Metropolitan Transportation Commission
Policy Advisory Council

December 11, 2019 **Agenda Item 6**

Plan Bay Area 2050: Public Engagement Round 1 Results

Subject: Presentation on highlights from the first round of public engagement for Plan Bay Area 2050, which focused on prioritizing and refining key strategies identified in the Horizon planning process.

Background: Policy Advisory Council Agenda Item 6, Plan Bay Area 2050: Public Engagement Round 1 Results is attached. This report will be presented to the Joint MTC Planning Committee with the ABAG Administrative Committee on December 13, 2019.

Staff will be at your December 11 meeting to discuss this report. The Council's input is requested.

Attachments: Agenda Item 5a from the December 13, 2019 Joint MTC Planning Committee with the ABAG Administrative Committee

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

December 13, 2019 **Agenda Item 5a**

Plan Bay Area 2050: Public Engagement Round 1 Results

Subject: Presentation on highlights from the first round of public engagement for Plan Bay Area 2050, which focused on prioritizing and refining key strategies identified in the Horizon planning process.

Background: In July 2019, staff presented the Plan Bay Area 2050 public engagement program to this Committee, outlining the three phases of engagement over the two-year Plan cycle. In early October, staff kicked off the Plan by launching the first of two public engagement efforts via a series of "pop-up" workshops at existing community events. In early November, staff released the second engagement effort: an interactive online tool called *Mayor of Bayville*. Both have provided the public the opportunity to comment on the high performing strategies from the Horizon initiative. The input received will help staff prioritize and refine the strategies that will feed into the Plan Bay Area 2050 Draft Blueprint.

Issues: The first phase of Plan Bay Area 2050 public engagement asks the public to identify which high-performing strategies from Horizon they like and dislike – and why – while also capturing any new ideas. This phase focused on engagement tactics that provided the best opportunity to obtain the highest volume of comments from those whose voices are not usually heard. To date, we have received over 12,000 comments and counting.

a. **"Pop-up" Workshops:** This format consists of meeting people "where they are" at public events/venues (e.g., farmers markets, community festivals, libraries, etc.). The pop-up locations were selected based on availability of existing community events and geographic diversity, prioritizing under-represented communities. The pop-ups were listed on the Plan Bay Area website and promoted via social media to ensure everyone had an opportunity to comment.

   Results: Over the course of six weeks, staff conducted 37 pop-ups throughout the Bay Area. Of those, 29 served Communities of Concern. We received over 3,000 comments at these events. Overall, participants liked the strategies more than they disliked them, with all strategies receiving more "likes" than "dislikes." The most popular strategies include:

   1. **Strategy #2: Modernize Public Transit.** Participants are interested in improving connections between transit agencies and to other modes; would like transit to be more reliable and have more frequent service; would like to see service expanded; and would like rail to be electrified.
   2. **Strategy #6: Build Affordable Housing.** Participants would like housing to be built for working class families so they can work near where they live; they are concerned about the Bay Area's homeless population; and they want housing near high quality schools.
   3. **Strategy #3: Additional Biking and Walking.** Participants want a safer bike and pedestrian network; they want to expand biking infrastructure; and they highlight the connection between biking and walking to personal and environmental health.

The least popular strategies include:

1. **Strategy #13: Increase development fees in places that generate long auto trips.** Overall, participants would like to see incentives, not disincentives, used to encourage shift in jobs; they felt that jobs should be distributed around the region; and they found this strategy confusing;
2. **Strategy #8: Simplify the development process to encourage housing.** Most participants are interested in making it easier to build housing; some participants want to preserve local control; and some want to keep and maintain existing properties rather than build new ones.

b. ***Mayor of Bayville* Digital Tool:** Aimed at reaching a younger audience as well as those who may not be interested in attending an in-person workshop, the *Mayor of Bayville* allows participants to weigh in on the strategies via on online tool using content similar to that at a pop-up workshop. The digital tool has also been promoted via social media in order to maximize participation.

Results: Since its launch in early November, 2,500 individuals have completed the *Mayor of Bayville* tool, yielding 9,000 user results or comments. Please note the digital tool will be live through December 16, 2019.

The most popular strategies include:

1. Build a network of safe paths for bicycles, e-bikes, scooters, and pedestrians
2. Allow apartments and denser housing around transit stops
3. Require 10% – 20% of all new housing to be affordable

The least popular strategies include:

1. Streamline development in areas that are locally prioritized for growth
2. Lower speed limits to reduce roadway injuries and fatalities

All comments from the pop-up events are available now on the Plan Bay Area 2050 website. All comments from the Mayor of Bayville digital tool will be posted after December 16, 2020.

