




H O R I Z O N

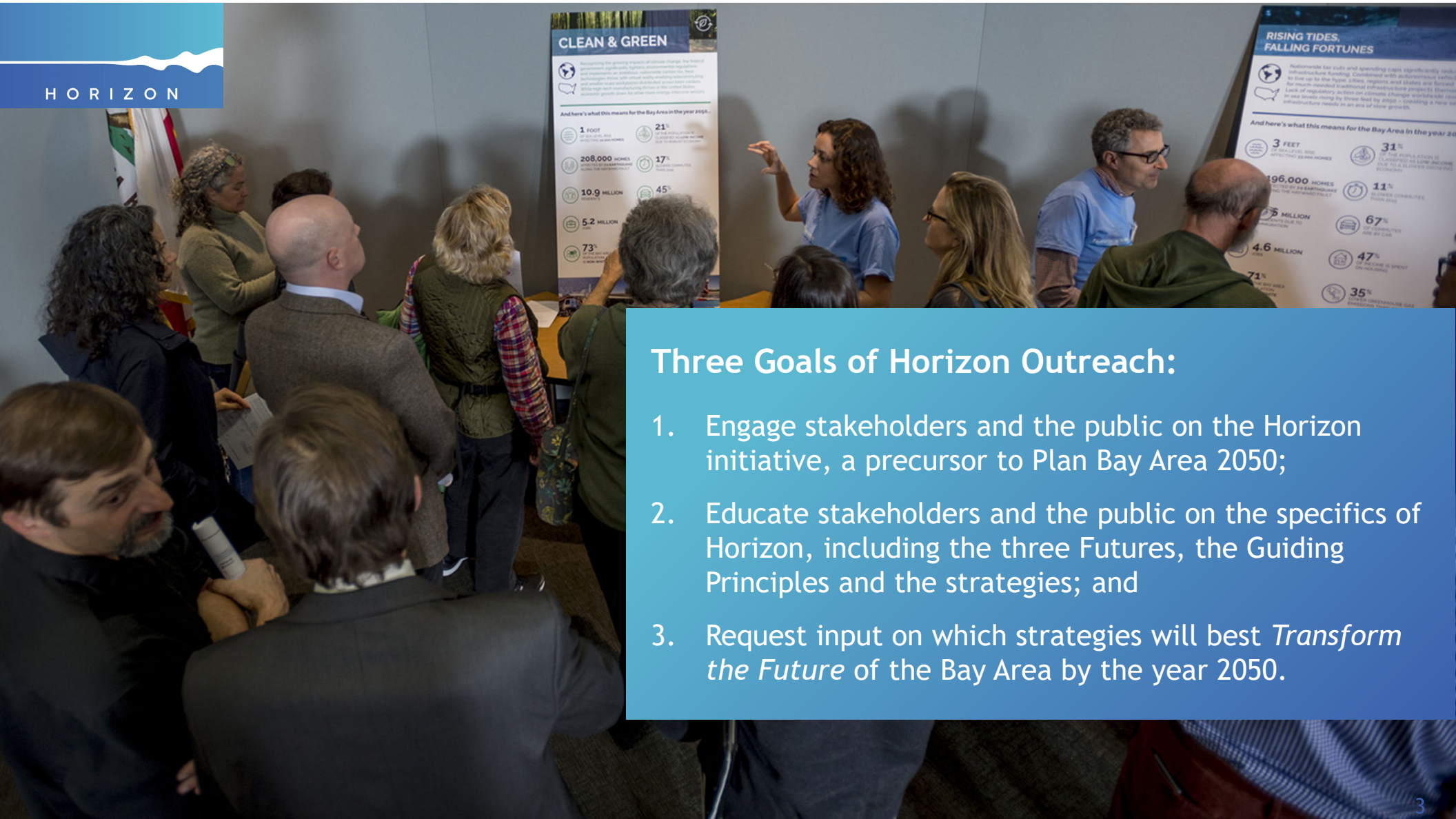
Outreach Update

Regional Advisory Working Group

April 2, 2019 Ursula Vogler & Michael Germeraad



The *Horizon* process is focused on identifying strategies that are resilient to a wide suite of external forces - background conditions beyond the control of the Bay Area. Imagining three futures (“what if...” scenarios) made it possible to discuss the implications of these forces for the region through year 2050.



