

Memorandum

TO: Policy Advisory Council

DATE: February 7, 2018

FR: Ursula Vogler

W. I. 1112

RE: Development of MTC's Public Participation Plan

Background

State and federal statutes require metropolitan planning organizations such as MTC to adopt participation plans to provide the public and stakeholders with opportunities to be involved in the transportation planning process. MTC's current [Public Participation Plan](#) (PPP) was adopted in 2015 and informs interested residents on how to engage in the range of MTC's planning and funding allocations. Appendix A to the Public Participation Plan highlights planning and decision milestones, and public engagement opportunities, for Plan Bay Area 2040 — the region's last long-range transportation and land-use blueprint.

For the past two planning cycles, MTC and ABAG have engaged in more traditional planning and outreach techniques and strategies for both Plan Bay Area (adopted in 2013) and Plan Bay Area 2040 (adopted in 2017). However, given the ever-changing economic, technological and climate conditions in the Bay Area, a more innovative planning and engagement program is warranted, one that can assist with analyzing a range of future impacts and developing solutions to these impacts. This upcoming planning and outreach effort (tentatively titled *Futures*) will help to create a broad range of options for the Bay Area. Although a separate effort, the results of the *Futures* work will inform the next Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS), tentatively being referred to as "Next Plan."

With work on *Futures* and the Next Plan slated to begin in early 2018, staff will release a draft update to the PPP this spring. This memo provides an overview of the anticipated process and schedule for this public engagement blueprint (Attachment A).

Proposed Approach

We are conducting some research now to inform the PPP update. Inputs include or will include:

- Reviewing recommendations from an evaluation of Plan Bay Area 2040 public engagement activities, including conducting calls with other metropolitan planning organizations and partner agencies to inquire about public engagement best practices;
- Implementation of an online and paper survey to ask the best methods to engage the public, partner agencies and stakeholder groups. This survey is available in English, Chinese and Spanish and sent/distributed to stakeholder groups, interested parties and the public in January 2018;
- Conducting focus groups with representatives from community-based organizations in low income communities and communities of color, along with other stakeholder groups to request input; and
- Presentations at MTC's Policy Advisory Council, among other committees, to request input.

Presentation at February Meeting

At your February meeting, we hope to hear your ideas about public engagement methods. In particular, we hope to hear:

- How best to present detailed investment and policy choices in a way that is transparent;
- Which specific techniques or initiatives that have worked well for your agency or community in engaging the public on planning issues;
- Ideas for meaningful comment opportunities that go beyond public meetings;
- How social media or other online forums have assisted your public engagement efforts;
- Preferred methods for receiving updates about the process; and
- Ways that your agency or organization might assist MTC and ABAG in disseminating information about the Next Plan.

MTC and ABAG anticipate an extensive outreach effort with local governments (cities, counties, congestion management agencies, and transit agencies) and the public as part of the process of developing *Futures* and the Next Plan. We hope to use new/innovative public engagement methods, and we would like your input and experience with use of more non-traditional engagement strategies. We look forward to hearing your input.

Public Participation Plan Implementation Plan Schedule

Updating the PPP can be viewed as a key first step to making the update to Plan Bay Area 2040 transparent and accessible. We look forward to hearing your ideas on how to have a productive dialogue on transportation and land-use issues impacting the region in a way that encourages all to participate. Key dates leading up to adoption of the Draft PPP are listed below.

January & February 2018	Obtain input from public, stakeholders and partners
Mid-March 2018	Release Draft PPP for 45-day public comment period
April 13, 2018	Planning Committee presentation and discussion on Draft PPP
Early-May 2018	Close of 45-day public comment period
June 8, 2018	Planning Committee approval
June 27, 2018	Anticipated final Commission Action on Draft PPP

Attachments:

- Attachment A: Approach & Tasks: Futures and Next Plan
- Attachment B: Overview of Proposed Process

