

Link to MTC/ABAG Strategy Assessment

#### Vehicle for Implementation Success Category Notecards

Advocacy & Legislation

New or Existing Initiative

Planning or Research

Drag and place colored notecard in strategy rows below. Double click on notecard to write recommended actions for strategy implementation.

- Write specific actions that identify who, what, where, when, and how action will be implemented.
- Include approximate time frame of action, focus on what would need to happen in a 1-5 year time period.
- Articulate any potential implementation actions that fall beyond 2025.

<p><b>Strategy T8</b> Build a Complete Streets Network</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <p>work with local agencies to design best practices and policy solutions and help secure funding for implementation</p> </div> <div style="width: 20%;"> <p>Convene groups of first responders to agree on best practices</p> </div> <div style="width: 20%;"> <p>Continue to advocate for the shift from auto-dependency to a balanced mix of modes of transport at the state and regional levels</p> </div> <div style="width: 20%;"> <p>MTC aggressively fund and staff pilot programs in key cities to set example for other cities</p> </div> <div style="width: 20%;"> <p>Educate city engineers on the need to reprioritize the public ROW</p> </div> <div style="width: 20%;"> <p>Complete the regional Active Transportation Plan by 2022</p> </div> </div>
<p><b>Strategy T9</b> Advance Regional Vision Zero Policy through Street Design and Reduced Speeds</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <p>Advocate for elimination of 85th percentile rule in identifying speed limits at the state level</p> </div> <div style="width: 20%;"> <p>Partner with organizations with experience implementing to help reduce barriers and identify workable solutions if compromises must be made</p> </div> <div style="width: 20%;"> <p>benchmark with other counties/cities who have implemented similar policies</p> </div> <div style="width: 20%;"> <p>Condition extra streets funding not just on PCI but on safety record</p> </div> </div>
<p><b>Strategy T10</b> Enhance Local Transit Frequency, Capacity, and Reliability</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <p>Assist local bus agencies with capital project implementation (for example BRT or transit centers)</p> </div> <div style="width: 20%;"> <p>any expansion or modernization project needs to be integrated into other public transit systems (bus, water transit, etc)</p> </div> <div style="width: 20%;"> <p>Public-private partnerships with "Mainland" business to offer local service in underserved areas</p> </div> <div style="width: 20%;"> <p>Add transit opportunities to the MTC board</p> </div> <div style="width: 20%;"> <p>Consider radically new ways to fund transit</p> </div> <div style="width: 20%;"> <p>make sure local transit providers enter collective regional transit options (bus limits to BART, stimulus after BART train departures)</p> </div> <div style="width: 20%;"> <p>Seamless transit integration. Include fares, scheduling, and branding</p> </div> <div style="width: 20%;"> <p>Share resources and strategies with transportation agencies who struggle to fund increases, and identify or create new funding streams for long term sustainability of routes and frequency</p> </div> </div>
<p><b>Strategy T11</b> Expand and Modernize the Regional Rail Network</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <p>MTC to provide strong advocacy for new federal/state funding</p> </div> <div style="width: 20%;"> <p>Advocate for MTC to have authority to put multi-county transit measure on the ballot</p> </div> <div style="width: 20%;"> <p>any expansion or modernization project needs to be integrated into other public transit systems (bus, water transit, etc)</p> </div> <div style="width: 20%;"> <p>Work with agencies on changes to CIOA and procurement that may be needed</p> </div> <div style="width: 20%;"> <p>Reach out to regions outside of teh Bay Area on expansion projects</p> </div> <div style="width: 20%;"> <p>funding expansion of services with direct business funding - like sponsorship deals</p> </div> <div style="width: 20%;"> <p>Invite MTC's Board member Downham (MTC asks by 2022 to explore state requirements align with local use)</p> </div> <div style="width: 20%;"> <p>Leadership on future regional funding initiative</p> </div> <div style="width: 20%;"> <p>Research best regional rail practices from abroad</p> </div> </div>
<p><b>Strategy T12</b> Build an Integrated Regional Express Lane and Express Bus Network</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <p>Advocate for state and federal highway funding to be used on the Express Bus Network</p> </div> <div style="width: 20%;"> <p>Incentivize bus rapid transit through grants and policies</p> </div> <div style="width: 20%;"> <p>private bus operators &amp; corporate commuter programs can advocate for these</p> </div> <div style="width: 20%;"> <p>Establish user rules for express lane use. Partner with private operators who could also benefit from the lane</p> </div> <div style="width: 20%;"> <p>any expansion or modernization project needs to be integrated into other public transit systems (bus, water transit, etc)</p> </div> <div style="width: 20%;"> <p>Identify funding sources and technical support for both agencies and need to engage the community on benefits and benefits</p> </div> </div>

The video player displays a slide with an aerial view of the Bay Area. The slide features the text 'PLAN BAY AREA 2050' in the top left, 'Closing Remarks' in large white font, and contact information for the Implementation Plan. A video player interface is overlaid on the slide, showing a play button, a progress bar at 30:34 / 31:19, and various control icons. A small video thumbnail in the top right corner shows a man speaking, with the credit 'Credit: Richard Melton / Flickr' below it.

PLAN BAY AREA 2050

# Closing Remarks

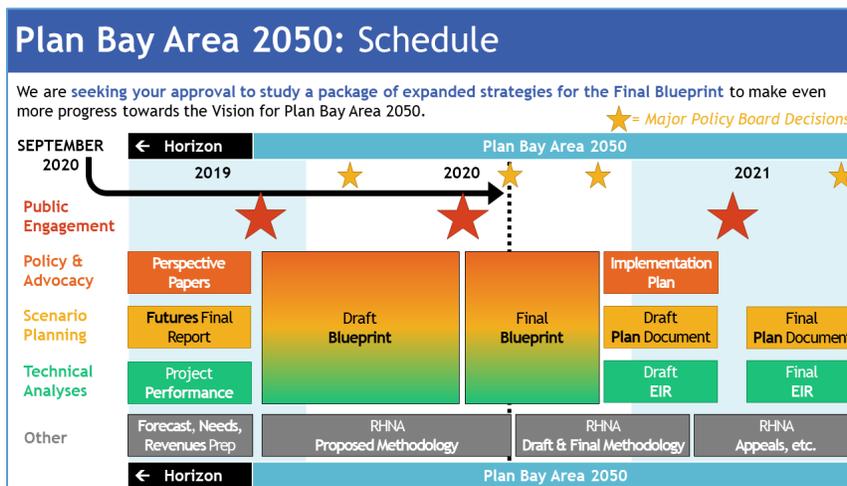
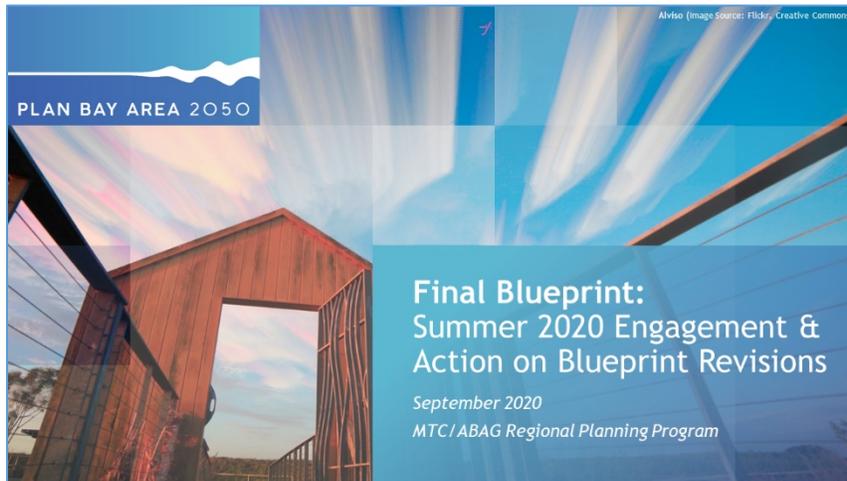
To provide further input on the Implementation Plan, please send your comments to [info@planbayarea.org](mailto:info@planbayarea.org).

