



PLAN BAY AREA 2050+



ASSOCIATION OF BAY AREA GOVERNMENTS
METROPOLITAN TRANSPORTATION COMMISSION

Plan Bay Area 2050+: Summer 2024 Engagement Findings

MTC Planning Committee and ABAG Administrative Committee

November 8, 2024

Public Engagement Activities



- **Pop-up workshops (18)**
 - Two per county
 - Focused on reaching Equity Priority Communities (EPCs) and transit users
- **Online Survey**
 - Available in Chinese, English, Spanish and Vietnamese
 - Mirrored pop-up workshop activities
 - Focused on reaching all Bay Area residents
- **Community-based Organization (CBO) Partnerships**
 - Partnered with 17 organizations across the Bay Area
 - CBO partners hosted **eight additional pop-up workshops** and **21 discussion groups**, **6 presentations** to community groups and **one traditional workshop**.
- **Paid Digital Promotion**
 - Promoted individual pop-up events
 - Survey was promoted in four languages on Facebook feeds and Instagram Stories

The detailed list of all summer 2024 engagement activities is included in Attachment B.

Partner Engagement Activities

- **Webinar**

- Introduce the Plan Bay Area 2050+ Draft Blueprint Outcomes and Draft Transit 2050+ Network
- 90 minutes
- Included staff presentation and Q & A
- Recording posted to Plan Bay Area website

- **Technical Workshops**

- In-person full-day workshops on September 12 and September 18, 2024
- Hosted at the Bay Area Metro Center in San Francisco
- Technical content intended for federal, state, regional and local agency staff

- **Office Hours**

- Staff plan to host office hours later this fall



Findings from the partner engagement activities are summarized in Attachment E.

Engagement Goals

Information + Input

1. Share the outcomes from the Draft Blueprint analysis and the Draft Transit 2050+ Network
2. Seek feedback on the challenges identified through the Draft Blueprint analysis and input on the initial Transit 2050+ recommendations
3. Identify early priorities for implementation to inform the development of the Plan Bay Area 2050+ Implementation Plan



