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

**JULY 2019**

**Engagement**
- Ongoing Outreach
- Promotional activities to grow engagement

**Plan Development**
- Futures Round 2
- Preferred Scenario
- Develop EIR and Plan Document

**Horizon**
- Launch Plan
- Input on Proposed Plan

**Plan Bay Area 2050 (RTP/SCS)**
- Input on Draft Plan & EIR

2019
- 2020
- 2021

Plan Bay Area 2050: Public Engagement Overview
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)

Request input/feedback on Draft Preferred Scenario

**Focus Area**

**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

Plan Bay Area 2050: Public Engagement Overview
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:

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