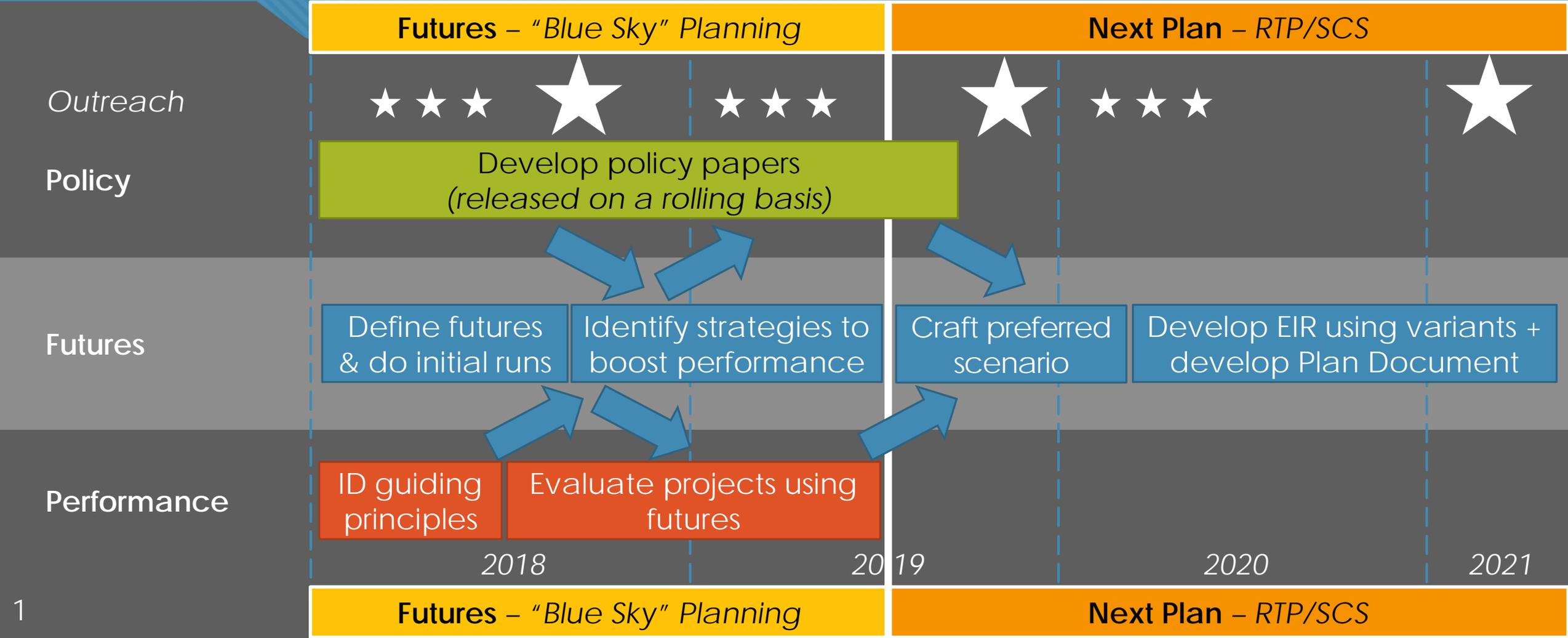
Attachment A

Approach & Tasks: Futures and Next Plan*

	2018	2019	2020	2021
<p>Futures: February 2018 – June 2019</p> <ul style="list-style-type: none"> Expanded time horizon (2050) Includes innovative public outreach (e.g. digital outreach, direct jurisdiction engagement) Includes an innovative planning approach focused on strategies to make the region more resilient to future risks Expanded scope to include economic development & resilience 	<ul style="list-style-type: none"> Futures Public Outreach (e.g., “pop-up” outreach, workshop, stakeholder meetings, youth outreach) Website/Social Media Expansion Develop Guiding Principles Policy Analyses (three anticipated issue papers in 2018) Identify Futures for Analysis Conduct Evaluation of Futures under “Status Quo” Policies Solicit & Evaluate Major Transportation Project Proposals 	<ul style="list-style-type: none"> Futures Public Outreach (e.g., “pop-up” outreach, workshop, stakeholder meetings) Policy Analyses (three anticipated issue papers in 2019) Conduct Evaluation of Policy Solutions for Futures & Identify “Win-Win” Strategies Finalize Project Performance Assessment on Major Transportation Projects (May 2019) 		
<p>Next Regional Plan (RTP/SCS): July 2019 – June 2021</p> <ul style="list-style-type: none"> Expanded time horizon (2050) Includes innovative public outreach (e.g. digital outreach, direct jurisdiction engagement) Incorporates key findings of Futures; meets traditional RTP/SCS requirements Expanded scope to include economic development & resilience Includes more robust action/implementation element than past cycles 	<ul style="list-style-type: none"> Public Participation Plan (June 2018) Website/Social Media Expansion Local Jurisdiction Engagement Activities 	<ul style="list-style-type: none"> Next Plan Public Outreach (e.g., workshops, stakeholder meetings, public hearings, public opinion poll, CBO outreach) Adopt Plan Control Totals (July 2019) Adopt Vision, Goals, and Targets (September 2019) Adopt Revenue Forecasts (September 2019) Conduct Needs Assessments Develop Preferred Investment Strategy & Future Land Use Pattern 	<ul style="list-style-type: none"> Elected Official Briefings Preferred Scenario Adoption (March 2020) Draft EIR/Draft Plan Development 	<ul style="list-style-type: none"> Draft EIR/Draft Plan Community Outreach, Workshops/Hearings Elected Official Briefings Release Draft Plan/EIR (December 2020) EIR/Plan Adoption (June 2021)

*Dates are not final

Attachment B: Overview of Proposed Process





MTC

Public Participation Plan

2018

POLICY ADVISORY COUNCIL

FEBRUARY 14, 2018

What is the Public Participation Plan?

- Explains opportunities to get involved
- Highlights planning and decision milestones for plans and programs
- Meets state and federal and federal mandates
- Responds to our participatory tradition
- Appendix A: Engagement process on Regional Transportation Plan/
Sustainable Communities Strategy



Guiding Principles for Public Engagement

- Requires a commitment at all levels
- Recognizes that one size does not fit all
- Requires relationship building with local governments, stakeholders, advisory groups
- Makes issues relevant, remove barriers, say it simply
- Always be open and transparent

Engagement on the PPP

- Evaluated Plan Bay Area 2040's public engagement activities
- Conducted calls with other metropolitan planning organizations
- Online survey via email, social media
- Translated survey into Spanish, Chinese
- Focus groups with community-based organizations
- Presentations at MTC's Policy Advisory Council, among others

Detailed Schedule for Adoption of PPP: June Approval

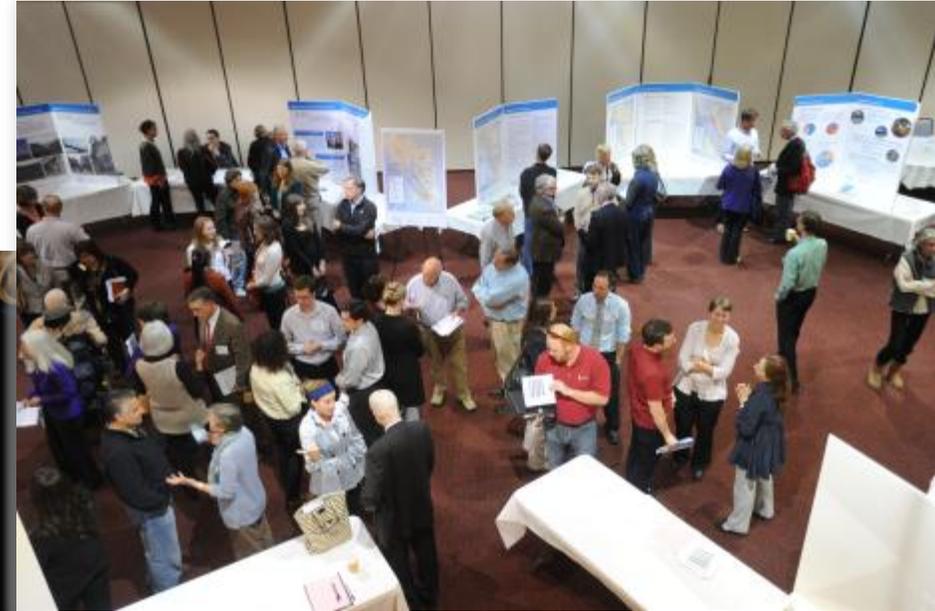
- Collect data/input from staff, partners, public: February 2018
- Release Draft PPP for 45-day comment period: mid-March 2018
- Present Draft PPP to Commission: April 13, 2018
- Committee/Commission approval*: June 2018

