



1 | Introduction





THE BAY AREA: REGION AT A CROSSROADS

The nine counties of the San Francisco Bay Area are world-renowned for their natural beauty, innovative spirit and diverse culture. Together, Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma counties form one of the most vibrant regions in the United States, with nearly 8 million people of many different races, nationalities and cultures calling the Bay Area home. People of color have comprised the majority of the population since around 2000 — decades before the nation as a whole is expected to experience the same demographic shift.³⁴

Cities and towns surrounding the San Francisco Bay have symbolized progress and economic opportunity in the Golden State for centuries. From technological innovation and environmental stewardship to thriving art scenes and social justice movements, the region is recognized as a world-class problem-solver and trend-setter. Bay Area residents have consistently stepped up to face challenges and advocate for change, including leading nationally on LGBTQ rights and setting the stage for the Americans with Disabilities Act in recent decades.

3 Bay Area Census. (2000 US Census data). <http://www.bayareacensus.ca.gov/bayarea.htm> (See “Not Hispanic or Latino – White”)

4 Colby, S. L. and Ortman, J. M. (2015, March). Projections of the Size and Composition of the U.S. Population: 2014 to 2060. US Census Bureau. <https://www.census.gov/content/dam/Census/library/publications/2015/demo/p25-1143.pdf>

By 2050, best estimates suggest the Bay Area's population will grow to just over 10 million residents, and that the number of jobs within the nine counties will climb to more than 5 million. Where in the region will these 2 million new people live and work? Will they be able to live conveniently near their jobs or work from home, or will they commute for hours each day? Will the children, grandchildren and great-grandchildren of today's residents be able to raise their own children in the region, or will they be priced out? Could entire neighborhoods be displaced by the effects of climate change?

The answers to these questions will depend on how the region addresses inequities as it grows. Well-crafted policies can help families stay in affordable homes, surrounded by inclusive communities, for generations. The nine counties and 101 cities and towns of the Bay Area can lead residents down the path of economic security to a thriving middle class while prioritizing communities of color and families with lower incomes that have been shut out of past opportunities. Strategic investments can protect increasingly vulnerable communities from the devastating effects of sea level rise, wildfires and earthquakes, while improving air quality and open spaces for everyone.

The decisions the Bay Area makes over the next 30 years will greatly shape its future residents' lives, even as many factors remain outside the region's control. Outside forces like climate change, new technologies and worldwide political volatility threaten to disrupt everyday life. Other new challenges will unquestionably emerge, requiring new solutions and new collaborations. The magnitude of forces the Bay Area will face may seem daunting, but as residents of one of the most innovative and accomplished regions in the world, important decisions about the future are ours to make.

When planning for the future, decision-makers must craft both a strong, principled vision that centers equity and the practical, achievable steps that can make this vision a reality. Plan Bay Area 2050 explores how the region may grow over the next 30 years and offers cross-disciplinary strategies for regional government and its many partners to work together. Under the vision and strategies of Plan Bay Area 2050, the region can work toward resilient, equitable solutions that will improve the lives of all current and future Bay Area residents.



PLAN BAY AREA 2050

A Resilient and Equitable Vision for the Bay Area's Future

The COVID-19 pandemic has starkly illustrated just how powerful unforeseeable forces can be. The pandemic upended daily life overnight, costing thousands of Bay Area lives and eliminating 150,000 jobs⁵ in 2020. Other challenges are poised to be even more disruptive to Bay Area life over the next 30 years. Perhaps the most serious existential consideration of all is climate change, a growing crisis that threatens to reshape the region through worsening cycles of flooding, drought and wildfire. While not tied to climate change, a major earthquake is also likely to hit the Bay Area in the coming decades.

Alongside the pandemic and the growing sense of urgency to address climate change, the early 2020s have ushered in a broad awakening to racial discrimination. In the Bay Area and beyond, previously unheard voices are demanding new ways to solve problems. Decision-makers are explicitly acknowledging and addressing legacies of exclusion that are deeply, often invisibly, embedded in business-as-usual approaches. Some difficult equity conversations call for immediate action to address wrongdoings, while many others require long-term planning to solve longstanding problems.

While the Bay Area has a long history of working together to create a better, more inclusive region, opportunities abound to examine the past and continue the work to advance a more equitable and inclusive society. Some past policies and practices are obvious examples of inequity; exclusionary housing policies like redlining, for example, and practices like uprooting thriving Black neighborhoods to make way for transportation infrastructure are difficult parts of the Bay Area's past.

The deeply entrenched effects of these past policies and practices continue to affect lives today, and they must not be minimized. However, something as seemingly straightforward as planning a park in any neighborhood today can also bring up equity concerns that are less obvious. Which communities have access to high-quality parks and recreation spaces in the Bay Area today, and why? Can the region work together to balance the needs of all counties more evenly, so that all residents in every county can enjoy the region's beauty in open spaces?



