

# Bay Area Partnership Board

December 1, 2020

Agenda Item 4d

## Plan Bay Area 2050 Update and Implementation Plan

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**Subject:** Update on Plan Bay Area 2050 status and overview of the Plan Bay Area 2050 Implementation Plan phase, including key goals and timeline.

**Background:** **Plan Bay Area 2050 Final Blueprint Update**

Following the September 2020 approval of the Final Blueprint Strategies and Growth Geographies, MTC and ABAG are now approaching the culmination of nearly three years of engagement and analysis that began with the launch of the Horizon initiative in 2018.

In November 2020, the Commission approved a revised strategy EN7 to refine the telecommute requirement for major office-based employers into a broader strategy to expand commute trip reduction programs. This strategy will reduce greenhouse gas emissions and traffic congestion by partnering with major employers to shift auto commuters to telecommuting, transit, walking, and bicycling. Under this revised strategy, each employer will have the flexibility to choose the right set of incentives and disincentives for their employees to meet or exceed a sustainable commute target set as part of an expanded Bay Area Commuter Benefits Program.

With analysis now wrapping up, outcomes from the Final Blueprint – including this revised Strategy EN7 – will be released later this month. Staff will then recommend the approval of the Final Blueprint as the Preferred Alternative for the Plan Bay Area 2050 Environmental Impact Report (EIR) in January 2021, a process that will take place concurrently with the recommended approval of the Draft Regional Housing Need Allocation Methodology. The Draft Plan and the Draft EIR remain on track for a spring 2021 release, followed by ultimate adoption in fall 2021.

**Implementation Plan Overview**

In Plan Bay Area 2040, MTC and ABAG pioneered an “Action Plan” to focus on areas where the plan’s performance was moving in the wrong direction and to address emerging policy issues. For Plan Bay Area 2050, staff are proposing an Implementation Plan that will focus on short-term, tangible actions that ABAG, MTC, and their partners can take to advance adopted strategies across the four core elements of the Plan Bay Area 2050 Final Blueprint. The Implementation Plan process will engage Bay Area residents, local governments, civic organizations, business interest, non-profits, and other stakeholders to identify and tackle shared challenges through 2025 and beyond.

### **Implementation Plan Goals and Objectives**

The Plan Bay Area 2050 Implementation Plan will have the following interconnected goals, as shown on the following page:

1. Maximize the viability of the plan's strategies – ensuring projected benefits are equitably, effectively, and efficiently realized and charting a feasible path to address identified challenge areas
2. Reinforce the recommendations of existing internal, external, or hybrid initiatives, including MTC- or ABAG-convened task forces and/or study committees, that complement the Plan's strategies and vision
3. Address emerging and cross-cutting strategic issues raised by stakeholders, policymakers, and the public
4. Support the timely achievement of the Plan's technical assumptions

For each Plan strategy included in the adopted Final Blueprint, a four-factor assessment is currently underway to evaluate and identify key requirements for strategy success, including *authority, financial resources, technical capacity, and public/political support*. Based upon this assessment, and the relative presence or absence of the four factors, an appropriate MTC/ABAG role will be proposed: whether to *lead, partner, or support* implementation efforts for a given strategy. Ultimately, the Implementation Plan will recommend detailed implementation actions, including roles, responsibilities, resource requirements, partnerships, and timeframes for each.

### **Implementation Plan Scope and Process**

To support the achievement of Implementation Plan goals and objectives, staff are proposing a phased internal and external process focused on producing tangible, achievable actions that will support the Plan over a one-to-five year period. This process will include a major emphasis on collaboration, providing key implementation partners and stakeholders a variety of settings to engage, discuss, and problem-solve with MTC/ABAG staff.

Other areas of emphasis for the Implementation Plan process include early and ongoing public outreach, as well as a resource evaluation and implementation prioritization process that centers equity and the urgent needs of the region's disadvantaged and low-income populations. The following is a preliminary timeline of key Implementation Plan activities, including work to-date:

Phase	Description of Work
<b>Phase One: Internal Engagement</b> (Fall 2020)	<ul style="list-style-type: none"> <li>• Strategy assessment and brainstorming</li> <li>• Mapping complementary efforts/ initiatives/partners</li> </ul>
<b>Phase Two: External Engagement</b> (Fall 2020 and Winter 2021)	<ul style="list-style-type: none"> <li>• Seek feedback from MTC/ABAG committees on Implementation Plan scope</li> <li>• Two large virtual stakeholder meetings to develop initial implementation actions</li> <li>• Hold office hours and small group meetings for focused discussions</li> <li>• Identify key strategic opportunities and barriers for successful implementation</li> </ul>
Phase	Description of Work
<b>Phase Three: Draft Implementation Plan</b> (Winter and Spring 2021)	<ul style="list-style-type: none"> <li>• Conduct initial public and CBO outreach on Implementation Plan</li> <li>• Update MTC/ABAG committees on progress to date</li> <li>• Prioritize actions under resource constraints</li> <li>• Develop Draft Implementation Plan</li> </ul>
<b>Phase Four: Partnership Phase</b> (Spring and Summer 2021)	<ul style="list-style-type: none"> <li>• Convene stakeholder groups to discuss partnership commitments; potential development of a shared advocacy agenda</li> <li>• Continue public outreach in concert with Draft Plan release</li> <li>• Refine resource evaluation and priorities</li> </ul>
<b>Phase Five: Final Implementation Plan</b> (Summer and Fall 2021)	<ul style="list-style-type: none"> <li>• Develop Final Implementation Plan</li> <li>• Adopt Final Implementation Plan as part of Final Plan Bay Area 2050</li> </ul>

**Next Steps:**

As noted earlier in this memo, the Plan Bay Area 2050 Final Blueprint analysis will be released later this month; action on the Preferred Alternative for the Plan Bay Area 2050 EIR will be taken in January 2021. Staff will also continue moving forward with planned Implementation Plan external engagement and outreach activities during the fall and early winter. Staff anticipate returning to the committees and working groups in February 2021 to present key findings and gather additional feedback on the remaining phases of the Implementation Plan process.

