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

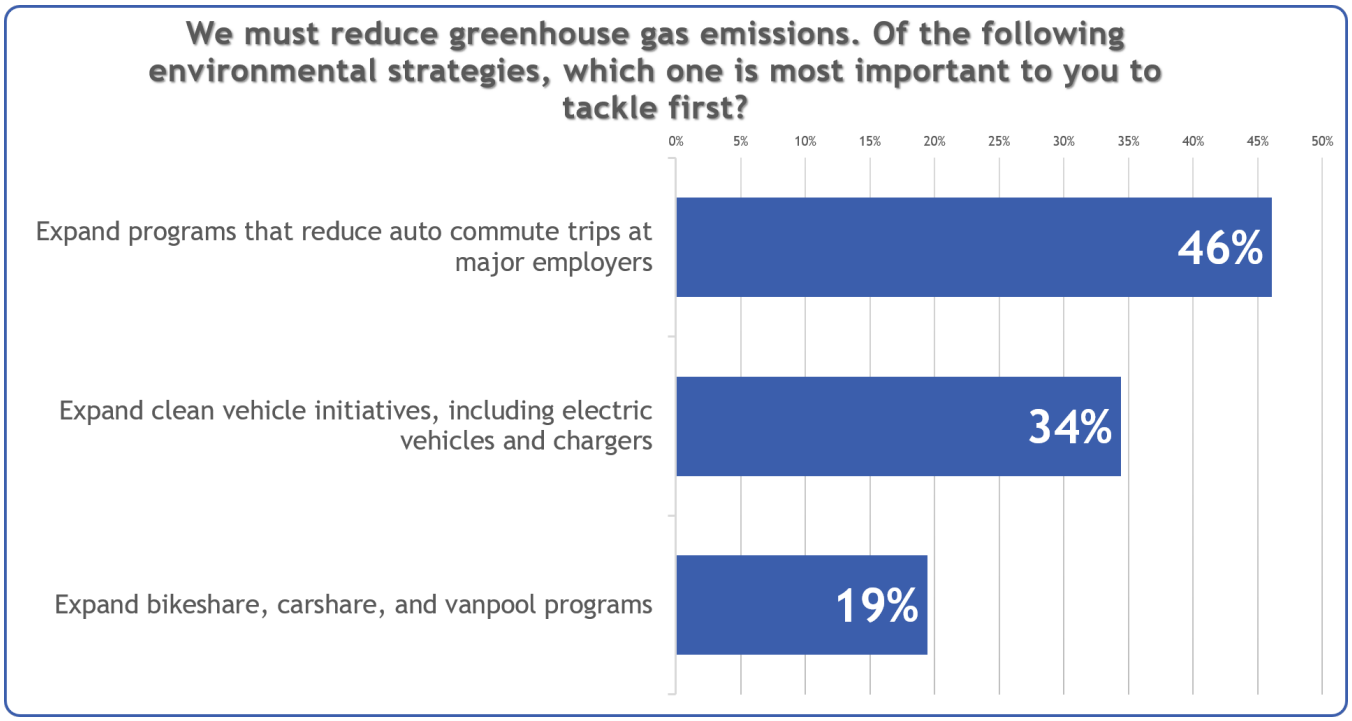

Figure 2. Priority Ranking: Reduce Risks from Hazards and Expand Access to Open Space