*If you have specific questions on the Implementation Plan, please contact Chirag Rabari at [crabari@bayareametro.gov](mailto:crabari@bayareametro.gov)*

30:34 / 31:19

2020-11-17 12:59:58

## September 2020 Presentation to the Joint MTC Planning Committee with the ABAG Administrative Committee



### Plan Bay Area 2050: Resilient, Equitable Strategies

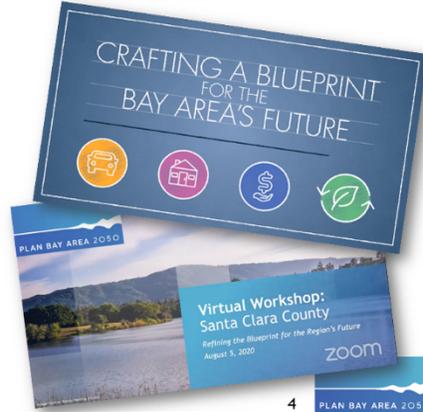
**Vision: Ensure by the year 2050 that the Bay Area is affordable, connected, diverse, healthy and vibrant for all.**

- Transportation Strategies
- Housing Geographies & Strategies
- Economic Geographies & Strategies
- Environmental Strategies

3 PLAN BAY AREA 2050

## Summer 2020 Engagement: Listening & Learning

- Second of three rounds of public engagement during the two-year Plan update process
- Coronavirus pandemic required a pivot to digital/remote-only engagement
- Opportunity to innovate and engage a broader audience
- Implemented a comprehensive suite of digital and non-digital approaches



4 PLAN BAY AREA 2050



5

## Summer 2020 Engagement: Promotion

**19,700+**  
total number of *pageviews*

- Plan Bay Area website
- MTC and ABAG websites
- Downloaded materials

**83,700+**  
total number of *engagements*

- Workshop registrations
- Social media likes, comments, shares, clicks
- E-mail/mail communications sent



6 PLAN BAY AREA 2050

## Summer 2020 Engagement: Participation



Reunión por Teléfono



**7,600+**  
total no. of *participants* in all activities

- Online survey
- Statistically-valid poll
- Virtual meetings

**3,400+**  
total no. of *comments* received

- Online survey
- Virtual meetings
- Letters and e-mails

7

## Final Blueprint: Tackling the “Big 5” Challenges

*What are the top two most important challenges from the Draft Blueprint to tackle in the Final Blueprint?*



**Insufficient Affordable Housing**

#1 priority



**Greenhouse Gas Emissions**

#2 priority



**Congestion & Transit Crowding**

#3 priority



**Jobs-Housing Imbalance**

#4 priority



**Displacement Risk**

#5 priority

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## Challenge #1: Insufficient Affordable Housing

**Finding from Draft Blueprint** While the Draft Blueprint quintuples the amount of permanently-affordable housing in the Bay Area, hundreds of thousands of residents still lack access to such housing.

**Challenge** How can new or expanded strategies help create more permanently-affordable housing, especially in areas with well-resourced schools, amenities and transportation options?

Public Response via Online Survey, Workshops, and Town Halls

Strategy	Percentage
Invest in constructing more affordable housing units	27%
Expand capacity for new housing in communities with well-resourced schools and good access to jobs	27%
Accelerate redevelopment of malls and office parks, with significant shares of affordable housing	21%
Advance innovative approaches to reducing housing construction and financing cost	17%
Other	8%

West Oakland (Image Source: SPHAC)



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## Challenge #1: Insufficient Affordable Housing

“Work to change zoning and income tax laws to have more equitable outcomes—this issue is part of the legacy of redlining; change the laws that enable this problem.”

“Lift zoning restrictions and construction regulations that slow development. You don’t need to pay for it – just lower the barrier to entry and the market will jump in.”

“Increase funding for preservation of existing affordable housing.”

“Increase the minimum wage or introduce a living wage so that more people can afford living in the Bay Area.”

“Create a grant or funding program for communities to invest in community land trusts to ensure that permanently affordable housing is owned by the residents themselves.”



West Oakland (Image Source: SFHAC)



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## Challenge #1: Insufficient Affordable Housing

**What revisions are proposed for the Final Blueprint to better tackle this challenge?**

- 1

**Expand new revenues by \$110 billion to support more affordable housing production, including for unhoused people**

  - Revised Strategy: “Build Adequate Affordable Housing to Ensure Homes for All”
- 2

**Expand new revenues by \$120 billion to expand preservation strategy beyond existing deed-restricted units**

  - Revised Strategy: “Preserve Existing Affordable Housing”
- 3

**Address the income side of the unaffordability equation through a \$500 per month universal basic income**

  - New Strategy: “Implement a Statewide Universal Basic Income”
  - Removed Strategy: “Expand Childcare Support for Low-Income Families”
- 4

**Jumpstart development on public and community-owned land to boost construction of 100% affordable developments**

  - New Strategy: “Accelerate Reuse of Public and Community-Owned Land”



West Oakland (Image Source: SFHAC)

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## Challenge #2: Greenhouse Gas Emissions

**Finding from Draft Blueprint** While outperforming Plan Bay Area 2040 by eight percentage points, the Draft Blueprint only gets us halfway to our statutory climate target.

**Challenge** How do we further reduce transportation-related greenhouse gas emissions to reach critical climate goals?

Public Response via Online Survey, Workshops, and Town Halls

Response	Percentage
Require employers to implement mandatory work from home policies 2 or 3 days per week	34%
Expand electric vehicle and charging infrastructure subsidies, especially for lower-income households	28%
Charge parking fees to disincentivize driving, putting fees towards bicycle giveaways and free shuttles	20%
Other	12%
Postpone highway widening projects until a greater share of vehicles are electric	6%



(Image Source: Flickr, Creative Commons)

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## Challenge #2: Greenhouse Gas Emissions

“Electrify everything. Make sure low-income families have access to electric vehicles. All self-driving cars must be electric.”

“Increase broadband internet accessibility to help enable telecommuting.”

“Implement tolling, road tax or congestion charge, and use the funds to build transit and pedestrian-friendly streets; not just for commuting, but for everyday life.”

“Office-based companies should require employees to work from home a specified amount of time per week. Requiring 25-30% of office workers to work from home each day would greatly improve livability, air quality, congestion of the region.”

“Increase density to make mass transit more effective and efficient, which lowers the vehicle miles that cause greenhouse gases.”



(Image Source: Flickr, Creative Commons)



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## Challenge #2: Greenhouse Gas Emissions

What revisions are proposed for the Final Blueprint to better tackle this challenge?