Three Goals of Horizon Outreach:

1. Engage stakeholders and the public on the Horizon initiative, a precursor to Plan Bay Area 2050;
2. Educate stakeholders and the public on the specifics of Horizon, including the three Futures, the Guiding Principles and the strategies; and
3. Request input on which strategies will best *Transform the Future* of the Bay Area by the year 2050.

1,000+ Individuals Engaged:

1. **Community Based Organizations** (9 focus group meetings, 192 individuals)
2. **Public Workshops** (6 workshops, 258 individuals)
3. **Stakeholder Workshop** (1 half-day event, 65 individuals)
4. **Vital Signs Online Survey** (1 month window, 150 responses to-date)
5. **Y-Plan Youth Engagement** (9 schools, 350 students)
6. **Other** (e.g. Santa Clara County local staff briefing; Policy Advisory Council)

Community Based Organizations

Nine Focus Groups

- Staff provided an overview of Horizon, the Guiding Principles, the futures and the strategies.
- Staff requested input on strategies for each Guiding Principle: three strategies they supported and one they did not.

Locations

- **Acterra**
East Palo Alto
- **Community Resources for Independent Living (x2)**
Hayward
- **Green Hive Spaces**
Vallejo
- **Rose Foundation**
Oakland
- **Sacred Heart Community Service**
San Jose
- **Sound of Hope Chinese Public Radio Network**
San Francisco
- **West Oakland Environmental Indicators Project (x2)**
Oakland



Public Workshops

Six Workshops

- The public received an overview of Horizon, the Guiding Principles, the futures and the strategies.
- Participants “dot voted” on the strategies they felt would improve that future.

Locations

- **Oakland**
March 12, 2019
- **San Jose**
March 14, 2019
- **Petaluma**
March 16, 2019
- **San Bruno**
March 19, 2019
- **Vallejo**
March 20, 2019
- **Walnut Creek**
March 27, 2019



Stakeholder Workshop

Exercise Design

- Participants received a detailed briefing on the Horizon Interim Report and the associated opportunities & challenges.
- Participants played three rounds of a game where they had to work collaboratively to fund strategies.

65 Stakeholders

- 70% of attendees worked for public agencies, whereas 30% did not.
- Stakeholders were from all nine counties.
- The *Transform the Future* game was played 24 times, 8 times for each future.