Public Engagement Findings – Pop-ups and Survey

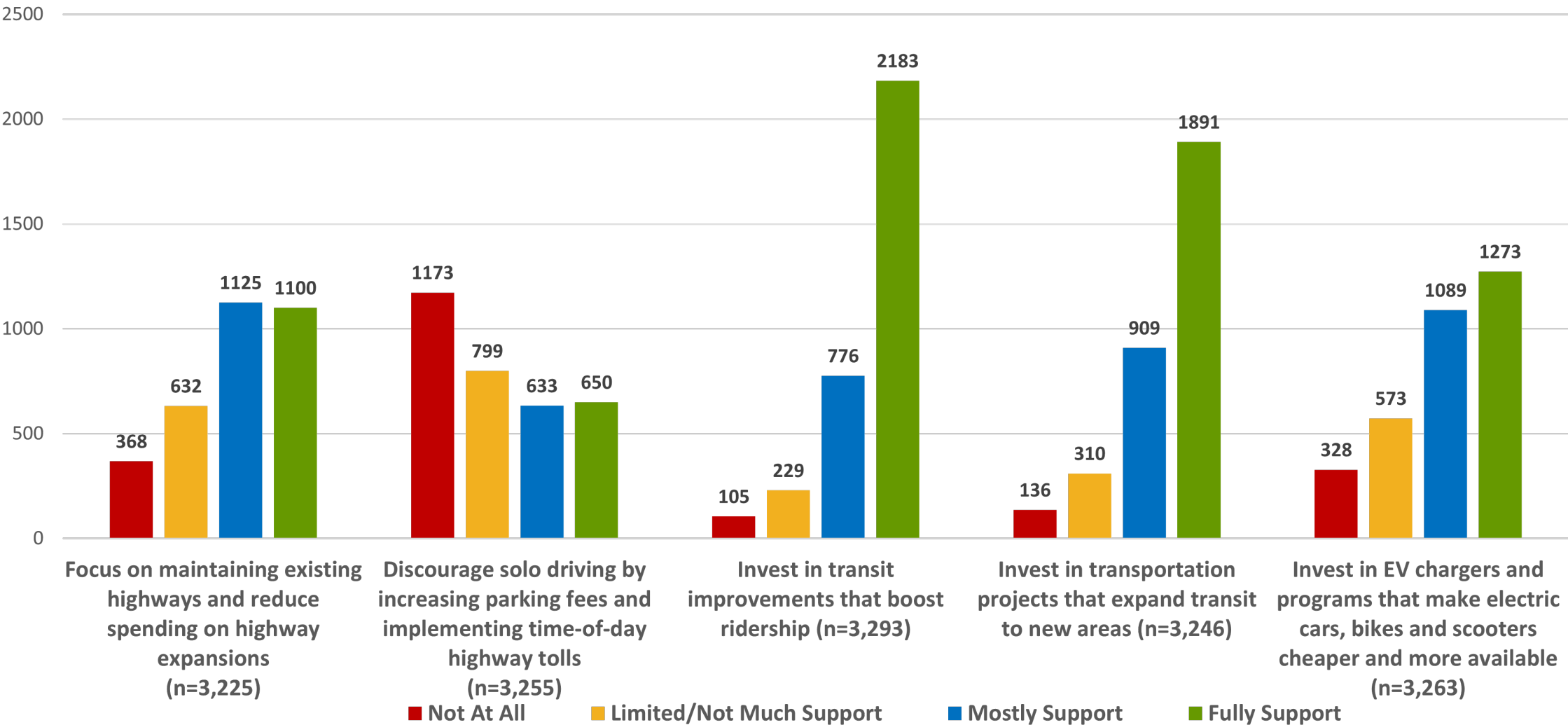


- The following slides integrate the results from the 26 pop-up workshops and the online survey.
- Participants were asked to provide input on:
 - Proposed solutions to meet the plan’s climate target
 - Proposed transit frequency and safety improvements
 - Potential transit funding priorities
 - Early priorities for implementing the full suite of Plan Bay Area 2050+ strategies
- Over **13,800 residents and partners** participated in summer 2024 engagement activities.

Detailed findings are included in Attachment D.

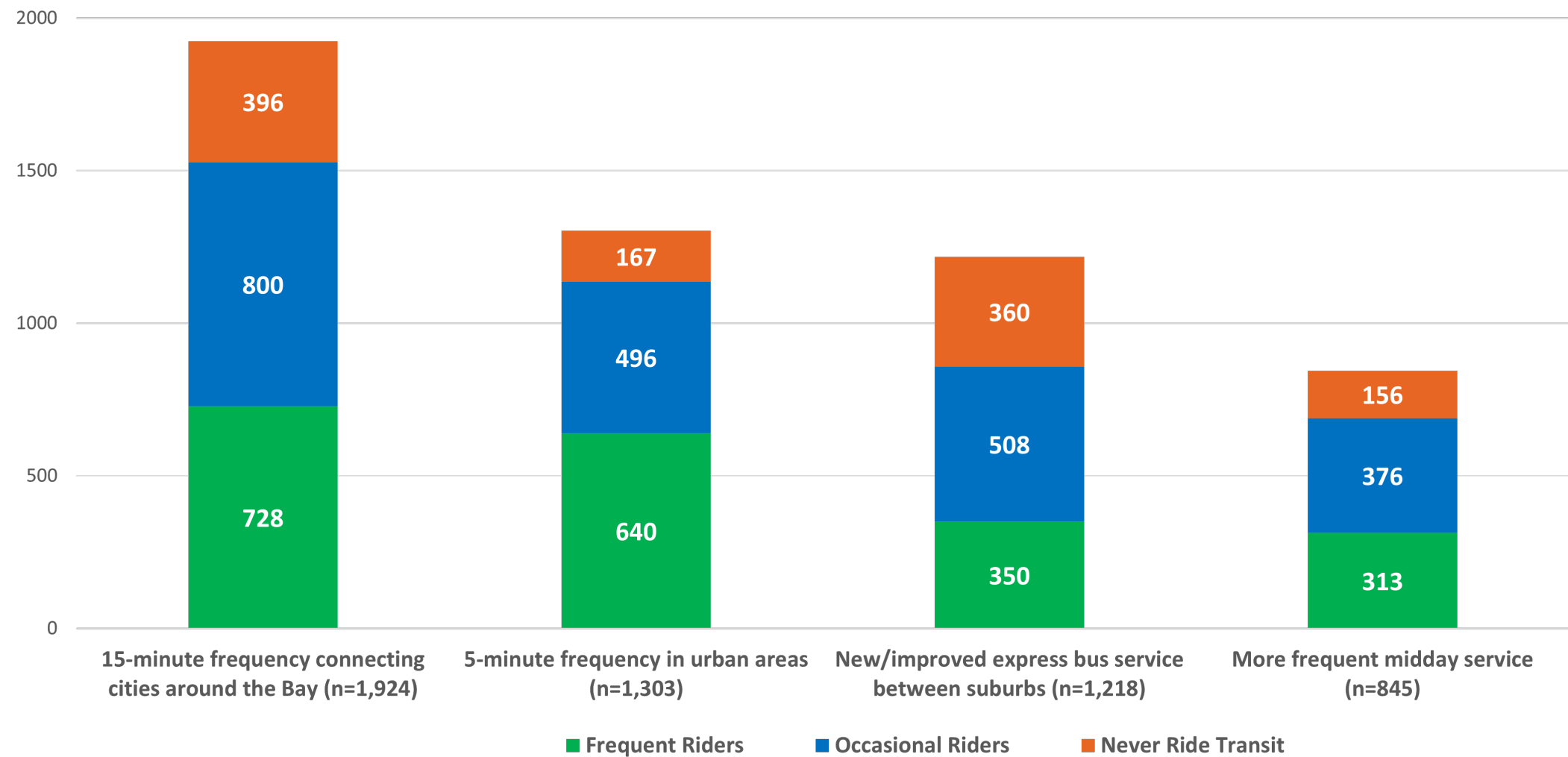
Possible Solutions: Climate Emissions Target

