

# Draft BayArea Plan

July 2013

Strategy for a  
Sustainable  
Region



**Association of  
Bay Area  
Governments**



**Metropolitan  
Transportation  
Commission**

**Public Outreach and  
Participation Program  
Volume 1**

**Phase One:  
Preliminary Discussions (2010) and  
Summary of 2010–2013 Activities**

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## **PUBLIC OUTREACH and PARTICIPATION PROGRAM**

Volume 1

Phase One: Preliminary Discussions (2010)  
and Summary of 2010-2013 Activities

July 2013



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## Public Outreach and Participation Program

### **Phase One: Preliminary Discussions (2010) and Summary of 2010-2013 Activities**

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# Chapter 1

## Overview

The Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) jointly prepared Plan Bay Area, which will serve as the long-term Regional Transportation Plan (RTP) for the San Francisco Bay Area as well as the region's Sustainable Communities Strategy (SCS). The plan — which considers how and where the region should accommodate growth projected for the next 28 years — is being developed to conform to federal and state regulations, including California legislation from 2008 (Senate Bill 375, Steinberg), which requires each of the state's 18 metropolitan areas to reduce greenhouse gas emissions from cars and light trucks. Under Senate Bill 375, the Bay Area must develop a Sustainable Communities Strategy — a new element of the regional transportation plan — that strives to reach the greenhouse gas (GHG) reduction target established by the California Air Resources Board. The law also requires the region to plan for housing 100 percent of its projected population at all income levels. Plan Bay Area is the region's first regional transportation plan subject to SB 375.



## **A. Plan Bay Area Overview:**

### **Public Engagement a Key Element of Plan Bay Area**

Development of Plan Bay Area has been a multi-year effort that began in 2010. A comprehensive program of public involvement activities is a key part of the process. Extensive outreach with local government officials is required, as well as a public participation plan that includes workshops in each county and public hearings on the draft prior to adoption of a final plan.

Thousands of people participated in stakeholder sessions, public workshops, telephone and internet surveys, and more. Befitting the Bay Area, the public outreach process was boisterous and contentious. The region's 101 cities and nine counties also participated in the development of the plan, as did our fellow regional agencies, the Bay Conservation and Development Commission and the Bay Area Air Quality Management District. Community-based organizations and advocacy groups representing the diverse interests of the Bay Area were active participants throughout the process, as were some three dozen regional transportation partners.

The public involvement activities are organized into four phases and are documented in four volumes:

1. Phase One: Preliminary Discussions (2010) and Summary of 2010-2013 Activities
2. Phase Two: Initial Vision Scenario (2011)
3. Phase Three: Draft Preferred Scenario (2012)
4. Phase Four: Draft Plan Bay Area (2013)

Following are highlights of activities that occurred throughout the four phases between 2010 and 2013:

- Three statistically valid telephone polls conducted in spring 2011, January 2012 and spring 2013 reached out to some 5,200 Bay Area residents from all nine counties. Four focus groups with randomly selected telephone poll participants were held in 2012 in the cities of San Francisco, Walnut Creek, and Novato.
- Twenty-nine well-attended public workshops or hearings (at least three in each Bay Area county) that attracted over 3,000 residents.
- Eight public hearings in 2012 and 2013 held in conjunction with development and review of the companion Plan Bay Area Draft Environmental Impact Report (DEIR) drew another 400 participants.



- A local government summit and ongoing meetings with local elected officials, local planning directors and officials from congestion management and transit agencies.
- Partnerships with community-based organizations in low-income communities and communities of color (1,600 completed surveys in Spring 2011; 10 focus groups with 150 participants in Winter 2012, and an additional 12 focus groups conducted in the spring of 2013 with 180 participants).
- An active web and social media presence, including some 356,000 page views by 66,000 unique visitors to the OneBayArea.org web site since its launch in April 2010, and a January 2012 “virtual public workshop” that was taken by some 1,300 participants. An online forum dubbed Plan Bay Area Town Hall generated 90 comments in April 2013 on the Draft Plan.
- Use of videos to explain the planning process and challenge facing the region, including interviews with key staff and a brief animated introduction to some of the tradeoffs involved in choosing investments and policies with limited resources. Another video demonstrates how to use an online interactive map that displays MTC and ABAG’s respective transportation and housing modeling data about home values and travel times.
- Release of the Draft Plan and Draft EIR drew 1,250 residents to meetings that included an “Open House” where participants could view displays and ask questions, followed by a public hearing. A total of 385 people spoke at the public hearings, and another 140 completed comment forms provided at the hearings.
- Letters and emails submitted on the Draft Plan and Draft EIR totaled nearly 600. All correspondence, public hearing transcripts and comment forms can be viewed at OneBayArea.org.
- A total of nearly 270 meetings were held in which development of the Plan was discussed. Table 1 lists special public workshops at which the Plan was discussed, plus public meetings of ABAG’s and MTC’s policy boards and advisory committees where the Plan was on the agenda.

Table 1: Plan Bay Area Public Meetings: Three-Plus Years of Dialogue and Consultation

Meeting/Event	Special Public Workshop	ABAG/MTC Policy & Advisory Committees with Plan Bay Area on agenda	Totals
<b>2010</b>			
Local Government Summit (with ABAG Spring General Assembly)		1	1
Bay Area Greenhouse Gas Reduction Target Workshop: Oakland	1		1
Leadership Roundtables with Elected Officials	9		9
MTC's Policy Advisory Council		4	4
ABAG's Regional Planning Committee		5	5
Regional Advisory Working Group		8	8
RAWG Ad Hoc Committee on Performance Measures		6	6
ABAG Administrative Committee /MTC Planning Committee		6	6
Joint Policy Committee		1	1
ABAG Executive Board		5	5
MTC Commission		2	2
<b>2011</b>			0
Spring 2011 Workshops: all nine counties (2 in Alameda County)	10		10
Spring 2011 Community Hosted Meetings	10		10
Briefings for local elected officials, planning staffs in nine counties: Spring 2011 (approximate #)	21		21
MTC's Policy Advisory Council		8	8
ABAG's Regional Planning Committee		5	5
Regional Advisory Working Group		9	9
RAWG Ad Hoc Committee on Performance Measures		2	2
Equity Working Group		10	10
ABAG's Housing Methodology Committee		8	8
Native American Tribal Consultation	1		1
ABAG Administrative Committee /MTC Planning Committee		10	10
ABAG Executive Board		6	6
MTC Commission		5	5

<b>Meeting/Event</b>	<b>Special Public Workshop</b>	<b>ABAG/MTC Policy &amp; Advisory Committees with Plan Bay Area on agenda</b>	<b>Totals</b>
<b>2012</b>			0
January 2012 Workshops: all nine counties	9		9
January 2012 Community Hosted Focus Groups	10		10
EIR Scoping Meetings: Fairfield, Oakland, SF, San Jose, San Rafael	5		5
MTC's Policy Advisory Council		6	6
ABAG's Regional Planning Committee		3	3
Regional Advisory Working Group		4	4
Equity Working Group		8	8
ABAG's Housing Methodology Committee		2	2
Native American Tribal Consultation	1		1
ABAG Administrative Committee /MTC Planning Committee		9	9
Joint Policy Committee		1	1
ABAG Executive Board		4	4
MTC Commission		2	2
ABAG Executive Board/ MTC Commission		2	2
<b>2013</b>			0
Spring 2013 Open Houses/ Public Hearings (all nine counties)	9		9
Public Hearings on Draft EIR: Oakland, San Jose, San Rafael (April)	3		3
Feb. - April 2013 Community-Hosted Focus Groups	12		12
Presentations to Elected Officials (9 counties, with county CMAs)	9		9
MTC's Policy Advisory Council		3	3
ABAG's Regional Planning Committee		1	1
Regional Advisory Working Group		1	1
Equity Working Group		2	2
Native American Tribal Consultation	1		1
ABAG Administrative Committee /MTC Planning Committee		7	7
ABAG Executive Board		2	2
ABAG Executive Board/ MTC Commission		1	1
<b>Totals</b>	111	159	270

## A Robust Dialogue on Transportation and Housing

Developing a multibillion dollar, long-range plan for the nine-county San Francisco Bay region is not a simple task. It is a three-year process involving four regional agencies, nine counties, 101 towns and cities, elected officials, planners, community-based organizations, the public and other stakeholders. The many moving parts include statutory and voluntary requirements, goal-setting, financial projections, calls for projects, project evaluation, forecasting, measuring, methodologies and more. Despite all this complexity, public participation is critical to ensure an open, democratic process, in which all interested residents have the opportunity to offer input and share their vision for what a vibrant, livable Bay Area will look like decades from now.

