

**Metropolitan Transportation Commission  
Policy Advisory Council**

**July 10, 2019**

**Agenda Item 5**

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**Plan Bay Area 2050: Public Engagement Overview**

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**Subject:** Presentation of the Plan Bay Area 2050 (Plan) public engagement plan, from promotion prior to Plan kickoff in September 2019 through adoption in summer 2021.

**Background:** Policy Advisory Council Agenda Item 5, Plan Bay Area 2050: Public Engagement Overview, is attached. This report will be presented to the Joint MTC Planning Committee with the ABAG Administrative Committee on July 12, 2019.

Staff will be at your July 10 meeting to discuss this report. The Council's input is requested.

**Attachments:** Agenda Item 5a from the July 2019 Joint MTC Planning Committee with the ABAG Administrative Committee Packet

Metropolitan Transportation Commission and the Association of Bay Area Governments  
**Joint MTC Planning Committee with the ABAG Administrative Committee**

July 12, 2019

Agenda Item 5a

**Plan Bay Area 2050: Public Engagement Overview**

- Subject:** Presentation of the Plan Bay Area 2050 (Plan) public engagement plan, from promotion prior to Plan kickoff in September 2019 through adoption in summer 2021.
- Background:** In April 2018, the Commission approved MTC's Public Participation Plan (PPP) and its Appendix A, which outlined the anticipated approach and schedule for Plan Bay Area 2050 public engagement. The PPP anticipated that the Plan's engagement would take a new approach from past Plans, striving to invigorate engagement efforts and go above and beyond federal and state requirements. Since that time, and with the introduction of Horizon, public engagement reached more people in different ways, creating opportunities to hear from people not normally part of the planning process. With Plan Bay Area 2050, staff is proposing to build on these efforts to deliver a comprehensive public engagement program that encourages residents, especially low-income communities and communities of color, to participate in the decisions that affect them.
- Issues:** Staff anticipates that there will be four phases of public engagement for Plan Bay Area 2050:
- Prior to the Plan: Promotional Activities (July to September 2019)
  - Phase I: Plan Bay Area 2050 Kickoff (October and November 2019)
  - Phase II: Input on Draft Preferred Scenario (April and May 2020)
  - Phase III: Input on Draft Plan and Draft EIR (February and March 2021)
- Staff proposes using both innovative and tried-and-true strategies to deliver a comprehensive public engagement program, including:
1. Improved promotion of the Plan Bay Area 2050 brand via a social media marketing campaign aimed at growing new followers and increasing comments from previously unheard voices during public engagement;
  2. Use of innovative strategies aimed at maximizing the quality and number of comments, use "pop-up" workshops at existing community events as well as a variety of digital engagement tools;
  3. Ongoing engagement with the following groups:
    - a. Community-based organizations to receive input from low-income and limited English proficient populations and to promote existing events;
    - b. Federally-recognized tribal communities throughout the Plan Bay Area 2050 process; and
    - c. Youth via the Y-PLAN program to receive input on key Plan Bay Area 2050 issues.
  4. Enhanced engagement with our stakeholders via webinars and the Regional Advisory Working Group; and
  5. Implementation of a statistically valid telephone poll to the nine-county Bay Area.
- Next Steps:** Taking into account input from working groups and committees in July, staff will begin promotional activities in advance of the anticipated Plan kickoff this fall.
- Attachments:** **Attachment A:** Plan Bay Area 2050 Public Engagement Plan  
**Attachment B:** Presentation

  
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## Plan Bay Area 2050 Public Engagement Plan Overview of Engagement Activities

Agenda Item 5a

MTC and ABAG are committed to an active public engagement process that provides comprehensive information, timely public notice and full public access to key decisions. Appendix A of the adopted Public Participation Plan (available at [www.planbayarea.org/get-involved/public-participation-plan](http://www.planbayarea.org/get-involved/public-participation-plan)) uses these tenets to establish an engagement framework for Plan Bay Area 2050, and provides an overview of the Plan's engagement strategies and an anticipated timeline. The information below provides more detail of the engagement activities by phase, including specific recommendations on engagement tactics and an updated engagement calendar.