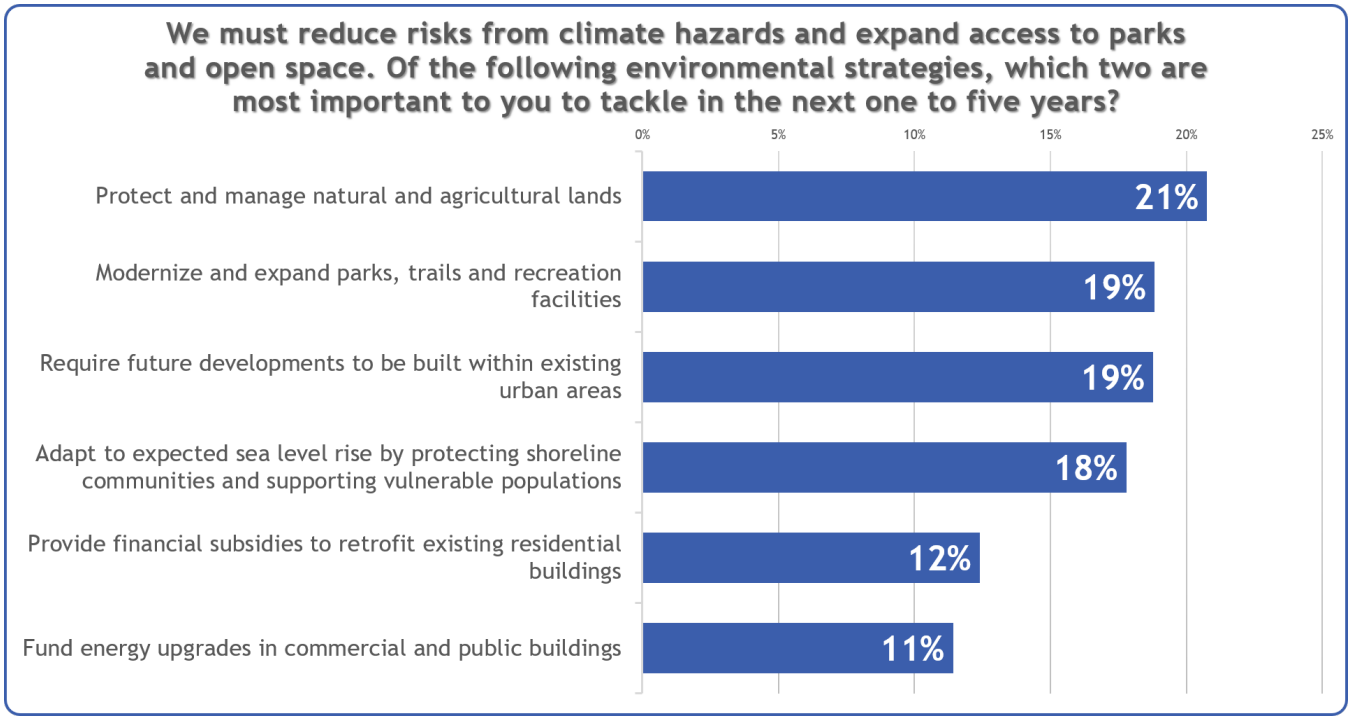

Figure 3. Priority Ranking: Maintain and Optimize Our Existing Transportation Network