All of the outreach and engagement activities generated a great deal of interest in and opinions about Plan Bay Area. While many see economic, environmental and social benefits in the convergence of land use and transportation planning, many others remain skeptical and indicate that regional planning is a threat to local control. There are divergent opinions about many issues, from the science of climate change to the rate of population growth forecast for the region, to the role of government in supporting housing and transportation choices.

Concerns about the process were raised at some public workshops. Some participants expressed the view that the process was biased toward foregone policy and investment conclusions. As a result, some declined to participate in certain exercises at the public workshops, declined to provide sign-in information and challenged the basic technical assumptions on which the discussions and the planning process were based.

The ABAG and MTC board members were kept informed about the development of the Plan via joint meetings of MTC's Planning Committee and ABAG's Administrative Committee as well as MTC Commission meetings and meetings of ABAG's Executive Board. A summary of the comments received through these public involvement activities was posted online at [OneBayArea.org](http://OneBayArea.org) and presented to commissioners and board members after each round of outreach activities.

### **B. Phase One Overview: 2010 Preliminary Discussions**

This report documents the public involvement activities at the start of the development of Plan Bay Area, leading up to adoption in January 2011 of 10 performance targets (two mandatory targets called for in SB375 and eight additional voluntary targets set by MTC and ABAG).

Before proposing a land use distribution approach or recommending a transportation investment strategy, planners must formulate in concrete terms the hoped-for outcomes. For Plan Bay Area, performance targets are an essential means of informing and allowing for a discussion of quantitative metrics.

After months of discussion and debate, ABAG and MTC adopted 10 targets in January 2011, reflecting input from the broad range of stakeholders engaged in the process.

Two of the targets are not only ambitious; they are also mandated by state law. The first mandatory target addresses climate protection by requiring the Bay Area to reduce its per-capita CO<sub>2</sub> emissions from cars and light-duty trucks by 7 percent by 2020 and 15 percent by 2040. The second mandatory target addresses adequate housing by requiring the region to house 100 percent of its projected population growth by income level. Plan Bay Area achieves both these major milestones.

Eight voluntary targets seek to promote healthy and safe communities by reducing premature deaths from air pollution, reducing injuries and fatalities from collisions, increasing the amount of time people walk or cycle for transportation, and protecting open space and agricultural lands. Other targets address equity concerns, economic vitality and transportation system effectiveness.

MTC and ABAG engaged a broad spectrum of regional stakeholders in order to make the targets as meaningful as possible in measuring the plan's success. This collaborative process in the latter half of 2010 involved reviewing nearly 100 possible performance targets, which were critically examined using a set of evaluation criteria. These criteria emphasized targets that could be forecasted by modeling tools and potentially influenced by policies and investments in the future plan.

After six months of discussion and debate reflecting input from local stakeholders, equity, environment and business advocates, and concerned members of the public, a list of the preferred targets took shape. These targets went beyond traditional transportation concerns, such as metrics for regional mobility, and instead embraced broader regional concerns, including land use, environmental quality and economic vitality.



The outreach program encompassed all nine counties of the Bay Area and included:

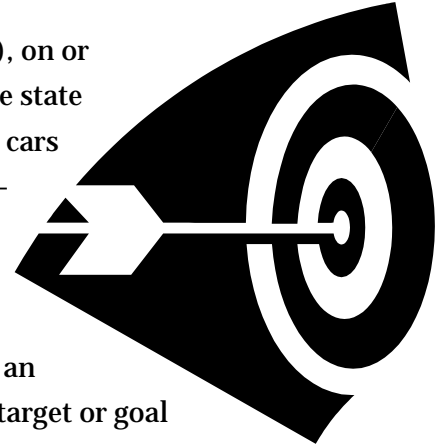
- Bay Area Greenhouse Gas Reduction Target Workshop
- Local Government Summit: April 22, 2010
- Leadership Roundtables
- Preparation of a Public Participation Plan
- Launch of the OneBayArea.org web site and other written materials
- Plan Bay Area policy board meetings
- Plan Bay Area advisory structure

More details on each component of the public involvement activities are found in this report.

# Chapter 2

## Bay Area Greenhouse Gas Reduction Target

Senate Bill 375 directs the California Air Resources Board (CARB), on or before September 30, 2010, to provide metropolitan regions in the state with regional targets for reducing greenhouse gas emissions from cars and light trucks. In March 2010, MTC and ABAG co-hosted a two-hour public meeting together with CARB, the Bay Area Air Quality Management District and the San Francisco Bay Conservation and Development Commission. The meeting, in Oakland, drew some 100 people. It provided the community with an opportunity to learn about and comment on options for setting a target or goal for reducing vehicle-related emissions in the San Francisco Bay Area.



The workshop agenda included the following topics:

- Overview of SB 375 Requirements for Setting Greenhouse Gas Targets
- Making the Land Use/Transportation Connection
- The Bay Area's Experience Setting Greenhouse Gas Targets and Possible Approach

### Comments Heard

The overall message heard from public comments:

- The Bay Area needs aggressive, ambitious targets for reducing greenhouse gases for cars and light trucks under Senate Bill 375.

Other themes included:

- We can't wait; what we leave behind for future generations is at stake.
- The region needs incentives to get people out of cars (better transit, walkable neighborhoods, etc.).
- We need incentives for electric vehicle infrastructure.
- Don't forget about public health; curbing greenhouse gases also yields better public health for our residents.

- Consider pricing measures to discourage driving.
- Public participation in this process is essential; including in communities of color and in low-income communities.

Appendix A is a copy of the presentation made at the workshop, and Appendix B lists public comments received at the workshop.

# Chapter 3

## Involving Local Officials

### Local Government Summit Kicks Off Multi-year Planning Effort

ABAG and MTC, along with the Bay Area Air Quality Management District and the Bay Conservation and Development Commission, hosted a local government summit on Earth Day — April 22, 2010 — to launch the planning process for the region’s new Sustainable Communities Strategy (SCS).



Photo by Karl Nielsen

The meeting was held at the Oakland Marriott and drew some 350 attendees. The crowd included roughly equal representation from local elected officials, government staff and representatives from a range of interest groups (business, environment and social equity). Presenters included local elected officials from around the region, as well as a keynote address from former Los Angeles city council member Michael Woo, who now serves as a dean at Cal Poly Pomona, College of Environmental Design.

The meeting was held in response to California Senate Bill 375 (SB 375), which calls upon regions to integrate their transportation and land use plans in order to reduce greenhouse gas emissions. The Summit sought to “demystify” the complex bill and jump-start the dialogue by using a panel discussion, video segments and electronic voting questions.

Two videos created for the event provided an in-depth look at the key provisions of SB 375 and how the law impacts local jurisdictions. The videos asked Bay Area residents, “what does sustainability mean to you?” and provided snapshots of current and future Bay Area projects

that support SCS strategies. These videos, as well as many others developed during the course of the Plan Bay Area engagement process, may be viewed online:

<<http://onebayarea.org/related-materials/Video-Index.html>>.

Staff reported in May 2010 to MTC's Planning Committee on the outcome of the event, including some of the key messages expressed by those attending. An article in MTC's newsletter, Transactions, which is widely circulated to elected officials throughout the Bay Area, also featured the event.

Overall, the Summit's attendees were supportive of the concept behind SB 375 and indicated that the bill's policies could enhance their communities. The dissenting minority opinions focused on concerns that the law would negatively impact their community's economic viability. It was also acknowledged that the complexity of SB 375 will require unprecedented cooperation among the region's cities, counties and regional agencies, and between government and other stakeholders.

