

PLAN BAY AREA 2050

What We Heard: Draft Plan Bay Area 2050 Engagement

Summer 2021

Overview of Today's Webinar

Welcome + Agenda Review (5 minutes)

Plan Bay Area 2050 Engagement Overview (20 minutes)

Q&A (10 minutes)

What We Heard (15 minutes)

Q&A (15 minutes)

Next Steps + Closing (5 minutes)



Plan Bay Area 2050 Timeline

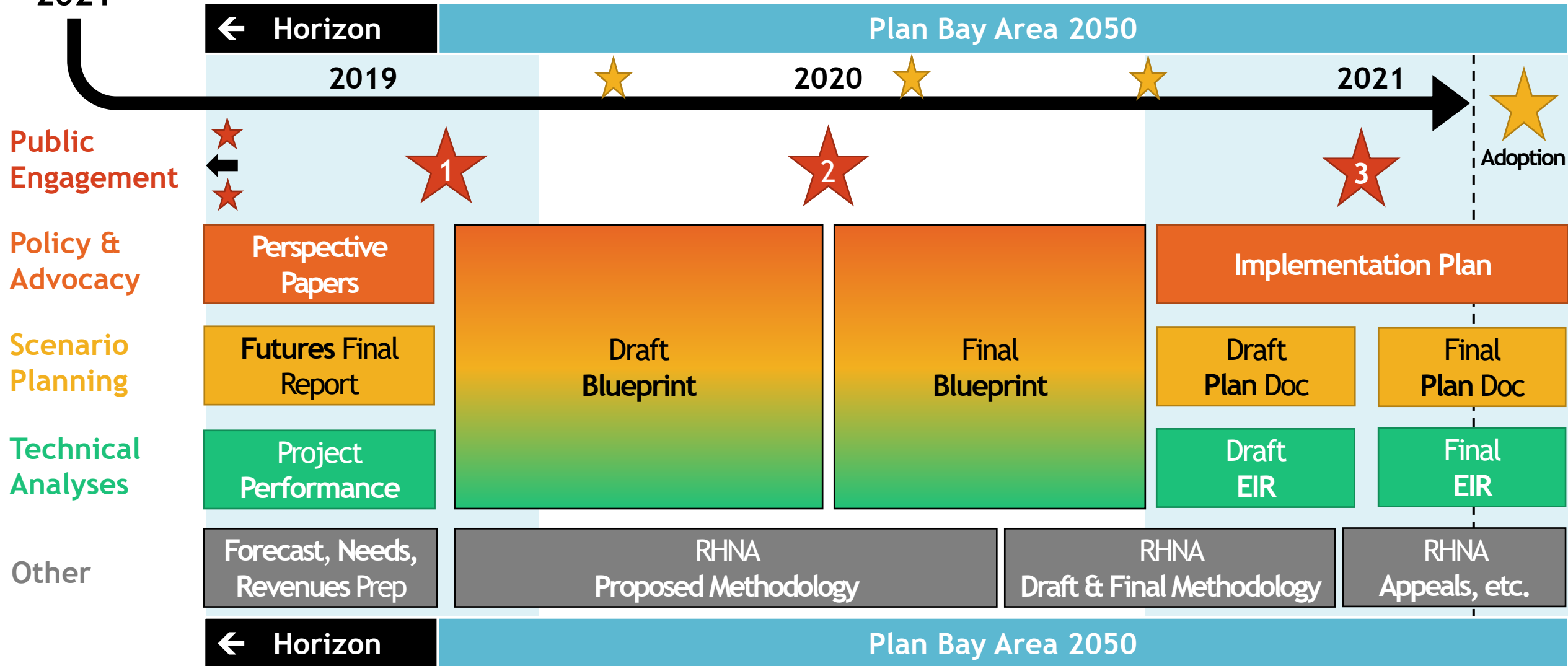
AUGUST
2021



= Engagement Cycles



= Major Policy Board Decisions



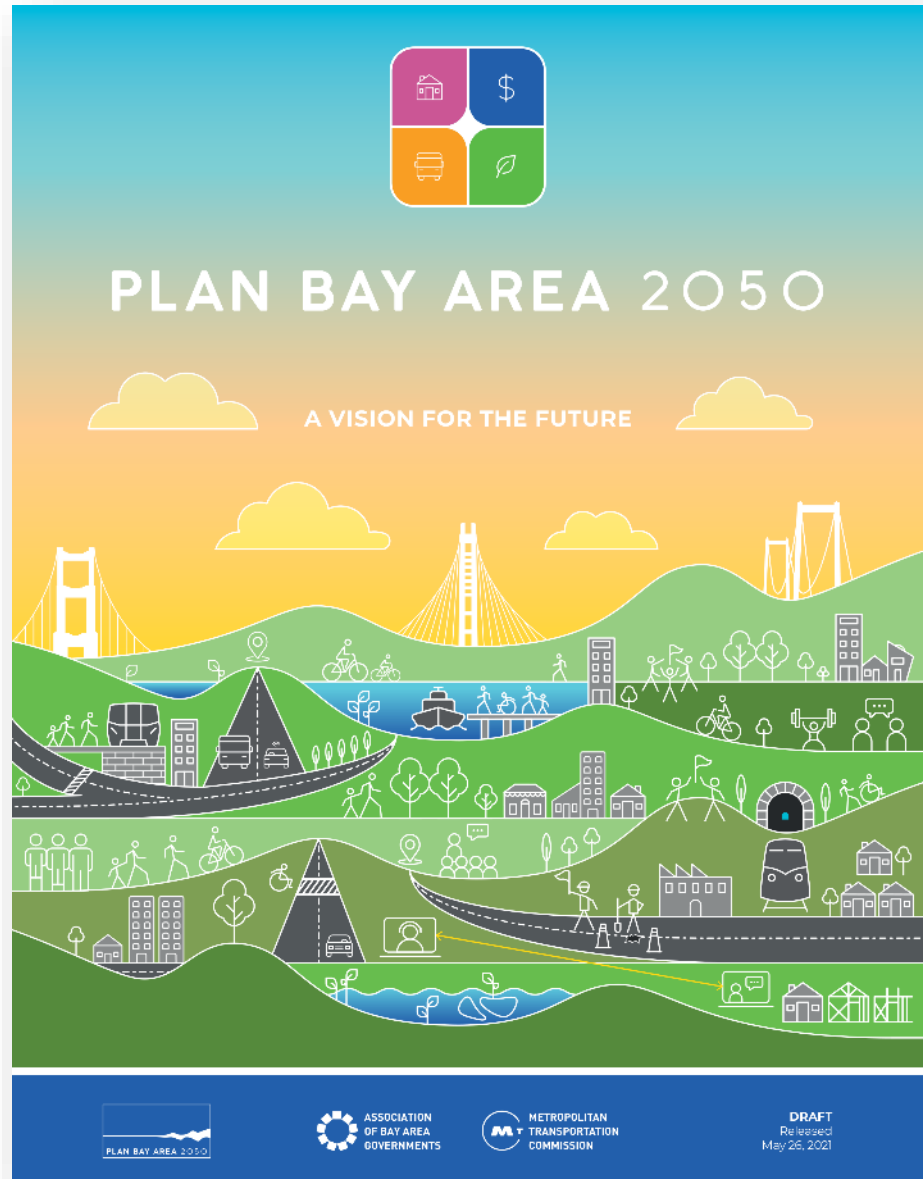
Spring/Summer 2021: Engagement Overview

Summer 2021 Engagement: Listening & Learning

Final round of public engagement caps off over three and a half years of public dialogue and consultation on the Plan Bay Area 2050 process with residents; local partners; regional, state and federal collaborators; and many other public and private stakeholders.



Summer 2021 Engagement: Listening & Learning



- **Draft Plan Bay Area 2050, Draft Implementation Plan, Draft Supplemental Reports** — released May 26, 2021; 55-day comment period
- **Draft EIR** — released June 4, 2021; over 45-day comment period

Summer 2021 Outreach

Also:

- Digital Promotion
- Videos
- Digital Tribal Summit
- Online Comment Forms
- Listening Line
- Email Comments
- County Presentations
- Partner Discussions
- Youth Video Challenge

4

subregional
digital public
workshops

2

digital technical
partner workshops

6

digital public
hearings

1

youth-focused
workshop

Summer 2021 Engagement: Digital Promotion

3 million+

total number of times *posts show up in social media feed*

- Facebook
- Instagram Stories
- YouTube

5,000+

total number of *downloads*

- Draft Plan Bay Area 2050
- Draft EIR
- Draft Supplemental Reports & Related Materials