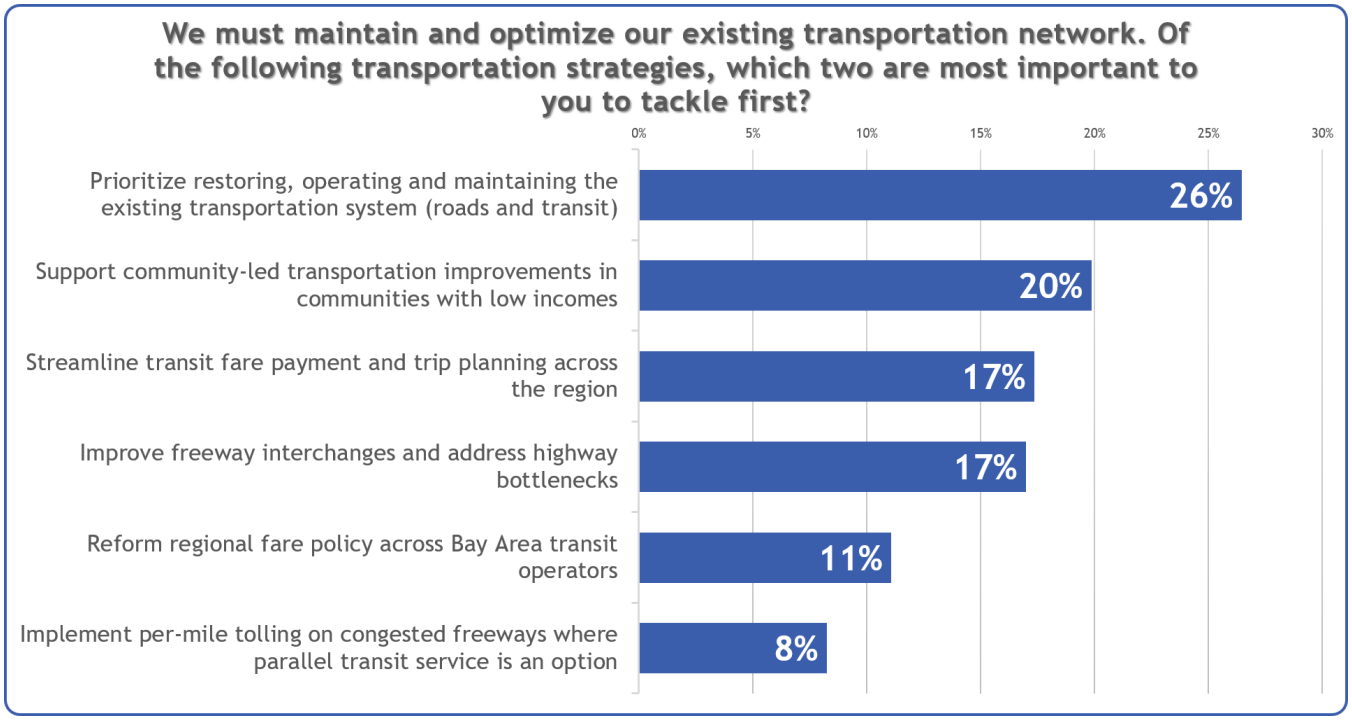

Figure 4. Priority Ranking: Create Healthy and Safe Streets and Build a Next-Generation Transit Network

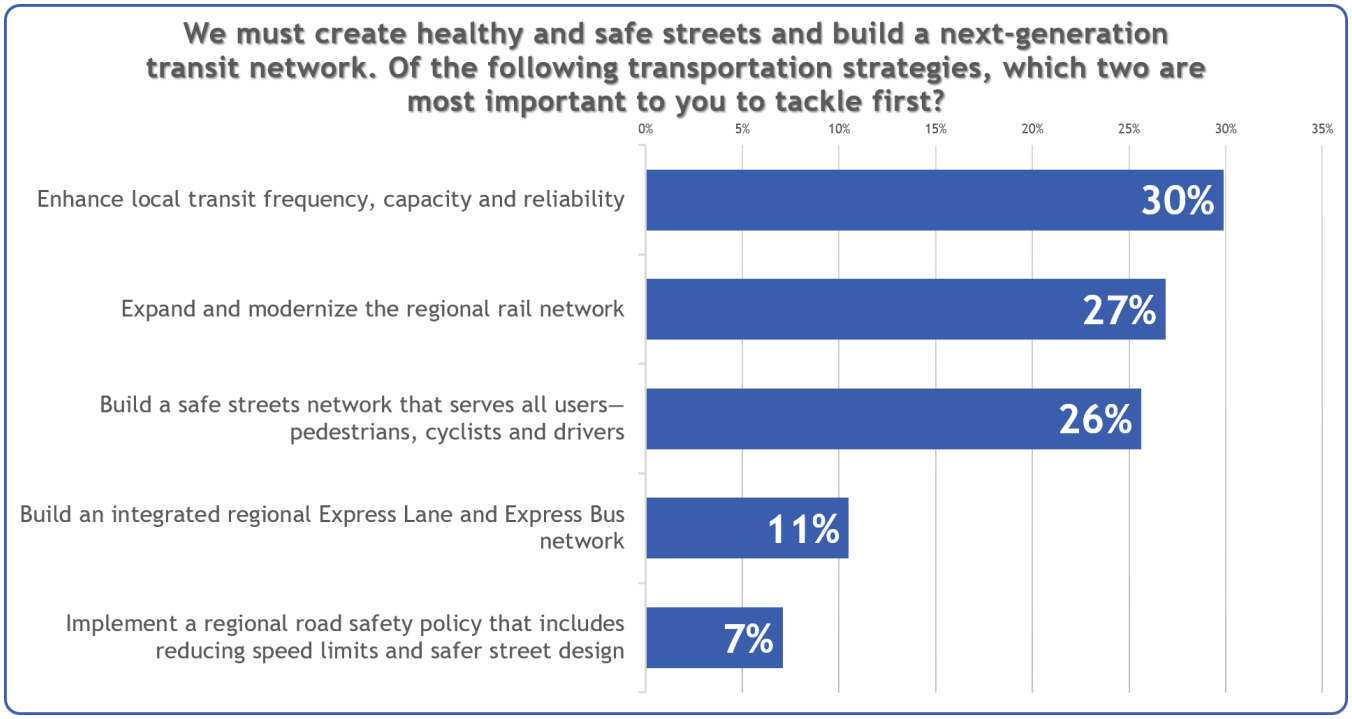

Figure 5. Priority Ranking: Protect and Preserve Affordable Housing and Create Inclusive Communities