Basic themes heard include:

- Local elected officials must get involved in the SCS process.
- A desire for ample opportunity for participation of key stakeholders and the public in the implementation in SB 375.
- The need to open dialogue beyond the "usual suspects" to gather the full spectrum of viewpoints so that issues and concerns can be identified and addressed.
- A desire to include and address social equity issues in the planning elements of SB 375.
- A reminder that other elements of sustainability (e.g., improving public health, more efficient food production, conservation of water and energy) are related benefits that accrue as the region implements a Sustainable Communities Strategy.
- General support for the One Bay Area initiative to bring the region together in order to implement SB 375.

## **Leadership Roundtables**

Successful development and implementation of Plan Bay Area – the region's sustainable communities strategy (SCS) and regional transportation plan – requires an active partnership with local jurisdictions. The public engagement process was supplemented by a partnership of local governments and regional agencies to bring together elected officials, planning directors, county congestion management agencies, and local transit agencies.



## Engaging Local Elected Officials

To lay the groundwork for a partnership with local government, in the summer and early fall of 2010, “Leadership Roundtable” meetings were convened in each county by elected officials representing ABAG, MTC, the Bay Area Air Quality Management District and the Bay Conservation and Development Commission. The goal of these roundtables was to promote an active partnership between the regional agencies and local jurisdictions in the development of Plan Bay Area. Meetings were hosted by elected officials that serve on the boards or commissions of the four regional agencies and invitees included the chair and vice chair of each county’s Congestion Management Agency, as well as staff from the regional agencies, the county CMAs and local jurisdictions. The meetings were scheduled by MTC and ABAG staff.

At these meetings, elected officials and staff discussed the principles, schedules and guidelines required by SB 375; the relationship between development of the Plan and the Regional Housing Need Allocation (RHNA) process; and the future partnership process for inter-county transportation and land use planning. Participants also discussed the process for ongoing partnership with local elected officials through the development and adoption of Plan Bay Area.

The Leadership Roundtable meetings were held in each county on the following dates:

Table 2: Leadership Roundtables — Summer-Fall 2010

County	Date
Alameda	August 26, 2010
Contra Costa	September 27, 2010
Marin	September 29, 2010
Napa	August 30, 2010
San Francisco	September 30, 2010
San Mateo	October 12, 2010
Santa Clara	September 3, 2010
Solano	September 9, 2010
Sonoma	October 7, 2010

A report on the Leadership Roundtables meetings was presented to a joint meeting of MTC’s Planning Committee and ABAG’s Administrative Committee, in November 2010.

# Chapter 4

## Public Participation Plan

State and federal statutes require metropolitan planning organizations such as MTC to adopt participation plans to provide the public with opportunities to be involved in the transportation planning process. Accordingly, MTC updated and adopted a Public Participation Plan in



December 2010. The plan summarizes MTC's practices for providing the Bay Area's diverse communities with ample opportunity to get involved in the transportation planning process. The Public Participation Plan includes an appendix with public engagement activities specific to Plan Bay Area, and was developed in consultation with ABAG.

### Residents Shape Strategy for Expanding Public Involvement

The development of the 2010 update to MTC's Public Participation Plan included an extensive outreach process for gathering public review. To inform the public, MTC utilized a post card mailing, email notifications and newspaper display ads, as well as presentations as noted below:

Table 3: Presentations of the Draft Public Participation Plan

Date	Presentation
July 6, 2010	Presentation to Regional Advisory Working Group
July 10, 2010	Initial Draft Released by MTC Legislation Committee for 45-day comment period
July 14, 2010	Presentation to MTC Policy Advisory Council
September 20, 2010	Presentation to Partnership Technical Advisory Committee
November 18, 2010	Presentation to ABAG Executive Board
December 10, 2010	Presentation to Joint ABAG Administrative Committee/ MTC Planning Committee on Final Draft

A draft was released for an initial 45-day comment period in July 2010. A revised draft was issued for a second 45-day comment period in October 2010.

Among other things, the Public Participation Plan — developed in consultation with an array of advisory organizations, partner agencies and stakeholder groups — details MTC’s and ABAG’s process for involving the public in developing Plan Bay Area.

The Plan is available online at:

<[http://www.mtc.ca.gov/get\\_involved/ppp/Final\\_PPP\\_Dec\\_3\\_2010.pdf](http://www.mtc.ca.gov/get_involved/ppp/Final_PPP_Dec_3_2010.pdf)>.

Additionally, Appendix D contains the summary of comments and responses on the July 9, 2010 Draft Public Participation Plan as well as the summary of comments and responses on the Oct. 15, 2010 Revised Draft Public Participation Plan.

## Key Comments Heard

In general, comments fell into these key themes:

*Simplify and Demystify* — Citing the complex nature of transportation and land-use planning, many who commented cited the importance of communicating in plain language and of crafting presentations so that a given community or audience can understand why it is important to participate. A number of comments called for more effort to avoid or minimize use of complex, technical terms and planning jargon, as well as provide better explanations of how the technical work is conducted.

*Make the Process More Transparent* — Another key comment was the need to identify key planning and decision milestones so that the public can understand when they should get involved in the process and provide input on key decisions. Specific to the Regional Transportation Plan and the Sustainable Communities Strategy, many asked that more details about process and schedule be included in the final plan. For example, we received comments that we needed to include detail on involvement of county Congestion Management Agencies, and clarify the process for developing SCS scenarios and evaluating equity impacts. A number of comments stressed the need to communicate to participants how their comments were considered in shaping final actions.

*Involve More Bay Area Residents* — A number of those submitting comments noted the importance of broadening outreach and public participation to include a wider range of participants, including those who have not traditionally been involved. Citing MTC's work with ABAG on a new Sustainable Communities Strategy, many observed how important it is to involve more people, including more outreach to local governments and local elected officials, schools, public health officers, low-income communities, and communities of color.

*Build Relationships in Under-served Communities* — Many noted the importance of taking the time to work with low-income communities and communities of color over the long term in order to build capacity and allow for more effective participation. Several comments from MTC's Policy Advisory Council and other advisors asked for "tool kits" so that individuals and organizations could work in concert with MTC and ABAG on public outreach for the Sustainable Communities Strategy.

*More Electronic Access* — A number of people who commented asked for expanded access to information via the web, and encouraged MTC to use social media to enable interactive online dialogue.

# Chapter 5

## Web Site and Other Written Materials

MTC and ABAG launched a new web site and developed several written items to assist in and encourage public involvement.

### OneBayArea.org Web Site

ABAG and MTC unveiled a new initiative and web site — OneBayArea.org — at the local government summit held in April 2010. One Bay Area seeks to coordinate efforts among regional agencies as well as from our nine



counties and 101 cities. Information related to Senate Bill 375, Plan Bay Area and the Summit itself are all housed on One Bay Area’s website: [www.onebayarea.org](http://www.onebayarea.org). The web site provides one “go to” information source for Plan Bay Area, as required under SB 375.

The website includes many interactive features, including online comment forums, maps and videos. The videos shown at the Local Government Summit in April 2010 are available to the public from this site. Residents can join the Plan Bay Area mailing list from the website to receive updates about the planning process, as well as view past issues of an e-newsletter sent to subscribers.

The site also provides handy links to the four regional agencies involved in developing the Plan: ABAG, MTC, the San Francisco Bay Conservation and Development Commission and the Bay Area Air Quality Management District.

### Other Written Materials

In addition to the Web site, MTC and ABAG prepared written materials, including charts describing the public engagement process and indicating to members of the public various opportunities to help shape the work products for and comment on elements of Plan Bay Area. These “Process Charts,” which highlight major milestones in the planning process and schedule, were initially prepared for the Local Government Summit; copies are included in Appendix C to this report.



Another document, “One Bay Area: Sustainable Communities Strategy,” was developed as a primer on the One Bay Area joint regional initiative and included frequently asked questions about statutory requirements and the Bay Area’s approach to developing the region’s first-ever Sustainable Communities Strategy as part of the Regional Transportation Plan. It also included information on how to sign up to receive updates on development of Plan Bay Area. This primer also was developed in conjunction with the Local Government Summit and a copy is included in Appendix C).

