
Plan Bay Area 2050+: Public Engagement Overview

Subject:

Overview of the engagement strategy for Plan Bay Area 2050+, from promotion prior to plan kickoff this summer through adoption in 2025.

Background:

Plan Bay Area 2050, adopted in 2021, was a major update to the regional vision connecting transportation, housing, economic development and environmental resilience. Soon after adoption, MTC-ABAG staff moved forward with implementation initiatives that laid the groundwork toward advancing the plan's 35 strategies. To enable continued progress implementing the vision and goals of Plan Bay Area 2050, in December 2022 staff proposed advancing a limited and focused update to Plan Bay Area 2050, known as Plan Bay Area 2050+, which will be kicking off in summer 2023 and wrapping up in late 2025.

As part of the development of MTC's 2023 Public Participation Plan, staff developed Appendix C, the Public Participation Plan for Plan Bay Area 2050+ with the goal of scaling public engagement at a level appropriate for this focused update — while at the same time meeting or exceeding federal and state public participation requirements. With Plan Bay Area 2050+, staff is proposing to build on the solid foundation of Plan Bay Area 2050 engagement efforts to deliver a comprehensive public engagement program that encourages residents, especially in Equity Priority Communities, to participate in the decisions that affect them.

Engagement Strategy and Timeline:

Staff anticipates that there will be four phases of public engagement for Plan Bay Area 2050+:

- Phase 1: Draft Blueprint (Summer 2023)
- Phase 2: Final Blueprint (Spring 2024)
- Phase 3: Implementation Plan Development (Winter 2024–2025)
- Phase 4: Draft Plan Bay Area 2050+, Draft EIR and Draft Implementation Plan (Spring–Summer 2025)

The pandemic's impact cemented the public's expectation for virtual engagement opportunities, both to provide input and to stay informed. As such, staff plans to prioritize a hybrid approach for Plan Bay Area 2050+ engagement — meeting people in-person where they are already gathering, offering live and asynchronous opportunities to participate online or by phone, and leveraging digital engagement and promotion to keep people informed and engaged throughout the process.

Next Steps:

Phase 1 of public engagement will begin shortly after the plan update kickoff in July.

Issues:

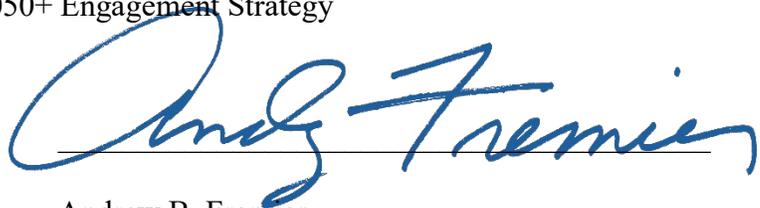
None identified.

Recommendations:

Information

Attachments:

- Attachment A: Plan Bay Area 2050+ Engagement Strategy
- Attachment B: Timeline



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