5 Li, R. and Blom, E. (2020, September 2). Bay Area Layoff Tracker: Over 150,000 jobs lost. *San Francisco Chronicle*. <https://projects.sfchronicle.com/2020/layoff-tracker/>

MTC and ABAG explore these questions and many others in **Plan Bay Area 2050**, the region’s long-range strategic plan focused on the interrelated elements of housing, the economy, transportation and the environment. The heart of the plan is 35 strategies, described in the chapters that follow. Each strategy has been crafted to weather uncertain future conditions and advance equity. This plan expands in scope beyond past Bay Area long-range plans by examining the themes of economic development and environmental resilience for the first time. The plan also meets all state and federal requirements for a Regional Transportation Plan and Sustainable Communities Strategy.⁶

 <p>PLAN BAY AREA 2050 The Four Elements</p>	 <p>HOUSING</p>	 <p>ECONOMY</p>	 <p>TRANSPORTATION</p>	 <p>ENVIRONMENT</p>
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PLAN BAY AREA 2050 STRATEGIES

A Plan Bay Area 2050 “strategy” is a public policy or set of investments that can be implemented in the Bay Area at the city, county, regional or state level over the next 30 years. A strategy is not a near-term action, a mandate for a jurisdiction or agency, or a legislative proposal.

ABOUT MTC AND ABAG

Plan Bay Area 2050 is a joint project of the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG), two regional government agencies that collaborate with the cities and counties of the Bay Area to plan for a more equitable, sustainable and prosperous region.



MTC is the transportation planning, financing and coordinating agency for the Bay Area, in addition to the region’s federally designated metropolitan planning organization and state-designated regional transportation planning agency. ABAG serves as the Council of Governments for the region, addressing issues of housing, resilience and economic development.

MTC and ABAG combined staffs in 2017 to more effectively coordinate regional planning across areas of expertise, including developing Plan Bay Area 2050, though the agencies retain separate governing boards made up of elected officials and appointees from around the region.

⁶ For federal requirements, see the Federal Transit Administration website at: <https://www.transit.dot.gov/regulations-and-guidance/transportation-planning/metropolitan-planning-organization-mpo>. For California requirements, see Government Code Section 65080.



Photo: Courtesy MidPen Housing

UNDERSTANDING EQUITY APPROACHES AND TERMINOLOGY

Equity Platform

MTC and ABAG’s working definition of equity is “just inclusion in a Bay Area where everyone can participate, prosper and reach their full potential.” The agencies strive to advance equity through careful consideration of investments and policies that affect historically marginalized and systemically underserved groups, including families with low incomes and communities of color. MTC and ABAG’s Equity Platform, launched in 2019, is built around the common vision of furthering long-term equity actions that meaningfully reverse disparities in access and dismantle systemic exclusion.⁷

More specifically, both agencies acknowledge and seek to repair the historic role government and the planning profession have played in systemically denying opportunities to Black people and other communities of color through redlining, urban highways that uprooted neighborhoods, exclusionary zoning, redevelopment, segregation and discrimination. Plan Bay Area 2050 further articulates a regional vision for equity in each of the four element chapters that follow.

Terminology

Language is powerful, and the words we use to talk about equity matter. We specifically recognize the needs of **Indigenous, Black, Hispanic and Latino people**, and we also use the term **communities of color**, which effectively means non-white people. These communities, of course, are not monoliths, and many within them prefer different terms to describe themselves. Language and norms are shifting rapidly in this area,⁸ and we acknowledge that we will not capture everyone’s experiences.

We recognize that Indigenous, Black, Hispanic and Latino people, as well as other communities of color, are **historically marginalized** and **systemically underserved**. Other groups have also faced similar issues, including women, people with disabilities, people with low incomes and seniors, among others.

These terms indicate that society — both public and private institutions — has failed to adequately serve these groups over centuries, and that governments and the private sector must work harder to ensure that they thrive. Importantly, these are not terms that these communities use to describe themselves; rather, they indicate that the systems responsible for the damage must be responsible for the repairs.

Equity Priority Communities

Throughout this document, the phrase **Equity Priority Community** refers to a geographic area (census tract) that has a concentration of both residents of color and residents with low incomes, or that has a concentration of residents with low incomes and any three or more of the following six factors: people with limited English proficiency, zero-vehicle households, seniors aged 75 years and over, people with one or more disability, single-parent families, and renters spending more than 50% of their household income on housing. This framework has been used by MTC, ABAG and other Bay Area public agencies since 2001 to focus and assess equity efforts across a number of planning, analysis and funding programs in the region.