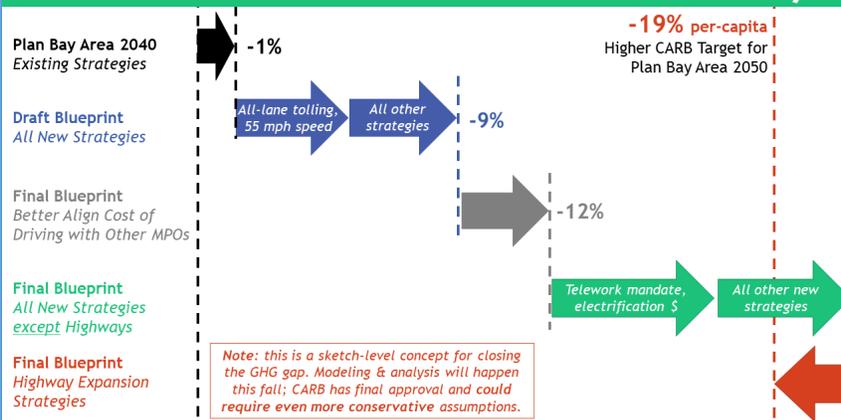
- 1** Exponentially expand regional electric vehicle & charger subsidies by 8x with even steeper low-income discounts
  - Revised Strategy: “Expand Clean Vehicle Initiatives”
- 2** Institute requirement for 60 percent of workers to telecommute on a given day at major office-based employers
  - New Strategy: “Institute Mandatory Telecommuting Levels for Major Employers”
  - New Strategy: “Invest in High-Speed Internet in Underserved Communities”
- 3** Expand means-based all-lane tolling to additional corridors to offset greenhouse gas increases from highway projects
  - Revised Strategy: “Implement Means-Based Per-Mile Tolling on Congested Freeways”
- 4** Enable more growth in transit-rich, high-resource places by modifying zoning strategies
  - Revised Strategy: “Allow a Greater Mix of Housing Densities & Types”
  - Revised Strategy: “Allow Greater Commercial Densities”

(Image Source: Flickr, Creative Commons)



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## Challenge #2: Greenhouse Gas Emissions



## Challenge #3: Congestion & Transit Crowding



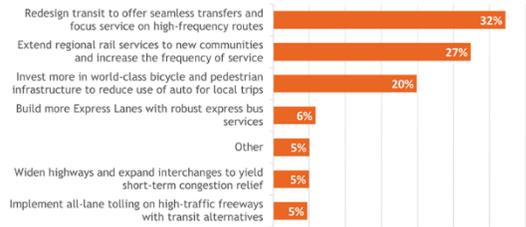
### Finding from Draft Blueprint

All-lane tolling on select corridors and a New Transbay Rail Crossing address congestion & crowding on key corridors – but many suburban corridors continue to see challenges.

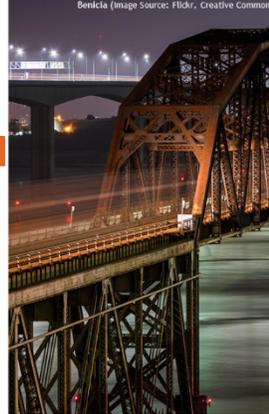
### Challenge

How can new or expanded strategies better address traffic congestion and transit overcrowding?

### Public Response via Online Survey, Workshops, and Town Halls



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## Challenge #3: Congestion & Transit Crowding



“Express lanes for buses is a great idea. I second that. We need some bus ‘arteries’ on the freeways.”

“We need fly overs and wider highways and expanded interchanges. Improve exit routes.”

“We need to implement the ‘Seamless Bay Area’ strategy – getting a true Metropolitan Transit Authority that can control routes through the whole region.”

“Provide high frequency, clean transit in all dense areas – so people don’t see a need to drive.”

“As seen with the pandemic, bicycling has great potential even during times of distress. A good bicycle network also promotes economic growth at the local level.”

“We need regional fare coordination with one regional tariff and branding. Having two dozen agencies with differing policies, fares, schedules is nuts.”



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## Challenge #3: Congestion & Transit Crowding



What revisions are proposed for the Final Blueprint to better tackle this challenge?

- 1 **Double-down on increased funding both for expanded transit operations and new rail investments**
  - New Strategy: “Enhance Local Transit Frequency, Capacity, and Reliability”
  - New Strategy: “Expand and Modernize the Regional Rail Network”
- 2 **Expand seamless mobility to include an optimized network, featuring timed transfer hubs**
  - Revised Strategy: “Enable a Seamless Mobility Experience”
- 3 **Weave in additional investments in biking and walking, with at least 10,000 miles of protected lanes & paths**
  - Revised Strategy: “Build a Complete Streets Network”
- 4 **Make strategic investments in the region’s highway system, with emission increases offset by expanded climate strategies**
  - New Strategy: “Build an Integrated Regional Express Lane and Express Bus Network”
  - New Strategy: “Improve Interchanges and Address Highway Bottlenecks”

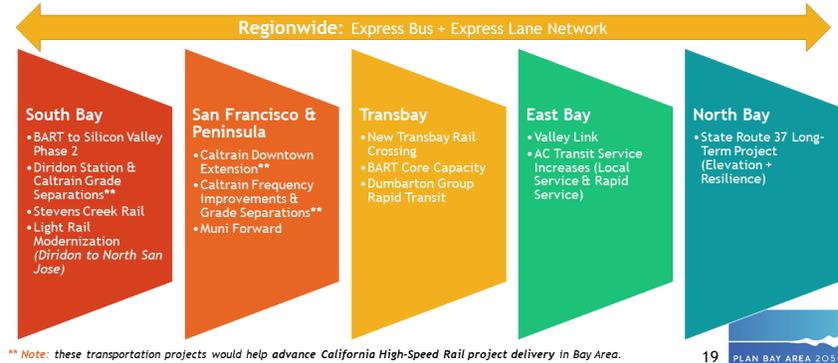
18



## Challenge #3: Congestion & Transit Crowding



### Spotlighting Bay Area Megaprojects Integrated into Final Blueprint Strategies (with year-of-expenditure costs greater than \$2 billion)



## Challenge #4: Jobs-Housing Imbalance



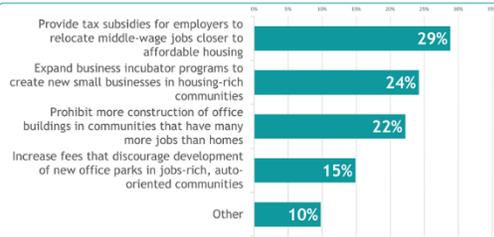
**Finding from Draft Blueprint** While the jobs-housing imbalance is somewhat reduced by more housing in Silicon Valley, East Bay and North Bay communities remain housing-rich.

**Challenge** How could more ambitious economic strategies be employed to shift jobs closer to existing housing-rich communities?

San Ramon (Image Source: Flickr, Creative Commons)



### Public Response via Online Survey, Workshops, and Town Halls



## Challenge #4: Jobs-Housing Imbalance



**"Don't discourage jobs, encourage construction of housing!"**

**"Expand on the HUBZone program that's been implemented on a federal level with additional incentives for businesses to move to affordable housing areas."**

**"Businesses should be given tax incentives to distribute themselves."**

**"More equitable pay. Access to better paying jobs. Job training for better paying jobs."**

**"Ensure that protection policies address industrial lands in PDAs as well as in PPAs."**

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San Ramon (Image Source: Flickr, Creative Commons)



## Challenge #4: Jobs-Housing Imbalance



What revisions are proposed for the Final Blueprint to better tackle this challenge?

