

# Plan Bay Area 2050+ Draft Blueprint Strategy Refinements

## Transportation Element: Proposed Strategy Refinements

As part of a limited and focused update, many of the Plan Bay Area 2050+ Transportation Element strategies are likely to remain similar to the prior plan. The table below describes the potential changes for each strategy as well as relevant feedback received during the first round of engagement with the public and stakeholders. Note that Strategies T3, T4, T10, T11, and T12 are being updated as part of Transit 2050+ and will be integrated as part of Final Blueprint phase in 2024; they are therefore omitted from this table.

*Table 1: Proposed Strategy Changes and Engagement Feedback for Transportation Strategies*

Strategy Title	Potential Changes Between Plan Bay Area 2050 and 2050+	Stakeholder & Public Feedback
<p><b>Strategy T1</b>                      Restore, Operate and Maintain the Existing System</p>	<p><b>Same as Plan Bay Area 2050.</b>                      No changes proposed to the investment strategy; however, revised system needs lead to a higher strategy financial need.</p>	<p><i>The public noted the challenge of maintaining transit services and systems amidst decreased ridership. Stakeholders discussed the necessity of identifying funding and operational strategies. Few comments were made regarding the condition of roadways.</i></p>
<p><b>Strategy T2</b>                      Support Community-Led Transportation Enhancements in</p>	<p><b>Same as Plan Bay Area 2050.</b>                      No changes proposed. Subject to fiscal constraint.</p>	<p><i>No significant comments.</i></p>

Strategy Title	Potential Changes Between Plan Bay Area 2050 and 2050+	Stakeholder & Public Feedback
Equity Priority Communities		
<p><b>Strategy T5</b>                      Implement Per-Mile Tolling on Congested Freeways with Transit Alternatives</p>	<p><b>Significant Change from Plan Bay Area 2050.</b>                      This strategy previously only focused on per-mile all-lane freeway tolling. A refined approach will weave together other user-based pricing strategies, including parking pricing from Strategy EN9 and cordon pricing from Strategy T10, into a broadened pricing strategy alongside all-lane tolling. Key updates from the <i>Next Generation Bay Area Freeways Study</i>, including expanded equity considerations will be woven in as well.</p> <p>A proposed expansion of the strategy would also incorporate a regional mileage-based user fee to reduce vehicle miles traveled while supplementing traditional revenue streams, augmenting the revenue-neutral statewide mileage-based user fee.</p>	<p><i>There was recognition that more people are driving post-pandemic, and congestion has gotten worse. Equity emerged as a central concern when considering transportation pricing strategies. There was a recognized need around reducing driving and increasing funding, and a recognized challenge that the current transit and active transportation networks may not be sufficiently robust to provide alternatives for individuals who might be priced out of driving.</i></p> <p><i>There was also apprehension about continued inclusion of parking and cordon pricing strategies and their potential impacts on already vulnerable downtown areas.</i></p>
<p><b>Strategy T6</b>                      Improve Interchanges and Address Highway Bottlenecks</p>	<p><i>Excluded from Draft Blueprint – to be developed prior to Final Blueprint phase, consistent with Plan Bay Area 2050, and subject to fiscal constraints.</i></p>	<p><i>No significant comments.</i></p>

Strategy Title	Potential Changes Between Plan Bay Area 2050 and 2050+	Stakeholder & Public Feedback
<p><b>Strategy T7</b>                      Advance Other Regional Programs and Local Priorities</p>	<p><i>Excluded from Draft Blueprint – to be developed prior to Final Blueprint phase, consistent with Plan Bay Area 2050, and subject to fiscal constraints.</i></p>	<p><i>No significant comments.</i></p>
<p><b>Strategy T8</b>                      Build a Complete Streets Network</p>	<p><b>Slight Change from Plan Bay Area 2050.</b>                      Proposed refinements include emphasis on building out the Regional Active Transportation Network and ensuring the facilities are suitable for all ages and abilities.</p>	<p><i>The public recognized an increasing number of biking trips, especially when not commuting. Stakeholders pointed out potential conflicts between active transportation networks and public transit corridors. Stakeholders agreed that active transportation networks needed more proactive designs to make systems accessible and to make users of the systems feel safe.</i></p>
<p><b>Strategy T9</b>                      Advance Regional Vision Zero Policy through Street Design and Reduced Speeds.</p>	<p><b>Slight Change from Plan Bay Area 2050.</b>                      Proposed refinements include emphasis on creating safe transportation facilities on the High Injury Network.</p>	<p><i>Stakeholders emphasized the importance of also emphasizing safety on the regional Active Transportation Network, and areas near community spaces, such as schools, parks, libraries, and senior centers. Stakeholders called attention to the importance of design elements versus relying on enforcement of slower streets.</i></p>

