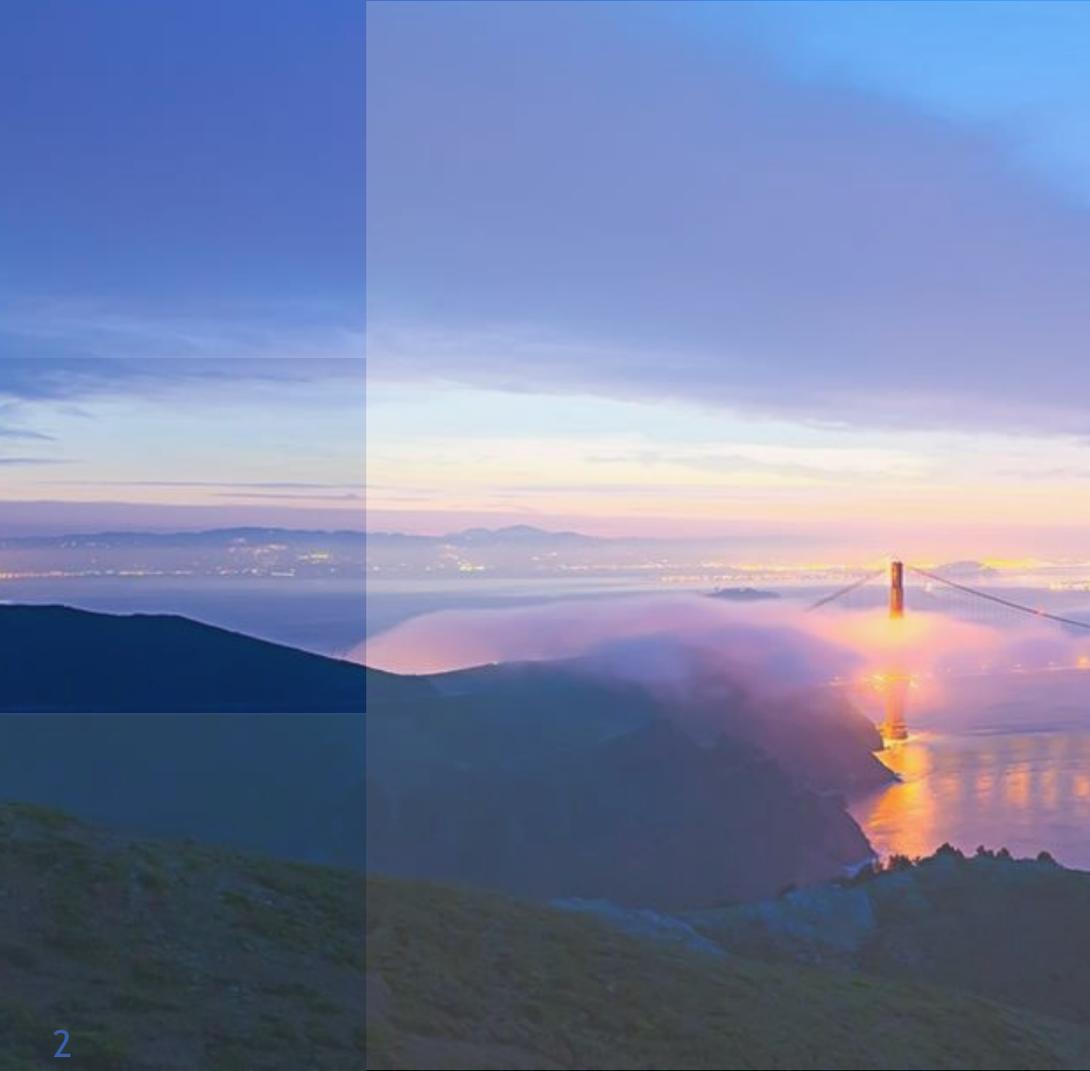




PLAN BAY AREA 2050

# Public Engagement Overview

Regional Advisory Working Group Webinar  
July 9, 2019



# The Approach

- Grow followers early to increase participants
- Encourage participation by low-income communities and communities of color
- Go well above-and-beyond federal and state requirements

# What's New

- **Enhanced Promotion + Innovative Engagement**
  - Promotion of Plan Bay Area 2050 brand via social media
  - “Pop-up” workshops in Phase I
  - “Coffee Conversations” with interested public
  - More CBO and youth engagement



# What's New

- **Enhanced Digital Engagement**
  - Digital tool
  - Social media
  - Embedded video
  - Online surveys