Investing in transit improvements received the highest level of support, followed by transit expansion and investments in EV infrastructure. Pricing opposition and support were a bit more balanced, but still leaned toward greater opposition.



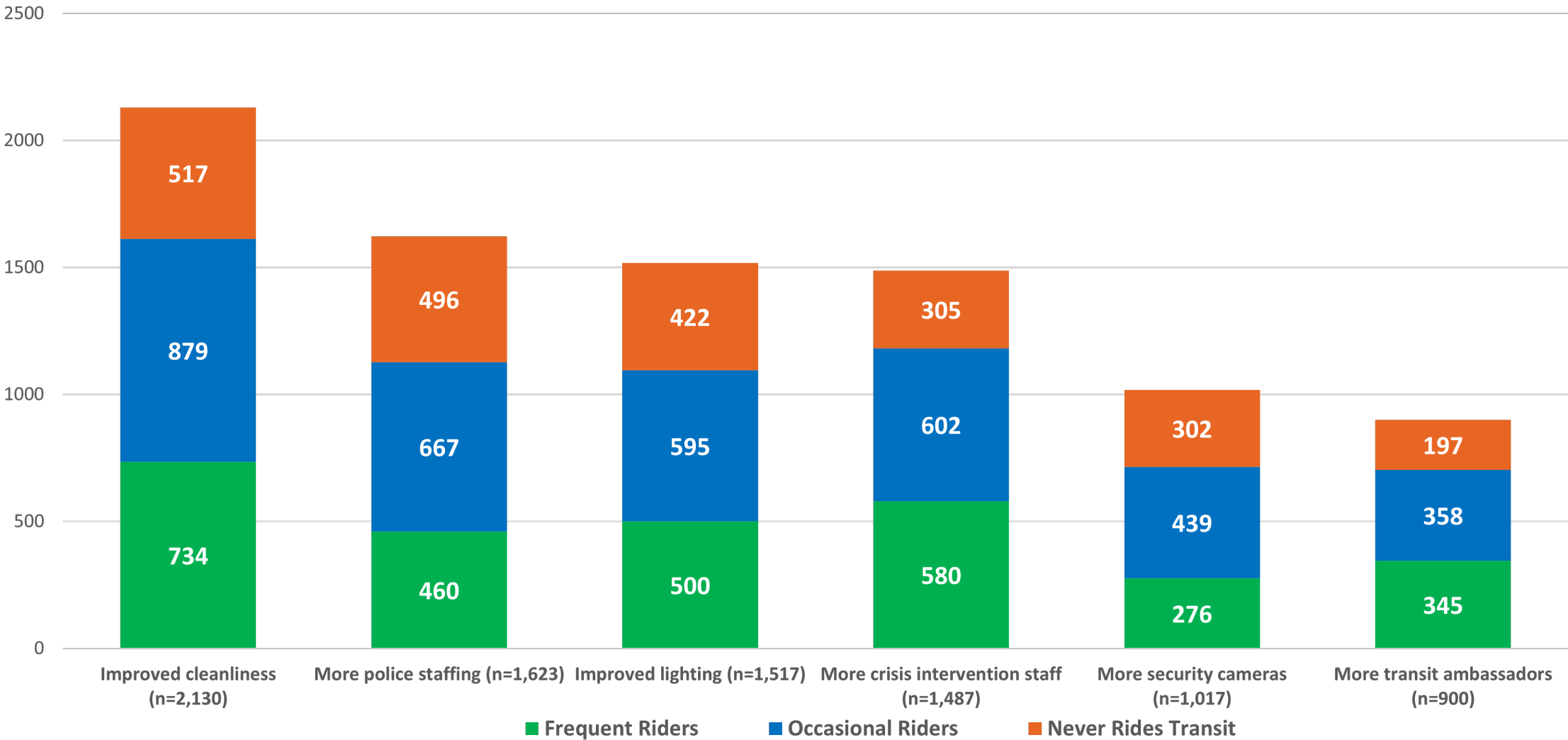
Understanding Priorities: Transit Frequency