## Housing Element Proposed Strategy Refinements

As part of a limited and focused update, many of the Plan Bay Area 2050+ Housing Element strategies are likely to remain similar to the prior plan. The table below describes the potential changes for each strategy as well as relevant feedback received during the first round of engagement with the public and stakeholders.

*Table 2: Proposed Strategy Changes and Engagement Feedback for Housing Strategies*

Strategy Title	Potential Changes Between Plan Bay Area 2050 and 2050+	Stakeholder & Public Feedback
<p><b>Strategy H1</b>                      Further Strengthen Renter Protections Beyond State Law</p>	<p><b>Similar to Plan Bay Area 2050.</b>                      Update maximum rent increase at 4% annually when inflation is higher than this figure, while emphasizing protecting vulnerable residents from homelessness.</p>	<p><i>Increased cost of living tied to inflation and economic inequality were top concerns at pop-ups and in surveys, and stakeholders recommended setting a ceiling on maximum rent increases to mitigate impact of inflation.</i></p>
<p><b>Strategy H2</b>                      Preserve Existing Affordable Housing</p>	<p><b>Similar to Plan Bay Area 2050.</b>                      Integrate a wider range of financing and ownership models into strategy description.</p>	<p><i>Multiple comments at pop-ups promoted new ownership models and the importance of increasing tenant security in existing homes—an approach embraced by the Bay Area Housing Finance Authority (BAHFA).</i></p>
<p><b>Strategy H3</b>                      Allow a Greater Mix of Housing Densities and Types in Growth Geographies</p>	<p><b>Slight Change from Plan Bay Area 2050.</b>                      Expand definition of Transit-Rich Areas to include places subject to the Transit Oriented Communities Policy if not already included (e.g., as part of a PDA).</p>	<p><i>Pop-up and survey comments emphasized the importance of removing barriers to affordable regionwide—particularly in higher resource and transit-rich areas.</i></p>

Strategy Title	Potential Changes Between Plan Bay Area 2050 and 2050+	Stakeholder & Public Feedback
<p><b>Strategy H4</b>            Build Adequate Affordable Housing to Ensure Homes for All</p>	<p><b>Similar to Plan Bay Area 2050.</b>            Add emphasis on innovative finance and construction approaches, and reflect any resulting reductions in subsidies required to build adequate affordable housing.</p>	<p><i>Stakeholders recommended pursuing innovative approaches to financing and construction to reduce development cost and increase feasibility of affordable housing—echoing lessons learned from BAHFA analysis and pilots.</i></p>
<p><b>Strategy H5</b>            Integrate Affordable Housing into All Major Housing Projects</p>	<p><b>Same as Plan Bay Area 2050.</b></p>	<p><i>No significant comments.</i></p>
<p><b>Strategy H6</b>            Transform Aging Malls and Office Parks into Neighborhoods</p>	<p><b>Similar to Plan Bay Area 2050.</b>            Integrate locally identified Priority Sites on aging commercial sites, and reflect the anticipated investments in these sites envisioned by the Priority Sites program.</p>	<p><i>No significant comments.</i></p>
<p><b>Strategy H7</b>            Provide Targeted Mortgage, Rental, and Small Business Assistance to Equity Priority Communities</p>	<p><b>Same as Plan Bay Area 2050.</b></p>	<p><i>No significant comments.</i></p>