40%

percentage who *watched video when ad was served*

- Facebook
- Instagram Stories
- YouTube

800,000+

total number of *views*

- Draft Plan Bay Area 2050 animated video and workshop promotion



Summer 2021 Engagement: Traditional Promotion

20,000+

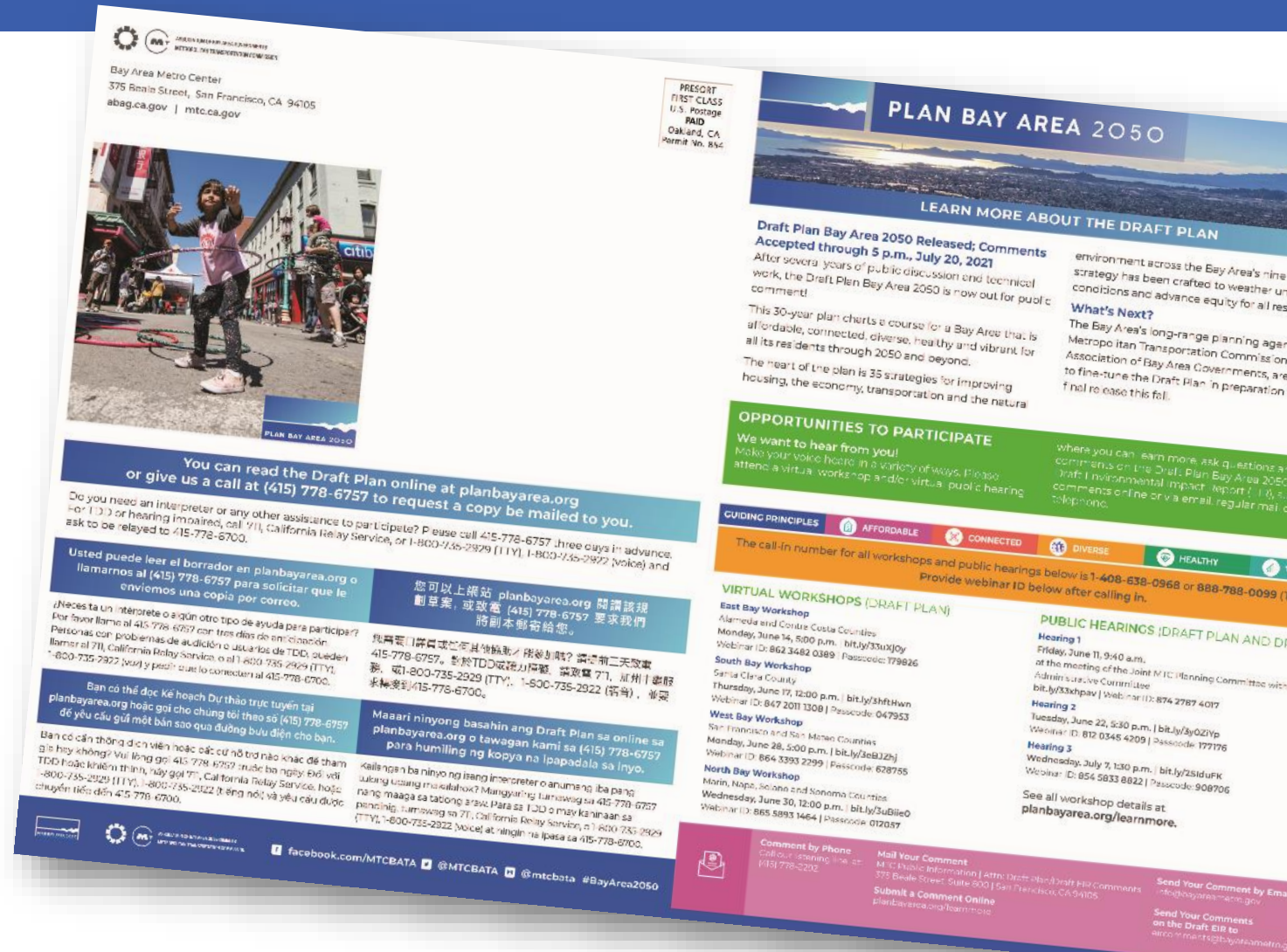
total number of *mailing addresses*

- Plan Bay Area 2050 mailer to Equity Priority Communities

10,600+

total number of *email addresses*

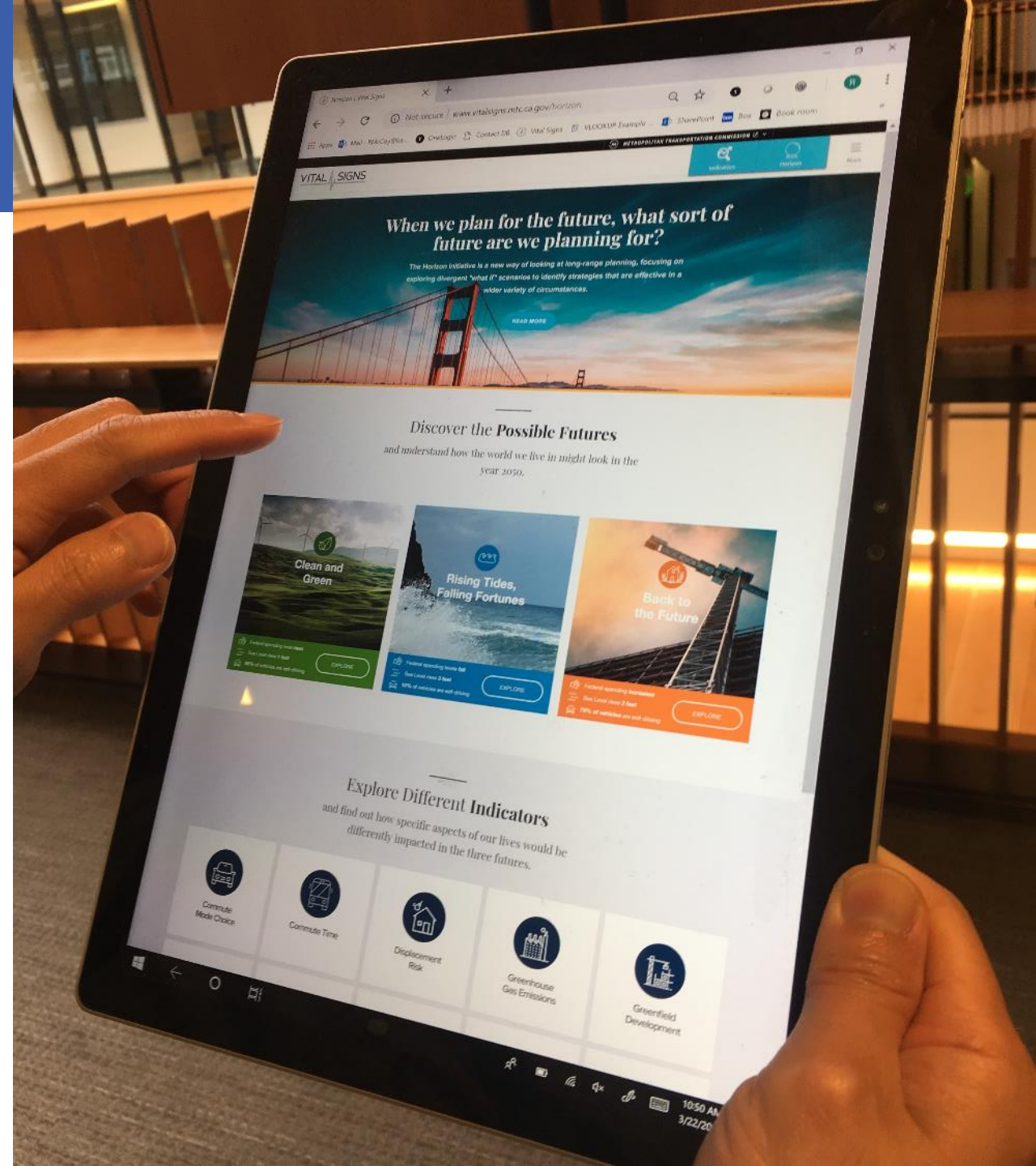
- Plan Bay Area 2050 & Draft EIR e-blasts



Plan Bay Area 2050 Engagement Recap

Plan Bay Area 2050 Engagement: Tactics that Made a Difference

- Non-traditional Engagement:
Pop-up Workshops
- Digital Engagement:
 - Zoom Workshops + Webinars
 - Digital Surveys + Games
- Digital Promotion:
Paid Promotion on Social Media



Engagement Recap: Round 1

Introduction to the Plan (late-2019)

Events	No. of Events/Activities	No. of Participants	No. of Comments
In-person Pop-up Workshops: Held pop-ups around the nine-county Bay Area (78% held in Equity Priority Communities).	37	1,000 participants	3,000 comments
Mayor of Bayville Online Game: Introduced the plan and its considerations via an online game, which was promoted digitally to the Bay Area public.	1	3,000 participants	9,900 comments
Tribal Summit: Engaged federally recognized tribes to introduce Plan Bay Area 2050.	1	4 tribal participants	41 comments
Stakeholder Engagement: Includes RAWG + REWG meetings, webinars and special workshops.	23	Over 1,200 participants	N/A

Engagement Recap: Round 2

Draft Blueprint (mid-2020)