Next Steps: Staff will use the input provided by the public engagement efforts to help prioritize and refine the high-performing strategies from Horizon for integration into the Plan Bay Area 2050 Draft Blueprint. Staff will seek input from committees on the draft strategies to be integrated into the Plan Bay Area 2050 Draft Blueprint in January, integrating this feedback into the staff recommendation.

Attachments: Attachment A: Presentation

Alix A. Bockelman

PLAN BAY AREA 2050

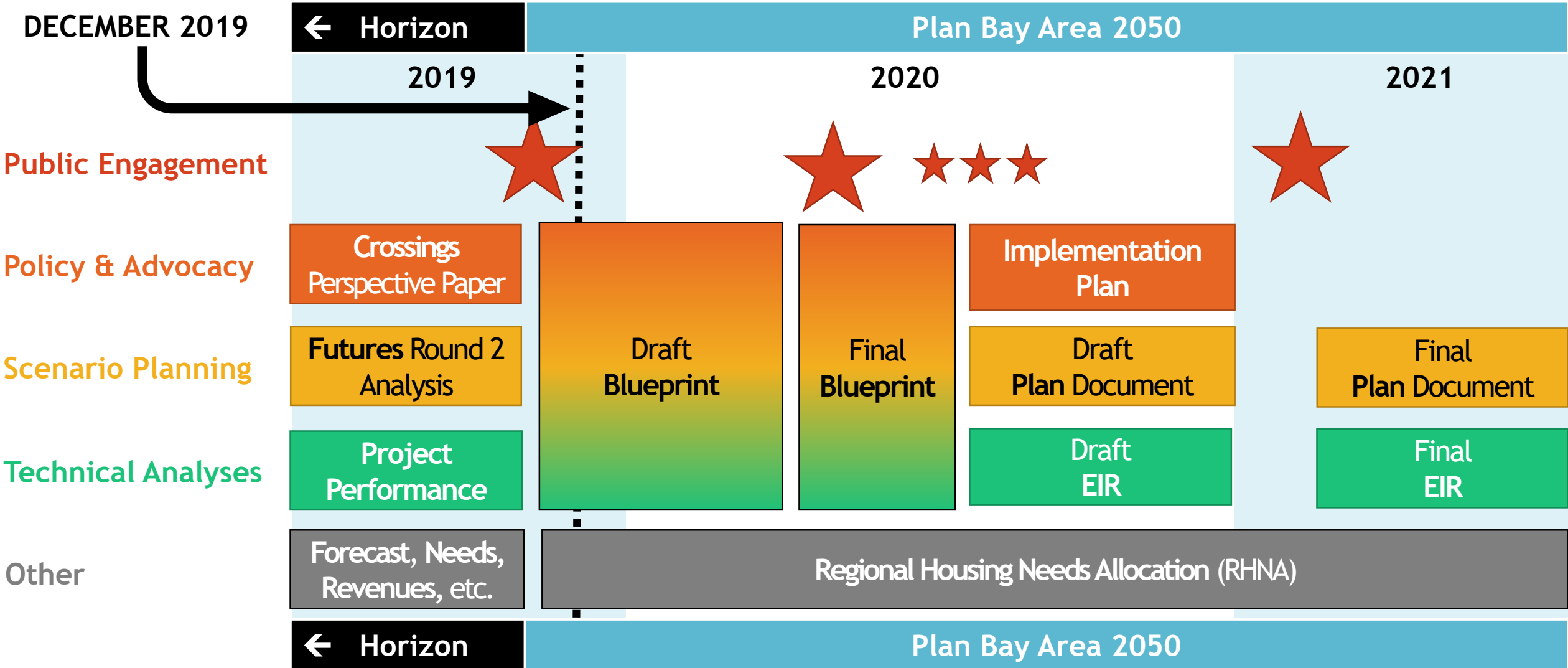
Plan Bay Area 2050 Public Engagement: Round 1 Results

Ursula Vogler, MTC/ABAG

Joint Planning Committee with the ABAG Administrative Committee

December 13, 2019

Plan Bay Area 2050 Schedule



PLAN BAY AREA 2050

Public Engagement 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

Round 1:
Plan Bay Area 2050 Public Engagement

Focus Area

Prioritize and refine high-performing Horizon strategies for consideration in Blueprint