# Chapter 6

## Plan Bay Area Advisory Structure

Throughout the development of Plan Bay Area, ABAG and MTC regularly consulted with a number of advisory groups to hear from a range of perspectives and get early input. These advisory bodies include a Regional Advisory Working Group, MTC's Policy Advisory Council, and ABAG's Regional Planning Committee. The agencies also conducted a workshop for city managers and top officials from a range of local government and transportation agencies.

### Regional Advisory Working Group

In April 2010, the Regional Advisory Working Group (RAWG) – an ad hoc regional working group – was created to provide input to regional agency staff during the development of Plan Bay Area. The RAWG was a mix of planning staff representatives of local government, county-level congestion management agencies (CMAs), transit agencies, state and regional agencies and wide range of stakeholder representatives. Specifically, each county was asked to nominate at least one planning director to attend and participate for the duration of the process. In addition, representatives of various stakeholder groups – including affordable housing, businesses, developers, equity, public health and environmental groups – also participated in RAWG meetings. All RAWG meetings were open to the public, and anyone attending who wished to directly participate and comment on the discussion was encouraged to do so.

Following its first meeting on April 28, 2010, the RAWG met seven more times over the year and established its charter and work plan elements for Plan Bay Area. During 2010, the working group did research, gave feedback and commented on setting greenhouse gas emissions reduction targets, defining the regional housing target, employment growth assumptions, setting transportation and land-use performance targets and indicators, modeling, performance measurements, Priority Development Area assessment, the vision scenario planning approach, updating the public participation plan, and the formation of the Regional Equity Working Group.

*Meetings of the Regional Advisory Working Group are open to the public. The 2010 meeting packets can be found on the MTC web site's meeting archive page at <http://www.mtc.ca.gov/meetings/archive/2010.htm>.*

## **MTC Policy Advisory Council**

The mission of MTC's 27-member Policy Advisory Council is to advise MTC on transportation policies in the San Francisco Bay Area, incorporating diverse perspectives relating to the environment, the economy and social equity. One of the key topics for the Council has been the development of Plan Bay Area. The Council's initial two-year term (April 2010-April 2012) was extended to allow the Commission to benefit from the experience and momentum the Council had already gained from nearly two years of involvement, input, education and study around Plan Bay Area.

During 2010, the group met eight times and received an overview of the Commission's major planning processes, established its work plan, and discussed the beginning stages of Plan Bay Area development. The Council provided feedback and commented on setting greenhouse gas emissions reduction targets, MTC's Draft Public Participation Plan, setting transportation and land-use performance targets and indicators, and the vision scenario planning approach. In addition, the Council's Equity and Access Subcommittee participated as part of the Regional Equity Working Group.

*All Policy Advisory Council meetings are audiocast and archived on MTC's website. Meetings are open to the public. The 2010 meeting packets of the Policy Advisory Council can be found on the MTC web site's meeting archive page at*

*<http://www.mtc.ca.gov/meetings/archive/2010.htm>.*

## **ABAG Regional Planning Committee**

The Regional Planning Committee (RPC) is a standing committee of ABAG that hears Bay Area planning issues of regional concern and makes recommendations to the ABAG Executive Board, including development of Plan Bay Area. The Regional Planning Committee is comprised of 36 members that includes a minimum of 18 elected officials from the nine Bay Area Counties, representatives of the four regional agencies, and stakeholders from business, minorities, economic development, recreation/open space, environment, public interest, housing, special districts, and labor. The Committee meets alternate months; and meetings are held during the day at ABAG's offices in Oakland. Meetings are open to the public. In 2010, the RPC met to advise ABAG on a range of Plan Bay Area matters, including the Draft Public Participation Plan, development of performance targets and indicators and an infrastructure needs assessment for priority development areas.

## **Executive Workshop**

A one-time workshop with the executive directors of the Metropolitan Transportation Commission, the Association of Bay Area Governments, the Bay Area Air Quality Management District, and the Bay Conservation and Development Commission, as well as the executive directors of the nine Congestion Management Agencies a city manager from a jurisdiction in each of the nine Bay Area counties, and the city managers from the three largest cities in the region (San Francisco, San Jose and Oakland) was held on June 7, 2010.

The meeting included an overview of SB 375, a briefing on specific issues to be addressed in the region's sustainable communities strategy, and a discussion of the proposed public agency engagement plan.

*The meeting packet for the Executive Workshop (referred to online as the Executive Working Group) can be found on the MTC web site's meeting archive page at <http://www.mtc.ca.gov/meetings/archive/2010.htm>.*



**PUBLIC OUTREACH and PARTICIPATION PROGRAM**

**Phase One: Preliminary Discussions (2010)**

## **APPENDICES**

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PUBLIC OUTREACH and PARTICIPATION PROGRAM

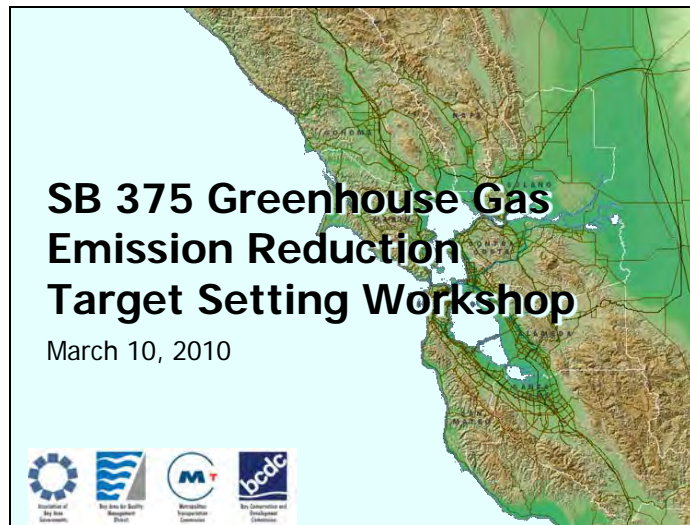
Phase One: Preliminary Discussions (2010)

## APPENDIX A

Bay Area Greenhouse Gas Reduction  
Target Workshop: Workshop  
Presentation & Web Notice

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Slide 1




Slide 2

### Workshop Agenda

- Overview of SB 375 Target-Setting Requirements  
Lezlie Kimura Szeto, California Air Resources Board
- Making the Transportation & Land Use Connection  
Ezra Rapport, Association of Bay Area Governments
- Approaches to Setting Bay Area Greenhouse Gas Emission Reduction Target  
Doug Kimsey, Metropolitan Transportation Commission
- Next Steps


Questions/Comments Period Follows Each Presentation

2



Slide 3



### Overview of SB 375 Target-Setting Requirements




Slide 4

## AB 32 Global Warming Solutions Act of 2006

- AB 32 establishes the first comprehensive program of regulatory and market mechanisms in the nation to achieve GHG emissions reductions
- AB 32 sets GHG emissions limit for 2020 at 1990 level
  - Acknowledges that 2020 is not the endpoint
  - Points way towards 80% reduction by 2050
- ARB adopted a Scoping Plan to achieve AB 32's GHG emissions reduction target

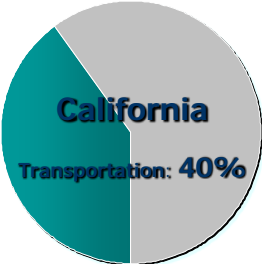



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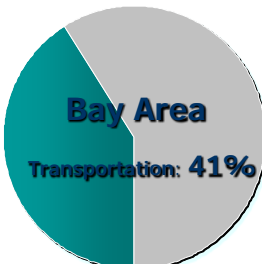
Slide 5

## Transportation is the Main Source of Greenhouse Gas Emissions



**California**  
Transportation: **40%**


Sources: ARB GHG Projections for 2020



**Bay Area**  
Transportation: **41%**

Sources: USEIA, BAAQMD 2007 Base Year Inventory

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Slide 6

## California's Three Pronged Approach to Transportation Greenhouse Gases

- Cleaner vehicles (AB 1493, Pavley)
- Cleaner fuels (Low-Carbon Fuel Standard)
- More sustainable communities (SB 375)