Events.	No. of Events/Activities	No. of Participants	No. of Comments Received
Community-Based Discussion Groups: Conducted small group discussions on Draft Blueprint with community members.	7	61 participants	260 comments
Digital Workshops: Conducted nine online workshops on the Draft Blueprint, one focused on each of the Bay Area's nine counties.	9	288 participants	350 comments
Online Survey: Conducted an online survey to request input on the Plan's Draft Blueprint.	1	3,915 participants	16,682 comments
Statistically-Valid Telephone/Online Poll: Conducted a statistically-valid telephone and online poll on key elements of the Draft Blueprint.	1	2,997 participants	149,850 comments
Telephone Townhalls: Hosted telephone events in English (2), Spanish (1), Mandarin (1) + Cantonese (1) to reach residents with limited internet access and/or limited English proficiency.	5	19 participants	32 comments
Tribal Summit: Consulted with federally recognized tribes on Plan Bay Area 2050's Draft Blueprint.	1	2 tribal participants	22 comments
Stakeholder Engagement: Includes RAWG + REWG meetings, webinars and special workshops	22	Over 700 participants	N/A

Engagement Recap: Round 3

Draft Plan, Draft Implementation Plan, Draft Supplemental Reports & Draft EIR (late 2020- mid-2021)

Events	# of Events/Activities	No. of Participants	No. of Comments Received
Discussion Groups: Conducted qualitative small-group discussions with residents and students.	11	93 participants	894 comments
Online Survey and Text-Based Survey: Conducted online- and telephone-based surveys on the Implementation Plan in English, Chinese and Spanish.	2	2,103 participants	15,685 comments
Public Hearings: Held seven public hearings on four separate dates on Draft Plan Bay Area 2050 and Draft EIR.	6	66 participants	40 comments
Public Workshops: Held four public workshops by geographic location: North Bay, South Bay, East Bay and West Bay.	4	189 participants	70 comments
Tribal Summit + Government-to-Government Consultation: Consulted with federally recognized tribes on the Draft Plan and Draft EIR.	2	5 tribal participants	22 comments
Envision the Bay Area Youth Workshop: Engaged high school students throughout the region to discuss the Draft Plan's 35 strategies.	1	8 workshop participants	7 comments
Plan Bay Area 2050 Video Challenge: Encouraged Bay Area students and their families to submit a video on their favorite Draft Plan strategy.	1	23 participants	19 video submittals 4 comments
Stakeholder Engagement: Includes RAWG + REWG meetings, webinars and special workshops.	94	Over 1,000 participants	N/A

