What We Heard:
Draft Plan Bay Area 2050
Engagement

Summer 2021
Overview of Today’s Webinar

Welcome + Agenda Review (5 minutes)

Plan Bay Area 2050 Engagement Overview (20 minutes)

Q&A (10 minutes)

What We Heard (15 minutes)

Q&A (15 minutes)

Next Steps + Closing (5 minutes)
Plan Bay Area 2050 Timeline

- **AUGUST 2021**
  - Horizon

- **2019**
  - Public Engagement
    - Perspective Papers
  - Policy & Advocacy
    - Futures Final Report
  - Scenario Planning
    - Project Performance
  - Technical Analyses
    - Forecast, Needs, Revenues Prep

- **2020**
  - Draft Blueprint
  - Final Blueprint
  - Implementation Plan
    - Draft EIR
    - Final EIR
  - Other
    - RHNA Proposed Methodology
    - RHNA Draft & Final Methodology
    - RHNA Appeals, etc.

- **2021**
  - Adoption

= Engagement Cycles
= Major Policy Board Decisions
Spring/Summer 2021: Engagement Overview
Final round of public engagement caps off over three and a half years of public dialogue and consultation on the Plan Bay Area 2050 process with residents; local partners; regional, state and federal collaborators; and many other public and private stakeholders.
Summer 2021 Engagement: Listening & Learning

- **Draft Plan Bay Area 2050, Draft Implementation Plan, Draft Supplemental Reports** — released May 26, 2021; 55-day comment period
- **Draft EIR** — released June 4, 2021; over 45-day comment period
Summer 2021 Outreach

Also:
- Digital Promotion
- Videos
- Digital Tribal Summit
- Online Comment Forms
- Listening Line
- Email Comments
- County Presentations
- Partner Discussions
- Youth Video Challenge

4 subregional digital public workshops

2 digital technical partner workshops

6 digital public hearings

1 youth-focused workshop
Summer 2021 Engagement: Digital Promotion

3 million+
total number of times posts show up in social media feed
  • Facebook
  • Instagram Stories
  • YouTube

5,000+
total number of downloads
  • Draft Plan Bay Area 2050
  • Draft EIR
  • Draft Supplemental Reports & Related Materials

40%
percentage who watched video when ad was served
  • Facebook
  • Instagram Stories
  • YouTube

800,000+
total number of views
  • Draft Plan Bay Area 2050 animated video and workshop promotion

HAVE YOUR SAY IN
PLAN BAY AREA 2050!

Read & send in your feedback on the draft plan!

SWIPE UP TO READ ▲
Learn More
Summer 2021 Engagement: Traditional Promotion

20,000+
Total number of mailing addresses
- Plan Bay Area 2050 mailer to Equity Priority Communities

10,600+
Total number of email addresses
- Plan Bay Area 2050 & Draft EIR e-blasts
Plan Bay Area 2050
Engagement Recap

San Mateo County (Photo: iStock, MTC Archives)
Plan Bay Area 2050 Engagement: Tactics that Made a Difference

- Non-traditional Engagement: Pop-up Workshops
- Digital Engagement:
  - Zoom Workshops + Webinars
  - Digital Surveys + Games
- Digital Promotion: Paid Promotion on Social Media
## Engagement Recap: Round 1

### Introduction to the Plan (late-2019)

<table>
<thead>
<tr>
<th>Events</th>
<th>No. of Events/Activities</th>
<th>No. of Participants</th>
<th>No. of Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In-person Pop-up Workshops</strong>: Held pop-ups around the nine-county Bay Area (78% held in Equity Priority Communities).</td>
<td>37</td>
<td>1,000 participants</td>
<td>3,000 comments</td>
</tr>
<tr>
<td><strong>Mayor of Bayville Online Game</strong>: Introduced the plan and its considerations via an online game, which was promoted digitally to the Bay Area public.</td>
<td>1</td>
<td>3,000 participants</td>
<td>9,900 comments</td>
</tr>
<tr>
<td><strong>Tribal Summit</strong>: Engaged federally recognized tribes to introduce Plan Bay Area 2050.</td>
<td>1</td>
<td>4 tribal participants</td>
<td>41 comments</td>
</tr>
<tr>
<td><strong>Stakeholder Engagement</strong>: Includes RAWG + REWG meetings, webinars and special workshops.</td>
<td>23</td>
<td>Over 1,200 participants</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Engagement Recap: Round 2

Draft Blueprint (mid-2020)