Prior to 2021, MTC and ABAG used the term “Communities of Concern” for these areas. Following discussions within agency committees and with residents of these communities, the Commission and Executive Board in May 2021 adopted the term “Equity Priority Communities” to describe these places going forward. This small but meaningful change communicates that MTC and ABAG intend to prioritize these historically underserved and still under-represented communities to advance equitable outcomes.

Refer to the Draft Plan Bay Area 2050 Equity Analysis Report for more information on how the strategies of Plan Bay Area 2050 affect residents of these communities.






7 Read more about the Equity Platform on the MTC website at: <https://mtc.ca.gov/about-mtc/what-mtc/mtc-abag-equity-platform>.

8 AP Stylebook (2021). Race-related coverage. <https://www.apstylebook.com/race-related-coverage>

Guiding Principles and Vision for Plan Bay Area 2050

Extensive public engagement led MTC and ABAG to five guiding principles that informed every step of Plan Bay Area 2050's development: **affordable, connected, diverse, healthy** and **vibrant**. These principles were distilled from the thousands of comments received at online and in-person events, as people consistently cited issues like affordable housing, racial diversity, quality transportation options and climate change as top concerns for their future. MTC and the ABAG Executive Board formally adopted the principles in the following vision statement for Plan Bay Area 2050: "To ensure by the year 2050 that the Bay Area is affordable, connected, diverse, healthy and vibrant for all."

A guiding vision is a crucial complement to both policies and concrete actions in planning work. A common vision shows leadership and consensus in an organization, setting the tone for the actions that follow. After the Plan Bay Area 2050 vision was adopted by the Commission and Executive Board, the MTC and ABAG planning team used it to refine potential strategies for inclusion in the plan, resulting in the 35 strategies of this draft plan. The five guiding principles that make up the vision also provide a structure to evaluate the plan's performance, as detailed in the outcomes chapter. While the strategies are described by topic in each of the chapters that follow, the outcomes chapter evaluates the overall combined impact of the strategies, using the five guiding principles as a framework to gauge how well they perform.

CROSS-CUTTING THEMES	RESILIENCE AND EQUITY
Vision	To ensure by the year 2050 that the Bay Area is affordable, connected, diverse, healthy and vibrant for all.
GUIDING PRINCIPLE	DESCRIPTION
 AFFORDABLE	All Bay Area residents and workers have sufficient access to housing options they can afford – households are economically secure.
 CONNECTED	An expanded, well-functioning, safe and multimodal transportation system connects the Bay Area – fast, frequent and efficient intercity trips are complemented by a suite of local transportation options, connecting communities and creating a cohesive region.
 DIVERSE	The Bay Area is an inclusive region where people from all backgrounds, abilities, and ages can remain in places with access to the region's assets and resources.
 HEALTHY	The region's natural resources, open space, clean water and clean air are conserved — the region actively reduces its environmental footprint and protects residents from environmental impacts.
 VIBRANT	The Bay Area region is an innovation leader, creating job opportunities for all and ample fiscal resources for communities.

SOURCE: Adopted by MTC and ABAG in September 2019



Photo: Karl Nielsen

HORIZON EXPANDING THE SCOPE OF RESILIENCE

The Horizon initiative, a scenario-planning effort conducted before the start of work on Plan Bay Area 2050, was the first comprehensive Bay Area planning effort to actively consider future uncertainties, including new technologies like autonomous vehicles, rising sea levels, earthquakes, economic booms and busts, and political volatility. Findings from the Horizon process shaped the strategies included in Plan Bay Area 2050.

In 2018 and 2019, MTC and ABAG staff developed three streams of work as part of Horizon, all of which were guided by robust public engagement:

1. **Perspective papers:** A series of white papers explored strategies for issues previously outside the scope of Bay Area long-range planning. The five paper topics were autonomous vehicles, transportation demand management, regional growth strategies, the future of jobs and additional San Francisco Bay crossings.
2. **Futures planning:** Three divergent “what-if” scenarios called “Futures” were central to Horizon. Futures planning identified how a range of forces will potentially shape the Bay Area of 2050 and assessed the performance of strategies that emerged from the perspective papers using simulation models. This work transcended previous planning efforts by including a greater variety of political, technological, economic and environmental challenges and informed the strategies included in Plan Bay Area 2050.
3. **Project performance assessment:** Nearly 100 transportation projects were evaluated for cost effectiveness, equity impacts and alignment with the guiding principles of Plan Bay Area 2050 in each of the three divergent Futures. Findings from this analysis informed the formation of strategies for investing in the region’s transit and road systems, resulting in packages of investments that were likely to perform well across a variety of uncertain futures.