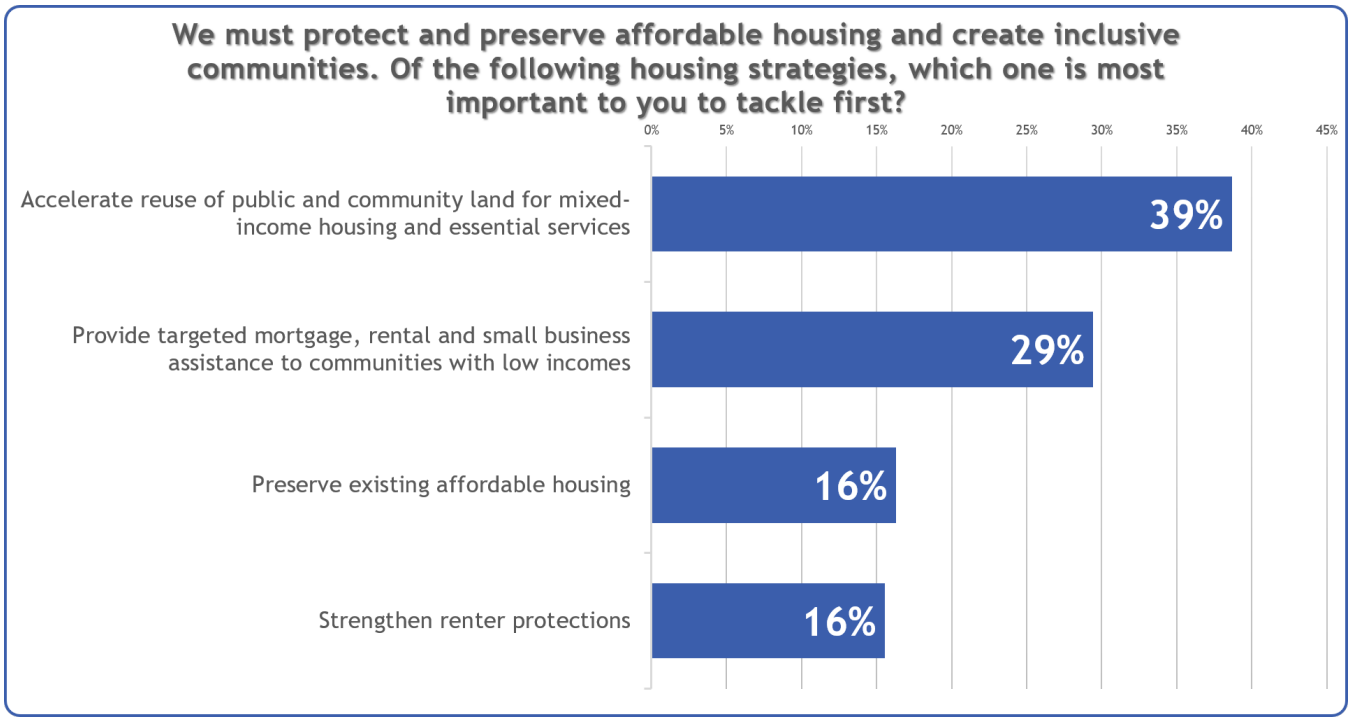

Figure 6. Priority Ranking: Produce Housing for People at All Income Levels

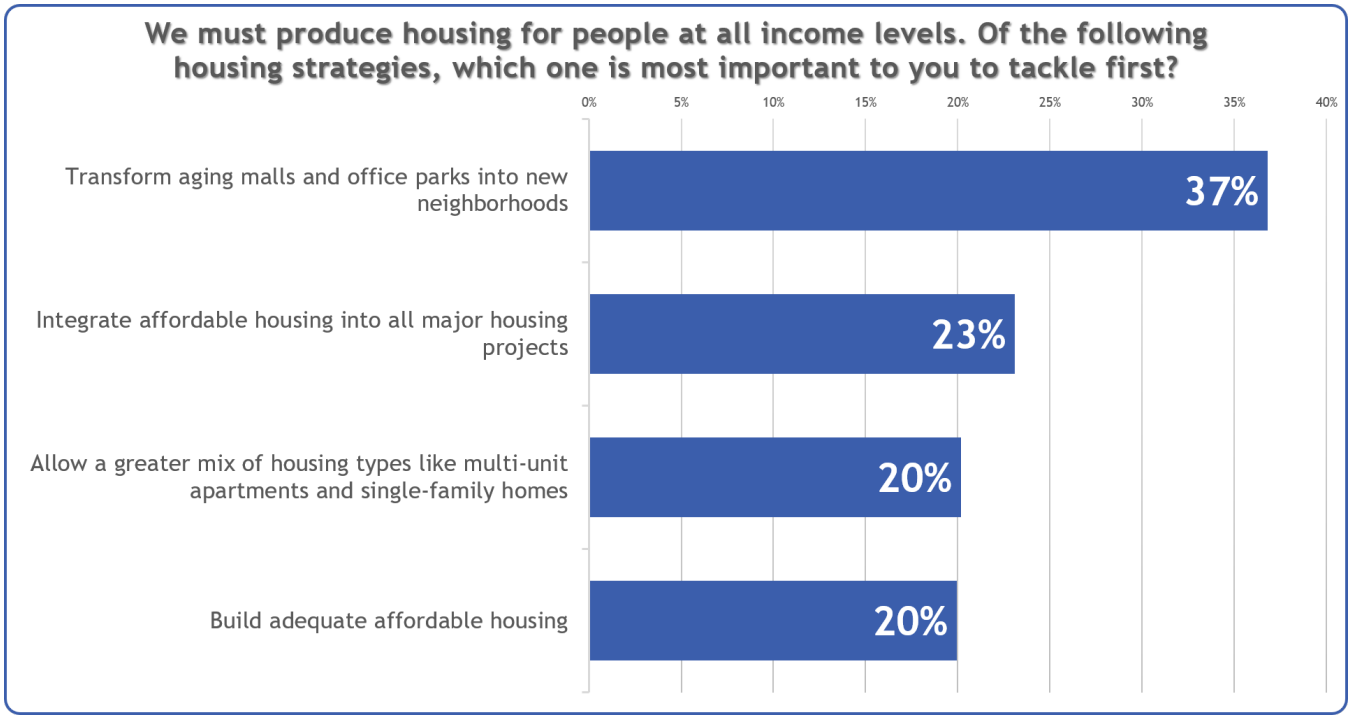