<table>
<thead>
<tr>
<th>Events.</th>
<th>No. of Events/Activities</th>
<th>No. of Participants</th>
<th>No. of Comments Received</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Community-Based Discussion Groups:</strong> Conducted small group discussions on Draft Blueprint with community members.</td>
<td>7</td>
<td>61 participants</td>
<td>260 comments</td>
</tr>
<tr>
<td><strong>Digital Workshops:</strong> Conducted nine online workshops on the Draft Blueprint, one focused on each of the Bay Area’s nine counties.</td>
<td>9</td>
<td>288 participants</td>
<td>350 comments</td>
</tr>
<tr>
<td><strong>Online Survey:</strong> Conducted an online survey to request input on the Plan’s Draft Blueprint.</td>
<td>1</td>
<td>3,915 participants</td>
<td>16,682 comments</td>
</tr>
<tr>
<td><strong>Statistically-Valid Telephone/Online Poll:</strong> Conducted a statistically-valid telephone and online poll on key elements of the Draft Blueprint.</td>
<td>1</td>
<td>2,997 participants</td>
<td>149,850 comments</td>
</tr>
<tr>
<td><strong>Telephone Townhalls:</strong> Hosted telephone events in English (2), Spanish (1), Mandarin (1) + Cantonese (1) to reach residents with limited internet access and/or limited English proficiency.</td>
<td>5</td>
<td>19 participants</td>
<td>32 comments</td>
</tr>
<tr>
<td><strong>Tribal Summit:</strong> Consulted with federally recognized tribes on Plan Bay Area 2050’s Draft Blueprint.</td>
<td>1</td>
<td>2 tribal participants</td>
<td>22 comments</td>
</tr>
<tr>
<td><strong>Stakeholder Engagement:</strong> Includes RAWG + REWG meetings, webinars and special workshops</td>
<td>22</td>
<td>Over 700 participants</td>
<td>N/A</td>
</tr>
</tbody>
</table>
## Engagement Recap: Round 3

### Draft Plan, Draft Implementation Plan, Draft Supplemental Reports & Draft EIR (late 2020- mid-2021)

<table>
<thead>
<tr>
<th>Events</th>
<th># of Events/Activities</th>
<th>No. of Participants</th>
<th>No. of Comments Received</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Discussion Groups:</strong> Conducted qualitative small-group discussions with residents and students.</td>
<td>11</td>
<td>93 participants</td>
<td>894 comments</td>
</tr>
<tr>
<td><strong>Online Survey and Text-Based Survey:</strong> Conducted online- and telephone-based surveys on the Implementation Plan in English, Chinese and Spanish.</td>
<td>2</td>
<td>2,103 participants</td>
<td>15,685 comments</td>
</tr>
<tr>
<td><strong>Public Hearings:</strong> Held seven public hearings on four separate dates on Draft Plan Bay Area 2050 and Draft EIR.</td>
<td>6</td>
<td>66 participants</td>
<td>40 comments</td>
</tr>
<tr>
<td><strong>Public Workshops:</strong> Held four public workshops by geographic location: North Bay, South Bay, East Bay and West Bay.</td>
<td>4</td>
<td>189 participants</td>
<td>70 comments</td>
</tr>
<tr>
<td><strong>Tribal Summit + Government-to-Government Consultation:</strong> Consulted with federally recognized tribes on the Draft Plan and Draft EIR.</td>
<td>2</td>
<td>5 tribal participants</td>
<td>22 comments</td>
</tr>
<tr>
<td><strong>Envision the Bay Area Youth Workshop:</strong> Engaged high school students throughout the region to discuss the Draft Plan’s 35 strategies.</td>
<td>1</td>
<td>8 workshop participants</td>
<td>7 comments</td>
</tr>
<tr>
<td><strong>Plan Bay Area 2050 Video Challenge:</strong> Encouraged Bay Area students and their families to submit a video on their favorite Draft Plan strategy.</td>
<td>1</td>
<td>23 participants</td>
<td>19 video submittals 4 comments</td>
</tr>
<tr>
<td><strong>Stakeholder Engagement:</strong> Includes RAWG + REWG meetings, webinars and special workshops.</td>
<td>94</td>
<td>Over 1,000 participants</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Questions
What We Heard

Santa Clara County (Photo: iStock, MTC Archives)
Summer 2021 Engagement: What We Heard

Draft Plan Bay Area 2050

Top 5 Themes:

1. Strong support for the Draft Plan and the 35 strategies, albeit with numerous requested changes, additions, modifications and clarifications from individuals, organizations and partner agencies.

2. Support and opposition for housing growth evenly split.

3. Support for workforce development and training.

4. Support for more active transportation and Express Lanes, and opposition to highway/freeway expansion.

5. Concern about environmental hazards, specifically sea level rise and wildfire preparedness.
Top 4 Housing Themes:

1. Overall support for building of more housing in general, and more affordable housing specifically, but others opposed new housing growth.

2. Questions from partners on how to meet Regional Housing Needs Allocation numbers, including how to address environmental and infrastructure impacts.

3. Continued concern over the jobs-housing imbalance.

4. Support diversity in housing types, but some interest in single-family housing remained.
Summer 2021 Engagement: What We Heard

Draft Plan Bay Area 2050

Top 5 Economy Themes:

1. Strong support for workforce development, specifically support for training and for prioritizing local labor from Equity Priority Communities.
2. Support and opposition for Universal Basic Income evenly split.
3. Support for Priority Production Areas.
4. Support for expanded internet access.
5. Support for better access to jobs.
Summer 2021 Engagement: What We Heard

Draft Plan Bay Area 2050

Top 5 Transportation Themes:

1. Support for more active transportation, including interest expanded infrastructure for bicycle and pedestrian improvements in more trails.

