Plan Bay Area 2050 Implementation Plan Engagement — Winter 2021

Implementation Plan Survey Combined Results

The public engagement phase for the Implementation Plan focused on the prioritization of the plan’s 35 strategies. Staff wanted to know which of the 35 strategies would the public like to tackle in the first one to five years in order to understand which strategies should include more ambitious actions in the near-term Implementation Plan. The strategies were divided into seven categories, and participants were asked to select the top one or two in each\(^1\). The survey ran from January 4 to January 28 and was broadly promoted digitally to Bay Area residents via a paid campaign on Facebook and Instagram. It was also promoted through MTC’s Facebook page and hosted on the Plan Bay Area website. It was available in English, Spanish and Chinese. In total, we received 1,776 survey completes in English, 162 survey completes in Chinese, and 135 survey completes in Spanish.

Furthermore, in order to reach those without smart phones and/or internet connection, staff used a survey platform called Co:census—an accessible, SMS text-based survey platform available via the text function on any cell phone—to conduct the survey via text. Mirrored after the digital survey, the text-based survey was also available in English, Spanish and Chinese. In total, we received 30 survey completes.

Staff also held a total of eleven focus groups (eight in partnership with community-based organizations and three with Bay Area youth). Participants at these meetings were polled on their prioritization of the strategies in the Implementation Plan. In total, the community and youth focus groups hosted over 120 participants.

Following are the results from the survey used to prioritize the 35 strategies for near-term implementation. The results combine the data from the online survey, the text-based survey and the polls conducted during the community-based organization focus group meetings and the youth engagement meetings.

\(^1\) For survey categories with three to four options, survey participants were asked to select their top choice; for survey categories with five to six options, survey participants were asked to select their top two.
Figure 1. Priority Ranking: Reduce Climate Emissions

We must reduce greenhouse gas emissions. Of the following environmental strategies, which one is most important to you to tackle first?

- Expand programs that reduce auto commute trips at major employers: 46%
- Expand clean vehicle initiatives, including electric vehicles and chargers: 34%
- Expand bikeshare, carshare, and vanpool programs: 19%

Figure 2. Priority Ranking: Reduce Risks from Hazards and Expand Access to Open Space

We must reduce risks from climate hazards and expand access to parks and open space. Of the following environmental strategies, which two are most important to you to tackle in the next one to five years?

- Protect and manage natural and agricultural lands: 21%
- Modernize and expand parks, trails and recreation facilities: 19%
- Require future developments to be built within existing urban areas: 19%
- Adapt to expected sea level rise by protecting shoreline communities and supporting vulnerable populations: 18%
- Provide financial subsidies to retrofit existing residential buildings: 12%
- Fund energy upgrades in commercial and public buildings: 11%
Figure 3. Priority Ranking: Maintain and Optimize Our Existing Transportation Network

We must maintain and optimize our existing transportation network. Of the following transportation strategies, which two are most important to you to tackle first?

- Prioritize restoring, operating and maintaining the existing transportation system (roads and transit): 26%
- Support community-led transportation improvements in communities with low incomes: 20%
- Streamline transit fare payment and trip planning across the region: 17%
- Improve freeway interchanges and address highway bottlenecks: 17%
- Reform regional fare policy across Bay Area transit operators: 11%
- Implement per-mile tolling on congested freeways where parallel transit service is an option: 8%

Figure 4. Priority Ranking: Create Healthy and Safe Streets and Build a Next-Generation Transit Network

We must create healthy and safe streets and build a next-generation transit network. Of the following transportation strategies, which two are most important to you to tackle first?

- Enhance local transit frequency, capacity and reliability: 30%
- Expand and modernize the regional rail network: 27%
- Build a safe streets network that serves all users—pedestrians, cyclists and drivers: 26%
- Build an integrated regional Express Lane and Express Bus network: 11%
- Implement a regional road safety policy that includes reducing speed limits and safer street design: 7%
Figure 5. Priority Ranking: Protect and Preserve Affordable Housing and Create Inclusive Communities

We must protect and preserve affordable housing and create inclusive communities. Of the following housing strategies, which one is most important to you to tackle first?

- Accelerate reuse of public and community land for mixed-income housing and essential services: 39%
- Provide targeted mortgage, rental and small business assistance to communities with low incomes: 29%
- Preserve existing affordable housing: 16%
- Strengthen renter protections: 16%

Figure 6. Priority Ranking: Produce Housing for People at All Income Levels

We must produce housing for people at all income levels. Of the following housing strategies, which one is most important to you to tackle first?

- Transform aging malls and office parks into new neighborhoods: 37%
- Integrate affordable housing into all major housing projects: 23%
- Allow a greater mix of housing types like multi-unit apartments and single-family homes: 20%
- Build adequate affordable housing: 20%
Figure 7. Priority Ranking: Shift the Location of Jobs and Improve Economic Mobility

We must shift the location of jobs and improve economic mobility. Of the following economic strategies, which two are most important to you to tackle first?

- Expand job training and programs that grow new small businesses primarily in historically disinvested communities: 24%
- Invest in high-speed internet in underserved communities with low incomes: 20%
- Provide incentives to employers to shift jobs to housing-rich areas well-served by transit: 18%
- Allow development of more retail and office buildings near public transit: 17%
- Provide a monthly payment of approximately $500 to all Bay Area households: 14%
- Protect key industrial lands and fund infrastructure improvements in these areas: 7%