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Slide 7

## SB 375 Basics

- Uses the regional transportation planning process to help achieve reductions in GHG emissions consistent with AB 32
  - Directs ARB to develop passenger vehicle GHG reduction targets for CA's 18 MPOs for 2020 and 2035
  - Adds Sustainable Community Strategy as new element to Regional Transportation Plans
- Provides CEQA incentives to encourage projects that are consistent with a regional plan that achieves GHG emission reductions
- Coordinates the regional housing needs allocation process with the regional transportation process while maintaining local authority over land use decisions



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Slide 8

## Target Setting Under SB 375

- Regional Targets Advisory Committee (RTAC) advises ARB on target setting (Completed: September 30, 2009)
- ARB exchanges data with MTC and BAAQMD (Underway)
- MTC, in partnership with regional agencies, may propose target for Bay Area
- ARB issues draft targets by June 30, 2010
- ARB issues final targets by September 30, 2010
- ARB updates targets 8 years thereafter, may update in 4 years

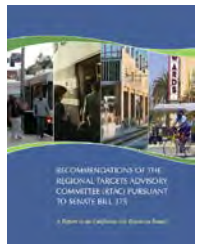
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Slide 9

## Key RTAC Recommendations

- Calls for a consistent target setting process statewide
  - ARB/MPO collaboration and data exchange
  - ARB identify an initial statewide target
  - Adjust initial target for particular regions, if needed
  - Set draft and then final targets
- Target metric: percent per-capita GHG emissions reduction from 2005
- Recognize use of modeling in concert with policies and practices concept
- Extensive state-local interaction



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Slide 10

### Essentials for Success

- Balancing early success in implementation with need to get on a path to achieving climate goals
- Consider current and future economic trends
- Flexibility to regions in achieving targets
- Working together, greater coordination among local, regional, and state agencies






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Slide 11

### Questions or Comments?

11



Slide 12


### Making the Transportation & Land Use Connection

Context

Vision

Engagement

12



Slide 13

# Congestion

## Mega-Regional Sprawl

## Disinvestment in Cities

13

Slide 14

### Vision

- The vision of the Sustainable Communities Strategy is a proposed set of community supported actions to integrate urban development and transportation.
- The focus of the land use strategy is the implementation of Priority Development Areas (PDAs).
- The benefits are less traffic congestion, more efficient transit, improved public health, better access to jobs, a healthier economy, improved quality of life, protected habitat, conservation of land, energy and water.

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Slide 15

### Benefits

- Less traffic congestion
- More efficient transit
- Improved public health
- Better access to jobs
- A healthier economy
- Improved quality of life
- Protected habitat
- Conservation of land, energy and water

### Metrics

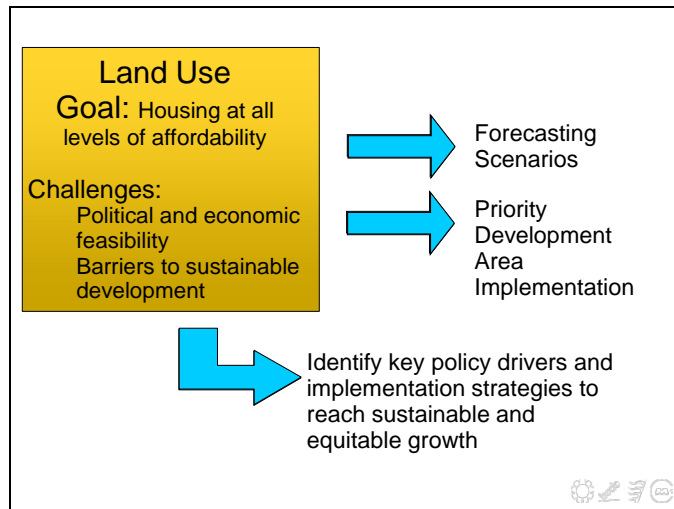
- Vehicle Miles Traveled
- Greenhouse Gas Emissions

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Slide 16



Slide 17



Slide 18

### Strategic Growth Council Policy Statement

Fund regional government (MPOs or RTPAs) to collaborate with local government to implement SB 375 and/or AB 32 at the local level within the context of the three E's of sustainable communities—healthy environment and economy and equitable access to regional resources and amenities. The outcome of these efforts should support successful Sustainable Community Strategies that meet the regional targets established by CARB.

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Slide 19

## Engagement

- What do Priority Development Areas (PDAs) need to be successful?
- What Policy Actions and Transportation Investments – from multiple levels of government – can support PDAs?
- Where will we locate 25 years of growth?

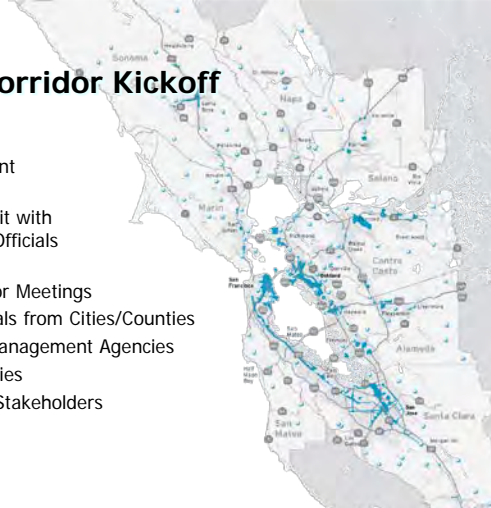
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Slide 20

## County/Corridor Kickoff

- PDA Assessment
- April 22 Summit with Local Elected Officials
- County/Corridor Meetings
  - Elected Officials from Cities/Counties
  - Congestion Management Agencies
  - Transit Agencies
  - Participating Stakeholders



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Slide 21


## Questions or Comments?

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Slide 22

## Approaches to Setting Bay Area Greenhouse Gas Emission Reduction Target




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Slide 23

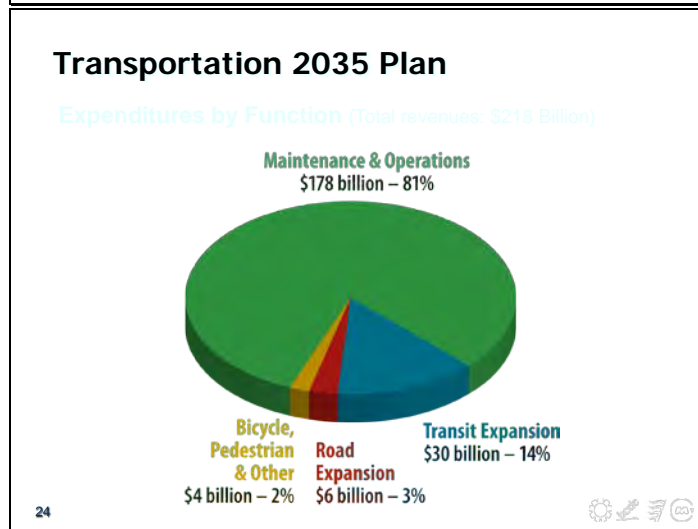
### Transportation 2035: Performance Driven Plan

"E" Principles	Economy	Environment	Equity
Goals	Maintenance & Safety Reliability Efficient Freight Travel Security	Clean Air Climate Protection	Equitable Access Livable Communities
Performance Objectives	Reduce Congestion Improve Maintenance & Security Reduce Collisions/Fatalities	Reduce per-capita VMT Reduce Carbon Dioxide and Particulate Matter Emissions	Decrease Low-income Residents' Share of Income Consumed by Transportation and Housing