BRIDGING PAST AND PRESENT

Legacies of Exclusion and Steps Toward Progress

The Bay Area has long been one of the most diverse and prosperous regions in the nation, but this prosperity has never been shared equally. Understanding the impacts that past policy decisions have had on people of color, people with low incomes and other historically marginalized groups is a crucial starting point to understanding inequity in the region. Along with understanding the past, however, it is also critical to look toward the future. Recent government actions that affect the Bay Area's housing, economy, transportation and environment have begun to undo a legacy of exclusion and make steps toward equity.

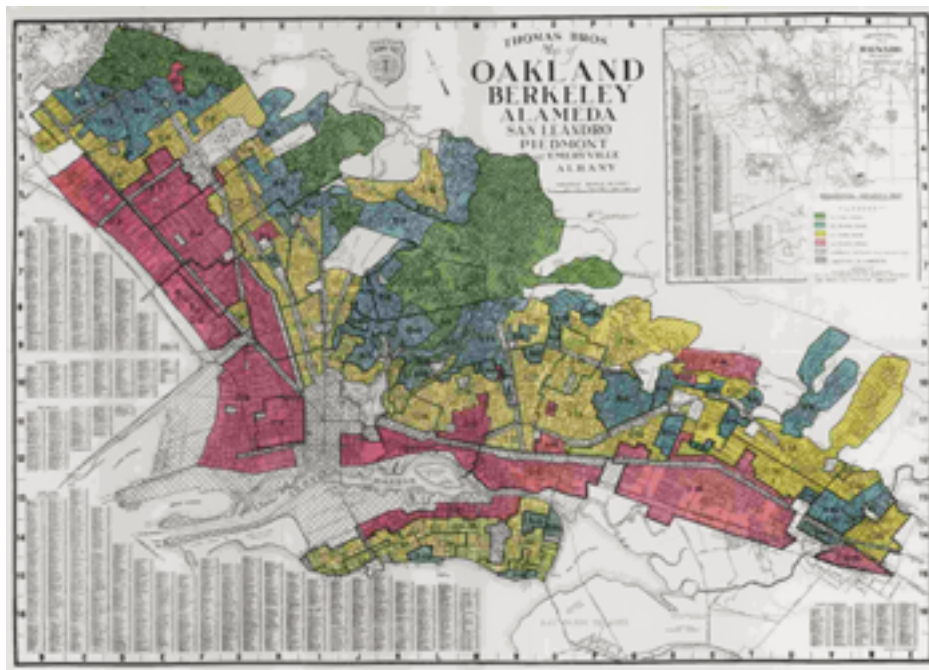


Photo: John A. Benson

Inclusive Communities to Call Home

Rising home prices have led to financial stability and a high quality of life for many Bay Area homeowners over the past few decades. For many others who live or want to live in the Bay Area, however, high rents and home prices are the primary obstacle to calling the region home. Housing growth in cities with growing high-wage workforces — notably those in Silicon Valley — has not kept pace with job growth, resulting in spillover demand for homes and higher housing costs throughout the region. Every day, Bay Area workers of all income levels struggle to find housing close to their workplaces, though this trend is particularly challenging for workers with low incomes.

Historical practices like redlining and urban renewal throughout the 20th century resulted in disinvestment within low-income communities and communities of color, and the effects of these practices are still felt. A home in a Black-majority part of the Bay Area today, for example, is worth about \$164,000 less than a home with equivalent amenities in a neighborhood with very few Black people.⁹



Redlining map of northern Alameda County, produced by the federal Homeowners' Loan Corporation (HOLC).

SOURCE: https://localwiki.org/oakland/Redlining/_files/1937-oaklandberkeleyHOLCmap-redlining.jpg/_info/

While some exclusionary housing policies common across the United States originated in the Bay Area, the region's cities and towns, as well as state and federal governments, have recently begun to explicitly acknowledge and address these legacies of exclusion. Berkeley, for example, was the first city in the U.S. to zone neighborhoods exclusively for single-family houses in 1916, but the city council in early 2021 approved a resolution that will work toward ending exclusionary zoning, joining a wave of other cities nationwide doing the same.¹⁰ At the state level, housing bills that explore statewide renter protections, streamline the approval process for affordable housing and make it easier for homeowners to build in-law units, among many other proposed tactics, have proliferated in recent years to tackle the housing crisis.