Among frequent riders and participants who never ride transit, 15-minute frequencies were the top priority, while occasional riders prioritized new and/or improved express bus service between suburbs.



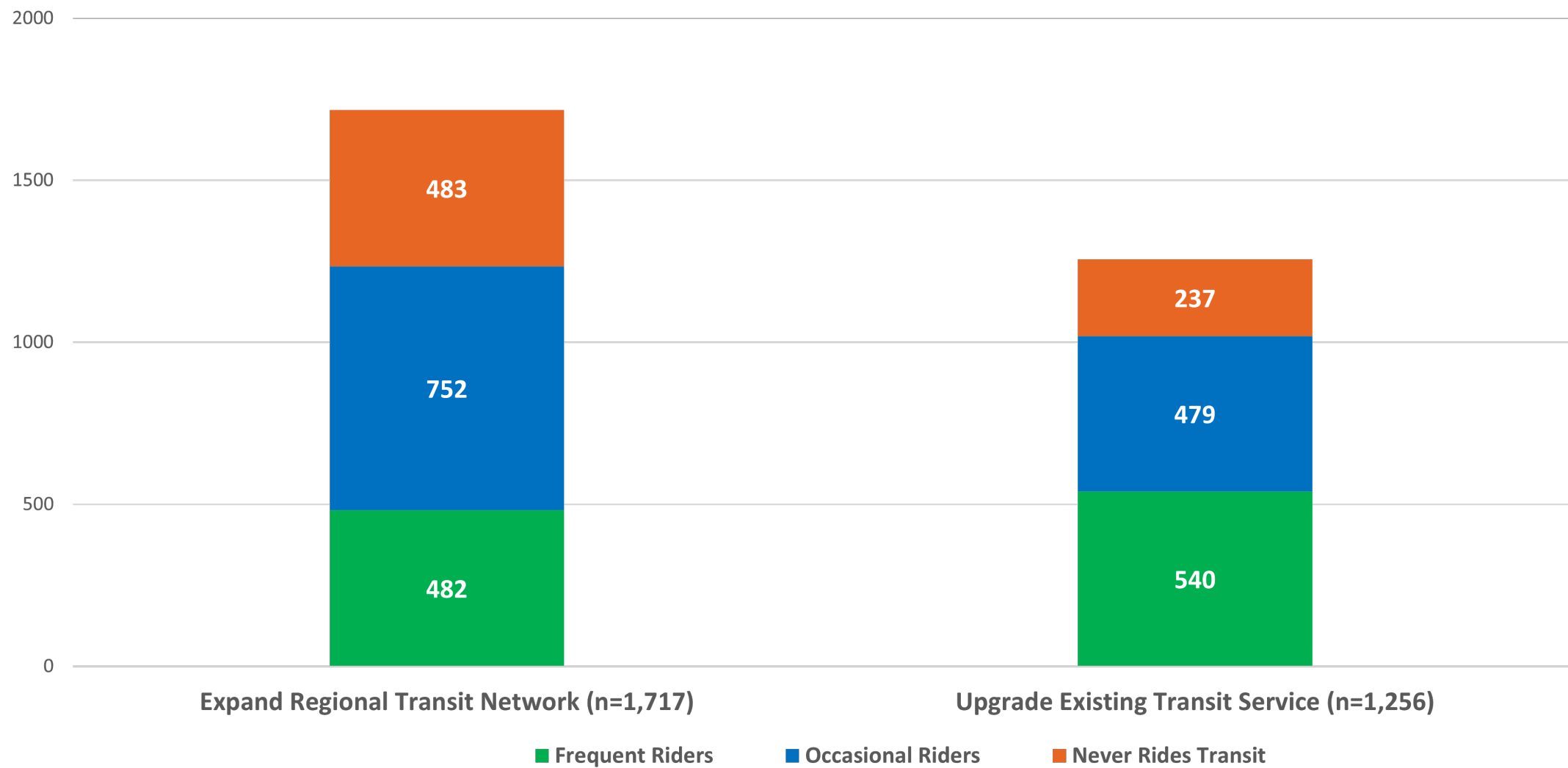
Understanding Priorities: Transit Safety & Security

