

**Metropolitan Transportation Commission and Association of Bay Area Governments  
Joint MTC ABAG Legislation Committee**

**January 13, 2023**

**Agenda Item 3b**

**Stakeholder Outreach for Potential Bay Area Transportation Measure Enabling  
Legislation Update**

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**Subject:**

Update on stakeholder engagement activities conducted in fall 2022 and next steps for the year ahead.

**Background:**

Plan Bay Area 2050 and the Transit Transformation Action Plan, both adopted in 2021, included a recommendation that MTC convene stakeholders by the end of 2023 to identify priorities and a funding framework for a future transportation ballot measure, including new funding for public transit. Last fall, the Commission directed staff to begin stakeholder engagement on this measure, concurrent with time-critical efforts to identify funding that can “bridge the gap” for additional transit operations funding until more continuous stable revenues are secured.

The Bay Area Housing Finance Authority and the ABAG Executive Board also directed staff to proceed with work on a potential 2024 regional housing ballot measure, recognizing that the timing for a regional *transportation* ballot measure would be better aligned for a subsequent election, given voters ranking of housing and homelessness as their top concern whereas transportation ranked among their lowest concerns.

**Engagement Meetings to Date**

Since the last update to this joint committee, staff have conducted a first round of stakeholder engagement with many of the key partners critical to a successful regional transportation ballot measure, working to better understand key challenges the transportation system faces today, potential priorities for a future ballot measure, actions that would best complement an infusion of new funding, and gain other insights to guide the process going forward. Meetings were held with both large and small transit operators, county transportation agencies, regional and state agencies working on climate and resilience issues, organizations representing environmental, transit rider, equity, labor, and business interests, and advocates for active transportation, older adults, and persons with disabilities.

**Key Themes from Stakeholder Engagement:**

Discussions held throughout fall 2022 and into the winter were an opportunity both to inform stakeholders about the impetus and timeline for this process and to hear their priorities and concerns directly. The following key themes emerged from early stakeholder conversations:

- **There is a broad consensus that sustaining and improving transit service is a top priority and should be a focus of a regional transportation measure.** Stakeholders underscored that the Bay Area transit system requires robust investment to improve frequencies and spans of service, to better time transfers, to simplify complex fare structures, to improve the first- and last- mile experience, and to better serve the diverse needs across the Bay Area.
- **Many stakeholders underscored that public transportation need not be limited to traditional fixed-route public transit.** New active transportation investments, expanded bikeshare programs, expanded paratransit services, and new mobility alternatives to the automobile could be characterized under a broader “public transport” category, while better responding to the mobility needs of the public in this post-COVID era. In developing priorities for a future measure, the region should support creative ways to meet the public’s travel needs in an environmentally sustainable way.
- **The region will need to carefully weigh whether to proceed with exploring a targeted transit-focused measure, or to pursue a more expansive multimodal measure that aims to achieve a broad range of goals.** While this question will clearly need to be informed by public polling in the coming months, it is a discussion that should remain a top priority to explore with stakeholders and the Commission this year.
- **County transportation agency staff recommended incorporating local street and road repairs into a future regional measure as a way to gain broader support, especially outside the region’s urban core.** While all stakeholders seemed to recognize that public transit should receive significant funding in a future measure, county transportation agencies favored a multimodal expenditure plan that included funding for local street and road repair, a significantly underfunded need that appeals to all

jurisdictions regionwide and can provide benefits not just for passenger vehicles, but also bus riders, bicycles and pedestrians.

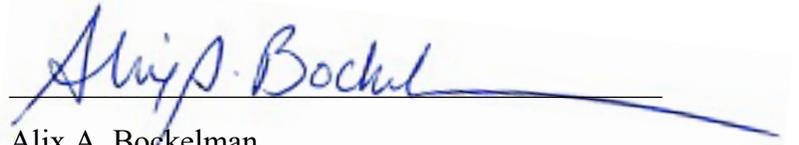
- **Beyond modal themes, cross-cutting policy goals such as advancing social equity, climate mitigation and resilience, and adaptability to an uncertain future were underscored by many different stakeholders.** Rather than exploring these topics as independent funding “silos,” stakeholder discussions helped to illuminate that they should guide the measure’s overall expenditure plan and any associated policies.
- **More funding alone will be insufficient to address current and future challenges.** Both public agencies and advocates alike underscored the need to tackle systemic issues like significant staffing shortages, insufficient bandwidth to pursue fragmented grant opportunities, and bureaucratic hurdles that make it more difficult to implement projects and programs. Building in policy provisions into the measure was recommended as a way to gain more benefits than funding alone.
- **Stakeholders responded favorably to the idea of a transparent and inclusive public process for this potential regional measure.** In addition to continued engagement with stakeholders focused on a future regional transportation measure, there are potential synergies with the envisioned summer 2023 Plan Bay Area 2050+ public engagement process to seek feedback on the contents of a regional transportation ballot measure to be authorized via legislation by the end of 2024.

**Next Steps:**

As detailed in Attachment A, staff proposes moving forward with a public poll of Bay Area residents this winter to better understand the public’s priorities when it comes to transportation, augmenting further discussions with key stakeholders planned for the spring. Staff proposes returning to this committee later this spring with insights from the poll and proposed goals for a regional transportation ballot measure, for discussion.

**Attachments:**

- Attachment A: 2023 Proposed Work Plan for Potential Regional Transportation Ballot Measure Enabling Legislation



Alix A. Bockelman

Attachment A

2023 Proposed Work Plan for Regional Transportation Ballot Measure Enabling Legislation

| Timeframe      | Key Tasks  |
|----------------|--|
| Winter 2022/23 | <ul style="list-style-type: none"> <li>• Complete first round of stakeholder engagement to hear initial priorities from Bay Area partners related to a regional transportation measure (completed)</li> <li>• Conduct public poll to better understand current transportation priorities and to inform next steps</li> </ul>   |
| Spring 2023    | <ul style="list-style-type: none"> <li>• Develop draft high-level goals for regional transportation ballot measure</li> <li>• Hold second round of stakeholder engagement conversations to discuss polling insights &amp; draft goals</li> <li>• Present update to Joint MTC ABAG Legislation Committee and vet draft goals</li> <li>• Refine high-level goals for regional transportation ballot measure authorizing legislation based upon feedback received</li> <li>• Conduct analysis of revenue options, including revenue forecast and pros and cons from a policy and equity standpoint</li> </ul> |
| Summer 2023    | <ul style="list-style-type: none"> <li>• Conduct public engagement to inform authorizing legislation investment priorities, potentially in conjunction with Plan Bay Area 2050+ and Transit 2050+ process given likely synergies</li> <li>• Develop draft concept(s) for ballot measure based upon stakeholder and public feedback</li> </ul>  |
| Fall 2023      | <ul style="list-style-type: none"> <li>• Publicize draft concept(s) for ballot measure and refine proposal based on feedback from stakeholders, the public and local elected officials (<u>Note</u>: sequencing of local elected official outreach to follow regional housing measure outreach)</li> <li>• Present to Joint MTC ABAG Legislation Committee ballot measure concept to advance during 2024 legislative session for placement on the ballot <i>after</i> 2024.</li> <li>• Present to and secure approval from Commission to sponsor enabling legislation.</li> </ul>                          |