Questions



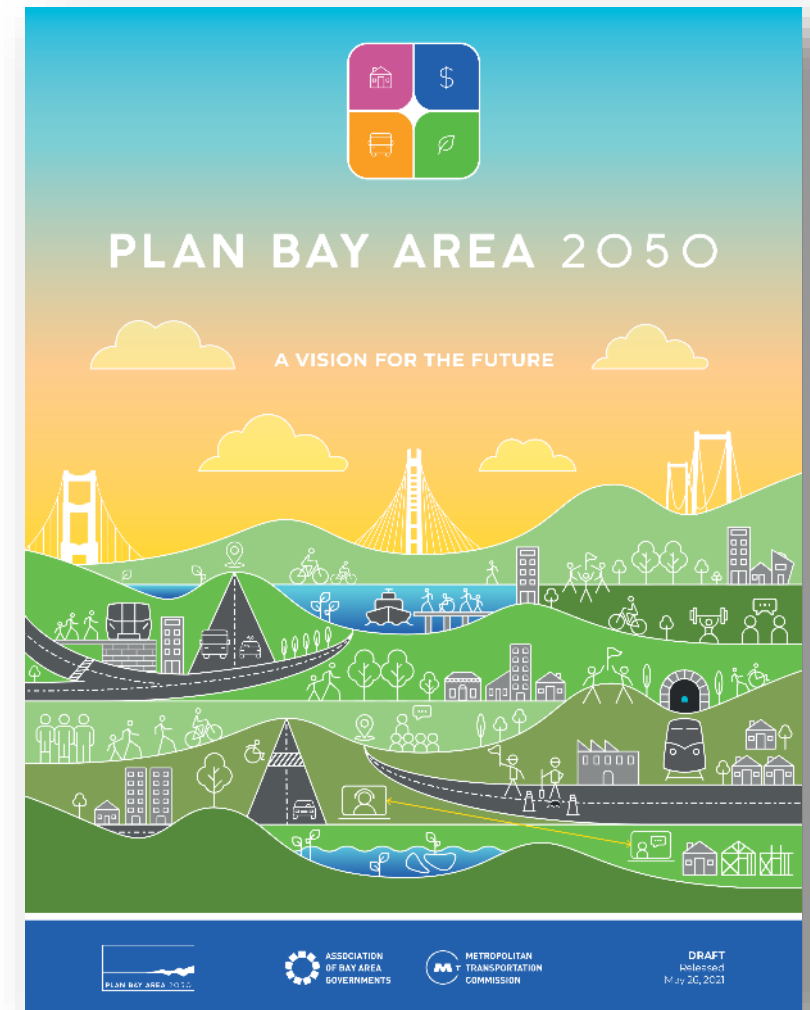
What We Heard

Summer 2021 Engagement: What We Heard

Draft Plan Bay Area 2050

Top 5 Themes:

1. Strong support for the Draft Plan and the 35 strategies, albeit with numerous requested changes, additions, modifications and clarifications from individuals, organizations and partner agencies.
2. Support and opposition for housing growth evenly split.
3. Support for workforce development and training.
4. Support for more active transportation and Express Lanes, and opposition to highway/freeway expansion.
5. Concern about environmental hazards, specifically sea level rise and wildfire preparedness.



Summer 2021 Engagement: What We Heard

Draft Plan Bay Area 2050

Top 4 Housing Themes:

1. Overall support for building of more housing in general, and more affordable housing specifically, but others opposed new housing growth.
2. Questions from partners on how to meet Regional Housing Needs Allocation numbers, including how to address environmental and infrastructure impacts.
3. Continued concern over the jobs-housing imbalance.
4. Support diversity in housing types, but some interest in single-family housing remained.



2 | Housing

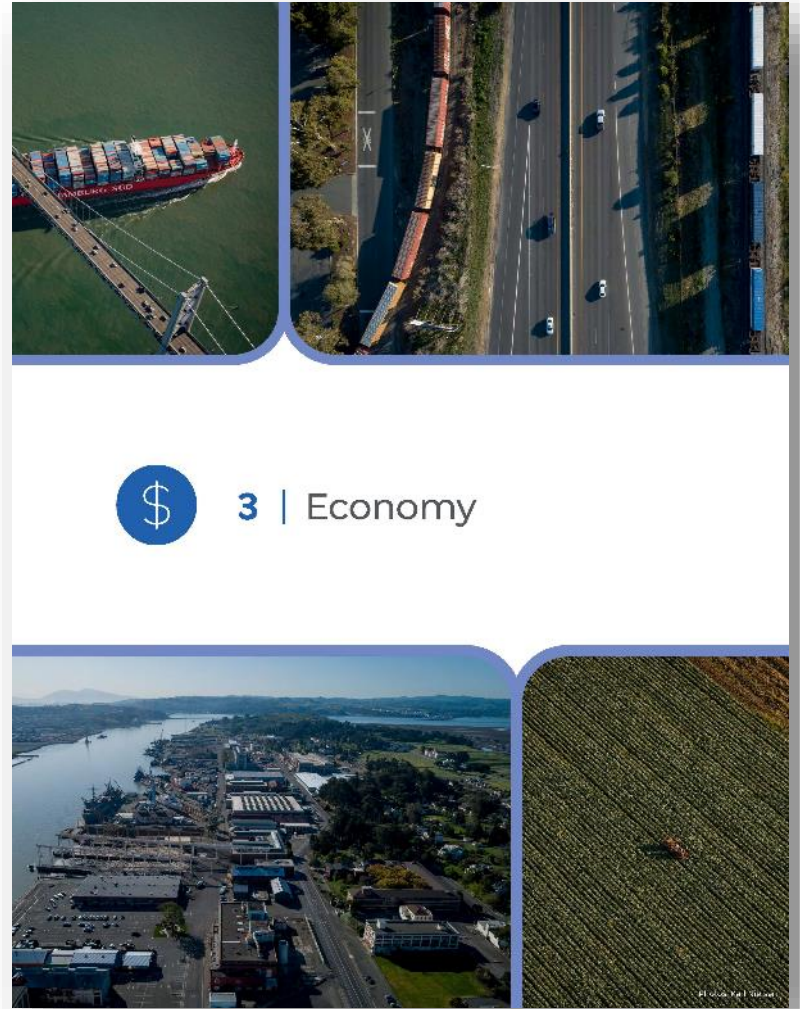


Summer 2021 Engagement: What We Heard

Draft Plan Bay Area 2050

Top 5 Economy Themes:

1. Strong support for workforce development, specifically support for training and for prioritizing local labor from Equity Priority Communities.
2. Support and opposition for Universal Basic Income evenly split.
3. Support for Priority Production Areas.
4. Support for expanded internet access.
5. Support for better access to jobs.