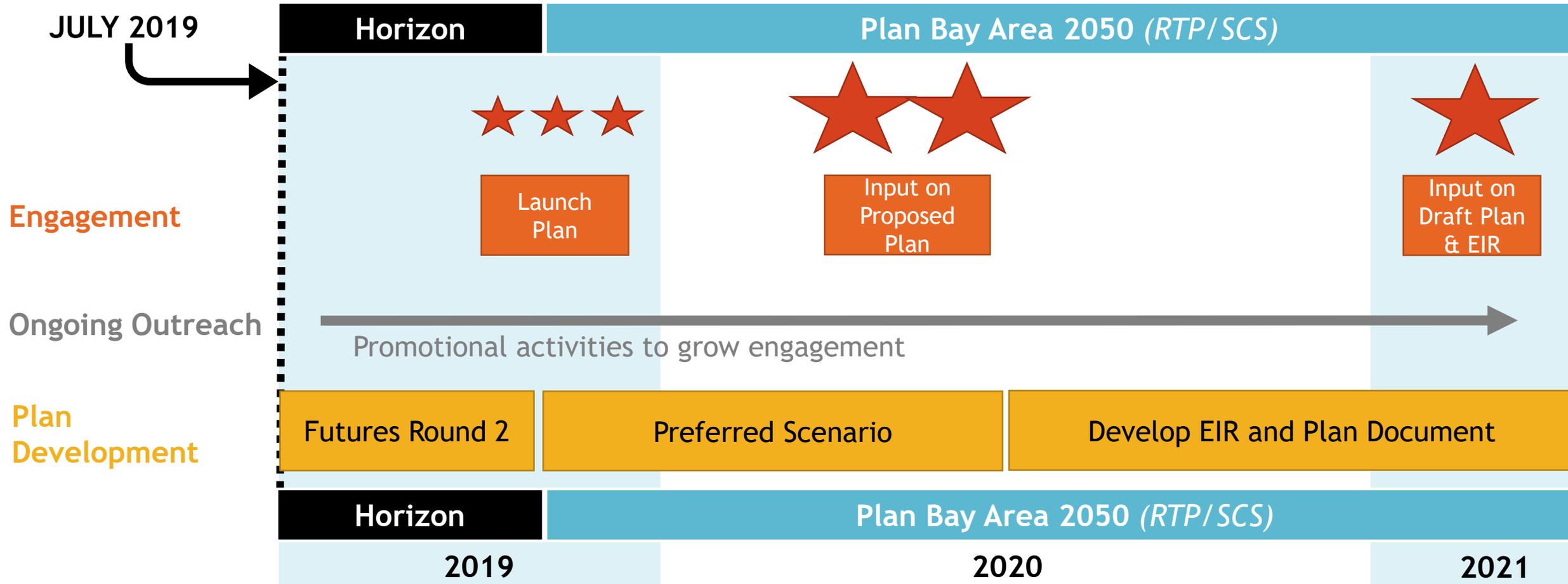


# Building Upon Traditional Engagement Techniques

- Webinars
- Statistically Valid Telephone Poll
- Open Houses
- Forums with Community Groups



# Plan Bay Area 2050 Schedule: Outreach & Engagement



# Prior to the Plan (July to September 2019)

## Focus Area

Increase participation during Plan Bay Area 2050 engagement through promotional activities

## Tactics

1. Plan Bay Area 2050 Brand Promotion
  - a. Video segment promotion on social media
  - b. Podcast sessions with local radio stations
2. “Plan Bay Area 2050 Summer Webinar Series”



# Phase I: Plan Bay Area 2050 Kickoff (October and November 2019)

## Focus Area

Prioritize high-performing Horizon strategies for consideration in Preferred Scenario

## Tactics

1. Pop-up Workshops (*20-30 locations across the Bay Area*)
2. Digital Tool (*use of gamification to engage new participants*)
3. Webinars for Stakeholders & Public
4. Statistically-Valid Telephone Poll



# Phase II: Draft Preferred Scenario Input (April and May 2020)

## Focus Area

Request input/feedback on Draft Preferred Scenario

## Tactics

1. Workshops (*18 locations; 2 per county*)
2. CBO Focus Groups
3. Digital Engagement (*video & online surveys*)
4. “Coffee Conversations” (*small group discussions on specific Plan topics*)
5. Webinars for Stakeholders & Public



# Phase III: Draft Plan/EIR Input (February and March 2021)

## Focus Area

Request input/feedback on Draft Plan Document & Draft EIR

## Tactics

1. Workshops/Open Houses
2. EIR Public Hearings
3. CBO Focus Groups
4. Draft Plan Bay Area 2050 Video
5. Forums with Business Groups, Federal/State Agencies, etc.





## 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)