**Issues:** None

**Recommendation:** Information

**Attachments:** Attachment A: Presentation

  
Therese W. McMillan





PLAN BAY AREA 2050

# Plan Bay Area 2050 Update and Implementation Plan

Dave Vautin & Chirag Rabari

December 1, 2020

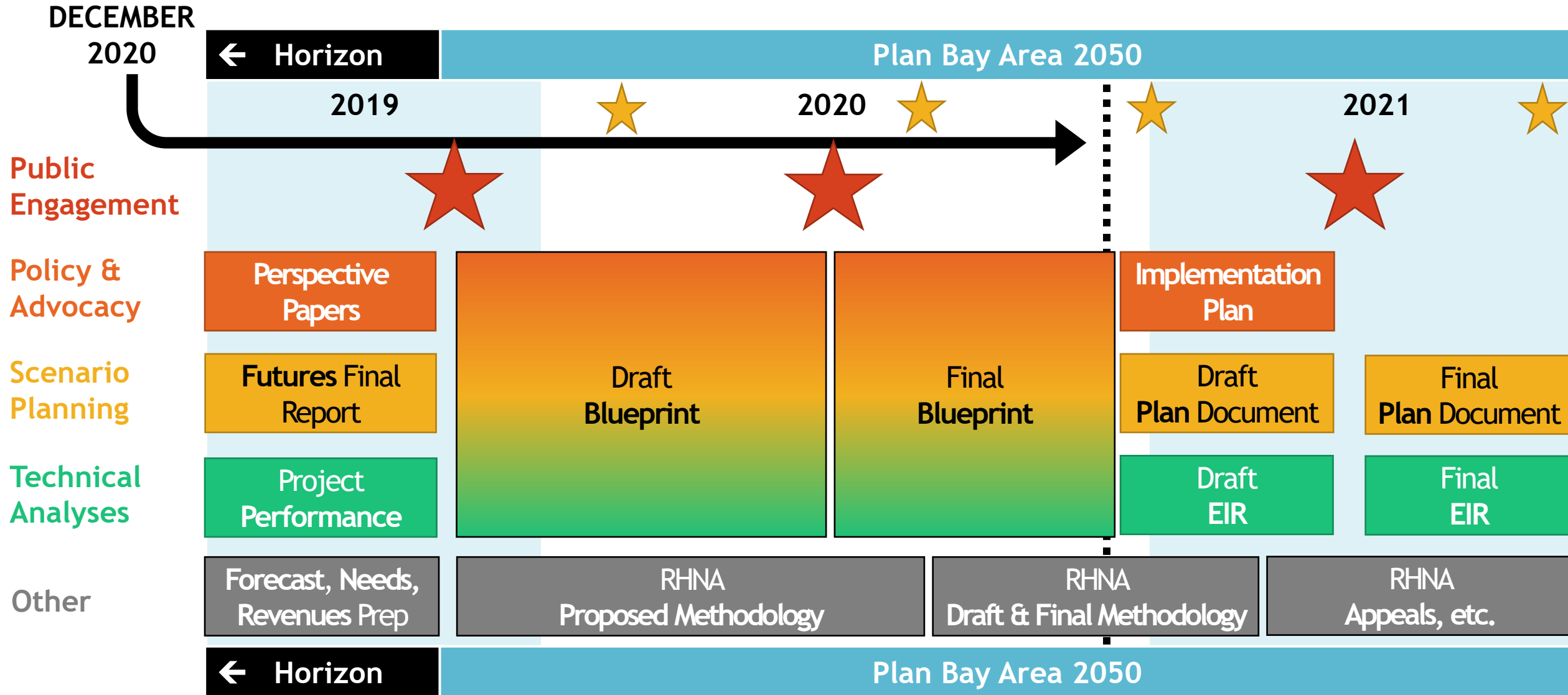
*Bay Area Partnership Board*



# Plan Bay Area 2050: Process & Schedule

The Culmination of Three Years of Engagement & Analysis

★ = Major Policy Board Decisions



### Revised Strategy EN7:

### Expand Commute Trip Reduction Programs at Major Employers

#### Objective

**Reduce greenhouse gas emissions and traffic congestion by partnering with major employers to *shift auto commuters to telecommuting, transit, walking, and bicycling.***

#### Description

**Set a sustainable commute target for all major employers as part of an expanded Bay Area Commuter Benefits Program.** Employers would then be responsible for expanding their commute trip reduction programs, identifying and funding sufficient incentives and/or disincentives to achieve or exceed the target. By the year 2035, no more than 40 percent of each employer's workforce would be eligible to commute by auto on an average workday. To minimize impacts on small businesses, businesses with fewer than 50 employees would be exempt from this policy; furthermore, recognizing the difficulty in serving rural jobs by transit and non-motorized modes, agricultural employers would also be exempt from this policy.

#### Options for Employers

**Each employer would have the flexibility to choose the right set of incentives and disincentives for their employees to meet or exceed the target:**

*Examples of employer-funded incentives include free or subsidized transit passes, bike & e-bike subsidies and giveaways, free bikeshare memberships, free commuter shuttles for employees, provision of on-site employee housing on current parking lots or other available land, rent or mortgage subsidies for employees residing in walkable transit-rich communities, and direct cash subsidies for walking, biking, or telecommuting. Employer-managed disincentives could include reduction or elimination of parking lots or garages, higher on-site or off-site parking fees, compressed work schedules, and elimination of Dedicated workspaces in lieu of shared space. Note that this strategy works in conjunction with other complementary strategies in Plan Bay Area 2050, including the strategies in which Plan Bay Area 2050 assumes Substantial funding that will, prior to 2035, make sustainable trips and this strategy much more attainable.*

# Final Blueprint: Status and Anticipated Release



November  
2020

- Action on Proposed Alternative Strategy EN7
- Kickoff for Implementation Plan
- EIR Alternatives Development

December  
2020

- Release Final Blueprint Analysis/Outcomes

January  
2021

- Action on Final Blueprint as Preferred Alternative for Plan Bay Area 2050 EIR

Spring  
2021

- Release of Draft Plan, Draft EIR, Draft Implementation Plan
- Final Round of Public Engagement



# Implementation Plan Background

## Action Plan



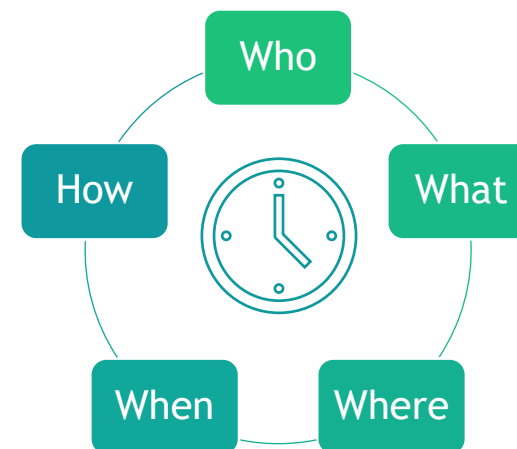
- The Plan Bay Area 2050 Implementation Plan will build on the “Action Plan” that MTC & ABAG pioneered for Plan Bay Area 2040
- The Implementation Plan will focus on short-term, tangible actions that ABAG, MTC, and their partners can take to advance adopted strategies across the four core elements of the Plan
  - The Implementation Plan process will engage Bay Area residents, local governments, civic organizations, business interest, non-profits, and other stakeholders to identify and tackle shared challenges through 2025 and beyond
  - Partnership and collaboration will be a major theme of the implementation process



# Strategy vs. Implementation

A **strategy** is either a public policy or set of investments that can be implemented in the Bay Area over the next 30 years; a strategy is not a near-term action or legislative proposal.