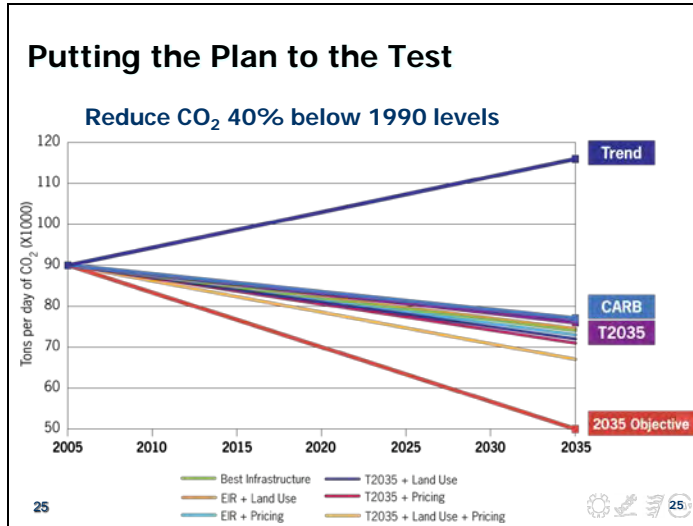


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Slide 24



Slide 25



Slide 26

### Possible Targets

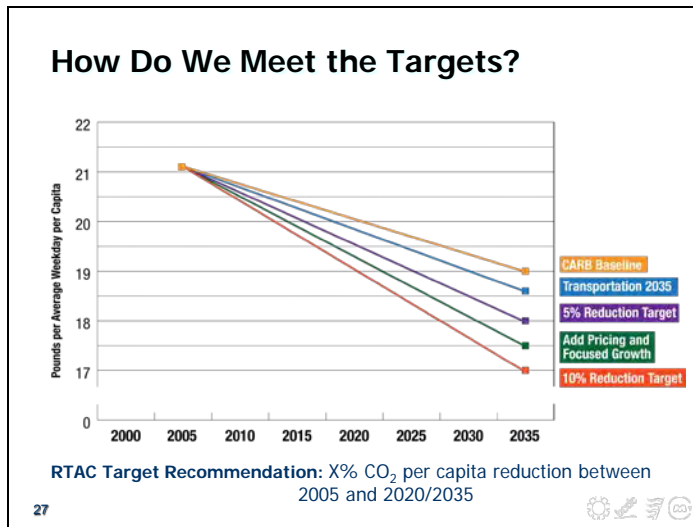
Average Weekday Pounds Per Capita CO<sub>2</sub> Emissions from Passenger Vehicles and Light Duty Trucks\*

	RTP Base Year (2003 to 2010)	RTP Interim Year (2018 to 2020)	% Increase/ (Reduction) from Base Year	RTP Horizon Year (2030 to 2035)	% Increase/ (Reduction) from Base Year	Best RTP Alternative Scenario - Horizon Year (2030 to 2035)	% Increase/ (Reduction) from Base Year
<b>MPO</b>							
MTC/ABAG	21.1	21.0	-0.5%	21.5	2%	19.5	-8%
SCAG	21.7	21.2	-2%	21.9	1%	N/A	N/A
SanDAG	26.2	26.0	-1%	26.6	2%	25.6	-2%
SACOG	24.9	24.0	-4%	23.0	-8%	22.5	-10%
SJCOG	23.5	24.6	5%	22.9	-3%	N/A	N/A

\* Preliminary data subject to change.

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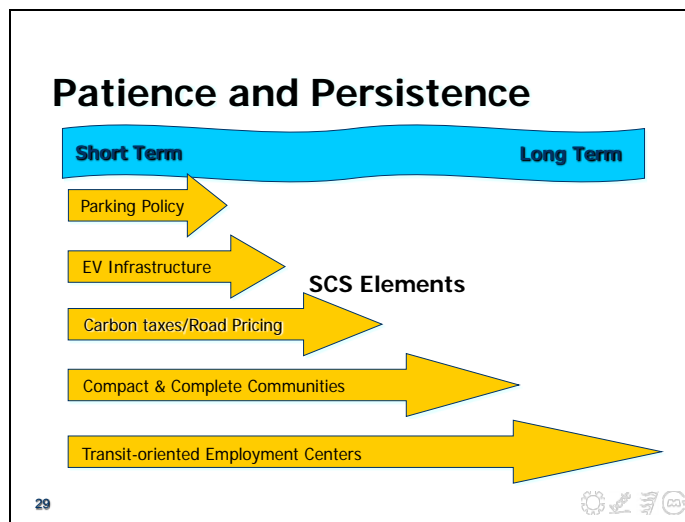
Slide 27



Slide 28

<b>Recommended Strategies for GHG Reductions</b> <b>Statewide Transportation-related Reductions by 2020</b> (AB 32 Scoping Plan)		
Strategy	Percentage Reduction	Achieved Via
Improve Vehicles, Fuels, Technology	30%	ARB/Pavley
Improve Transportation Infrastructure	3%	SCS
Focus Growth		
Transportation Behavior		

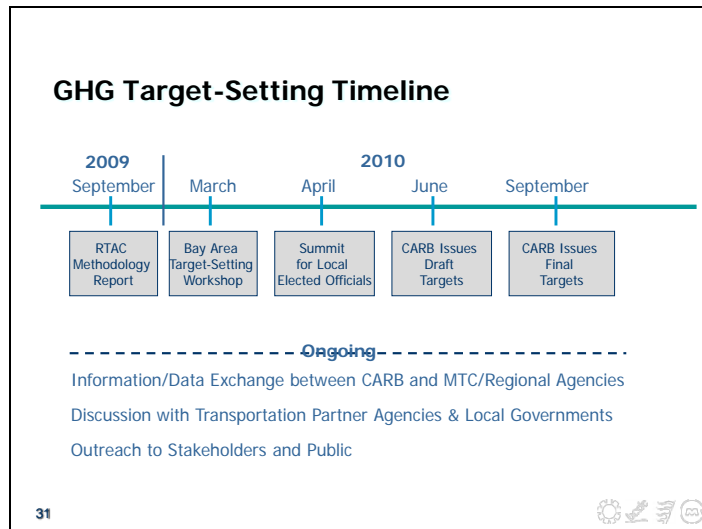
Slide 29



Slide 30

**Questions or Comments?**

Slide 31



Slide 32

## Comments?

Additional information can be accessed through these website:

[www.arb.ca.gov](http://www.arb.ca.gov)  
[www.abag.ca.gov](http://www.abag.ca.gov)  
[www.mtc.ca.gov](http://www.mtc.ca.gov)

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## EVENT

### Discuss Options for Setting Bay Area's Target For Curbing Greenhouse Gases at a Public Meeting

[SHARE](#)

**When:**  
**Wednesday, March 10, 2010**  
 2 p.m. to 4 p.m.

[Agenda \(PDF\)](#)

**Where:**  
 Joseph P. Bort MetroCenter  
 Lawrence D. Dahms Auditorium,  
 101 Eighth Street  
 (across from the Lake Merritt BART Station)

**What:**  
 A public meeting to learn about and comment on options for setting a "target" or goal for reducing greenhouse gas emissions from cars and light trucks for the San Francisco Bay Area.

**Who:**  
 The Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) are hosting the workshop in conjunction with the California Air Resources Board (CARB), the Bay Area Air Quality Management District and the San Francisco Bay Conservation and Development Commission.

**Background:**  
 To reduce greenhouse gases, a major goal set by state legislation, regions will be given specific targets by CARB to meet for reducing vehicle-related emissions. Senate Bill 375, signed by Governor Schwarzenegger in 2008, requires that CARB set such a target by September 30, 2010. A draft target is expected by June 30, 2010. The law also, among other things, calls upon regional agencies to develop a Sustainable Communities Strategy, or SCS, in conjunction with the long-range regional transportation plan. That effort is slated to begin this spring, with an SCS and updated transportation plan adopted in 2013.

Who should attend this meeting? Anyone who wishes to learn about the process for developing the greenhouse gas reduction target and weigh in on proposed options for meeting this new goal.

RSVPs Appreciated! We'd be grateful if you could let us know if you plan to attend by emailing [info@mtc.ca.gov](mailto:info@mtc.ca.gov) or calling MTC's Public Information Office at 510.817.5757. Thanks!