### **Prior to Plan Kickoff: Promotional Activities (July to September 2019)**

In order to introduce Plan Bay Area 2050 (Plan) to the public and stakeholders, and to grow the database of interested participants and encourage participation in the Plan Bay Area 2050 process, staff recommends promoting the Plan prior to its kick-off using the following proposed strategies:

#### **a) Plan Bay Area 2050 Brand Promotion**

Using video segments featured on social media and podcast sessions with local radio (e.g., KQED, KCBS), the approach will serve to explain Plan Bay Area 2050 to the Bay Area public to encourage residents to get involved in the long-range planning process. As we believe that early engagement will encourage ongoing participation throughout the process, promotional efforts would begin in summer 2019 and would continue through Plan adoption in 2021.

#### **b) "Plan Bay Area 2050 Summer Webinar Series"**

Staff experienced recent success with webinars, which allow for live interactive presentations to be made to remote participants. The webinars would showcase some of the preparatory activities for Plan Bay Area 2050, as well as reviewing the foundational work completed through Horizon. Potential webinar topics include an overview of the Plan Bay Area 2050 process both for partners and stakeholders, recaps on recent Horizon planning activities for new stakeholders and members of the public, guidance on updates to the Regional Growth Framework for local jurisdictions, and information on upcoming public engagement.

### **Phase I: Kick-off of Plan Bay Area 2050 (October and November 2019)**

Focused primarily on further prioritizing strategies (e.g., policies and investments) analyzed as part of Horizon, staff recommends use of innovative engagement tactics in order to reach more people and receive more input using the following proposed engagement strategies:

#### **a) "Pop-up" Workshops**

Hugely successful in the early months of the Horizon initiative, this format consists of meeting people "where they are" at public events/venues (e.g., farmers markets, art festivals, libraries and transit centers, etc.). Instead of holding traditional open houses that attract fewer people, "pop-ups" allow us to use existing venues and gatherings to

increase participation. “Pop-up” workshops are mobile, light and inexpensive, with more limited staff participation (two to three staff per location) - meaning more events can be held in each county. To increase participation even more, we will ask MTC’s eight Community-based Organizations (CBOs) to promote the pop-up workshops to their members and guide us in our selection of venues. These events will also be promoted to the public to ensure that everyone has the opportunity to comment.

**b) Digital Tool**

Aimed at reaching a younger, less traditional audience and those who may not be interested in attending a workshop, a Plan Bay Area 2050 digital tool will be launched this fall. The tool, like a video game, will use gamification to entice participants to provide feedback on strategies for transportation, housing, economic development, and resilience - similar to the content being showcased at pop-up workshops. The digital tool will be promoted via social media in order to maximize participation.

**c) Webinars**

Staff is planning to continue several webinars throughout fall 2019, enabling more detailed information to be presented to a broader array of participants across the region.

**d) Statistically Valid Poll**

As in past Plan cycles, staff recommends conducting a statistically valid telephone survey of Bay Area residents. The questions will focus on Plan Bay Area 2050, with input received being able to be integrated into components of the Preferred Scenario.

**Phase II: Input on Draft Preferred Scenario (April and May 2020)**

This phase will showcase the regional blueprint established in the Draft Preferred Scenario, reflecting how strategies influence the location of growth, the performance of the transportation system, etc. Given the complexity of the information, staff recommends a multi-faceted approach to engagement, including holding workshops/open houses and other conversational engagement to ensure the public can provide detailed comments, and using digital engagement to maximize participation.

**a) Workshops**

During this key phase, the traditional workshop/open house format generally works best, as complex topics are described and detailed input is requested. This format consists of participants visiting individual tables or “stations” to gain information from knowledgeable staff members. The public would provide input via interactive displays and/or comment cards at the event. We recommend holding two workshops in each county, promoting them in advance to ensure everyone has an opportunity to comment.

**b) CBO Focus Groups**

Proven to be quite successful in each Plan cycle, CBO focus groups allow us to ask detailed questions and get in-depth responses to key questions. The topics would mirror the workshops, with each CBO potentially delving into one or more specific topic areas.