- 1 **Shift to an incentive-based approach to encourage jobs in housing-rich places, with funding from increased taxes**
  - Removed Strategies: "Assess Impact Fees on New Office Developments"
  - New Strategy: "Provide Incentives to Employers to Shift Jobs to Housing-Rich Areas"
- 2 **Add job training programs in areas with limited access to opportunity to address racial and economic inequities**
  - Revised Strategy: "Expand Job Training and Incubator Programs"
- 3 **Fund strategic infrastructure investments in Priority Production Areas to further stimulate job growth**
  - Revised Strategy: "Retain and Invest in Key Industrial Lands"

22



San Ramon (Image Source: Flickr, Creative Commons)

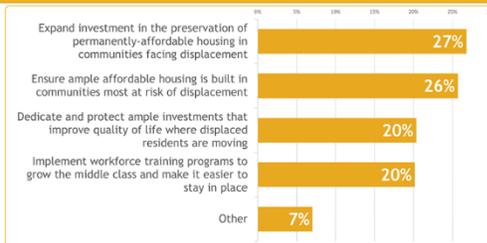
## Challenge #5: Displacement Risk



**Finding from Draft Blueprint** Despite expanded renter protections and more affordable housing, the risk of displacement in most Bay Area communities continues to grow over time.

**Challenge** How can new or expanded strategies help further ensure that low-income residents and communities of color are not ultimately displaced to areas with limited access to opportunity?

Public Response via Online Survey, Workshops, and Town Halls



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Mission District, SF (Image Source: Flickr, Creative Commons)

## Challenge #5: Displacement Risk



"Make it easier for cities to set aside new affordable housing for those who are being displaced."

"Work to change zoning and income tax laws to have more equitable outcomes — this issue is part of the legacy of redlining; change the laws that enable this problem."

"Inclusionary Section 8' instead of traditional inclusionary housing, require that a percentage of units accept Section 8 vouchers. Counties could cover gaps in rent."

"Create a government-backed investment program that allows people in these communities to buy their homes, thus removing the ability of developers or gentrifiers to displace them."

"Provide rent support and provide universal basic income to residents earning below a living wage threshold."



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Mission District, SF (Image Source: Flickr, Creative Commons)

## Challenge #5: Displacement Risk



What revisions are proposed for the Final Blueprint to better tackle this challenge?

- 1 **Tackle the legacy of racial exclusion through strategic programs to support pathways to economic security**
  - New Strategy: "Provide Targeted Mortgage, Rental, Small Business Assistance"
  - New Strategy: "Accelerate Reuse of Public and Community-Owned Land"
- 2 **Enable more households to remain in place through expanded focus on preserving affordable units**
  - Revised Strategy: "Preserve Existing Affordable Housing"
- 3 **Empower communities to overcome decades of systematic disinvestment by funding locally-prioritized infrastructure**
  - New Strategy: "Support Community-Led Transportation Enhancements"
- 4 **Integrate legal aid and other supportive actions to further expand upon renter protections in Draft Blueprint**
  - Revised Strategy: "Further Strengthen Renter Protections Beyond State Legislation"

Mission District, SF (Image Source: Flickr, Creative Commons)



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## Summer 2020 Engagement: Poll vs. Engagement

### Similarities:

- Housing is the top concern, particularly affordable housing
- Strong support for seamless transit and Complete Streets; more limited support for all-lane tolling
- Support for EV incentives and business incubators

### Differences:

- Greater support for rebuilding interchanges in polling results compared to other engagement
- Greater support for expanded job training programs in polling results compared to other engagement

Golden Gate Bridge (Image Source: Flickr, Creative Commons)



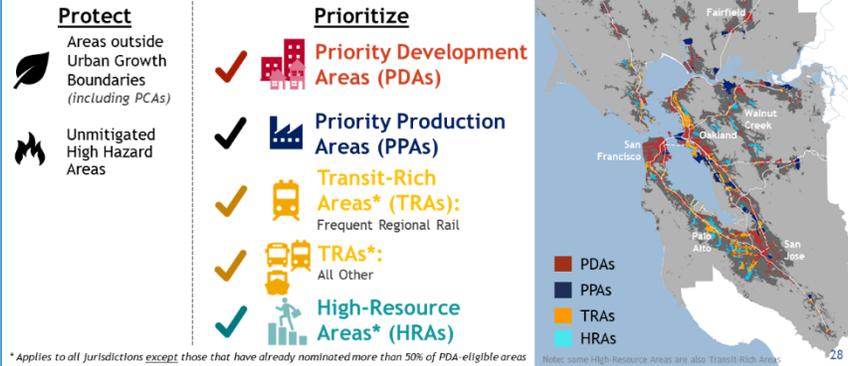
26

## Final Blueprint: 11 Themes and 35 Bold Strategies

<ul style="list-style-type: none"> <li> <b>Maintain and Optimize the Existing System</b></li> <li> <b>Create Healthy and Safe Streets</b></li> <li> <b>Build a Next-Generation Transit Network</b></li> <li> <b>Protect and Preserve Affordable Housing</b></li> <li> <b>Spur Housing Production at All Income Levels</b></li> <li> <b>Create Inclusive Communities</b></li> </ul>	<p><b>Final Blueprint Strategies</b> (Inputs to Modeling Process)</p> <ul style="list-style-type: none"> <li> <b>Improve Economic Mobility</b></li> <li> <b>Shift the Location of Jobs</b></li> <li> <b>Reduce Risks from Hazards</b></li> <li> <b>Expand Access to Parks and Open Space</b></li> <li> <b>Reduce Climate Emissions</b></li> </ul>	<div style="border: 1px solid #ccc; padding: 10px; background-color: #e0f2f1;"> <p>Draft Blueprint</p> <p style="font-size: 24pt; font-weight: bold; text-align: center;">25</p> <p style="text-align: center;">initial strategies</p> </div> <div style="text-align: center; margin: 10px 0;"> </div> <div style="border: 1px solid #ccc; padding: 10px; background-color: #e0f2f1;"> <p>Final Blueprint</p> <p style="font-size: 24pt; font-weight: bold; text-align: center;">35</p> <p style="text-align: center;">new &amp; expanded strategies</p> </div> <p style="font-size: 8pt; margin-top: 10px;">Refer to Attachment I for Final Blueprint strategy details.</p>
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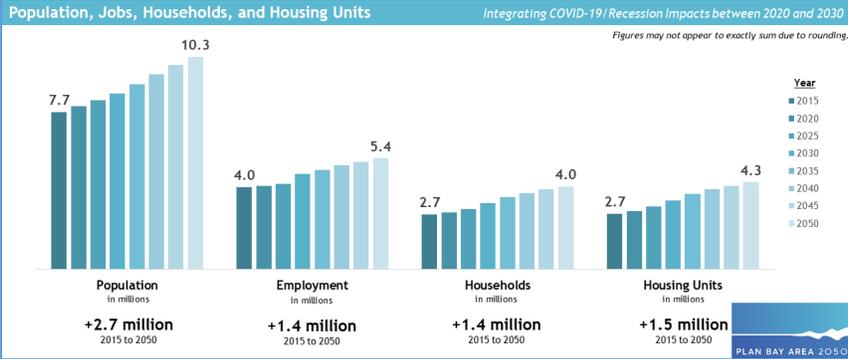
# Final Blueprint: Updates to Growth Geographies

Growth Geographies would remain largely unchanged from the Draft Blueprint, with minor updates related to PDAs approved in July 2020.