9 Levin, M. (2020, June 19). Black Californians' Housing Crisis, By The Numbers. CalMatters/CapRadio. <https://www.caprado.org/articles/2020/06/19/black-californians-housing-crisis-by-the-numbers/>

10 Metcalfe, J. (2021, February 17). Berkeley may get rid of single-family zoning as a way to correct the arc of its ugly housing history. Berkeleyside. <https://www.berkeleyside.com/2021/02/17/berkeley-may-get-rid-of-single-family-zoning-as-a-way-to-correct-the-arc-of-its-ugly-housing-history>

Sharing Prosperity

The Bay Area has reinvented its economy several times in the last half-century and is widely recognized as the global center for technological innovation. Despite a strong economy, however, the Bay Area also has the greatest income inequality of any region in California as of 2021.¹¹ Low- and middle-income workers have seen fewer gains than those in the top bracket in recent decades, and the gulf between high and low wages has widened with each economic bust. Even during booms, as incomes have risen, so has the measure of inequality for each of the nine Bay Area counties since 1980.¹² Most of the region's (and the nation's) overall income growth is received by households at the very top income levels. Bay Area households in the 90th percentile of incomes earned \$384,000 a year in 2018, compared to just \$32,000 for those in the bottom 10th percentile.¹³

One idea that local governments have begun testing to address economic inequity is a universal basic income, a strategy explored further in the economy chapter. Pioneered by the neighboring City of Stockton, universal basic income pilots are cropping up worldwide, including in San Francisco, Oakland, Marin County and South San Francisco, as well as in Santa Clara County, which is exploring the first universal basic income program in the U.S. to target foster youth.¹⁴



Photo: MTC Archive

Connecting Divided Communities

In the transportation realm, decisions that guided where housing, jobs and transportation infrastructure were built throughout the 20th century have deeply affected the Bay Area's most historically marginalized and systemically underserved communities. Federally funded highway projects in the 1950s and 1960s often routed construction through low-income communities of color in the region's urban core, displacing families and breaking up thriving downtowns.¹⁵ The primary beneficiaries of these decisions lived miles away, in residential communities that relied on freeways for a convenient drive to downtown job centers.

In an unexpected turn, the 1989 Loma Prieta earthquake prompted Bay Area leaders to explore the possibility of knitting these communities back together. The earthquake damaged several freeway segments in the Bay Area, including an elevated structure running parallel to the Embarcadero in San Francisco and the Cypress Structure in Oakland. Leaders chose to remove the freeways rather than repair them, making way for multimodal corridors where drivers, transit vehicles, cyclists and pedestrians share the road. This Bay Area decision to elevate the needs of transit riders, bicyclists and pedestrians, alongside drivers, serves as a model for several Plan Bay Area 2050 transportation strategies, including more frequent, reliable transit service and infrastructure for a regional network of safe bike lanes and trails.

11 Bohn, S. and Thorman, T. (2020, January). Income Inequality in California. Public Policy Institute of California. <https://www.ppic.org/publication/income-inequality-in-california/>

12 Ibid.

13 Ibid.

14 Hellerstein, E. (2020, January 13). Why one Bay Area county is exploring basic income for former foster youth. Mercury News. <https://www.mercury-news.com/2020/01/13/why-one-bay-area-county-is-exploring-basic-income-for-former-foster-youth/>

15 DiMento, J.F.C. and Ellis, C. (2012). Changing Lanes: Visions and Histories of Urban Freeways. MIT Press. <http://doi.org/10.1080/02665433.2013.860821>

Health and Safety for All Residents

Inequitable transportation, housing and economic policies have also left communities of color and low-income communities more exposed to environmental health hazards.¹⁶ While overall pollution levels have improved greatly over the past decades, disparate burdens on systemically underserved people remain. Many contaminated land sites are still in or adjacent to communities of color in the Bay Area today, and homes in Equity Priority Communities may be over 50% more likely to experience flooding from sea level rise. There are even disparities in which residents and communities see reinvestment following environmental disasters: residents of color and neighborhoods with low incomes consistently see smaller amounts of reinvestment in their communities, which widens the overall gap in wealth inequality.¹⁷

Alongside these inequities, however, the Bay Area, and California as a whole, are recognized as national leaders in environmental advocacy, and lawmakers and governments have recently made strides in working toward better health and more resilient communities for all. However, the Bay Area must ensure that its legacy of environmental stewardship is not used as a tool of exclusion that prevents people of color from calling the region home. Community-engaged planning work is already underway as required by Assembly Bill 617 (C. Garcia, Statutes of 2017), a mandate to improve community health and promote equity by reducing exposure to air pollutants in neighborhoods most affected by air pollution. Communities in places like West Oakland and Richmond, for example, now have a stronger voice in making the decisions that will affect environmental quality in their neighborhoods.

Shaping What Comes Next

While history reveals that past planning actions across federal, state and local levels have sown the seeds of the greatest challenges facing our region today — fights to protect and expand civil rights, environmental justice, housing affordability, disparities in wages, and so much more — there is hope for a better future. The spirit of innovation and the diversity of people and ideas inherent to the Bay Area's identity will be essential as residents face the coming years together. There is an opportunity for the Bay Area to lead nationally and globally as a region where equity is championed as a principle, and where planning work is humble enough to know that unforeseen circumstances will arise.