**c) Digital Engagement: Online Surveys and Video**

During the Horizon initiative, online surveys were successfully used to obtain input from online participants. For Plan Bay Area 2050, surveys will be combined with video to outline the Draft Preferred Scenario to the public and then request input. Both would be promoted via social media to increase participation.

**d) “Coffee Conversations”**

This type of engagement brings together partners, stakeholders, private sector business groups and/or members of the public with MTC/ABAG staff in a casual and intimate setting, potentially over a cup of coffee. The goal of these conversations would be to delve into various topics related to Plan Bay Area 2050, and for MTC/ABAG staff to have time to flesh out the ideas discussed. This tactic would be most useful when tackling a particular question or issue within the Draft Preferred Scenario.

**e) Webinars**

Staff is planning to continue webinars, this cycle focusing on bringing the Draft Preferred Scenario to a broad array of stakeholders and the public for input.

**Phase III: Input on Draft Plan and Draft EIR (February and March 2021)**

The final phase of engagement activities is outlined below. We recommend, however, remaining flexible with engagement tactics as the planning process unfolds.

**a) Workshops**

Similar to Phase II, the traditional workshop/open house format also works best during this phase, when, in addition to complex material, multiple documents (e.g., Draft Plan, Environmental Impact Report and Transportation Improvement Program) are required to be available for viewing. We will host one workshop in each Bay Area county.

**b) Public Hearings on the Draft Environmental Impact Report (EIR) and Draft Plan**

A statutory requirement of the Plan, three public hearings will be held around the region and will serve as public hearings on the Draft Plan Document and the. For the Draft EIR, a Notice of Preparation will be issued and a public scoping meeting(s) will be held to explain the environmental process and solicit early input on areas of concern. A public comment period will be established for written and oral public comments, as per guidelines under the California Environmental Quality Act (CEQA); responses to comments will be in the Final EIR.

**c) CBO Focus Groups and Video/Surveys**

We will continue use of CBO focus groups to gather input on the Draft Plan, as well as the use of video and surveys to inform and gather input from the public and our partners on the specifics of the Draft Plan.

**d) Forums with Business Groups + Federal & State Agencies**

A statutory requirement, we will obtain input on the Draft Plan from our partner agencies and members of the private sector. Forums would take place at the Bay Area Metro Center and would involve a round table format.

The background is a collage of images related to public engagement. It includes a blue header with a white wavy line, a person's hand pointing at a map, a hand holding a pen over a map with colored markers, and a person's hand pointing at a map. The text "PLAN BAY AREA 2050" is overlaid on the blue header.

PLAN BAY AREA 2050

# Public Engagement Overview

Joint MTC Planning Committee with the  
ABAG Administrative Committee

July 12, 2019



# The Approach

- Grow followers early to increase participants
- Encourage participation by low-income communities and communities of color
- Go well above-and-beyond federal and state requirements

# What's New

- **Enhanced Promotion + Innovative Engagement**
  - Promotion of Plan Bay Area 2050 brand via social media
  - “Pop-up” workshops in Phase I
  - “Coffee Conversations” with interested public
  - More CBO and youth engagement





# What's New

- **Enhanced Digital Engagement**
  - Digital tool
  - Social media
  - Embedded video
  - Online surveys

