

PLAN BAY AREA 2050

An aerial photograph of San Francisco, California, showing the city skyline, the waterfront, and the Golden Gate Bridge. The image is divided into several vertical panels, each showing a different perspective of the city and its surroundings. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The water is a deep blue, and the city buildings are a mix of grey and white. The Golden Gate Bridge is visible in the distance on the left side of the image.

Digital Alternatives for Round 2 Public Engagement

June 2020

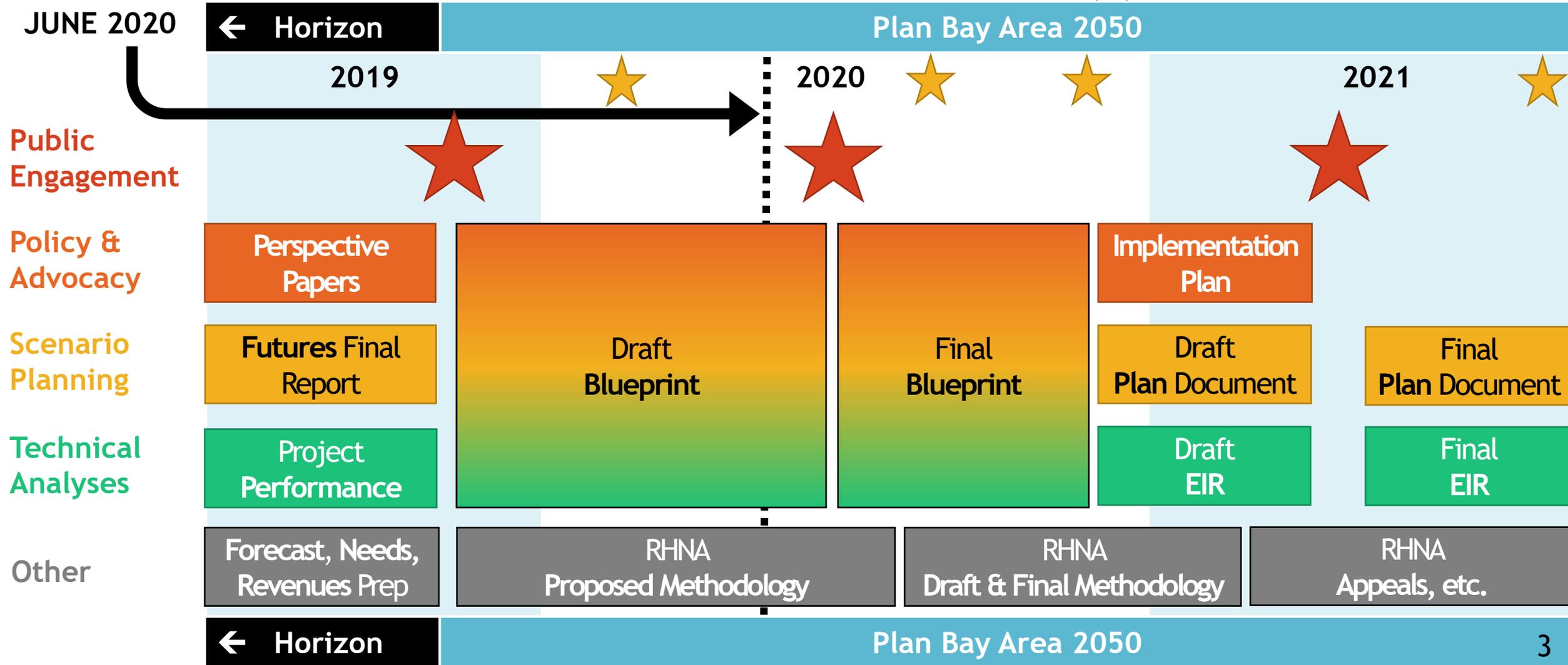
Ursula Vogler, MTC/ABAG

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

★ = Major Policy Board Decisions



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)