Among all riders, 15-minute frequencies were the top priority, while relatively more occasional riders and those who never ride transit prioritized new and/or improved express bus service between suburbs compared to frequent riders.



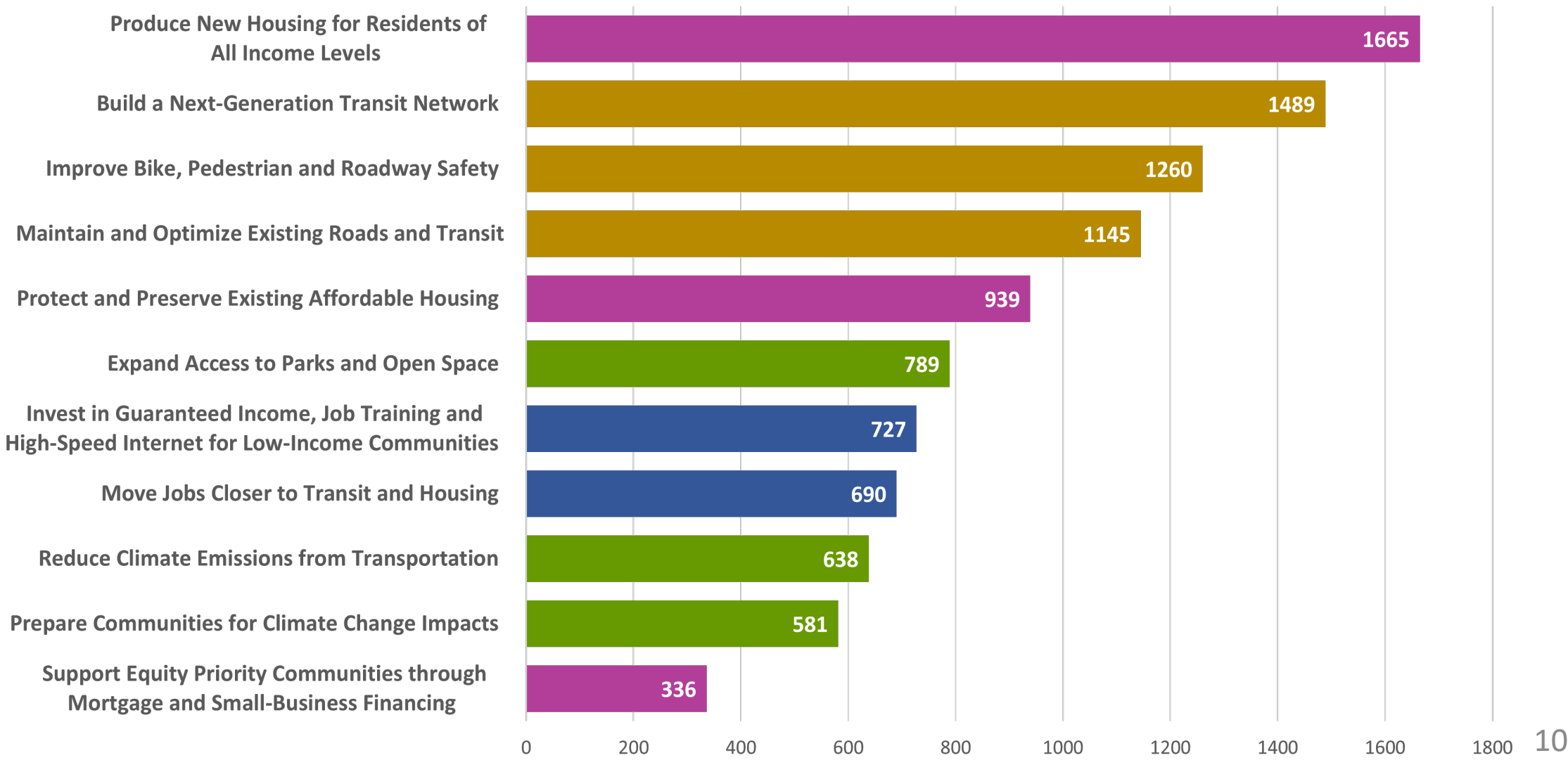
Understanding Priorities: Transit Investments