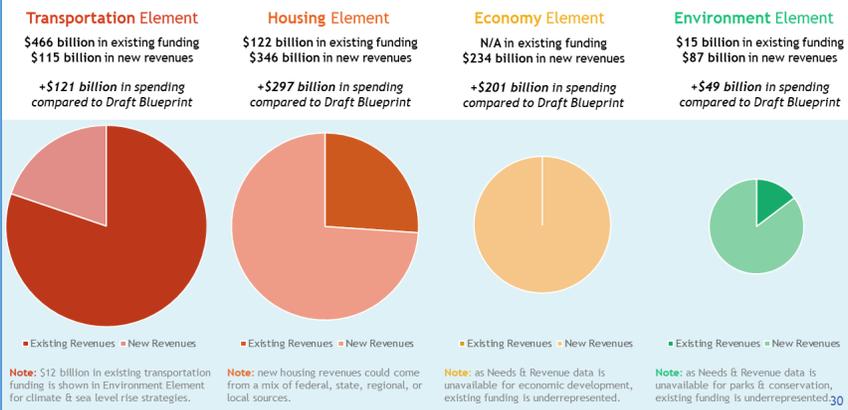


# Final Blueprint: Regional Growth Forecast

In accordance with the settlement agreement with the Building Industry Association, the Final Blueprint action integrates the Regional Growth Forecast, which has been adjusted to integrate COVID-19 & 2020 recession impacts.



# Final Blueprint: Revenues & Expenditures



## What's Next: Milestones through Spring 2021



September

- Report Out on Public & Stakeholder Engagement
- Action on Final Blueprint Strategies & Growth Geographies

October

- Notice of Preparation for EIR
- Scoping Process & EIR Alternatives Development

November

- Kickoff for Implementation Plan (*focused on next 5 years*)

December

- Release of Final Blueprint
- Action on Preferred Alternative for Plan Bay Area 2050 EIR

Spring 2021

- Release of Draft Plan, Draft EIR, Draft Implementation Plan
- Final Round of Public Engagement

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## What's Next: Consistency with RHNA



### Final Blueprint

*Envisioned growth pattern at the county and sub-county levels over the next 30 years*



### RHNA

*Housing allocations at the jurisdiction level over the next eight years; nexus with Housing Elements on local level*

In August, ABAG's Housing Methodology Committee recommended using 2050 Blueprint households as the baseline for the RHNA allocation methodology.

The ABAG Board will consider the proposed RHNA methodology for release in October.

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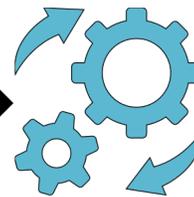
## What's Next: Near-Term Implementation Efforts



### Final Blueprint

*Timeframe: 30-year planning horizon  
Focus: strategies (policies & investments) for local, regional, and state governments*

*Strategies: September 2020  
Outcomes: December 2020*



### Implementation Plan

*Timeframe: 2021 through 2025  
Focus: near-term actions for MTC/ABAG in partnership with other public, private, and non-profit entities*

★ *Kickoff: Fall 2020*

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PLAN BAY AREA 2050

Mount Sutro, San Francisco  
Image Source: Flickr, Creative Commons

This month, staff are seeking approval from the boards to move forward with analysis of the Final Blueprint:

- Strategies
- Growth Geographies
- Regional Growth Forecast

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## Appendix 3 | Digital Promotion Report

# Summary Report: Horizon and Plan Bay Area 2050 Digital Promotions (2018-2020)

*March 2021*

*Khristina Wenzinger & Meg Avedikian*

## Horizon: Round 1

## Sample Posts

## Campaign Summary

### Overview

To increase awareness about the Horizon initiative, drive e-newsletter sign-ups and promote the Transformative Transportation Projects competition, the LPA social team, with consultant support, created a series of standalone tweets that were boosted.

### Audience

Geographic: San Francisco-Oakland-San Jose CA, US

### Goal

- Link clicks
- Followers
- Post engagements

**# of Ads** 12

### Platforms

- Twitter

### Timing

Jun. 11-Aug. 11. 2018

## Mailing list sign-ups and Twitter followers



## Horizon Guiding Principles and Call for Transformative Projects



## Results

### Outcome

Good performance, with a good click-through and engagement rates

Twitter: link clicks, followers and engagement

Impressions	Follows	Link Clicks	Click-through Rate	Post Engagements	Engagement Rate
The number of times a post shows up in a social newsfeed.	The number of people who started following MTC account.	The number of clicks on links within the ad that led to advertiser-specified destinations.	The rate at which people click through to the next state.	Any action a person takes with our ad.	Number of post engagements divided by total impressions.
189,869	261	649	5.70%	175	1.34%

Data summary of the entire campaign, consisting of 12 posts.

# Horizon: Round 2

## Campaign Summary

### Overview

To publicize Horizon workshops, the LPA social team chose to promote each workshop as its own Facebook event. We chose an audience that would be most likely to attend the events, so our paid campaign would be most effective.

### Audience

Bay Area Advocates & Enthusiasts — people who either actively participate in or are interested in transportation policy. These people are forward-thinking and look for environmental, housing and transportation solutions.

### Goal

- Event responses
- Link clicks

### # of Ads 8

- Oakland
- San Jose
- Petaluma
- San Bruno
- Vallejo
- Walnut Creek

### Platforms

- Facebook
- Twitter
- Instagram

### Timing

Mar. 1-27, 2019

# Sample Posts

**Metropolitan Transportation Commission** shared an event.  
Sponsored · 🌐

We want your input to help us plan for what's on the Horizon for the Bay Area.



**TUE, MAR 19**  
**Horizon Workshop: San Bruno**  
Tanforan Mall, 1150 El Camino Real, San Bruno  
35 people interested · 2 people going

★ Interested

**Metropolitan Transportation Commission** shared an event.  
Sponsored · 🌐

We want your input to help us plan for what's on the Horizon for the Bay Area.



**WED, MAR 20**  
**Horizon Workshop: Vallejo**  
253 Georgia St, Vallejo, CA 94590-5905, United...  
92 people interested · 30 people going

★ Interested

**Metropolitan Transportation Commission** shared an event.  
Sponsored · 🌐

We want your input to help us plan for what's on the Horizon for the Bay Area.



**WED, MAR 27**  
**Horizon Workshop: Walnut Creek**  
Embassy Suites by Hilton Walnut Creek · Walnut...  
67 people interested · 7 people going

★ Interested

Metropolitan Transportation Commission shared an event.  
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We want your input to help us plan for what's on the Horizon for the Bay Area.



**TUE, MAR 12**  
**Horizon Workshop: Oakland**  
101 8th St, Oakland, CA 94607-4707, United States  
130 people interested · 10 people going

★ Interested

Metropolitan Transportation Commission shared an event.  
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We want your input to help us plan for what's on the Horizon for the Bay Area.



**THU, MAR 14**  
**Horizon Workshop: San Jose**  
200 E Santa Clara St, San Jose, CA 95113-1903, ...  
78 people interested · 14 people going

★ Interested

Metropolitan Transportation Commission shared an event.  
Sponsored · 🌐

We want your input to help us plan for what's on the Horizon for the Bay Area.