Bay Area voters have also shown time and again that they will step up to support ideas that equitably improve quality of life for all. Faced with declining financial support from federal and state governments, Bay Area cities and counties over the past decades have enacted various local transportation sales taxes to help themselves, and voters have approved three regional measures to generate billions of dollars for much-needed transportation projects. Voter-approved environmental actions in the 20th century have protected the Bay Area from unchecked sprawl, degrading air quality and a shrinking bay. The Bay Area public has shown that it is eager to solve big problems together, and effective long-range planning can create opportunities for them to do so.

¹⁶ San Francisco Bay Conservation and Development Commission. (2019, June 7). Toward Equitable Shorelines: Environmental Justice and Social Equity at the San Francisco Bay. Staff Report.

¹⁷ Howell, J. et al. (2018). As Disaster Costs Rise, So Does Inequality. *Socius: Sociological Research for a Dynamic World*, 4. <https://doi.org/10.1177/2378023118816795>



Photo: Karl Nielsen

Navigating an Uncertain Future

Undeniably, the Bay Area will face unexpected and life-altering events over the next three decades and beyond. The COVID-19 public health crisis is a prime example of the unpredictability of things to come, and it will not be the last unforeseeable event with wide-reaching repercussions. Technological, environmental and economic changes are accelerating at an ever-quicken pace, requiring institutions to step up in response. Long-range planning in particular can guide responses to uncertainty through targeted policies and investments. Thoughtful long-range strategies can work to stabilize a high quality of life for Bay Area residents, no matter what may come.

Already, evidence of change is all around us. In less than a decade, ride-hailing companies have revolutionized how people get around and prompted transit operators to consider whether these on-demand private rides are a competitor or a complement to transit, or something in between. New revolutions in the transportation field, like self-driving cars or the growing acceptance of remote work, could remake the Bay Area's transportation system once again, or they may fade away as fads never fully realized. Forward-looking transportation strategies can help to keep Bay Area residents moving no matter what trends occur, while also reducing greenhouse gas emissions.

Economic uncertainties are already on the minds of most Bay Area residents, as the economic fallout of the COVID-19 pandemic may take years to fully unfold. Economic booms and busts are bound to continue, regardless of any action the Bay Area takes, prompting new explorations of ways we might share the prosperity in good times and cushion against hardship when times are tough. Economic strategies that promote upward mobility and improve access to jobs hold the promise of a society that is as equitable as it is prosperous, even through ups and downs.

The unknown effects of climate change cannot be overstated. By 2050, sea levels around the San Francisco Bay may rise multiple feet, and already-hazardous wildfires are expected to intensify. In addition, earthquakes represent a perennial threat in California, and there is a significant chance of a major earthquake in the Bay Area within the next 30 years.¹⁸ While no one can predict when an individual earthquake or flood may strike, strategies to retrofit homes and protect shoreline communities can ensure the safety of all Bay Area residents through these hazardous events.

The ever-increasing price of housing in the Bay Area today also presents a threat to stability. The housing market may continue to rise unchecked, pricing out all but the wealthiest residents in certain areas. Future tastes in housing may change, becoming more urban, suburban or rural. More people may work from home in the future following the pandemic, giving rise to new needs for living and working spaces. Strategies for the future of housing can reduce housing costs and increase access to opportunity for all Bay Area families, while guiding all neighborhoods to be more inclusive of residents with all income levels.

Government has recently shown that it can respond to an unexpected crisis. Local, state and federal agencies responded in unprecedented and meaningful ways to the many housing crises brought on by COVID-19, including eviction moratoria, rental and mortgage support, and services for currently unhoused people. Strategies for the future can build off these successes and take them even further, with tailored solutions for the Bay Area and its unique needs.

18 USGS. (2016, August). Earthquake Outlook for the San Francisco Bay Region 2014–2043. <https://pubs.usgs.gov/fs/2016/3020/fs20163020.pdf>

Planning for Success Together

The adaptability, strength and hope of the Bay Area and its people have shone through time after time through periods of crisis, creatively leading the way to positive change. What may seem like a moment of crisis can often be a catalyst for necessary growth. In retrospect, moments of historic upheaval have ignited passionate action and long-term progress. As we emerge from this moment of crisis, there are many opportunities to reform policies and practices to better reflect the needs and desires of all Bay Area residents.

MTC and ABAG envision a more responsive, responsible and representative course for the region's future that reflects the shifting priorities of Bay Area residents. Together, the region can find a path toward inclusivity and prosperity for those who live, work and too often struggle to remain here, through bold actions in the face of a rapidly changing world. The 35 strategies described in the following chapters outline a vision for confronting huge societal forces in a way that is both equitable and pragmatic, resilient and inclusive — a plan for a region that is more affordable, connected, diverse, healthy and vibrant for all Bay Area residents.