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PUBLIC OUTREACH and PARTICIPATION PROGRAM

Phase One: Preliminary Discussions (2010)

## APPENDIX B

### Bay Area Greenhouse Gas Reduction Target Workshop: What We Heard

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Comments Heard at Bay Area Greenhouse Gas Reduction Target  
March 10, 2010 Public Workshop, held in Oakland, California

Category	Comment
Set Ambitious Targets -	There are financial benefits to the Bay Area from setting ambitious targets and goals. Good for business climate, creating jobs through investing in public transit, can help with city budgets by saving money on infrastructure costs; money is going in the direction of sustainable development. Let's be ambitious and push the envelope – shoot for 10% or more.
Set Ambitious Targets -	Set aggressive targets to address problem we don't know. Experts have brought to an unsustainable situation. Traditional goals don't go anyway except the status quo. <i>(written comment)</i>
Set Ambitious Targets -	Please pursue most aggressive GHG reduction targets possible. Attached is article on first hybrid polar bear/grizzly bear discovered wild in Arctic. <i>(written comment)</i>
Set Ambitious Targets -	The only way to stimulate creative thinking is by having ambitious goals. Starting with what is needed to figure out how that can be achieved. Rather than thinking about what can be achieved and doing nothing very meaningful and missing what is needed. <i>(written comment)</i>
Set Ambitious Targets -	I also believe MTC & other agencies should aggressive goal of GHG reduction & not a conservative goal. <i>(written comment)</i>
Set Ambitious Targets -	If we don't set goals that actually stabilize our climate, we may as well not even try. This is our kids' future. Set a goal of 40% <u>below 1990</u> levels <u>by 2020</u> – NOT 2035 – <u>BY 2020</u> . This is what UN and NASA climate science indicates is what we need to do. DO WHAT'S NEEDED. If that means a gas tax, let's DO THE GAS TAX. INVEST IN TRANSIT. USE THE STRONGEST TOOLS WE HAVE – DON'T FAIL OUR CHILDREN! <i>(written comment)</i>
Set Ambitious Targets -	Please set ambitious targets to reach AB 32 goals. The Bay Area should achieve <u>at least</u> its regional share (particularly in light of fact that much of the Bay Area's GHGs are blown into other regions) by 2020 (as well as timely meet its 2035 goals of 40% ↓). If counties/locals are not taking responsibility for regional/interregional travel → the region should dedicate its funding/require local funding to be invested in GHG reductions for such regional travel (housing/jobs balance). Ambitious targets should demonstrate Bay Area leadership in GHG ↓ & set up at national model in how to do it so not less than 20% TARGET for 2020 & not less than 40% for AB 32 compliance. Transit operations and transit oriented development is more sustainable. Not commit & not prioritize EV infrastructure as it does tie us to unsustainable road system of auto/truck travel. Then we should outline all of known strategies which could be used & what we know they could contribute (& what each town/county would need to do). Disincentivize investment if town/county does NOT commit to meeting target. <i>(written comment)</i>
Set Ambitious Targets -	A sustainability consultant, speaking on behalf of a sustainable community developer. He views global climate changes as an urgent issue; taking responsive steps now will be more effective and less costly than postponing action. An opportunity to forge common ground between affordable housing developers, business community, labor unions, environmentalists and others around a common solution. That's a vision we should embrace and encourages us to be ambitious.
Set Ambitious Targets -	I urge to set ambitious targets based on science that will reduce our greenhouse gas emissions by at least 40% below 1990 levels by 2020. Don't compromise on our climate. More stringent GHG goals will ensure cleaner air, more jobs and more vibrant livable communities. We don't want to look back from the future and say – we should have done what we knew we needed to do! Our kids and future generations deserve us to make these hard targets. <i>(written comment)</i>

Category	Comment
Set Ambitious Targets -	1. The <u>targets need to be aligned with</u> what <u>science</u> indicates is necessary to prevent catastrophic climate change. Transportation needs to bear its fair share of GHG reductions. The climate crisis is not just another problem. Incremental change is insufficient. <i>(written comment)</i>
Set Ambitious Targets -	Targets should be <u>more ambitious</u> , consequences understood. Higher goal setting will achieve better results, so why hold back? <i>(written comment)</i>
Set Ambitious Targets -	Please set aggressive targets. <i>(written comment)</i>
Set Ambitious Targets -	She works with faith-based communities in Richmond to make homes more energy efficient. Is seeing that people are ready to do what it takes at the grassroots level. What we need are ambitious targets from the government to make it happen. Doesn't want to have to tell her kids we knew and didn't do enough.
Ambitious targets -- but grounded in reality & achievable	The agencies are not writing on a blank slate in setting the targets. SB 375 has very specific requirements for land-use assumptions. There is data we can use to see how aggressive we can be, yet still achieve the goals. Important to stress: for all the aggressive targets we'd like, they have to be grounded in reality and be achievable.
Ambitious targets -- with a commitment to actually achieving the targets	Regarding Slide 23, Performance Driven Plan, he expressed opinion that target was thrown overboard in T2035 and it became about pursuing projects (MTC operates as a project promotion agency). Ten percent target is attractive, but there needs to be a commitment to actually achieving the targets. Infrastructure does matter, but MTC needs to be willing to look at the projects it picks. (Mentioned HOT lanes as an example – stated they will increase driving, VMT and GHG, not reduce.)
Set Ambitious Targets -	I support the comments on the need for high and “ambitious” goals, and for interim targets, and tracking our progress. The problem with realistic goals is that we have not yet really tried. <i>(written comment)</i>
Set Ambitious Targets -	More aggressive greenhouse gas reductions!!! I would really like to see a greater percentage of dollars shifted towards public transportation, traffic calming & bikable/walkable communities. We need to begin shifting folks away from single occupancy vehicular traffic! We have yet (?) \$ have incentives to get people out of their cars as well as disincentives to driving (i.e. – higher gas taxes, tolls, etc.) let's make it easier & less expensive & safer to walk, bike & utilize public transit. <i>(written comment)</i>
Set Ambitious Targets -	Agrees with prior speaker's comments. Need higher set of goals than what's been stated so far. If 2005 is the starting point (as opposed to the original 1990 for a 40% reduction), we need to catch up. Also, a lot of discussion is related to how future growth will occur. The problem is also related to those of us who are already here (not just those who are coming). We need to look at ways to reduce our impact. Marin County has a non-motorized transportation improvement project approved by the federal govt. – need programs such as this expanded elsewhere. Also mentioned Marin County's clean energy fuel program.
Set Ambitious Targets -	He echoes comments urging ambitious targets. But he would challenge the idea that EV infrastructure should be a priority. More money should go to transit operations. He says full lifecycle of EVs don't do what they say in terms of reducing GHG. Need to get away from unsustainable development patterns (less GHG dependent). He would deprioritize the EV infrastructure; need to move away from auto-based infrastructure; we should be ripping up pavements and opening up space for gardens, etc.
Set Ambitious Targets -	Aggressive targets are needed and diverse ways should be adopted to achieve the ambitious targets including: Smart Growth; Electric vehicles; Sound and efficient transit systems. <i>(written comment)</i>
Set Ambitious Targets -	Much of the focus at the presentations by ABAG & MTC today was on what is already being done in the Bay Area to reduce GHG. However, this “landmark” legislation we are discussing will only truly be influential if drastic institutional