**SAT, MAR 16**  
**Horizon Workshop: Petaluma**  
320 N McDowell Blvd, Petaluma, CA 94954-2352, ...  
42 people interested · 3 people going

★ Interested

**Metropolitan Transportation Com...**  
@MTCBATA

We want to hear from you. Join us at our workshops where you'll let us know which strategies you think are best for the future Bay Area. Don't wait—there are only a few left. [bit.ly/HorizonWorkshop](https://bit.ly/HorizonWorkshop)



Instagram

Metropolitan Transportati...  
Sponsored



[Learn More](#)

♥ 🔍 📌

We want to hear from you. Join us at our workshops where you'll let us know which strategies you think are best for the future ... more

# Results

## Outcome

Good performance, with good click-through rates, despite weak performance on IG and TW\*

Facebook, Instagram and Twitter

Impressions The number of times a post shows up in a social newsfeed	Unique Link Clicks The number of people who clicked a link	Click-through Rate The rate at which people click through to the next state.	Post Engagements Any action a person takes with our ad.
106,860	447	2.4%	891

Data summary of the entire campaign, consisting of 8 posts.

*\*Since TW and IG were added last minute, we only had one piece of creative and a limited time to run the ads. If we had run the ads from the beginning, they would have been more successful.*

# Art on the Horizon

## Campaign Summary

### Overview

To publicize the Art on the Horizon contest and drive submissions, the LPA social team chose to promote the contest on Facebook and Instagram.

Rounds 1-3 promoted the contest. Rounds 4-5 announced the winners.

### Audiences

- Bay Area residents (13-23): FB/IG
- Art teachers: FB only
- Bay Area parents (35+): FB only

### Goal

- Link clicks
- Post engagements

**# of Ads** 46

### Platforms

- Facebook
- Instagram

### Timing

Round 1: Feb. 7-26, 2019

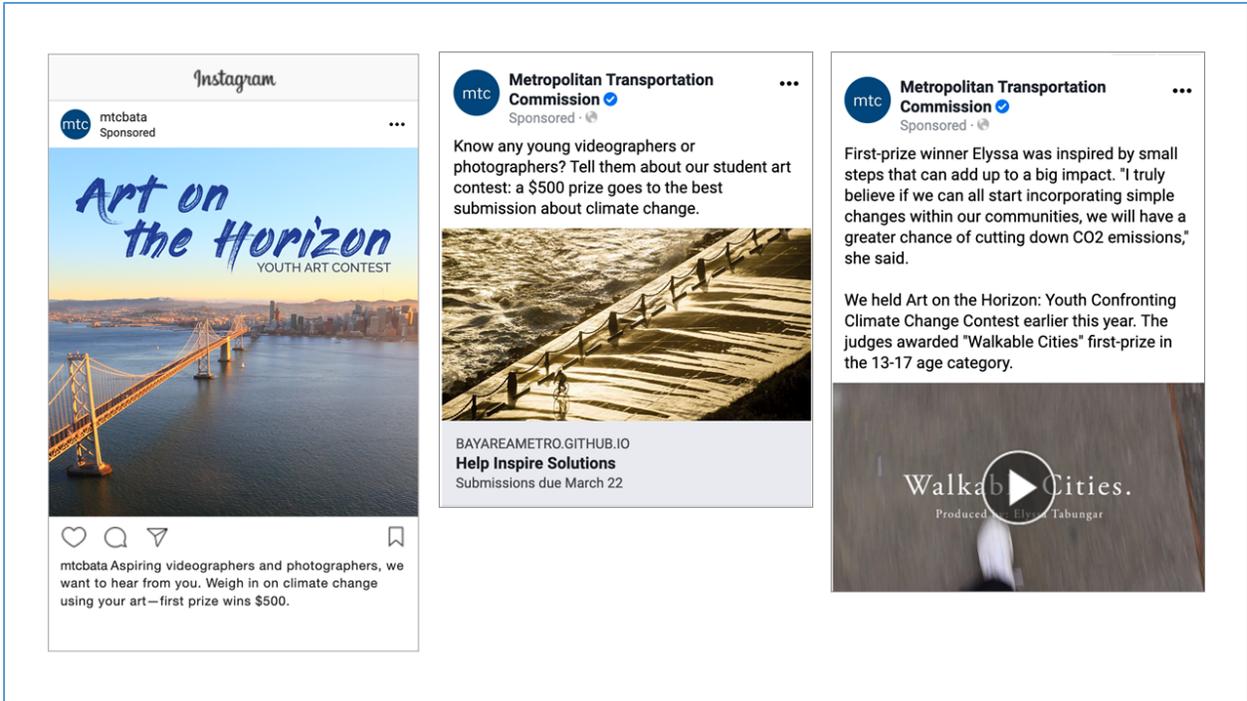
Round 2: Feb. 28 - Mar. 14, 2019

Round 3: Mar. 15-29, 2019

Round 4: May 6-9, 2019

Round 5: May 9-11, 2019

## Sample Posts



## Results

### Outcome

Weak performance, with a low click-through rate

Facebook and Instagram (Rounds 1-3): website clicks

Impressions	Reach	Link Clicks	Click-through Rate
The number of times a post shows up in a social newsfeed.	The number of people who saw your ads at least once.	The number of clicks on links within the ad that led to advertiser-specified destinations.	The rate at which people click-through to the next state.
1,546,154	282,088	5,914	0.38%

Data summary of the entire campaign, consisting of 40 posts.

# Results

## Outcome

Strong performance, with a high engagement rate

Facebook (Rounds 4-5): post engagements

Impressions	Reach	Post Engagements	Engagement Rate
The number of times a post shows up in a social newsfeed.	The number of people who saw your ads at least once.	Any action a person takes with our ad.	Number of post engagements divided by total impressions.
40,578	25,838	8,004	19.7%

Data summary of the entire campaign, consisting of 6 posts.

# Horizon: Web Tool

## Campaign Summary

### Overview

We asked the public to explore the three different Horizon Futures on the Vital Signs website. The LPA social team chose an audience that would be most likely interested in this topic.

### Audience

Bay Area Advocates & Enthusiasts — people who either actively participate in or are interested in transportation policy. These people are forward-thinking and look for environmental, housing and transportation solutions.

### Goal

- Link clicks

**# of Ads 8**

### Platforms

- Facebook
- Twitter

### Timing

Apr. 1-21, 2019

## Sample Posts

**mtc** Metropolitan Transportation Commission  
Sponsored · 🌐

Imagine a future where the sea level has risen by 3 feet and thousands of homes and roads are destroyed by flooding.



VITALSIGNS.MTC.CA.GOV  
**The Bay Area in 2050**  
Explore what might happen

LEARN MORE

**mtc** Metropolitan Transportation Commission  
Sponsored · 🌐

How would life in the Bay Area change if the cost of driving dramatically increased and new technologies enabled greater telecommuting?

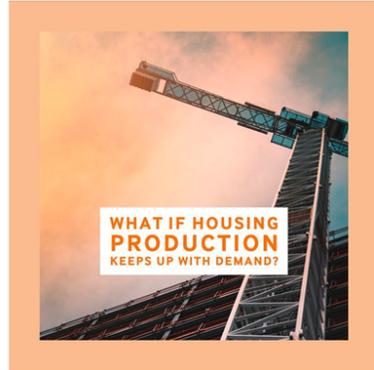


VITALSIGNS.MTC.CA.GOV  
**The Bay Area in 2050**  
Explore possible futures

LEARN MORE

**mtc** Metropolitan Transportation Commission  
Sponsored · 🌐

How might life in the Bay Area be if housing production boomed and 75% of cars are self-driving in 2050?



