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**Plan Bay Area 2050: Implementation Plan Development**

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**Subject:** Overview of the Plan Bay Area 2050 Implementation Plan phase, including key goals and timeline.

**Background:** 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.

**Goals and Objectives**

The Plan Bay Area 2050 Implementation Plan will have the following interconnected goals:

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 will be conducted evaluating and identifying 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.

**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> (September to October 2020)	<ul style="list-style-type: none"><li>• Strategy assessment and brainstorming</li><li>• Mapping complementary efforts/initiatives/partners (<i>see Attachment B</i>)</li></ul>
<b>Phase Two: External Engagement</b> (November to December 2020)	<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>
<b>Phase Three: Draft Implementation Plan</b> (January to February 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> (March to June 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> (July to September 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:** Staff will move forward with planned external engagement and outreach activities during the fall and early winter. Staff anticipate returning to the Committees in February 2021 to present key findings and gather additional feedback on the final phases of the Implementation Plan process.

**Issues:** None

**Recommendation:** Information

**Attachments:** Attachment A: Presentation  
Attachment B: Complementary Initiatives & Partners (*Draft*)

  
Therese W. McMillan



# Implementation Plan: Overview

Chirag Rabari

November 6, 2020

*Joint MTC Planning Committee with the  
ABAG Administrative Committee*



# 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



# Implementation Plan Goals

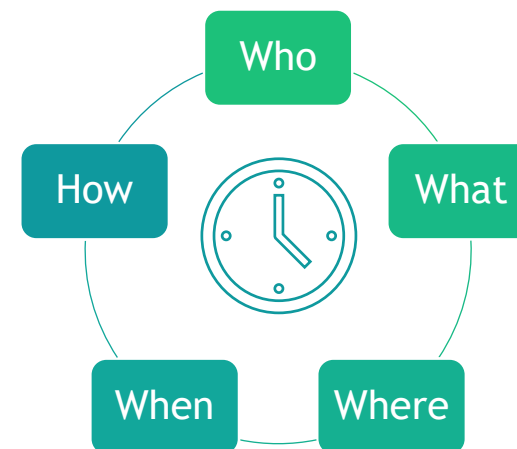
The Implementation Plan will have the following interconnected goals:

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

# 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 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



Sept-Oct 2020

## Phase 1: Internal Engagement

- Strategy assessment
- Mapping complementary efforts/initiatives



Nov-Dec 2020

## Phase 2: External Engagement

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



Jan-Feb 2021

## Phase 3: Draft Plan

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



Mar-Jun 2021

## Phase 4: Partnerships

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



Jul-Sept 2021

## Phase 5: Final Plan

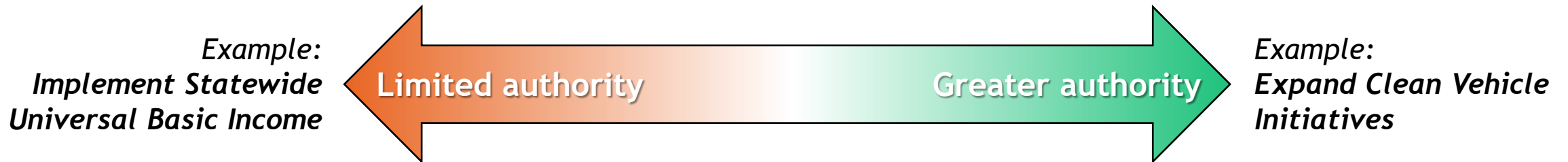
- Develop Final Implementation Plan
- Final Plan release

★ = Board/Commission input    ✓ = Board/Commission approval

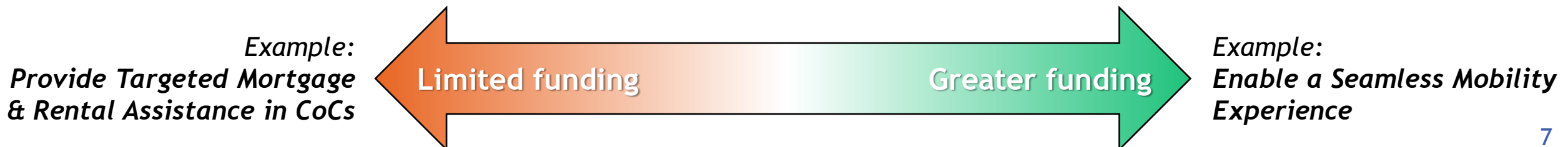


# Strategy Assessment: Transitioning to Implementation Plan Phase

- 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*

Limited capacity

Greater capacity

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

- **PUBLIC/POLITICAL SUPPORT** exists?

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

Limited support

Greater support

*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	





# Committee Member Feedback

Staff are seeking feedback from Committee 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

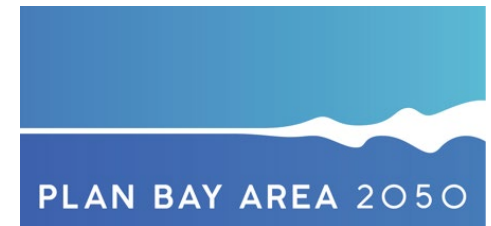
*For additional information on the Implementation Plan, please contact Chirag Rabari at [crabari@bayareametro.gov](mailto:crabari@bayareametro.gov)*



METROPOLITAN TRANSPORTATION COMMISSION  
ASSOCIATION OF BAY AREA GOVERNMENTS

## ATTACHMENT B

### Plan Bay Area 2050 Implementation Plan: Complementary Initiatives & Partners (Preliminary DRAFT)



Internal (MTC/ABAG)	Hybrid	External - Government	External - Non-Government
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