

PLAN BAY AREA 2050

The background of the slide is a collage of aerial photographs of the San Francisco Bay Area. The top section shows a wide view of the city and the bay at sunset. The middle section shows a closer view of the city skyline and the Golden Gate Bridge. The bottom section shows a view of the city from the water, with the Golden Gate Bridge and the city skyline in the background.

# Digital Alternatives for Round 2 Public Engagement

June 2020

Ursula Vogler, MTC/ABAG



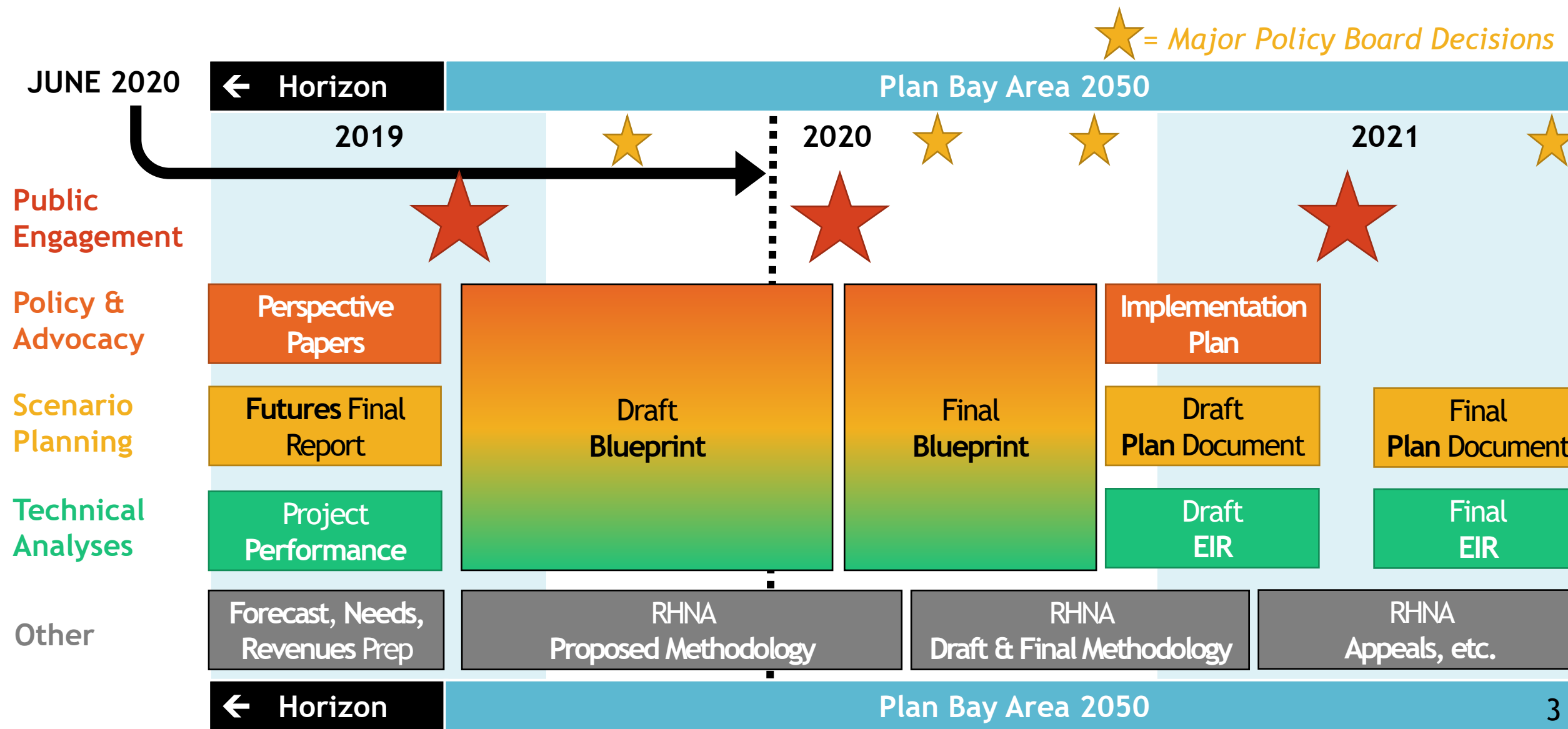


## Digital Engagement Overview:

- Social distancing rules require alternatives to in-person engagement
- Digital Engagement will supersede in-person engagement for Round 2
- Under current state and regional health orders, digital workshops would satisfy SB 375 public engagement requirements



# Plan Bay Area 2050: Schedule



# Plan Bay Area 2050 Round 2 Engagement

Round 1: Fall 2019

**Round 2: Spring & Summer 2020**

- Preparation: Spring 2020
- Round 2A: May and June 2020
- Round 2B: July and August 2020