** If edits to Draft PPP are significant, issue revised Draft PPP for second comment period, seek approval July 2018*

Plan Bay Area 2040 Outreach



Open Houses & Public Hearings



Telephone poll



Partnerships with Community Groups



Digital Engagement: Plan Bay Area 2040 Microsite

The Bay Area Today

The Bay Area is experiencing a housing crisis that requires immediate attention.

What is Plan Bay Area 2040?

Plan Bay Area 2040 is a transportation and land use roadmap for future growth.

Forecasting the Future

By 2040 the region will see new jobs, new households, and billions in transportation revenues.

Strategies and Performance

Plan Bay Area 2040 prioritizes funding to focus growth and maintain infrastructure.

Action Plan

The Bay Area must make more progress on key regional priorities, especially housing.

The infographic features several icons: a red line graph with a dollar sign and houses, an orange floor plan, a green cityscape with a hospital and school, a blue bridge and bus, and a purple checklist with a road and sun.

Plan
Bay Area
2040

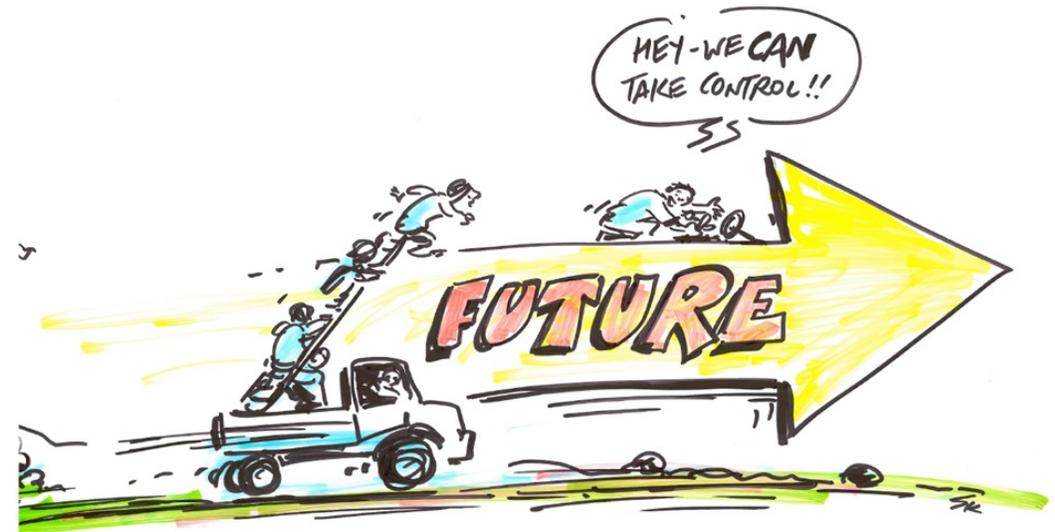
Digital Engagement: Videos and Online Engagement Tool



Proposed Approach to Next Plan Outreach

Looking for new outreach ideas:

- More digital engagement including social media, videos and kiosks
- Go where the people are: pop-ups
- Youth and community engagement
- Your ideas?



Discussion

1. What are some new or innovative outreach methods we can try?
2. Do you have information about events/venues in your county?
3. Can you help us spread the word?



Provide Input on PPP

1. Take Survey: [https://www.surveymonkey.com/r/PPP Survey 2018](https://www.surveymonkey.com/r/PPP_Survey_2018)
2. Email Ursula Vogler, Project Manager: uvogler@bayareametro.gov