Strategy Title	Potential Changes Between Plan Bay Area 2050 and 2050+	Stakeholder & Public Feedback
<b>Strategy H8</b> Accelerate Reuse of Public and Community-Owned Land for Mixed-Income Housing and Essential Services	<b>Similar to Plan Bay Area 2050.</b> Integrate locally identified Priority Sites on public land, and reflect the anticipated investments in these sites envisioned by the Priority Sites program.	<i>No significant comments.</i>

## Economy Element Proposed Strategy Refinements

As part of a limited and focused update, many of the Plan Bay Area 2050+ Economy Element strategies are likely to remain similar to the prior plan. The table below describes the potential changes for each strategy as well as relevant feedback received during the first round of engagement with the public and stakeholders.

*Table 3: Proposed Strategy Changes and Engagement Feedback for Economy Strategies*

Strategy Title	Potential Changes Between Plan Bay Area 2050 and 2050+	Stakeholder & Public Feedback
<p><b>Strategy EC1</b>                      Implement a Statewide Guaranteed Income</p>	<p><b>Similar to Plan Bay Area 2050.</b>                      Modify strategy title for greater consistency with active local implementation efforts (e.g., City of Oakland pilot).</p>	<p><i>Increased cost of living tied to inflation and economic inequality were top concerns at pop-ups and in surveys.</i></p>
<p><b>Strategy EC2</b>                      Expand Job Training and Incubator Programs</p>	<p><b>Similar to Plan Bay Area 2050.</b>                      Clarify geographic focus of strategy by also prioritizing places within, or accessible by frequent transit, from Equity Priority Communities.</p>	<p><i>At stakeholder workshops, participants recommended focusing job training and incubator programs in Transit-Rich areas easily accessible to lower-income residents.</i></p>
<p><b>Strategy EC3</b>                      Invest in High-Speed Internet in Underserved Low-Income Communities</p>	<p><b>Same as Plan Bay Area 2050.</b>                      No changes proposed.</p>	<p><i>No significant comments.</i></p>

Strategy Title	Potential Changes Between Plan Bay Area 2050 and 2050+	Stakeholder & Public Feedback
<p><b>Strategy EC4</b>                      Allow a Greater Mix of Commercial Land Uses and Densities in Growth Geographies</p>	<p><b>Slight Change from Plan Bay Area 2050.</b> Expand strategy to promote a full range of active land uses, stimulate the growth of new and emerging businesses in vacant office space and ground floor retail, and integrate all areas subject to the Transit-Oriented Communities - Policy as part of a minor refresh to the Growth Geographies.</p>	<p><i>Echoing comments at pop-ups and online, stakeholders called for creative, multi-benefit approaches to revitalizing regional downtowns and main streets.</i></p>
<p><b>Strategy EC5</b>                      Provide Incentives to Employers to Locate in Transit- and Housing-Rich Areas</p>	<p><b>Significant Change from Plan Bay Area 2050.</b>                      Complement the strategy’s focus in Plan Bay Area 2050 — shifting office jobs to housing-rich areas — by also prioritizing transit-rich downtowns and main streets regionwide, and by adding incentives for essential services and industries that offer middle-wage jobs and rely on in-person work.</p>	<p><i>A common theme across stakeholder workshops, pop-ups and surveys was the urgency of addressing the impacts of COVID-19 on regional downtowns, as well as creating a more equitable economy.</i></p>
<p><b>Strategy EC6</b>                      Retain and Invest in Key Industrial Lands</p>	<p><b>Similar to Plan Bay Area 2050.</b>                      Clarify the set of critical investments to include renewable energy and building retrofits.</p>	<p><i>No significant comments, but updated based on insights from Priority Production Area Pilot Program.</i></p>



## Environment Element Proposed Strategy Refinements

As part of a limited and focused update, many of the Plan Bay Area 2050+ Environment Element strategies are likely to remain similar to the prior plan. The table below describes the potential changes for each strategy as well as relevant feedback received during the first round of engagement with the public and stakeholders.