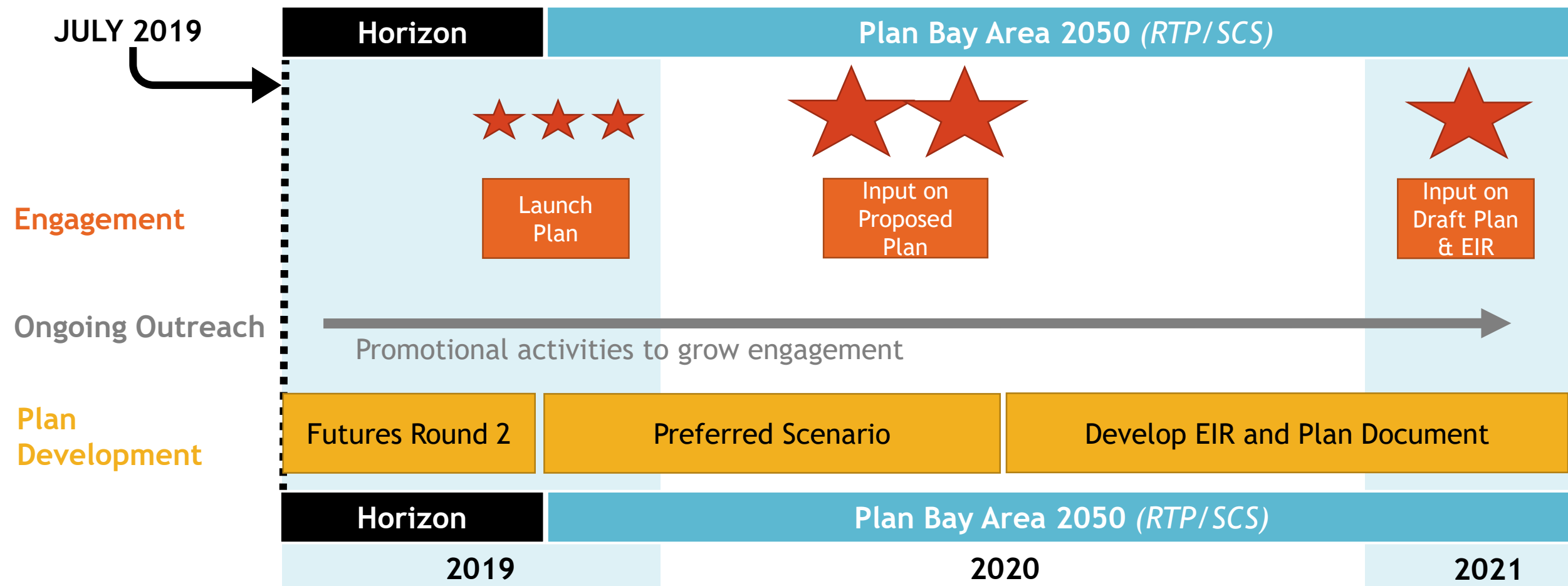


# Building Upon Traditional Engagement Techniques

- Webinars
- Statistically Valid Telephone Poll
- Open Houses
- Forums with Community Groups



# Plan Bay Area 2050 Schedule: Outreach & Engagement





# Prior to the Plan (July to September 2019)

## Focus Area

Increase participation during Plan Bay Area 2050 engagement through promotional activities

## Tactics

1. Plan Bay Area 2050 Brand Promotion
  - a. Video segment promotion on social media
  - b. Podcast sessions with local radio stations
2. “Plan Bay Area 2050 Summer Webinar Series”





# Phase I: Plan Bay Area 2050 Kickoff (October and November 2019)

## Focus Area

Prioritize high-performing Horizon strategies for consideration in Preferred Scenario

## Tactics

1. Pop-up Workshops (20-30 locations across the Bay Area)
2. Digital Tool (use of gamification to engage new participants)
3. Webinars for Stakeholders & Public
4. Statistically-Valid Telephone Poll





# Phase II: Draft Preferred Scenario Input (April and May 2020)

## Focus Area

Request input/feedback on Draft Preferred Scenario

## Tactics

1. Workshops (*18 locations; 2 per county*)
2. CBO Focus Groups
3. Digital Engagement (*video & online surveys*)
4. “Coffee Conversations” (*small group discussions on specific Plan topics*)
5. Webinars for Stakeholders & Public



# Phase III: Draft Plan/EIR Input (February and March 2021)

## Focus Area

Request input/feedback on Draft  
Plan Document & Draft EIR

## Tactics

1. Workshops/Open Houses
2. EIR Public Hearings
3. CBO Focus Groups
4. Draft Plan Bay Area 2050  
Video
5. Forums with Business Groups,  
Federal/State Agencies, etc.





# Questions?

*Contact MTC/ABAG staff with any follow-up questions:*

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