NEW APPROACHES TO DEEPEN AND DIVERSIFY PUBLIC ENGAGEMENT

Developing a trillion-dollar plan for the Bay Area is no simple task. It is a multiyear process involving multiple regional agencies, nine counties, 101 towns and cities, elected officials, transit operators, planners, community-based organizations, business organizations, non-profits, and the general public. Despite this complexity, ongoing public engagement informed Plan Bay Area 2050's development at every phase.

Multiple rounds of public input transformed initial ideas into the 35 final strategies that now make up the Draft Plan Bay Area 2050. For example, strong public support for electric vehicles directed staff to expand the scope of the strategy for clean vehicle initiatives, resulting in exponentially increased funding for electric vehicle and charger subsidies. The strategy also includes even steeper discounts for low-income residents to ensure that cost is not a barrier to cleaner driving options, reflecting another desire expressed by the public.

New Strategies for Representative Engagement

MTC and ABAG took strategic action to engage with people who were historically underrepresented, including youth, those with limited English proficiency and residents of Equity Priority Communities. This engagement effort required developing new avenues of public engagement specific to the plan, alongside discussions of Plan Bay Area 2050 at regular standing committees and in meetings with community-based organizations.

One new approach for Plan Bay Area 2050 was the “pop-up” engagement campaign. In 2019, prior to the onset of COVID-19, staff held in-person “pop-up” engagement sessions at farmers markets, libraries, marathons, parks, malls and other community gathering spaces, intercepting residents for impromptu engagement. By popping up at dozens of sites throughout the region, MTC and ABAG staff were able to interact with many residents who had never contributed to the long-range plan before, diversifying the array of voices contributing to the plan. A majority of in-person outreach events were held in Equity Priority Communities, and community-based organizations were compensated to convene focus groups for more in-depth discussions.



Online participation opportunities were another area of intensified focus, allowing members of the public to engage on their own time. An online game, Mayor of Bayville, as well as several rounds of online surveys, were used to understand priorities and gauge public support for strategies. Opportunities to engage in Spanish and Chinese were also available for all of these activities.

