



PLAN BAY AREA 2050

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TELL US WHAT YOU THINK.

# Plan Bay Area 2050 Public Engagement: Analysis of Mayor of Bayville Responses

January 6, 2020



# Round 1: Plan Bay Area 2050 Public Engagement

## Focus Area

Prioritize and refine high-performing Horizon strategies for consideration in Blueprint

## Tactics

1. **Pop-up Workshops:** 37 locations across the Bay Area
2. **Mayor of Bayville:** Digital tool used to engage participants online





# Online Engagement

## Mayor of Bayville online game:

- Available from November 6 to December 16, 2019 (6 weeks)
- Focused on youth and supported by substantial digital promotion campaign
- Available in English, Spanish, and Chinese
- 9,900 strategy choices by 3,000+ participants





# Comparing share of users to share of population

## Over-represented counties

- Alameda
- San Francisco

## Balanced counties

- Marin
- Napa
- San Mateo
- Sonoma

## Under-represented counties

- Contra Costa
- Santa Clara
- Solano

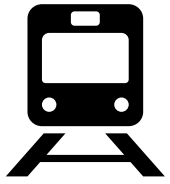


Half of users volunteered their zip code

## Review of input: by topic area

- Transportation Strategies: (3,656 votes)
- Housing Strategies: (3,016 votes)
- Environment Strategies: (2,010 votes)
- Economy Strategies: (1,257 votes)
- TOTAL: 9,939
- Plus 150 free response comments

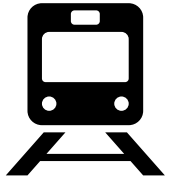
Challenge	Number of Votes	Attrition Rate (over previous challenge)
<b>Transportation</b>		
1. Price Transportation	1,329	
2. Prioritize Active Modes	1,192	-10%
3. Invest in Transit	1,135	-5%
<b>Housing</b>		
1. Housing Affordability	1,086	
2. Regional Policy	983	-9%
3. Reuse and Redevelopment	947	-4%
<b>Environment</b>		
1. Open Space	705	
2. Sea Level Rise	667	-5%
3. Earthquake	638	-4%
<b>Economy</b>		
1. Worker Training and Compensation	647	
2. Shift Location of Jobs	610	-6%



# Transportation Challenge 1: Price Transportation Service

Strategy	Number	Share
Provide free transit to low-income riders	442	33%
Apply time-of-day tolls on all freeways	337	25%
Develop a single app for all mobility options	320	24%
Build Express Lanes and address interchange bottlenecks	148	11%
Do not adopt a strategy to change the pricing and payment of transportation services	82	6%

- Key Comments:
  - Congestion pricing another solution to explore
  - Tolls put too much pressure on low-income drivers with no viable alternatives
  - Price parking
  - Free transit for all, not just low-income
- Potential improvements:
  - Means-based toll
  - Only toll corridors with transit alternatives
  - Price parking

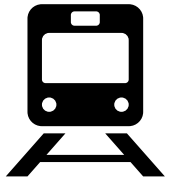


## Transportation Challenge 2: Prioritize Active Modes

Strategy	Number	Share
Build a network of safe paths for bicycles, e-bikes, scooters and pedestrians	867	73%
Invest in free short-trip service	129	11%
Operate and maintain the existing system of local streets and roads	79	7%
Do not adopt a strategy for promoting active transportation	62	5%
Lower speed limits to reduce roadway injuries and fatalities	55	5%

- Key Comments:
  - Prefer speed limits on local streets to protect users of active modes; less a concern on freeways
  - “Quit the bicycle fantasy”
  - Pedestrianized or walkable downtowns
- Potential improvements:
  - More improvements for pedestrians
  - More walkable, mixed use development





## Transportation Challenge 3: Invest in Transit

Strategy	Number	Share
Improve the reliability and frequency of the existing rail network	454	40%
Build and operate a next-generation Bus Rapid Transit network	431	38%
Extend the rail network	190	17%
Do not adopt a strategy for investing in public transportation	60	5%

- Key Comments:
  - Electrify all transit
  - Build transit near dense housing
  - BRT and express bus seem scalable and affordable
- Potential improvements:
  - Phased approach to BRT
  - Upzone near transit