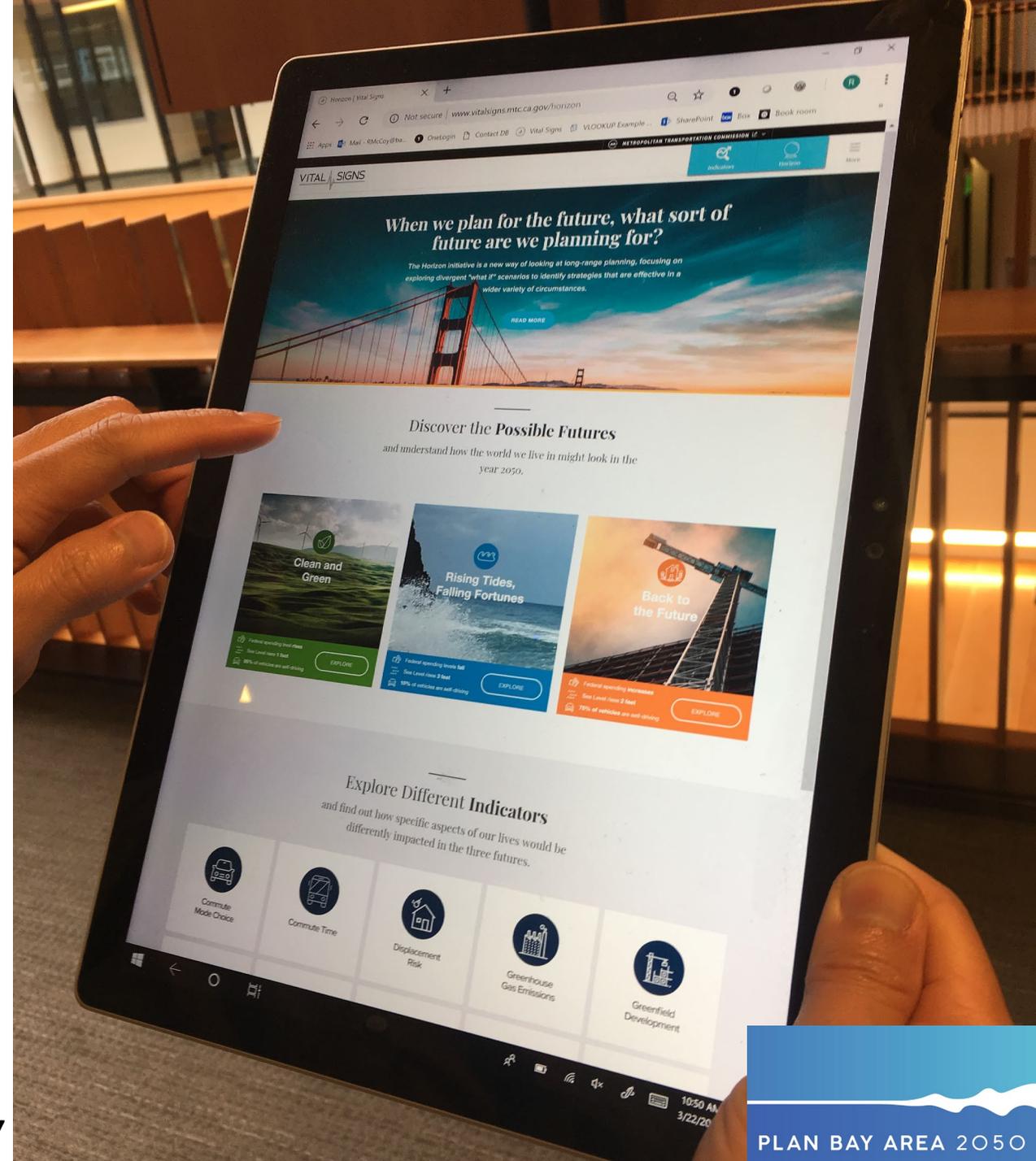
Round 2B: Input on Outcomes of Draft Blueprint (July and August 2020)

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:

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