VITALSIGNS.MTC.CA.GOV  
**The future Bay Area**  
Explore our region in 2050

LEARN MORE

**mtc** Metropolitan Transportation Commission  
@MTCBATA · Apr 1, 2019

Imagine a future where the sea level has risen by 3 feet and thousands of homes and roads are destroyed by flooding. How might life in the Bay Area change? See for yourself. [bit.ly/2YBCrB2](https://bit.ly/2YBCrB2)



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**mtc** Metropolitan Transportation Commission  
@MTCBATA · Apr 1, 2019

What if the cost of driving dramatically increased and new technologies allowing more telecommuting? Get a view into the Bay Area's possible future. [bit.ly/2YBCrB2](https://bit.ly/2YBCrB2)



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**mtc** Metropolitan Transportation Commission  
@MTCBATA · Apr 1, 2019

How might life in the Bay Area be if housing production boomed and 75% of cars are self-driving in 2050? Explore the Horizon futures and find out. [bit.ly/2YBCrB2](https://bit.ly/2YBCrB2)



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# Results

## Outcome

Good performance, with a good click-through rate

Facebook and Twitter

Impressions The number of times a post shows up in a social newsfeed.	Reach The number of people who saw your ads at least once.	Link Clicks The number of clicks on links within the ad that led to advertiser-specified destinations.	Click-through Rate The rate at which people click-through to the next state.
114,722	47,610	3,504	3.1%

Data summary of the entire campaign, consisting of 8 posts.

# Plan Bay Area 2050: Round 1

# Events

## Campaign Summary

### Overview

To publicize Plan Bay Area 2050 pop-up workshops that were held at farmer's markets and other public spaces around the Bay Area, the LPA social team chose to promote each event as its own Facebook event.

### Audience

Bay Area Advocates & Enthusiasts — people who either actively participate in or are interested in transportation policy. These people are forward-thinking and look for environmental, housing and transportation solutions.

### Goal

- Event responses

**# of Ads** 27

### Platforms

- Facebook

### Timing

Sep. 27-Oct. 30, 2019

# Sample Posts

 **Metropolitan Transportation Commission**    
Sponsored · 

We want your input to plan for the year 2050. It's your future—help shape it.



SUN, OCT 6, 2019  
**Plan Bay Area 2050: San Jose**  
Oct 6, 2019 9 AM · Alum Rock Villa...

  Michael Lomio and 7 o... 4 Comments

 **Metropolitan Transportation Commission**    
Sponsored · 

We want your input to plan for the year 2050. It's your future—help shape it.



FRI, OCT 18, 2019  
**Plan Bay Area 2050: SF**  
Oct 18, 2019 10 AM · Heart of the ...

 Marty Cerles and 4 others

 **Metropolitan Transportation Commission**    
Sponsored · 

We want your input to plan for the year 2050. It's your future—help shape it.



SAT, OCT 26, 2019  
**Plan Bay Area 2050: Oakland**  
Oct 26, 2019 11:30 AM · Lake Merr...

 Carrie Zoll and 11 others 1 Comment

# Results

## Facebook

<b>Impressions</b> The number of times a post shows up in a social newsfeed.	<b>Reach</b> The number of people who saw your ads at least once.	<b>Event Responses</b> The number of people who responded Interested or Going to your Facebook event, attributed to your ads.
105,531	41,880	337

Data summary of the entire campaign, consisting of posts.

# Mayor of Bayville

## Campaign Summary

### Overview

The LPA social team, with consultant support, drove engagement at scale with the Mayor of Bayville game, gaining valuable feedback about Bay Area residents' priorities.

### Audiences

- Housing Interests
- Transit Enthusiasts
- Gen Z/Millennial Audience
- Santa Clara Co. Gen Z/Millennials
- Bay Area Commuters
- Video Completions Lookalike

### Goal

- Link clicks

**# of Ads** 68

### Platforms

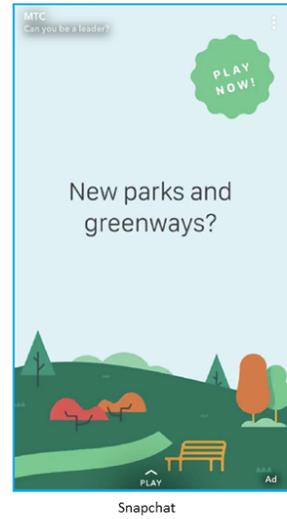
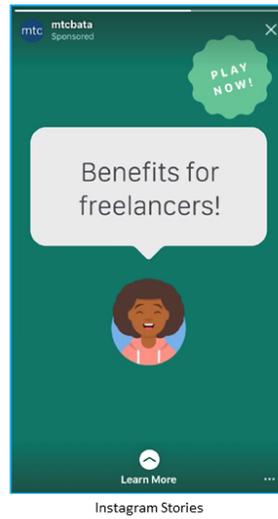
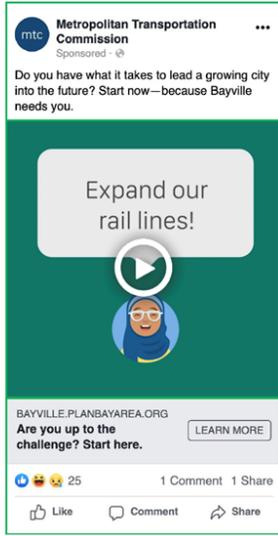
- Facebook
- Instagram
- Snapchat

### Timing

Nov. 18-Dec. 16, 2019

## Sample Posts

Top Creatives, by platform



# Results

## Outcome

Overall, the campaign delivered robust results.

Facebook, Instagram and Snapchat

Impressions	Link Clicks	Click-through Rate
The number of times a post shows up in a social newsfeed.	The number of clicks on links within the ad that led to advertiser-specified destinations.	The rate at which people click-through to the next state.
4,061,612	24,290	0.60%

Data summary of the entire campaign, consisting of 68 posts.

# General Awareness

## Campaign Summary

### Overview

The LPA social team, with consultant support, built awareness of Plan Bay Area 2050 with a focus on MTC's commitment to elevating resident's voices as a core element in the planning process.

### Audiences

- Housing Interests
- Transit Enthusiasts
- Bay Area Commuters
- 3% Engagement Lookalike
- Video Views Targeted