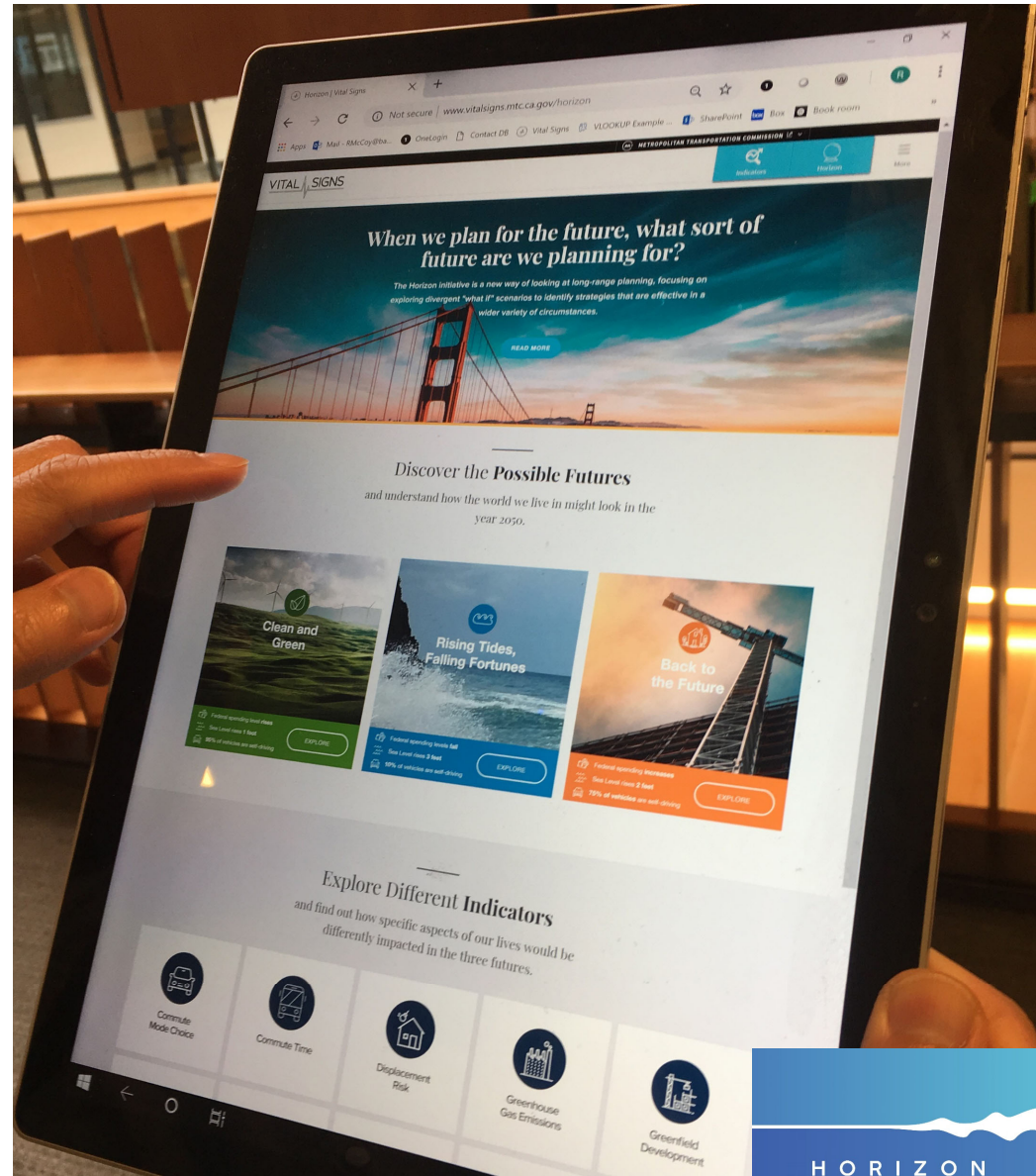
Vital Signs Online Survey

Website Design - Gamification

- The homepage introduces the user to Horizon and scenario planning.
- Future pages describe each Future.
- Indicator pages explore forecasted conditions for the three futures and asks the user to vote on strategies to improve outcomes.

Response to Date

- Website launched on March 8, 2019. The window for feedback will remain open through April 19, 2019.
- To date, 150 surveys have been collected.