# Housing Challenge 1: Housing Affordability

Strategy	Number	Share
Require 10 to 20 percent of all new housing to be affordable	424	39%
Raise new revenue to fund affordable housing production and preservation	372	34%
Increase renter protections	195	18%
Do not adopt a strategy to address housing affordability	95	9%

- Key Comments:
  - More supply is needed - subsidized housing is a band-aid solution
  - Pair renter protections with upzoning to prevent displacement
- Potential improvements:
  - Pair density bonuses for affordable housing with renter protections for maximum effect on affordability at all levels





## Housing Challenge 2: Regional Policy

Strategy	Number	Share
Allow apartments and denser housing around transit stops	501	51%
Allow affordable housing in high-opportunity areas	359	37%
Streamline development in areas that are locally prioritized for growth	98	10%
Do not adopt a strategy to guide land use	25	3%

- Key Comments:
  - Tax businesses by employee for affordable housing
  - Many in support of density near transit
- Potential improvements:
  - Implement head tax on number of employees that generates revenue for affordable housing



## Housing Challenge 3: Infill Development

Strategy	Number	Share
Transform aging malls into neighborhoods	442	47%
Repurpose public land to build housing	267	28%
Allow higher density development in priority development	216	23%
Do not adopt a strategy for infill development	22	2%

- Key Comments:
  - Incentivize turning malls into office spaces, but keep the food courts
  - Change malls into industrial parks with manufacturing jobs
- Potential improvements:
  - Designate malls as sites zoned for light industry or office in UrbanSim with some housing





# Environment Challenge 1: Open Space

Strategy	Number	Share
Expand parks, trails and greenways and preserve agricultural lands	409	58%
Keep current urban growth boundaries in place	232	33%
Do not adopt a strategy to preserve open space	64	9%

- Key Comments:
  - Protect wildlife and nature, especially in dense urban areas
  - Contiguous nature is key for wildlife
- Potential improvements:
  - Prioritize designating land to bridge PCAs for contiguous wildlife habitat
  - Set aside urban land for parks



## Environment Challenge 2: Sea Level Rise

Strategy	Number	Share
Partially adapt to sea level rise	301	45%
Fully adapt to sea level rise	287	43%
Adapt a low-lying highway to sea level rise	63	9%
Do not adopt a strategy for sea level rise adaption.	16	2%

- Key Comments:
  - Add a new strategy - progressive relocation
  - Don't rebuild in areas flooded by SLR
- Potential improvements:
  - N/A





## Environment Challenge 3: Earthquake

Strategy	Number	Share
Expand financing for energy, water, seismic, fire and accessibility improvements	385	60%
Purchase disaster recovery financing to rebuild after disaster	148	23%
Do not adopt a strategy for earthquake recovery and mitigation	105	16%

- Key Comments:
  - Offer partial earthquake insurance at a lower cost to cover repairs but not replacement
  - Offer educational materials on DIY retrofits
- Potential improvements:
  - Model partial earthquake insurance by replacing a smaller share of homes

# Economy Challenge 1: Worker Training and Compensation

Strategy	Number	Share
Expand childcare support for low-income families	281	43%
Provide portable benefits for part-time and freelance workers	178	28%
Expand construction workforce programs	147	23%
Do not adopt a strategy for worker training and support	41	6%

- Key Comments:
  - MTC/ABAG should not be involved in child care and employee benefits
- Potential improvements:
  - N/A

## Economy Challenge 2: Shift Location of Jobs

Strategy	Number	Share
Create incubator programs in economically challenged neighborhoods	300	49%
Apply a fee on new office development in areas where long auto commutes are common	199	33%
Limit new office construction in jobs-rich locations	68	11%
Do not adopt a strategy for promoting a more balanced distribution of jobs and housing	43	7%

- Key Comments:
  - Zoning is more direct and impactful - don't zone for office/commercial
  - Use incentives to get more offices in residential areas instead of disincentives
  - Focus on allowing and encouraging office development in a variety of locations
- Potential improvements:
  - Shift to incentive model instead of fee
  - Work with local jurisdictions to change zoning