### Goal

- Link clicks
- Thru Play

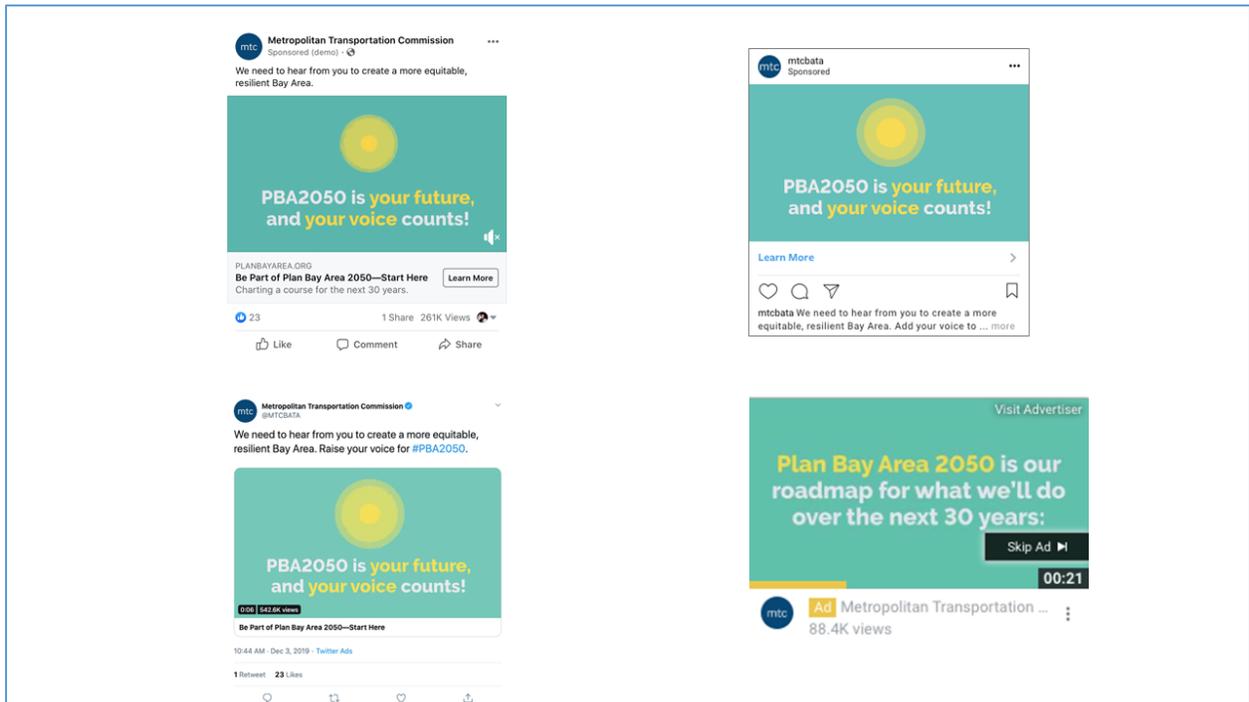
### Platforms

- YouTube
- Facebook
- Instagram
- Twitter
- Spotify

### Timing

Dec. 4, 2019- Jan. 31, 2020

# Sample Posts



# Results

## Outcome

We saw extremely robust results, with a strong video completion rate.

All platforms

<b>Impressions</b> The number of times a post shows up in a social newsfeed.	<b>Video Views (3 Seconds)</b> The number of times your video played for at least 3 seconds, or for nearly its total length if it's shorter than 3 seconds.	<b>Video Completions</b> The number of times your video was played at 100% of its length, including plays that skipped to this point.	<b>Video Completion Rate</b> The rate at which people watch the entire video.
3,761,864	650,358	171,350	26.35%

Data summary of the entire campaign.

# Plan Bay Area 2050: Round 2

## Campaign Summary

### Overview

The LPA social team, with consultant support, gathered Bay Area residents' feedback on Plan Bay Area 2050 strategies via a Typeform survey and drove traffic to virtual workshops.

### Audiences

- Commuters
- Transit Advocates/Enthusiasts
- Housing Interests
- Retargeting Plan Bay Area 2050 Phase 2 Video Views

### Goal

- Survey completions
- Event registration (link clicks)

### Platforms

- Facebook
- Instagram
- IG Stories
- Twitter
- Snapchat

### Timing

Jul. 10-Aug. 10, 2020

## Typeform Survey



# Results

## Outcome

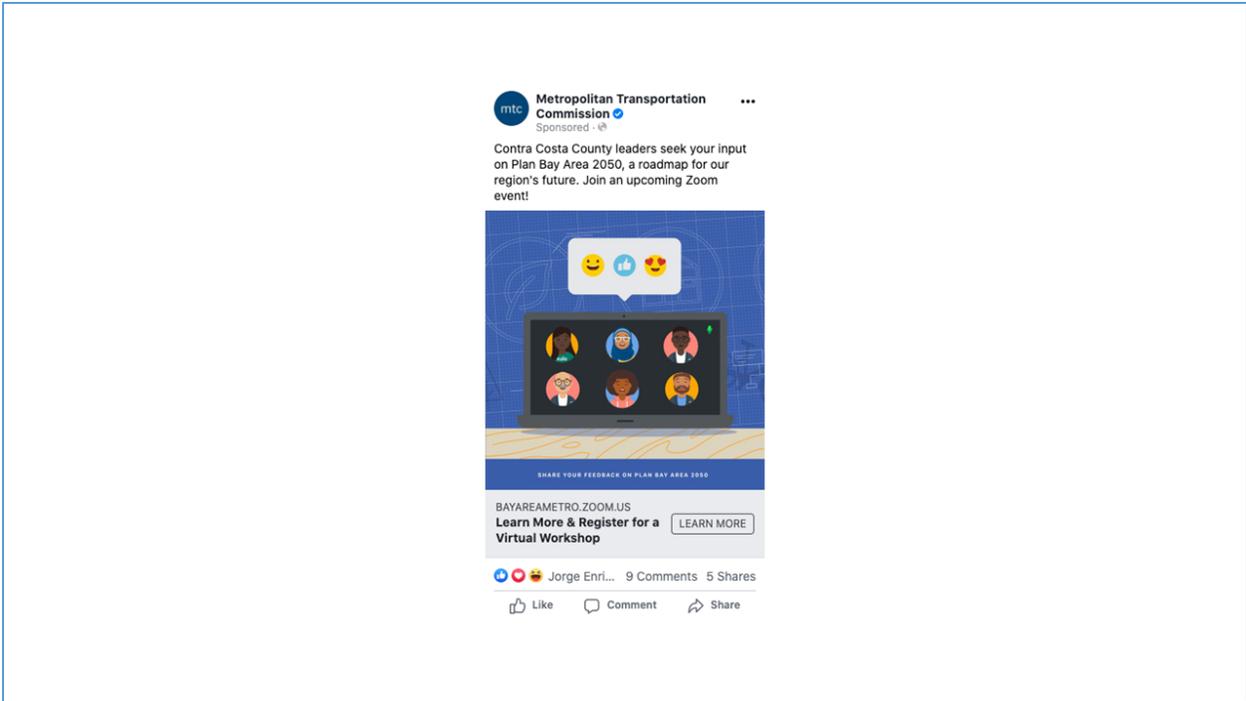
We saw extremely robust survey completion results.

All platforms

Impressions The number of times a post shows up in a social newsfeed.	Link Clicks The number of clicks on links within the ad that led to advertiser-specified destinations.	Survey Submissions The total number of surveys submitted.
5,834,584	20,597	3,919

Data summary of the entire campaign

# Virtual Workshops



# Results

**Outcome**  
 While challenging, we were able to help drive significant participation at online events with a nominal budget.

Facebook and Instagram

Impressions	Link Clicks	Click-through Rate
The number of times a post shows up in a social newsfeed.	The number of clicks on links within the ad that led to advertiser-specified destinations.	The rate at which people click-through to the next state.
<b>3,166,288</b>	<b>10,216</b>	0.32%

Data summary of the entire campaign.

**Metropolitan Transportation Commission  
and Association of Bay Area Governments**

**Management Staff**

**Therese W. McMillan**

Executive Director

**Alix Bockelman**

Deputy Executive Director, Policy

**Andrew B. Fremier**

Deputy Executive Director, Operations

**Bradford Paul**

Deputy Executive Director, Local Government Services

**Kathleen Kane**

General Counsel

**Brian Mayhew**

Chief Financial Officer

**Matt Maloney**

Section Director, Regional Planning Program

**Theresa Romell**

Section Director, Funding Policy and Programs

**Randy Rentschler**

Section Director, Legislation and Public Affairs