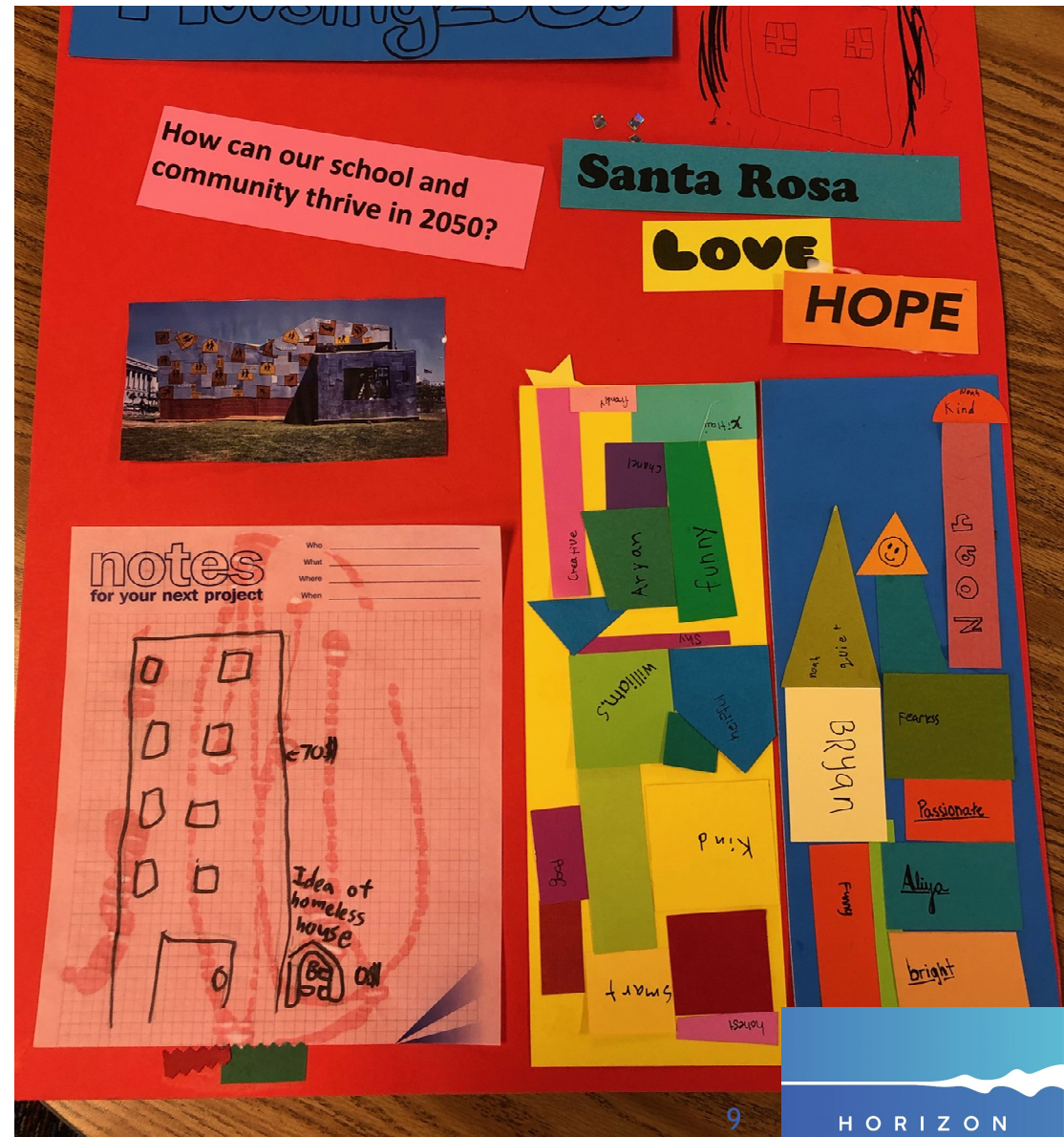
Y-Plan Youth Engagement

Students in classes across the region were asked:

- Considering the impacts to and from transportation, land use and housing, economic development, and resilience, how can Bay Area schools and communities thrive in the year 2050?

Locations by County:

- **McClymond High School**, Oakland
Alameda County
- **Kennedy High School**, Richmond
Contra Costa County
- **Laurel Dell Elementary**, San Rafael
Marin County
- **American Canyon High School**, American Canyon
Napa County
- **Balboa High School**, San Francisco
San Francisco County
- **Phoenix Academy Middle School**, E. Palo Alto
San Mateo County
- **Escuela Popular Middle School**, San Jose
Santa Clara County
- **Benicia Middle School**, Benicia
Solano County
- **Cesar Chavez Language Academy**, Santa Rosa
Sonoma County



What Did We Learn from Outreach So Far?

1. **Bay Area residents and stakeholders want to prioritize creation of a world-class public transportation system.** There was strong consensus around modernizing and increasing capacity of our existing rail system - especially if there are adequate financial resources.
2. **Bay Area residents and stakeholders want to build more housing for those of all income levels, especially near transit.** Allowing new development near rail transit stations and increasing inclusionary requirements were popular ideas to address rising unaffordability.
3. **Bay Area residents and stakeholders want to protect our region's environment, regardless of what the future has in store.** Adapting to sea level rise and preserving today's urban growth boundaries were clear priorities for outreach participants.



H O R I Z O N

Next Steps

Using input received, staff will develop strategy packages to study in the second round of analysis. A set of packages will be brought back in May for further discussion.

Schedule for Horizon and Plan Bay Area 2050

