

METROPOLITAN TRANSPORTATION COMMISSION

Legislation & Public Affairs (LPA) Overview

October 2022

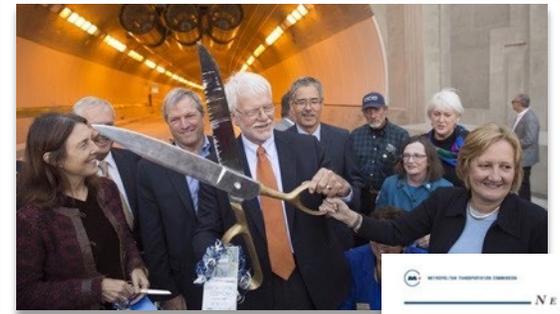
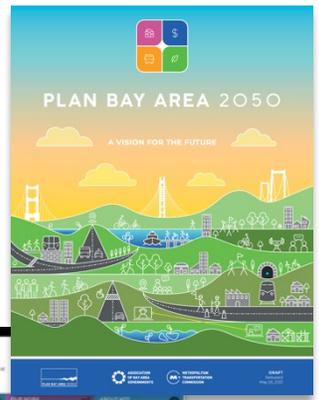
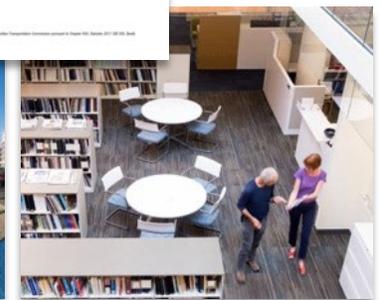
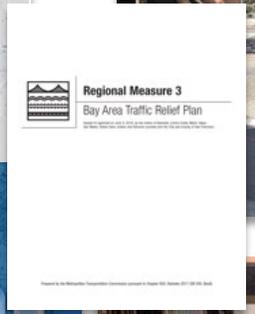
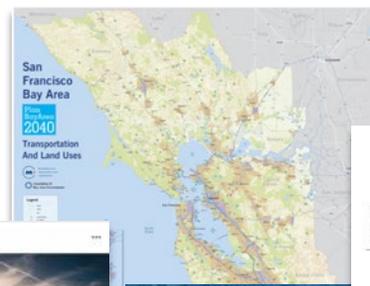


Legislation and Public Affairs (LPA)

Rebecca Long, Section Director

LPA's work falls into three key pillars:

- 1. Advocacy** – local, state, federal
- 2. Public information** – earned, owned and purchased media, graphics, social media, event planning, etc.
- 3. Public engagement** – outreach to ensure Bay Area residents are aware of and help shape our policies and priorities



MY PATHWAY:

Rebecca Long Director, Legislation & Public Affairs



A little about me:

- Naturalized citizen (born in U.K.)
- Grew up in Berkeley
- BA in Politics from UC Santa Cruz
- MPP from U-Michigan Ford School
- Joined MTC in 2002
- Avid cyclist & swimmer
- Mom of two teenagers who attend Albany High School

Legislative Advocacy

- MTC aims to coordinate the Bay Area's many transportation agencies to speak with one voice in Sacramento and Washington, D.C.
- LPA's advocacy team is continually seeking opportunities to implement the core goals of Plan Bay Area, including advancing equity, resilience and mobility.
- We develop our advocacy priorities each fall for the following year.



PBA 2050 Public Engagement

160+ **public meetings** featuring discussion of Horizon & Plan Bay Area 2050

150+ **public events** including in-person & virtual workshops, pop-up events, focus groups

140+ **stakeholder events** including RAWG and REWG meetings, workshops, and webinars

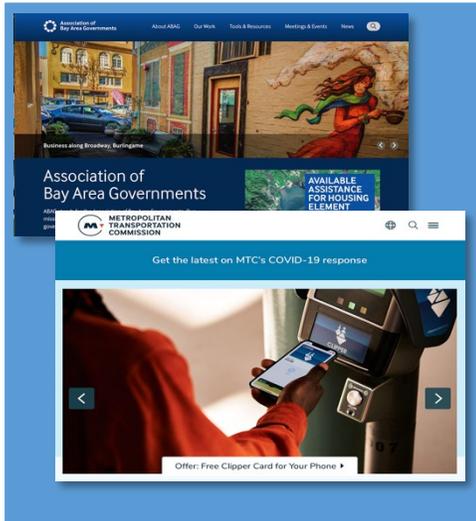
234,000+ **public comments** received on Plan Bay Area 2050

23,000+ **participants** in planning process

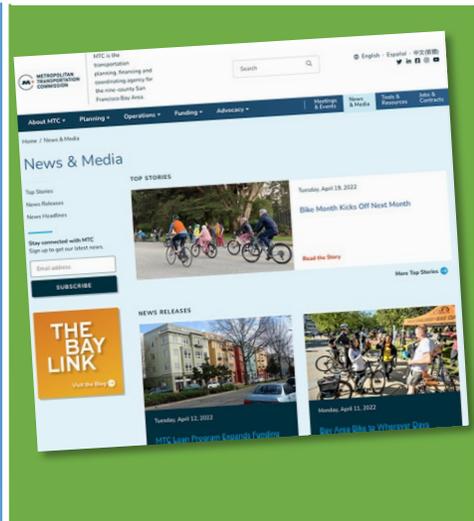
60%+ **focused in Equity Priority Communities and other underserved communities**



Public Information — Getting the Word Out



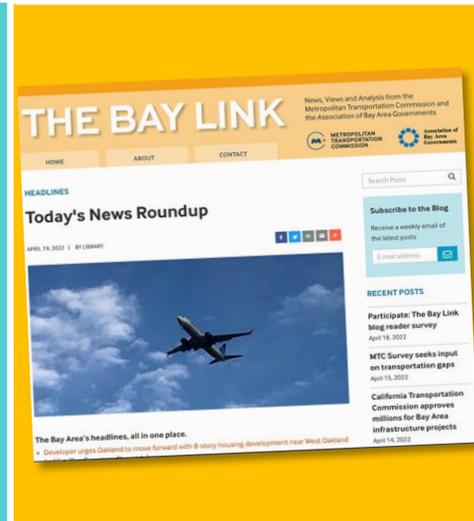
Websites



Press Releases



Social Media



The Bay Link MTC-ABAG Blog



eNewsletters (eblasts) MTC, ABAG, Housing Programs

An aerial photograph of San Francisco, California, showing the city skyline, the Golden Gate Bridge, and the surrounding bay. The image is used as a background for a presentation slide. A yellow bar is visible in the top left corner.

Thank You.

Questions or concerns?
Please Contact:

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