*Table 4: Proposed Strategy Changes and Engagement Feedback for Environment Strategies*

Strategy Title	Potential Changes Between Plan Bay Area 2050 and 2050+	Stakeholder & Public Feedback
<p><b>Strategy EN1</b> Adapt to Sea Level Rise</p>	<p><b>Significant Change from Plan Bay Area 2050.</b> Areas that flood up to 4.9-feet, up from 3-feet in Plan Bay Area 2050, are proposed for protection in Plan Bay Area 2050+. This change, as well as higher adaptation cost estimates, lead to a higher strategy financial need. Further categorization and prioritization of sea level rise projects with partner support is envisioned.</p>	<p><i>At public pop-ups, addressing the impacts of climate change was a top concern for the environment.</i></p>
<p><b>Strategy EN2</b> Provide Means-Based Financial Support for Seismic &amp; Wildfire Home Retrofits</p>	<p><b>Similar to Plan Bay Area 2050.</b> The strategy previously included energy and water efficiency upgrades for residential buildings which are now proposed to move to Strategy EN3.</p>	<p><i>No significant comments.</i></p>
<p><b>Strategy EN3</b> Fund Energy Decarbonization and Water Efficiency Upgrades in All Buildings</p>	<p><b>Slight Change from Plan Bay Area 2050.</b> In addition to absorbing residential upgrades, the strategy could increase in scale to decarbonize all buildings.</p>	<p><i>At public pop-ups, there was significant support for greener and cleaner buildings (e.g., “electrify everything!”).</i></p>

Strategy Title	Potential Changes Between Plan Bay Area 2050 and 2050+	Stakeholder & Public Feedback
<p><b>Strategy EN4</b>                      Maintain Urban Growth Boundaries</p>	<p><b>Same as Plan Bay Area 2050.</b>                      No changes proposed.</p>	<p><i>No significant comments.</i></p>
<p><b>Strategy EN5</b>                      Protect and Manage High-Value Conservation Lands</p>	<p><b>Similar to Plan Bay Area 2050.</b>                      A new approach to develop the financial needs for the strategy is proposed, but the scale and focus of the strategy remains the same.</p>	<p><i>At public pop-ups, the public shared the region’s open spaces were part of what makes the region special.</i></p>
<p><b>Strategy EN6</b>                      Expand Urban Greening Initiatives with Improved Urban Parks, Trails, and Tree Canopy</p>	<p><b>Slight Change from Plan Bay Area 2050.</b>                      Potential refinements include additional emphasis on urban greening, including tree canopy investments based on stakeholder and public input.</p>	<p><i>Stakeholders called out the need for more trees within cities to address heat and pollution. Street and park cleanliness was also a top issue – expanding the funding needs for EN6 are being considered to reflect more cleaning programs.</i></p>
<p><b>Strategy EN7</b>                      Expand Commute Trip Reduction Programs at Major Employers</p>	<p><b>Same as Plan Bay Area 2050.</b>                      No changes proposed.</p>	<p><i>Tele- and hybrid-work were described as a positive especially for caretakers.</i></p>
<p><b>Strategy EN8</b>                      Expand Clean Vehicle Initiatives</p>	<p><b>Slight Change from Plan Bay Area 2050.</b>                      This strategy anticipates bolder targets for charging station buildout and vehicle buyback, alongside potential for scope additions including subsidy or shared programs for e-bikes.</p>	<p><i>Both the public and stakeholders shared that electric vehicles still feel out of reach for many.</i></p>

Strategy Title	Potential Changes Between Plan Bay Area 2050 and 2050+	Stakeholder & Public Feedback
<b>Strategy EN9</b> Expand Transportation Demand Management Initiatives	<b>Slight Change from Plan Bay Area 2050.</b> The investment level in this strategy may increase to achieve a greater greenhouse gas emission reduction impact, while still retaining most of the existing climate initiatives within Strategy EN9. The parking pricing components previously included in the strategy are proposed to be shifted to Strategy T5 for clarity purposes.	<i>Many at the pop-ups shared a desire to get out of their vehicles but wanted better alternatives.</i>