CONNECTIONS AT A SAFE DISTANCE: Engagement During the COVID-19 Pandemic

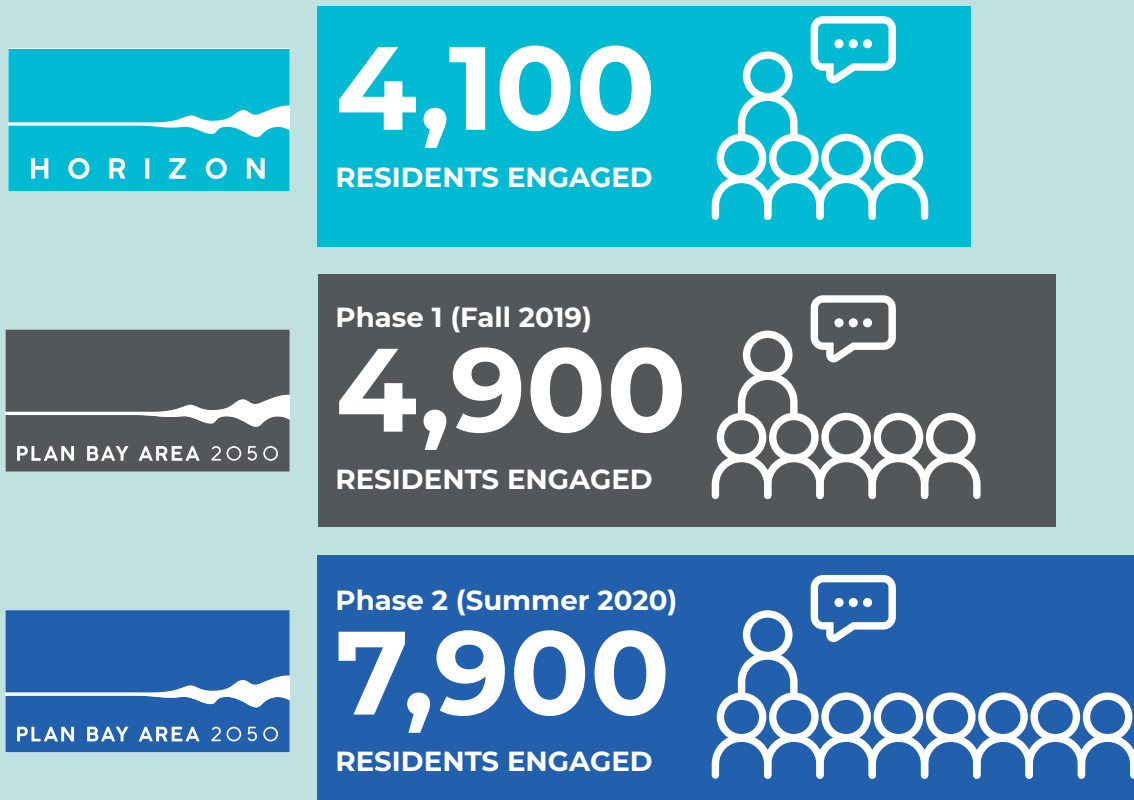


When COVID-19 shelter-in-place orders hit the Bay Area in mid-March of 2020, MTC and ABAG staff had to devise new ways to reach the public while respecting social distancing requirements. Digital workshops and telephone town halls, two new engagement tools for the agencies, emerged as the most effective new methods of presenting in-depth content and receiving quality feedback from the general public. The workshops and telephone town halls were held in English, Spanish and Chinese.



Throughout summer 2020, MTC and ABAG held 25 events. Residents and stakeholders were able to provide their feedback via online survey, informal virtual “coffee chats,” email, telephone, a statistically valid telephone poll, virtual office hours and an online tribal summit. Over 170,000 comments were received from more than 7,900 residents.

The last public engagement opportunity for Plan Bay Area 2050 will be in summer 2021 following the release of the Draft Plan Bay Area 2050 document. For more information on Plan Bay Area 2050’s outreach and engagement process, please see the Draft Plan Bay Area 2050 Public Engagement Report and the Draft Plan Bay Area 2050 Native American Tribal Outreach and Government-to-Government Consultation Report.



PLAN BAY AREA 2050 GROWTH GEOGRAPHIES

FOCUS AREAS FOR FUTURE HOUSING AND JOBS GROWTH

Throughout Plan Bay Area 2050, Growth Geographies are geographic areas used to guide where future growth in housing and jobs would be focused under the plan's strategies over the next 30 years. These geographies are identified for growth either by local jurisdictions or because of their proximity to transit or access to opportunity. The four types of Growth Geographies analyzed in Plan Bay Area 2050 are:



- **Priority Development Areas (PDAs):** Areas generally near existing job centers or frequent transit that are locally identified (i.e., identified by towns, cities or counties) for housing and job growth.



- **Priority Production Areas (PPAs):** Locally identified places for job growth in middle-wage industries like manufacturing, logistics or other trades. An area must be zoned for industrial use or have a predominantly industrial use to be a PPA.



- **Transit-Rich Areas (TRAs):** Areas near rail, ferry or frequent bus service that were not already identified as PDAs. Specifically, these are areas where at least 50% of the area is within 1/2 mile of either an existing rail station or ferry terminal (with bus or rail service), a bus stop with peak service frequency of 15 minutes or less, or a planned rail station or planned ferry terminal (with bus or rail service).



- **High-Resource Areas (HRAs):** State-identified places³ with well-resourced schools and access to jobs and open space, among other advantages, that may have historically rejected more housing growth. This designation only includes places that meet a baseline transit service threshold of bus service with peak headways of 30 minutes or better.

The map on the following page shows the four Growth Geographies, all of which are foundational to Plan Bay Area 2050.

³ Plan Bay Area 2050's High-Resource Areas are a subset of the high-opportunity areas identified statewide by the California Department of Housing and Community Development that meet a minimum transit service threshold and are located in the Bay Area. See more at: <https://www.treasurer.ca.gov/ctcac/opportunity.asp>

MAP 1.1

Plan Bay Area 2050 Growth Geographies

- Priority Development Area*
- Priority Production Area
- Transit-Rich Area
- Transit-Rich and High-Resource Area
- High-Resource Area with Basic Bus Service**
- Regional Rail Station (Existing)
- Regional Rail Station (Plan Bay Area 2050)
- Regional Transit (Existing)
- Regional Rail (Plan Bay Area 2050)***
- Major Airport
- Major Seaport

* Priority Development Areas are locally designated geographies that, in general, meet state Transit Priority Area criteria as well as additional MTC/ABAG criteria.

** Peak headways of 16 to 30 minutes (January 2020).

*** Includes intercity rail, commuter rail, and heavy rail systems. New Transbay Rail Crossing alignment is representative only.

Areas shown are conceptual, and do not supersede local government land use authority. Specific levels and types of development will be determined through local planning.

The following areas are excluded from the map: wildland urban interface areas; unmitigated High Hazard Areas; areas of unmitigated sea level rise; areas outside locally-adopted urban growth boundaries; and parks and open spaces within urbanized areas. To complement adopted PDAs, High-Resource and Transit -Rich Areas are shown in jurisdictions that have nominated a total land area for PDAs that is less than 50% of the area within its boundaries eligible for PDA designation.

SCALE

OAKLAND > 350,000

Novato 50,000 – 350,000