**Implementation actions** are the specific actions that will be required to advance the Plan Bay Area 2050 Final Blueprint strategies in the next one-to-five years.



# Implementation Plan Goals

The Implementation Plan will have the following interconnected goals:

1. **Maximize the viability of the plan's strategies** - ensure projected benefits are equitably, effectively, and efficiently realized and chart a feasible path to address challenge areas
2. **Reinforce the recommendations of existing internal, external, or hybrid initiatives**, including MTC- or ABAG-convened task forces and/or study committees, that complement the Plan's strategies and vision
3. **Address emerging and cross-cutting strategic issues** raised by stakeholders, policymakers, and the public
4. **Support the timely achievement** of the Plan's technical assumptions

# Implementation Plan Objectives

Staff will have the following objectives for each Plan strategy with respect to implementation:

## 1. Identify requirements for strategy success



- *Authority, financial resources, technical capacity, public/political support*

## 2. Identify MTC/ABAG role

- *Lead, partner, support*



## 3. Identify vehicles for strategy implementation

- *Advocacy/legislation (including outreach/communications, regulation, etc.)*
- *New or ongoing initiatives (policy, project/program, convening/task force)*
- *Planning & research (technical assistance, data & modeling)*

## 4. Recommend detailed implementation actions, including timeframe for implementation

# Implementation Plan Scope and Process



Fall '20

## Phase 1: Internal Engagement

- Strategy assessment
- Mapping complementary efforts/initiatives



Fall '20 and Winter '21

## Phase 2: External Engagement

- Nov. committees feedback
- Two virtual stakeholder meetings
- Office hours, small group meetings



Winter and Spring '21

## Phase 3: Draft Plan

- Develop Draft Implementation Plan
- Feb. progress update to committees
- Public/CBO outreach



Spring and Summer '21

## Phase 4: Partnerships

- Convene focused stakeholder groups to cement partnerships
- Draft Plan release
- Continue public outreach
- Refine resources & priorities



Summer and Fall '21

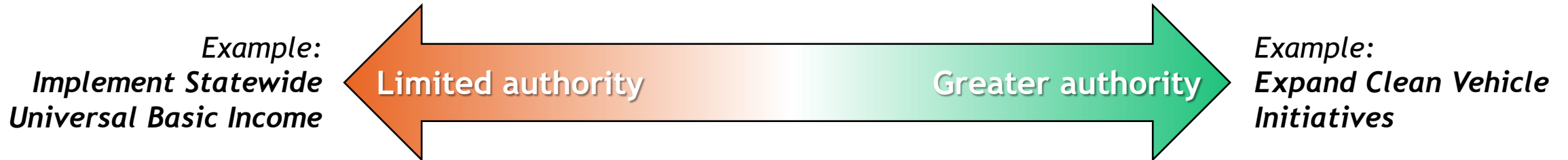
## Phase 5: Final Plan

- Develop Final Implementation Plan
- Final Plan release

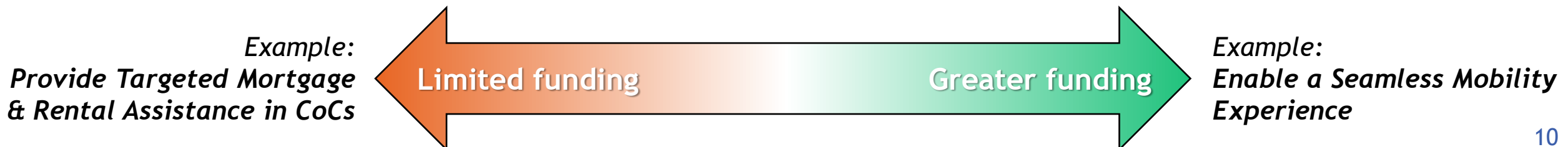


# Strategy Assessment: Transitioning to Implementation Plan Phase

- Focusing on MTC/ABAG's potential role, staff conducted a high-level, qualitative assessment of Final Blueprint Strategies to evaluate whether:
- **AUTHORITY** exists to **effectively, efficiently, and equitably** carry out the strategy and attendant tasks?