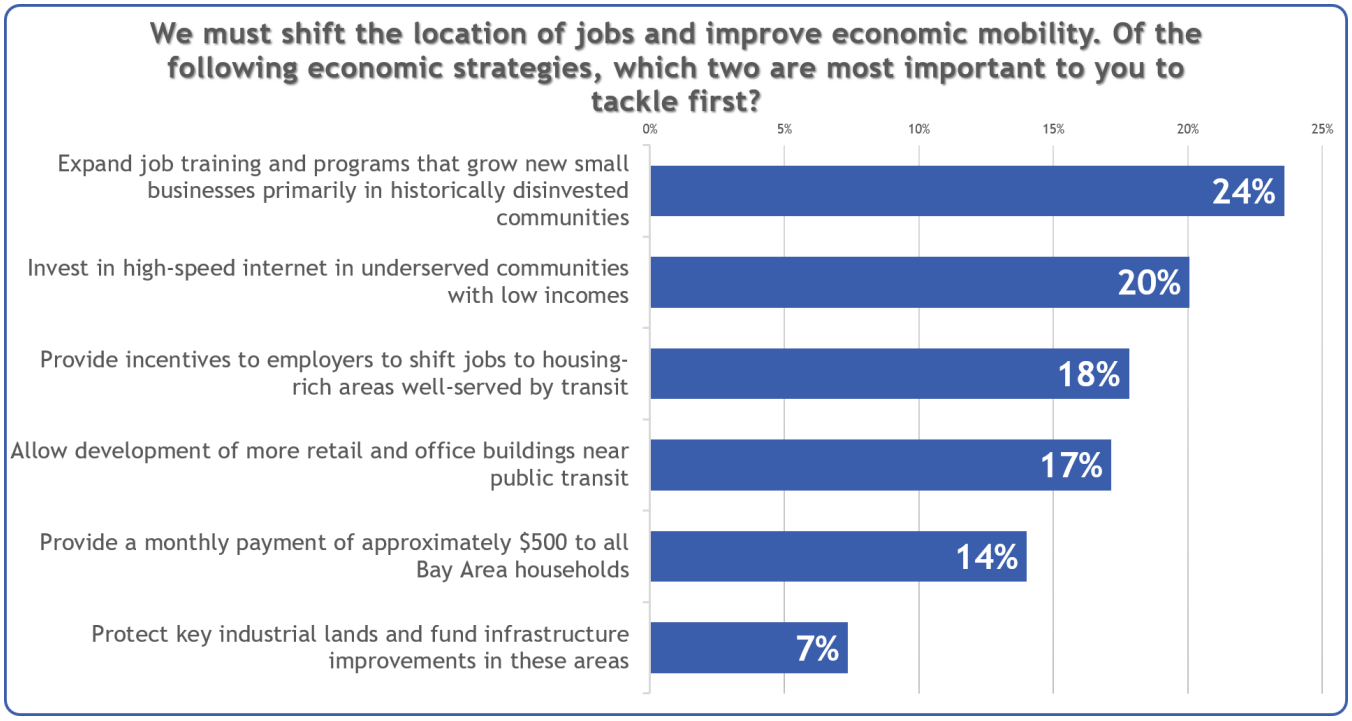
Figure 7. Priority Ranking: Shift the Location of Jobs and Improve Economic Mobility