Tactics

1. **Pop-up Workshops:** 37 locations across the Bay Area
2. **Mayor of Bayville:** Digital tool used to engage participants online

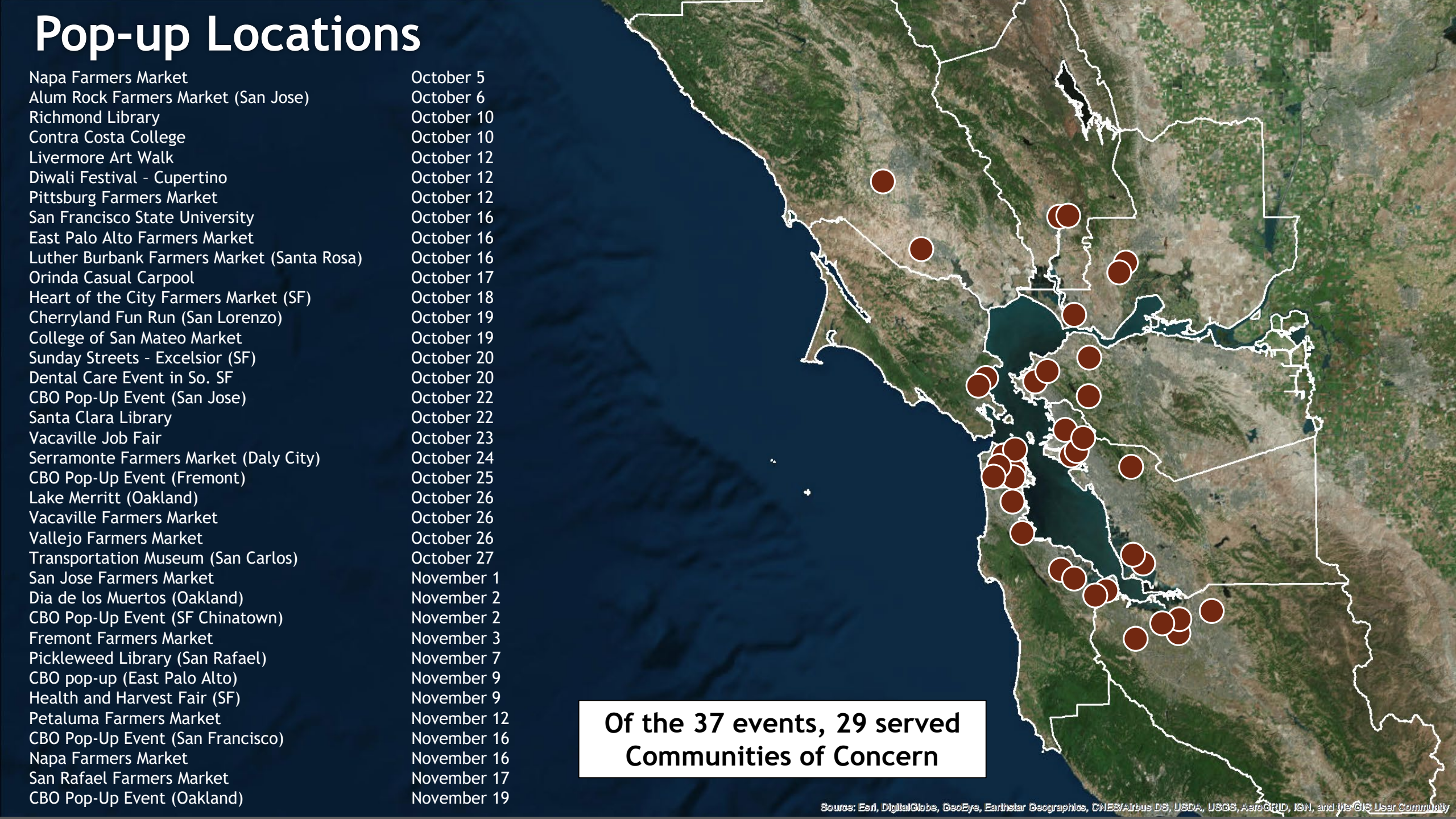
Pop-up Workshops

Held 37 pop-ups in six weeks:

- Held in all nine counties
- Focused on Communities of Concern
- 29 of the pop-ups served Communities of Concern
- Received over 3,000 comments