Round 3: Spring 2021

Image: Fall 2019 in-person events





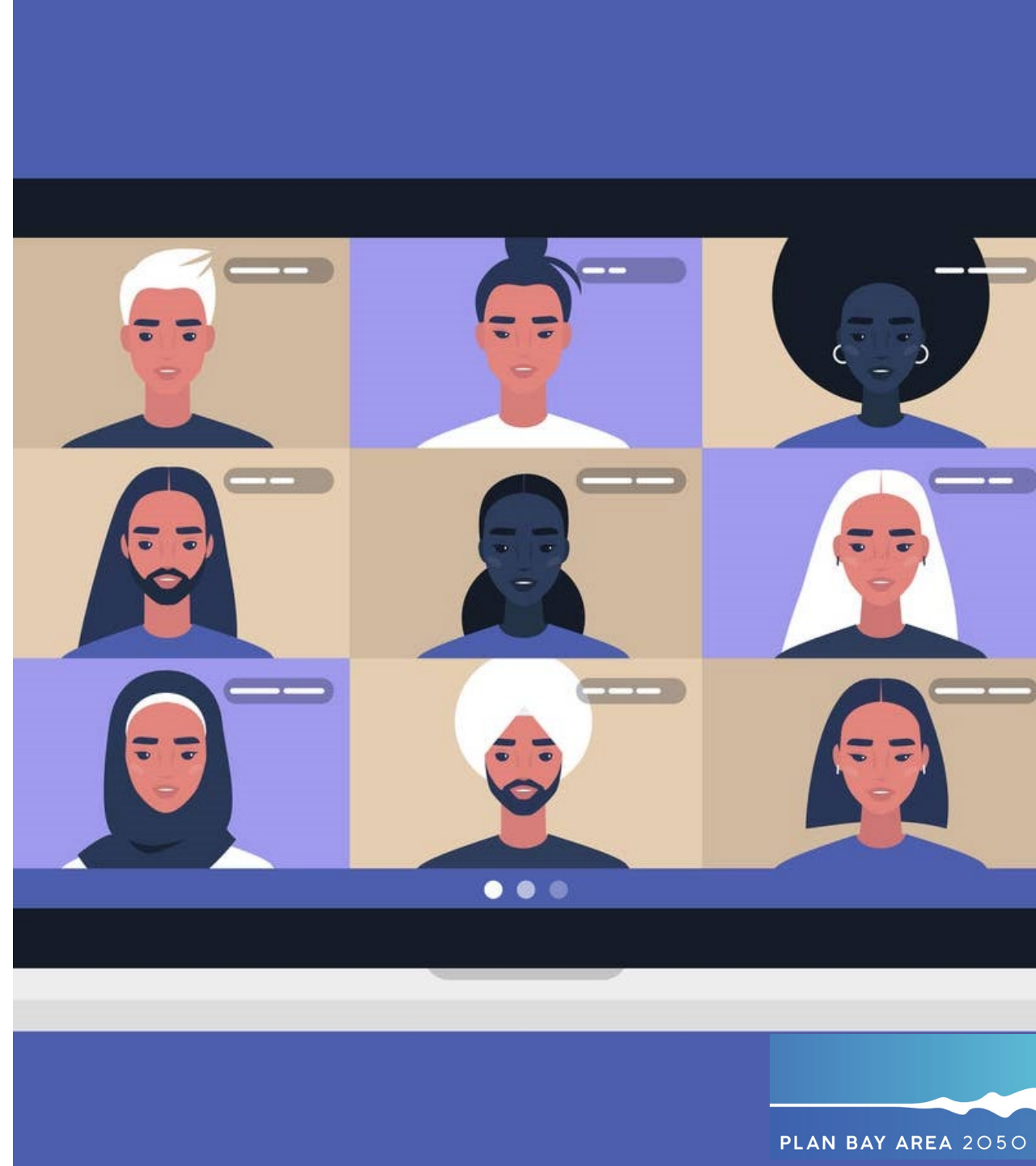
# Preparation: Spring 2020

## Focus Area

Prepare promotional campaign and engagement materials

## Tactics

1. **Digital Promotion:**
  - a. Interactive Campaign on Draft Blueprint Outcomes
  - b. Digital Workshop Promotion
2. **Video on Draft Blueprint:**  
Strategies Overview



## Round 2A: Input on Strategies in Draft Blueprint (May and June 2020)

### Focus Area

Receive input on key strategies  
from Draft Blueprint

### Tactics

1. **CBO Focus Groups:** receive input on Blueprint strategies
2. **Digital Coffee Conversation:** focused discussion on climate resilience
3. **Ongoing Webinars** for Stakeholders
4. **Telephone Poll:** design in June; in field by July

