



A T T A C H M E N T A

Plan Bay Area 2050+ Public Engagement Plan Overview of Proposed Engagement Activities

Summary

Plan Bay Area 2050+ will be a limited and focused update to the long-range regional plan with the goal of making refinements to select plan strategies and identifying new implementation actions to move the Bay Area’s vision for transportation, housing, the economy and the environment forward. Public participation is critical to ensure an open process, in which all interested residents have the opportunity to offer input and share their vision for what the Bay Area will look like decades from now.

Appendix C of [MTC’s 2023 Public Participation Plan](#) establishes an engagement framework for Plan Bay Area 2050+ and provides an overview of the plan’s engagement strategy and an anticipated timeline. The information below provides more detail of the engagement activities by phase, including specific recommendations on potential engagement techniques. It is important to note that as the planning process unfolds, activities may change or be modified to ensure engagement is tailored to the needs of developing the plan.

Phase 1: Draft Blueprint

Given Plan Bay Area 2050’s solid foundation of 35 strategies, the Draft Blueprint phase for Plan Bay Area 2050+ will focus on refinements to select strategies¹. Assumptions for the select Blueprint strategies will be updated to reflect ongoing implementation efforts from Plan Bay Area 2050, while also leveraging findings from previous scenario planning efforts that may be relevant to the post-COVID environment. Staff propose using the following engagement strategies:

a) **Pop-up Workshops**

This format consists of meeting people “where they are” at public events/venues (e.g., farmers markets, art festivals, transit centers, etc.). Instead of holding traditional open houses that attract fewer people, pop-up workshops allow us to use existing venues, events and gatherings to maximize participation. Pop-up workshops are mobile, light and inexpensive, with more limited staff participation.

¹ The Plan Bay Area 2050 Implementation Plan and the Transit Transformation Action Plan both identified development of a new transit modal plan, which would take a service-oriented approach to creating an aspirational transit vision for the Bay Area. Named Transit 2050+, the plan will be developed in a parallel process — with its own engagement program — that will feed into the development of the Plan Bay Area 2050+ Blueprint. It is important to note that public engagement for Transit 2050+ will generally be timed to align with Blueprint engagement.



b) Online Input

Leveraging the materials used for the pop-up workshops, develop an online activity (e.g., survey) that allows members of the public and our partners to provide input on their own time.

c) Technical Webinars/Digital Workshops

Webinars and virtual workshops were broadly used and highly successful in attracting more participants during the pandemic compared to pre-pandemic times. To continue to maximize participation from partners and other technical stakeholders, we will host webinars or digital workshops, as needed.

d) Office Hours/One-on-one Virtual Meetings

This engagement strategy was very successful during the development of the Implementation Plan for Plan Bay Area 2050. Staff propose hosting office hours for our technical partners, advocates and other interested parties to be able to provide detailed input early in the plan development process.

Phase 2: Final Blueprint

Based on the results of the Draft Blueprint technical analysis, MTC and ABAG will define a preferred alternative (Final Blueprint) to advance to final environmental analysis. The preferred alternative will include the strategies and Growth Geographies that will best meet the plan's vision given identified fiscal and policy constraints. Staff propose using the following engagement strategies:

a) Digital Workshops/Virtual Open Houses

During the pandemic, digital public workshops were highly successful in increasing participation from a broader audience. Staff propose hosting digital workshops or open houses during this key phase as complex topics are presented and detailed input is requested.

b) Technical Webinars

Host webinars to solicit input from technical partners, advocates and other interested parties.

Phase 3: Implementation Plan

The revised Implementation Plan for Plan Bay Area 2050+ will focus on short-term, tangible actions that MTC and ABAG can take to advance the plan's strategies, in partnership with other public agencies, non-profit organizations and the private sector. The Implementation Plan process will engage Bay Area residents, local governments, civic organizations, business interest, non-profits and other interested parties to identify and prioritize new actions to advance implementation of Plan Bay Area 2050+. Staff propose the following activities for engagement:



a) **Survey**

Conduct a broadly promoted survey to gauge the public's priorities for implementation and help inform the development of the Implementation Plan. Partner with CBOs to encourage robust participation from Equity Priority Communities.

b) **Office Hours**

Host another round of office hours early in the process of developing the Implementation Plan. Input from these meetings will lay the groundwork for the Partnership Phase and help inform the development of the Implementation Plan

c) **Digital Technical Workshops**

Host digital workshops to solicit input from technical partners, advocates and other interested parties.

Phase 4: Draft Plan Bay Area 2050+, Draft EIR, Draft Implementation Plan

All draft Plan Bay Area 2050+ documents will be released for a 45-day public comment period. The final phase of engagement activities is outlined below.

a) **Digital Workshops**

Similar to Phase 2, the digital workshop format will work best during this phase, when, in addition to complex material, multiple documents are required to be available for public review and comment.

b) **Public Hearings on the Draft Environmental Impact Report (EIR) and Draft Plan**

Three public hearings will be held and will serve as public hearings on the draft plan document and the Draft EIR. For the Draft EIR, a Notice of Preparation will be issued, and a virtual public scoping meeting will be held to explain the environmental process and solicit early input on areas of concern. A public comment period will be established for written and oral public comments, as per guidelines under the California Environmental Quality Act (CEQA); responses to comments will be in the Final EIR.

c) **Implementation Plan Partnership Phase Office Hours**

Host another round of office hours to allow partners, advocates and other interested parties the opportunity to provide in-depth input on the draft documents.

d) **Webinars**

Host webinars to present the draft documents and solicit input from the general public, technical partners, advocates and other interested parties.



CBO Engagement

As in past cycles, staff plans to contract with community-based organizations to increase public engagement opportunities for historically underserved communities. Activities will be led by the CBOs in coordination with staff and will be designed to meet the needs of the communities each organization serves.

Digital Promotion

Digital engagement is a powerful tool to encourage the public's participation in meetings/workshops and to raise awareness about upcoming opportunities for getting involved. MTC staff will continue to use digital promotion to reach a broader audience, as needed.