Pop-up Locations

Napa Farmers Market	October 5
Alum Rock Farmers Market (San Jose)	October 6
Richmond Library	October 10
Contra Costa College	October 10
Livermore Art Walk	October 12
Diwali Festival - Cupertino	October 12
Pittsburg Farmers Market	October 12
San Francisco State University	October 16
East Palo Alto Farmers Market	October 16
Luther Burbank Farmers Market (Santa Rosa)	October 16
Orinda Casual Carpool	October 17
Heart of the City Farmers Market (SF)	October 18
Cherryland Fun Run (San Lorenzo)	October 19
College of San Mateo Market	October 19
Sunday Streets - Excelsior (SF)	October 20
Dental Care Event in So. SF	October 20
CBO Pop-Up Event (San Jose)	October 22
Santa Clara Library	October 22
Vacaville Job Fair	October 23
Serramonte Farmers Market (Daly City)	October 24
CBO Pop-Up Event (Fremont)	October 25
Lake Merritt (Oakland)	October 26
Vacaville Farmers Market	October 26
Vallejo Farmers Market	October 26
Transportation Museum (San Carlos)	October 27
San Jose Farmers Market	November 1
Dia de los Muertos (Oakland)	November 2
CBO Pop-Up Event (SF Chinatown)	November 2
Fremont Farmers Market	November 3
Pickleweed Library (San Rafael)	November 7
CBO pop-up (East Palo Alto)	November 9
Health and Harvest Fair (SF)	November 9
Petaluma Farmers Market	November 12
CBO Pop-Up Event (San Francisco)	November 16
Napa Farmers Market	November 16
San Rafael Farmers Market	November 17
CBO Pop-Up Event (Oakland)	November 19



Of the 37 events, 29 served Communities of Concern

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

Feedback from Pop-ups: Most Popular Strategies

1. **Modernize Public Transit**
   - Improve connections between transit agencies and between modes
   - Make services more reliable and frequent
   - Electrify regional rail systems

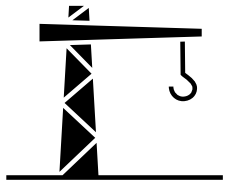
2. **Build Affordable Housing**
   - Build working-class housing so people can live near where they work
   - Address homelessness
   - Ensure housing is located near high-quality schools *(nexus with high-resource area strategy)*

3. **Encourage More Biking & Walking**
   - Improve safety of bike & pedestrian network
   - Expand bicycle infrastructure
   - Support connection between personal & environmental health

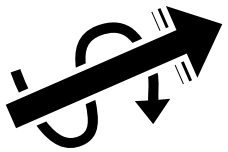
Feedback from Pop-ups: Least Popular Strategies

Relatively few people disliked the high-performing strategies from Horizon.

90% of comments were supportive of the high-performing strategies from Horizon.



1. **Increase Development Fees in Places that Generate Long Auto Trips**
   - Use incentives rather than disincentives to encourage shift in jobs
   - Jobs should be distributed around the region
   - Strategy is confusing



2. **Simplify the Development Process to Encourage Housing**
   - Make it easier to build housing
   - Some want to maintain local control and maintain existing properties

Feedback from Pop-ups: Other Ideas

- **Transportation**
  - Improve first/last mile connectivity of transit
  - Increase frequency of transit and hours of service
  - Reduce cost of transit (especially for seniors and students)
- **Housing**
  - Improve access to housing, especially for low-income individuals, seniors, teachers and emergency workers
  - Identify support services for homeless individuals, but also direct funds toward affordable housing (e.g., cooperative/communal housing, smaller homes)
- **Environment**
  - Concern about air quality/climate change
  - Invest in more outdoor space with more trees
- **Economy**
  - Work to ensure a greater diversity of job types in a variety of locations to support a better jobs/housing balance
  - Encourage more suburban job growth
  - Encourage more small businesses

Mayor of Bayville Digital Tool

Launched November 6, 2019:

- Uses gamification to get input from public
- Aimed at reaching a younger, less traditional audience
- Promoted via email, MTC/ABAG social media and targeted online advertising

Tool asks participants to solve real-world problems:

- Each Plan element includes two or three challenges
- Participant selects from a list of strategies to challenge
- Once completed, participant sees how their results compare to others
- Encourage participants to complete all four elements

Mayor of Bayville: Feedback from Public

- We have received over 9,000 comments from over 2,500 participants through the tool to-date; it will be live through December 16, 2019.