Summer 2021 Engagement: What We Heard

Draft Plan Bay Area 2050

Top 5 Transportation Themes:

1. Support for more active transportation, including interest expanded infrastructure for bicycle and pedestrian improvements in more trails.
2. Support for Express Lanes, but opposition to highway or freeway expansion.
3. Support for public transit, including support of more service and expansion of transit lines, including SMART.
4. Support for enhanced safety for all who use active transportation and transit.
5. Interest in transportation-related climate mitigation efforts, like electrification and transportation demand management initiatives.



4 | Transportation

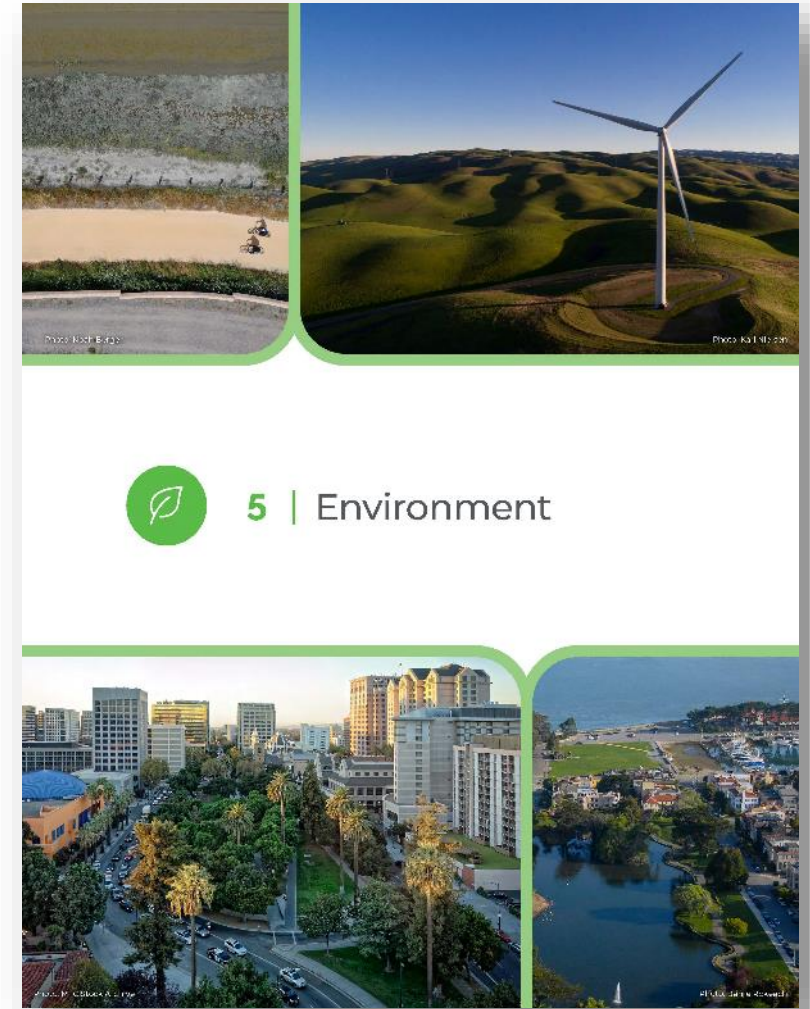


Summer 2021 Engagement: What We Heard

Draft Plan Bay Area 2050

Top 5 Environment Themes:

1. Interest in addressing environmental hazards, including sea level rise and wildfire.
2. Concerns about the Bay Area's water supply.
3. Interest in greater focus on climate mitigation.
4. Support for adding e-bikes to the strategies.
5. Support for more regional trails.



Summer 2021 Engagement: What We Heard

Draft Plan Bay Area 2050

“For freeway capacity improvements, including interchange improvements, I recognize that some older facilities may require improvements for safety. I strongly encourage reviewing them through the lens of climate and induced demand.”

“Take a more comprehensive approach to wildfire resilience.”

“Prioritize local labor from underserved communities.”

“I am a former resident who was priced out of the area. I want improved housing options now.”



Summer 2021 Engagement: What We Heard

Draft Implementation Plan

Top Themes:

1. Interest in partnering on advocacy efforts to raise revenues needed to support the Plan
2. Collaboration on sea level rise adaptation, with more clarity on roles and responsibilities
3. Need for workforce development
4. Partnership opportunities in supporting the revamp of the Priority Conservation Area (PCA) planning framework
5. Need for metrics and tracking to support accountability, with regular progress updates



Summer 2021 Engagement: What We Heard

Draft Implementation Plan

“I support the goal of seamless transit: paired with the schedule coordination and other capital investments described previously, a strategy to reform regional fare policy could simplify the experience of taking transit.”

