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:
<table>
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<tr>
<th>Phase</th>
<th>Description of Work</th>
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| **Phase One: Internal Engagement**  
(September to October 2020) | • Strategy assessment and brainstorming  
• Mapping complementary efforts/initiatives/partners (*see Attachment B*)  
  
| **Phase Two: External Engagement**  
(November to December 2020) | • Seek feedback from MTC/ABAG committees on Implementation Plan scope  
• Two large virtual stakeholder meetings to develop initial implementation actions  
• Hold office hours and small group meetings for focused discussions  
• Identify key strategic opportunities and barriers for successful implementation  
  
| **Phase Three: Draft Implementation Plan**  
(January to February 2021) | • Conduct initial public and CBO outreach on Implementation Plan  
• Update MTC/ABAG committees on progress to date  
• Prioritize actions under resource constraints  
• Develop Draft Implementation Plan  
  
| **Phase Four: Partnership Phase**  
(March to June 2021) | • Convene stakeholder groups to discuss partnership commitments; potential development of a shared advocacy agenda  
• Continue public outreach in concert with Draft Plan release  
• Refine resource evaluation and priorities  
  
| **Phase Five: Final Implementation Plan**  
(July to September 2021) | • Develop Final Implementation Plan  
• Adopt Final Implementation Plan as part of Final Plan Bay Area 2050  
  
**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

- 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

Phase 1: Internal Engagement
• Strategy assessment
• Mapping complementary efforts/initiatives

Phase 2: External Engagement
• Nov. committees feedback
• Two virtual stakeholder meetings
• Office hours, small group meetings

Phase 3: Draft Plan
• Develop Draft Implementation Plan
• Feb. progress update to committees
• Public/CBO outreach

Phase 4: Partnerships
• Convene focused stakeholder groups to cement partnerships
• Draft Plan release
• Continue public outreach
• Refine resources & priorities

Phase 5: Final Plan
• Develop Final Implementation Plan
• Final Plan release

★ = Board/Commission input ✔ = Board/Commission approval

Sept-Oct 2020
Nov-Dec 2020
Jan-Feb 2021
Mar-Jun 2021
Jul-Sept 2021
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**?

- **Limited authority**
  - Example: Implement Statewide Universal Basic Income

- **Greater authority**
  - Example: Expand Clean Vehicle Initiatives

- **Limited funding**
  - Example: Provide Targeted Mortgage & Rental Assistance in CoCs

- **Greater funding**
  - Example: Enable a Seamless Mobility Experience
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?

  - Limited capacity
    - Example: Expand Job Training & Incubator Programs
  - Greater capacity
    - Example: Build an Integrated Express Lane & Bus Network

• PUBLIC/POLITICAL SUPPORT exists?

  - Limited support
    - Example: Implement Per-Mile Tolling on Congested Freeways
  - Greater support
    - Example: Adapt to Sea Level Rise
# Complementary Initiatives and Partners

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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
Discussion & Questions

For additional information on the Implementation Plan, please contact Chirag Rabari at crabari@bayareametro.gov
Plan Bay Area 2050 Implementation Plan: Complementary Initiatives & Partners (Preliminary DRAFT)

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