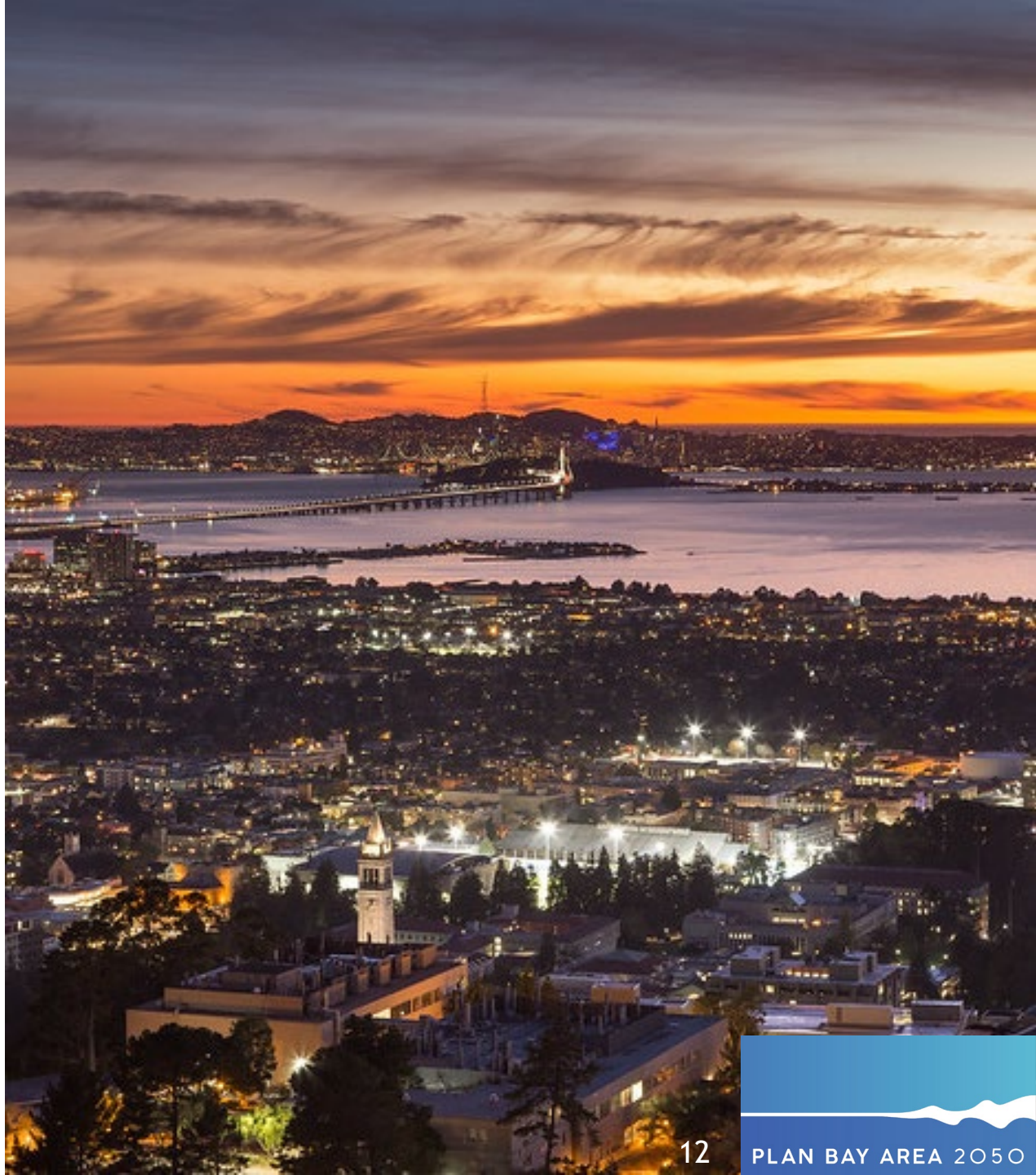
- The top strategies include:
  - Build a network of safe paths for bicycles, e-bikes, scooters, and pedestrians
  - Allow apartments and denser housing around transit stops
  - Require 10% – 20% of all new housing to be affordable
- The least popular strategies include:
  - Streamline development in areas that are locally prioritized for growth
  - Lower speed limits to reduce roadway injuries and fatalities

Next Steps

Input will be used to prioritize and refine the high-performing strategies for integration into the Plan Bay Area 2050 Draft Blueprint.

Staff will seek input from this Committee on the draft strategies to be integrated into the Plan Bay Area 2050 Draft Blueprint in January 2020.

Round 2 of Plan Bay Area 2050 public engagement will focus on the Draft Blueprint, slated for release in spring 2020.



PLAN BAY AREA 2050

Questions?

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

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