2. Support for Express Lanes, but opposition to highway or freeway expansion.

3. Support for public transit, including support of more service and expansion of transit lines, including SMART.

4. Support for enhanced safety for all who use active transportation and transit.

5. Interest in transportation-related climate mitigation efforts, like electrification and transportation demand management initiatives.
Top 5 Environment Themes:

1. Interest in addressing environmental hazards, including sea level rise and wildfire.
2. Concerns about the Bay Area’s water supply.
3. Interest in greater focus on climate mitigation.
4. Support for adding e-bikes to the strategies.
5. Support for more regional trails.
Summer 2021 Engagement: What We Heard

Draft Plan Bay Area 2050

“Prioritize local labor from underserved communities.”

“Take a more comprehensive approach to wildfire resilience.”

“For freeway capacity improvements, including interchange improvements, I recognize that some older facilities may require improvements for safety. I strongly encourage reviewing them through the lens of climate and induced demand.”

“I am a former resident who was priced out of the area. I want improved housing options now.”
Summer 2021 Engagement: What We Heard

Draft Implementation Plan

Top Themes:

1. Interest in partnering on advocacy efforts to raise revenues needed to support the Plan
2. Collaboration on sea level rise adaptation, with more clarity on roles and responsibilities
3. Need for workforce development
4. Partnership opportunities in supporting the revamp of the Priority Conservation Area (PCA) planning framework
5. Need for metrics and tracking to support accountability, with regular progress updates
Draft Implementation Plan

“I support the goal of seamless transit: paired with the schedule coordination and other capital investments described previously, a strategy to reform regional fare policy could simplify the experience of taking transit.”

“We look forward to working with MTC on updates to the Priority Conservation Area program, as it has been a very effective tool in the land conservation toolbox.”

“The Implementation Plan must identify actionable steps, timelines and outcomes for each implementation action to ensure forward movement and transparency.”

“Incentivize cities to update Complete Streets policies to Green Sustainable Streets policies that incorporate climate resilience/adaptation measures, and that prioritize integration of habitat value trees, native plants, and green infrastructure.”
Summer 2021 Engagement: What We Heard

Draft EIR for Plan Bay Area 2050

Top Themes:

1. Raised points relating to both Plan Bay Area 2050 and the Draft EIR.
3. Interest in hydrology and utilities analyses, and the alternatives analysis.
4. Interest in effects of sea level rise inundation and wildfire risk.
5. Questioned MTC’s and ABAG’s authority to implement the Plan and the Draft EIR’s mitigation measures.
Summer 2021 Engagement: What We Heard

Draft EIR for Plan Bay Area 2050

“The Draft EIR states the intensified risk of wildland fires will be a significant and unavoidable impact even after implementation of mitigation measures. The proposed mitigation measures are already being used throughout California, yet every year California’s fire season gets worse with new record-breaking wildfires. Increasing the number of people exposed to extreme fire risk in a fire-prone region while simultaneously increasing our population is irresponsible at best.”

“California doesn’t have enough water for even the current state of affairs, much less additional growth.”

“Alternative 1 proposes additional core capacity transit investments in lieu of adding highway lane-mileage and a compact regional growth pattern with the greatest share of housing and job growth within walking distance of high-capacity regional transit stations.”

“Plan Bay Area 2050 has developed Priority Development Areas and Priority Conservation Areas. The DEIR should include environmental review of these programs...and should identify the natural resources that are on the PDA areas and recommend ways the environmental resources on these areas be protected.”
Workshop and Video: Bay Area youth were asked to share creative ideas about their favorite strategy from Plan Bay Area 2050.

- At the workshop, students used found objects within their homes to create models representing their favorite Plan Bay Area 2050 strategies.
- Students then created a video to highlight their favorite strategy.

View the Plan Bay Area 2050 Online Film Fest at: sparetheairyouth.org/video-challenge
Engagement Recap: Covid & Digital Engagement Impacts

**Digital Promotion:**
- Allowed MTC/ABAG to yield greater participation than ever before
- Attracted a diverse group of Bay Area residents who had previously not participated in the Plan Bay Area process
- Key driver of awareness and participation

**COVID-19 Pandemic:**
- Opportunity to innovate
- Digital-first approach
- Record-breaking levels of engagement with the largest number of participants to date
Questions
Upcoming Events:

• Webinar outlining Implementation Plan partnerships, the plan’s equity component and the final step to plan adoption: September 9, 2021

• Implementation Plan update at September Joint MTC Planning Committee with the ABAG Administrative Committee meeting: September 10, 2021

• Regional Advisory Working Group meeting outlining Final Plan Bay Area 2050: October 5, 2021

• Final Plan Bay Area 2050 and Final EIR will be considered for adoption in October 2021

Go to planbayarea.org for workshop information and links.
Thank you!