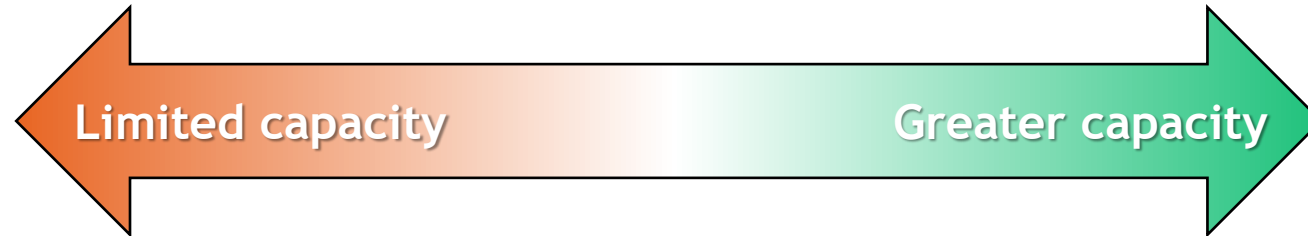
- **FUNDING** exists in the required amounts, and with the requisite control and stability, to carry out the strategy **effectively, efficiently, and equitably**?



# Strategy Assessment: Transitioning to Implementation Plan Phase

- Focusing on MTC/ABAG's potential role, staff conducted a high-level, qualitative assessment of Final Blueprint Strategies to evaluate whether:
- **TECHNICAL CAPACITY** and the institutional “wrap around” of knowledge, staffing, process and procedure exists to successfully implement the strategy **effectively, efficiently, and equitably?**

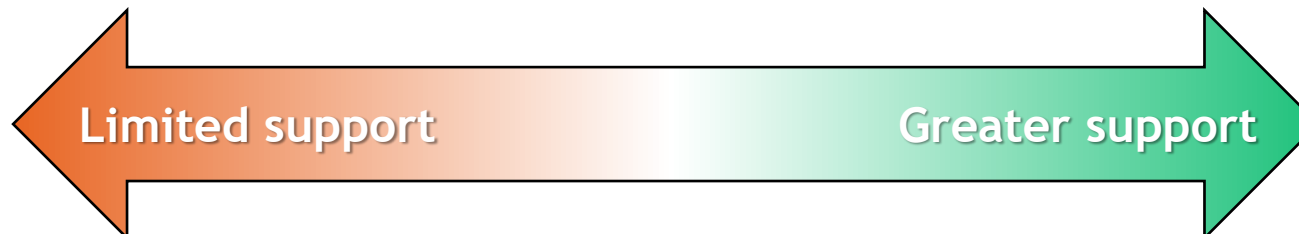
*Example:  
Expand Job Training &  
Incubator Programs*



*Example:  
Build an Integrated Express  
Lane & Bus Network*

- **PUBLIC/POLITICAL SUPPORT** exists?

*Example:  
Implement Per-Mile Tolling  
on Congested Freeways*



*Example:  
Adapt to Sea Level Rise*

# Complementary Initiatives and Partners

Internal (MTC/ABAG)	Hybrid	External - Government	External - Non-Government
Active Transportation Plan	Bay Area Regional Collaborative	BAAQMD	Advocacy Organizations
Bay Area Forward	Blue Ribbon Transit Recovery Task Force	Bay Area Transit Operators	Bay Area Residents
BayREN	Fare Integration Task Force	BCDC	Business
Climate Initiatives	Megaregional Working Group	CA Governor's Office	CALCOG
Clipper START	Partnership Board	CA HCD	CBOs
Estuary Blueprint	Regional Impact Council	CA High-Speed Rail Authority	Charitable Foundations
Express Lanes	Seamless Subcommittee	CA Legislature	Economic Organizations
Housing & Local Planning		CA Natural Resources Agency	Environmental Organizations
Legislative Agenda		CA Strategic Growth Council	Equity Advocates
OBAG		CA Workforce Dev. Board	Housing Organizations
PDA/PCA/PPA Planning		CA Water Resources Ctrl. Board	Labor
Public Information/Outreach		CalEPA	Non-Profit Organizations
REAP		CalFIRE	Think Tanks
RHNA		California Energy Commission	Transportation Organizations
TOD Policy Update		CalSTA	
Vision Zero		Caltrans	
		CARB	
		County Transportation Agencies	
		CPUC	
		CTC	
		Federal Agencies	
		Local Jurisdictions	



# Feedback from Partnership Board Members

Staff are seeking feedback from Partnership members on the following items, among others:

1. High-priority implementation areas to address
2. Key stakeholders and partners to engage
3. Guidance on areas of potential controversy, including authority, governance, and implementation barriers
4. Thoughts on overall approach



## PLAN BAY AREA 2050

# Discussion & Questions

*For additional information on the Final Blueprint, please contact Dave Vautin at [dvautin@bayareametro.gov](mailto:dvautin@bayareametro.gov)*

*For additional information on the Implementation Plan, please contact Chirag Rabari at [crabari@bayareametro.gov](mailto:crabari@bayareametro.gov)*