“We look forward to working with MTC on updates to the Priority Conservation Area program, as it has been a very effective tool in the land conservation toolbox.”

“The Implementation Plan must identify actionable steps, timelines and outcomes for each implementation action to ensure forward movement and transparency.”

“Incentivize cities to update Complete Streets policies to Green Sustainable Streets policies that incorporate climate resilience/adaptation measures, and that prioritize integration of habitat value trees, native plants, and green infrastructure.”



Summer 2021 Engagement: What We Heard

Draft EIR for Plan Bay Area 2050

Top Themes:

1. Raised points relating to both Plan Bay Area 2050 and the Draft EIR.
2. Questioned assumptions of the regional growth forecasts and implications of COVID-19.
3. Interest in hydrology and utilities analyses, and the alternatives analysis.
4. Interest in effects of sea level rise inundation and wildfire risk.
5. Questioned MTC's and ABAG's authority to implement the Plan and the Draft EIR's mitigation measures.



Summer 2021 Engagement: What We Heard

Draft EIR for Plan Bay Area 2050

“The Draft EIR states the intensified risk of wildland fires will be a significant and unavoidable impact even after implementation of mitigation measures. The proposed mitigation measures are already being used throughout California, yet every year California’s fire season gets worse with new record-breaking wildfires. Increasing the number of people exposed to extreme fire risk in a fire-prone region while simultaneously increasing our population is irresponsible at best.”

“California doesn’t have enough water for even the current state of affairs, much less additional growth.”

“Alternative 1 proposes additional core capacity transit investments in lieu of adding highway lane-mileage and a compact regional growth pattern with the greatest share of housing and job growth within walking distance of high-capacity regional transit stations.”

“Plan Bay Area 2050 has developed Priority Development Areas and Priority Conservation Areas. The DEIR should include environmental review of these programs...and should identify the natural resources that are on the PDA areas and recommend ways the environmental resources on these areas be protected.”



Summer 2021 Engagement: Youth Video Challenge

Join the Plan Bay Area 2050 Video Challenge!

Submit your video by **JULY 9th**

Help shape the future of the Bay Area.

- ▶ Create a video to tell us which PBA 2050 strategy you like and how it will benefit you and your community.
- ▶ You could win one of three **\$100 gift cards to an electronics store!**

We want to hear what's most important to YOU about the health of our environment, as well as how we get around, where we live, and what kind of jobs will be available.

Your story and input matter!

Videos submitted will be shared directly with government officials and decision makers.

To join the Challenge, visit:

SpareTheAirYouth.org/PBAVideoChallenge

WHAT IS PLAN BAY AREA 2050?

Plan Bay Area 2050 is a plan to improve the lives of everyone who lives, works, plays and goes to school in the Bay Area over the next 30 years.

Plan Bay Area 2050 focuses on:

- Housing
- Economy
- Transportation
- Environment

Logos: Plan Bay Area 2050, MTA, Metropolitan Transportation Commission, Association of Bay Area Governments, SpareTheAirYouth.org

- **Workshop and Video:** Bay Area youth were asked to share creative ideas about their favorite strategy from Plan Bay Area 2050.
- At the workshop, students used found objects within their homes to create models representing their favorite Plan Bay Area 2050 strategies.
- Students then created a video to highlight their favorite strategy.

Engagement Recap: Covid & Digital Engagement Impacts

Digital Promotion:

- Allowed MTC/ABAG to yield greater participation than ever before
- Attracted a diverse group of Bay Area residents who had previously not participated in the Plan Bay Area process
- Key driver of awareness and participation

COVID-19 Pandemic:

- Opportunity to innovate
- Digital-first approach
- Record-breaking levels of engagement with the largest number of participants to date

PLAN BAY AREA 2050

Questions

Next Steps

Upcoming Events:

- Webinar outlining Implementation Plan partnerships, the plan's equity component and the final step to plan adoption: **September 9, 2021**
- Implementation Plan update at September Joint MTC Planning Committee with the ABAG Administrative Committee meeting: **September 10, 2021**
- Regional Advisory Working Group meeting outlining Final Plan Bay Area 2050: **October 5, 2021**
- **Final Plan Bay Area 2050 and Final EIR will be considered for adoption in October 2021**

Go to planbayarea.org for workshop information and links.

PLAN BAY AREA 2050



Thank you!