**Image:** Horizon CBO Focus Groups  
(recent focus groups held via Zoom)





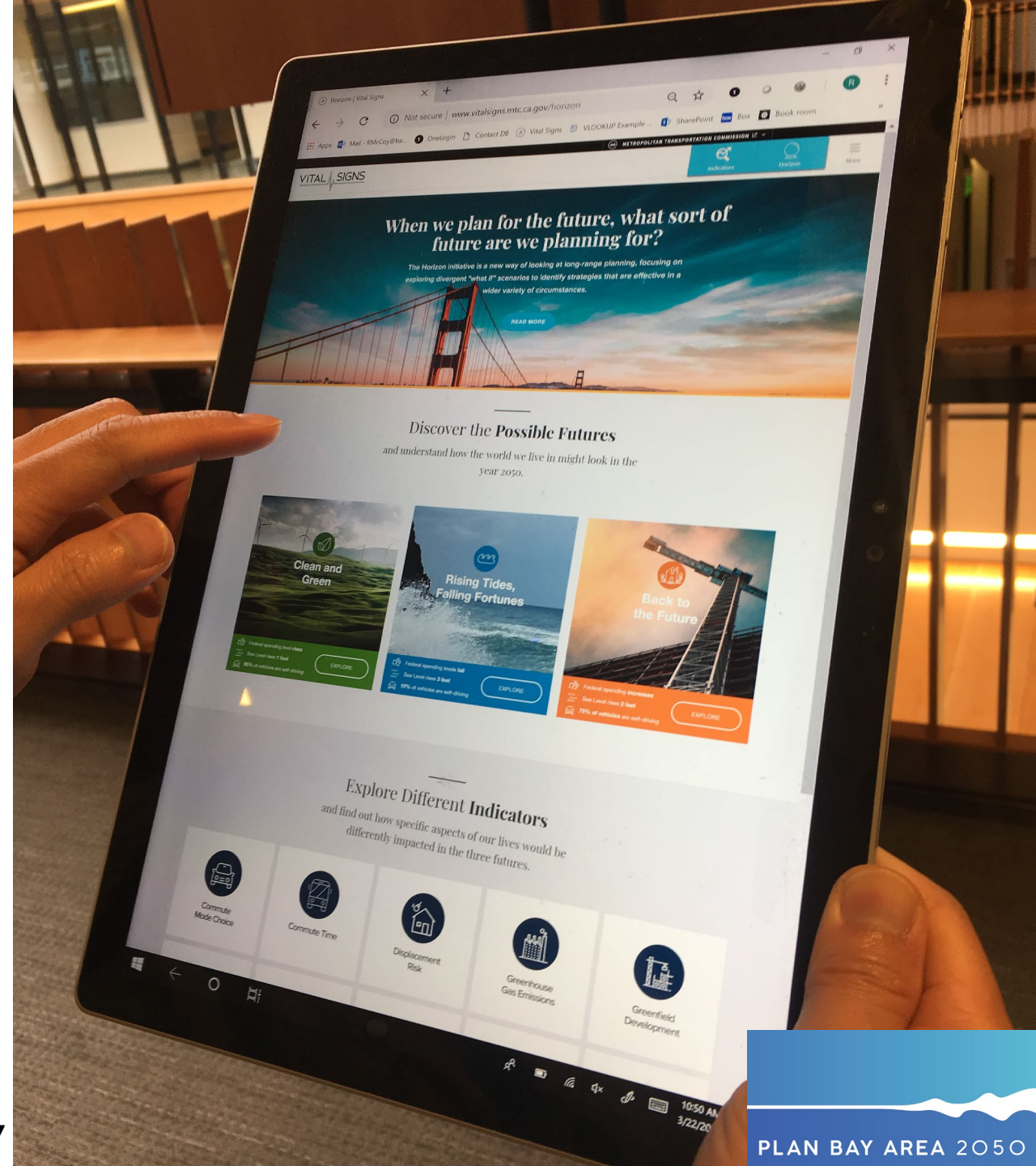
## Round 2B: Input on Outcomes of Draft Blueprint (July and August 2020)

### Focus Area

Receive input on outcomes highlighted in the Draft Blueprint

### Tactics

1. **Digital Workshops:** up to 15 public workshops to be held from mid-July to mid-August
2. **Non-Digital Engagement:** a suite of non-digital options for those with limited internet access
3. **Digital Tribal Summit:** in lieu of in-person summit





## Next Steps:

- **Now:** Wrap-up CBO focus groups and continue preparation work
- **Early July:** Release digital promotion campaign and video
- **Mid-July to Mid-August:** Conduct digital workshops, tribal summit and non-digital engagement; release poll
- **September 2020:** Present public engagement results to committees in advance of action on Final Blueprint





# Questions?

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

Ursula Vogler, Principal, Public Engagement:  
[uvogler@bayareametro.gov](mailto:uvogler@bayareametro.gov)

Dave Vautin, Plan Bay Area 2050 Project Manager:  
[dvautin@bayareametro.gov](mailto:dvautin@bayareametro.gov)