All types of transit riders leaned toward investments that expand rather than optimize the transit network; however, participants often defined expansion as expanding service in their own communities versus funding transit mega-projects.



Understanding Priorities: Near-Term Implementation

Zooming out to the broader Plan Bay Area 2050+, participants’ priority for implementation in the next four years continues to be housing production at all income levels, closely followed by transit expansion and road safety for all modes.



What We Heard

Participants were able to provide additional written comments during the pop-up workshops and during the survey. The following themes rose to the top:

1. TRANSIT

"I would like to see transit solutions where the travel time is less than twice that of driving."

2. HOUSING AND LAND USE

"Building a better Bay Area is all about dramatically more housing and improving biking/transit networks. Housing costs are crushing people here, which causes people to live farther away, drive more and pollute the air with long commutes. Build more housing in our core Bay Area and expand transit frequency/speed."

3. BIKE/PED INFRASTRUCTURE

"Invest in complete streets so that people can bike, roll, walk and enjoy our beautiful cities and towns in the Bay Area. Invest much more in active transit, making safe bike routes for people of all ages."

4. ROADS/PRICING

"Maintenance is key. No expansion until roads are smooth."

5. EQUITY

"Stop supporting projects that only help the rich! The rich are often the most wasteful and impact climate change to most! If you don't help the poor and middle class no one will be happy."

Public Engagement Findings – CBO Activities

Staff partnered with 17 CBOs to reach Equity Priority Communities and other historically-excluded communities. These were the issues that rose to the top:

- **Climate Emissions**

- Prioritize maintaining existing highways over expanding them, invest in transit to reduce solo driving and make EVs more accessible while addressing the high cost of electricity.
- Fee-based strategies to discourage solo driving were unpopular because they disproportionately affect residents with low-incomes and because carpooling or taking transit is often not feasible due to the nature of employment and/or work hours.
- Strong support for environmental goals, but they should not come at the expense of marginalized communities.

- **Transit Improvements**

- Strong support for improving frequency and reliability, as well as expanding transit to underserved areas.
- Safety was a major concern, with many calling for improvements in cleanliness, better lighting and more security cameras.
- Youth particularly expressed concern about infrequent transit services and the difficulty in navigating transit systems, advocating for clearer and safer options.

- **Implementation**

- Holistic approach that integrates sustainable transit, affordable housing and job creation with environmental goals.
- Unanimous support for producing new affordable housing and investing in infrastructure improvements while prioritizing underserved communities.
- Rural residents' top priority was ensuring access to high-speed internet, especially during disasters.

A background photograph of a community event on a grassy field. Several people are visible, some wearing flower crowns. In the background, there are blue and purple pop-up tents under a clear sky. On the left, a sign on an easel is partially visible, showing text in Spanish and English, including 'MTC/ABAG' and 'Final Blueprint'.

Next Steps

- MTC/ABAG planning staff will consider all feedback received to inform refinements to the Final Blueprint.
- MTC Planning Committee and ABAG Administrative Committee are anticipated to consider approval of Final Blueprint strategies in January 2025.
- A third round of engagement on the Implementation Plan with partners and stakeholders is anticipated in early 2025.
- Final round of engagement on the Draft Plan, Draft EIR and Draft Supplemental Reports anticipated in summer 2025.