



METROPOLITAN  
TRANSPORTATION  
COMMISSION

**Agenda Item 6**  
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## *Memorandum*

TO: Policy Advisory Council

DATE: March 1, 2017

FR: Ellen Griffin & Ursula Vogler, Legislation & Public Affairs W.I. 1114

RE: Update: Plan Bay Area 2040 Public Engagement – Release of Draft Plan, Spring 2017

After a multi-year planning effort, the Draft Plan Bay Area 2040 will be released for public review and comment in April 2017. With this major milestone comes a round of public engagement. The bullets below summarize the range of activities planned.

- **Open Houses:** One open house will be held in each Bay Area county. Most will be evening meetings; one may be held on a Saturday. We are in the process of confirming dates and venues in conjunction with members of the Commission and ABAG's Executive Board.
- **Public Hearings:** We are scheduling a combination of day and evening public hearings on the Draft Plan and the Draft Environmental Impact Report.
- **Presentations to Local Elected Officials:** Per Senate Bill 375, the Draft Plan will be presented in each county to county boards of supervisors and city council members at informational meetings. The county congestion management agencies will host these meetings since their board membership includes most of the required participants.
- **Native American Tribal Summit:** Per federal requirements, we will meet with representatives of the federally designated Native American Tribes in our region.
- **Community Outreach:** We are under contract with five community-based organizations in low-income areas and communities of color to assist us in engaging their residents and/or clients in development of the plan. The groups will host focus groups or conduct surveys, at times and locations convenient to their residents, to discuss the Draft Plan.
- **Online Survey:** An online survey about the Draft Plan will be promoted on traditional and social media outlets, in order to reach out to residents who do not attend the open houses.
- **Media Briefing:** A webinar for members of the news media will brief them on the Draft Plan and encourage them to publish or broadcast stories about the plan and related issues.

We encourage members of the Council to assist us in notifying organizations and/or individuals in your county. We will prepare an email message that you can send to names in your personal databases, or you can give staff contact info for any organization and we will send a request that they pass along to their constituents and members the email message about the open houses.

Thank you for your help in spreading the word about the release of the Draft Plan Bay Area 2040.