Category	Comment
	and programmatic changes are made. Please explicitly outline what MTC and ABAG will do <u>differently</u> in the future as you strive to meet what will hopefully be targets that are ambitious in <u>amount</u> and <u>approach</u> . <i>(written comment)</i>
Set Ambitious Targets -	Our times require some qualitative changes in the way we look at this. Need to think about goals that we have no concept of how we can achieve. Create an environment that makes people think differently about what we can do. (There are no models that really predict what will happen in ten years.) The most aggressive goals are the best approach because it gets us to thinking about new, qualitative approaches. If we spend half the amount of energy per capita and stop consuming the way we consume, we would have amazing results.
Set Ambitious Targets -	She is here representing a group of advocates for the most ambitious GHG reduction targets. She brings a letter signed by 20 public health organizations in the Bay Area calling on MTC-ABAG to consider the public health urgency of doing so (went through a bunch of statistics and read portions of the letter). The letter (which was handed in to staff) has three requests: 1) consider the public health benefits of proposing an ambitious regional target, 2) implement an inclusive outreach process that engages the public in a discussion about the many benefits of smart growth, and 3) require that CMAs and transportation authorities meet GHG reduction targets in their transportation plans.
Set Ambitious Targets -	Agrees with ambitious, aggressive targets. But also wants to point out importance of public input. Need to look at several different scenarios for targets, including benefits and drawbacks of each (and allow public to respond to these). Also need interim targets between now and 2020 and 2035. Tracking progress along the way is important, as is being transparent and clear about how we are doing (publicly and in one place).
Carbon credits for cities	Question for CARB: Since the CMAs with their long-term land use planning have brought us to 90 tons of CO2 per day (and the target is 50), and the alternative planning strategy is a legal means to fail, shouldn't we look as using something else such as providing cities with carbon credits to meet the goals?
Carbon credits for cities	Provide carbon credits to cities – slow speeds, density, etc. <i>(written comment)</i>
Coordinate w/ air quality improvements	To what extent are you coordinating efforts to reduce GHG through a reduction in VMT with efforts to meet state and local air quality standards? It seems that improvements in air quality should be a key factor when calculating your “ambitious and achievable” targets. <i>(written comment)</i>
Electric Vehicles need incentives.	We have an immediate 70% reduction for regular vehicles as opposed to EVs. Can't undo Bishop Ranch and other land-use patterns. People are going to continue to use vehicles. But if you decouple batteries from EVs and look at them as a major cost driver (rebate the cost or otherwise lease batteries) you can change the adoption curve for EVs. Don't just rely on state mandates, but look at what could happen with EV incentives.
Equity -- benefits & burdens to GHG strategies need to be equitable	A speaker today said reductions in transit funding make little difference. I ask – to whom? Reductions in transit services and increases in fares disproportionately affect low-income and minority communities. What will be done to ensure (?) benefits and burdens of the GHG reduction strategies are equitable? <i>(written comment)</i>
Focused growth -- is it worth the fight?	Focused growth only reduces by a small percentage (referencing Slide 28). Seems a small percentage to get for the fights it will take to get neighborhoods and areas to agree to focused growth.
Freight	Look at traffic patterns of freight corridors and see how the rules of the unions can be changed to allow freight move at off commute hours, thus less congestion.
Health Impacts-- consider health impacts in SCS process	As a Kaiser pediatrician, she sees health impacts (went over some statistics). Children are more at risk for air pollutants. While setting standards might seem like an expensive prospect, look at health issues young children will incur in 20-30 years. Need to increase access to clean, efficient public transit, and work

Category	Comment
	closer to home. (Might even impact growing obesity issue.) Kaiser is committed to the SCS process.
Incentives to cities	Reinforce local jurisdiction's ability to comply with GHG target reductions through financial resources that help a community plan for a livable and sustainable community. <i>(written comment)</i>
Incentives to cities plus disincentives	Disincentives to cities/counties who refuse to "do their part." (i.e. land use planning)
Incentives to cities Cities can't implement targets w/out TA and add'l \$\$	Speaking for a local jurisdiction, I would like to see the Joint Policy Committee and especially CARB set its targets keeping in mind that small city & county governments are not in a position to implement these targets unless support is received in terms of technical assistance and additional funding. Incentive programs are fine but we will literally not be able to file grant applications with current staffing levels (our city has gone from 7 planners to 3 in the past year). Our hands are tied, just keeping our permit counter open, let alone figure out how to apply for incentive grants or carry out key climate implementation steps. <i>(written comment)</i>
Incentives to cities--yes	In terms of target setting, for the small, rural counties, much of the GHG emissions are from larger surrounding counties. This should be taken into consideration when setting targets (smaller counties are limited in affecting reduction). Also, appreciate the approach of having financial incentives for cities to do the right thing and reduce GHG.
Question	Never heard of PDA's before; asks for map; referred to ABAG Web site.
Question	Question Re: forecasting. Are we using past trends?
Question	Are there estimates on GHG reductions if PDAs are successful? Referred to ABAG Web site.
Question	Where is the role for public involvement on the targets? (Will be discussed later in agenda; CARB also will have a process for reviewing draft targets )
Question	If RTP doesn't meet SCS goals – please clarify the process. How do we ensure those goals are met?
Question	Ms. Szeto described CARB's responsibility for a "consistent target-setting process" statewide. Mr. Kinsey said that there will be a "uniform target" statewide. These two concepts seem inconsistent. Please clarify. <i>(written comment)</i>
Question	How can the public help CARB to gain balanced "information/data" as input to the draft targets, from sources other than the "regional agencies"? <i>(written comment)</i>
Interim goals	2. <u>Interim goals</u> are essential. 2020 is a long way off. We need to know much before that whether we are on target. <i>(written comment)</i>
Miscellaneous	What do we plan to do about folks like her already living in single family homes?
Miscellaneous	VMT is a metric. There's a push-pull there and how do we decide that reducing congestion will not increase VMT?
Miscellaneous	Question: SACOG had an 8% reduction – they did tremendous reductions. He's wondering if that sort of thing will affect the projections we've already made.
Miscellaneous	Climate action campaign took a back seat in RTP. Hasn't seen a process or criteria for this. Perhaps it could be worked into this program and should be moved to front burner.
Miscellaneous	Also, can you break out ops/maintenance used for roads and for transit in the pie chart?
Miscellaneous	LWV delighted with regional approach. Transit focused development important but will take a long time for VMT benefits of that strategy. Would like to know how we are going to address more directly the challenge of reducing driving. Not enough funding for new projects. Does strategy involve evaluating all projects?
Miscellaneous	Look at goals that do what it takes to stabilize our climate. Need to have GHG

Category	Comment
	reduction of at least 40% below 1990 levels. Let's look at what we need to do to achieve that. Also, how are you taking climate science into account during this process?
Miscellaneous	We have CMAs and thinks they have been a failure with regard to GHG emissions; consider a new name and focus
Miscellaneous	Community visioning funds; what is process to get communities to do community visioning? On resources, there are none.
Miscellaneous	Lion's share of reduction is because of technology. However, this region is doing business as usual. (Mentioned not spending money to increase highways.)
Miscellaneous	This event is primarily giving us information, as opposed to giving people the opportunity to vote on options. Since 40% reduction is needed, suggest we figure out how much we have to do to get there and set about doing it.
Miscellaneous	Should it be more efficient to combine transportation AND land use to make a more viable regional COG. It is my understanding that we are the only COG in the state (perhaps the nation) to have separate organizations, hence less authority for <u>planning</u> to integrate the two issues. <i>(written comment)</i>
Models: Fuel estimates should be increased	Assumptions about future fuel costs are a significant driver for policy. Fuel estimates should be increased.
Models: future gasoline prices	Regarding projections based on future gasoline prices: revise models to take into account forward-looking factors that affect gas-price volatility such as carbon taxes. Higher future gasoline price estimates are a good basis for planning that emphasizes good transit projects over road projects. This dovetails well with GHG reduction efforts. <i>(written comment)</i>
Models: should consider public health co-benefits	To what extent are public health co-benefits considered in your modeling? <i>(written comment)</i>
Models: computer models are flawed	Foundations of models (mentioned reduce demand to reduce congestion – reducing congestion will reduce GHG emissions) are fundamentally flawed.
PDAs: incentives to PDAs as well as good projects in non-PDAs	A key to an ambitious target is increasing the number of PDAs. Increase incentives to governments to increase % of area in a PDA. It is apparent from looking at the map that numerous cities have been reluctant to maximize the areas. Provide a process whereby a development project that meets the SB 375 guidelines can receive incentives even if it is not in a PDA. <i>(written comment)</i>
Public education	4. It would be helpful if the 4 agencies could help w/public outreach esp. the true costs of BAU (?) and the multiple benefits of smarter growth. <i>(written comment)</i>
Public input--	Process suggestion: there are a lot of wonderful ideas, but there's no promise of follow through. Mentioned community energy plan in SF developed through city agencies sitting down with community representatives. At the state level the goods movement action plan started out the same way. The plan that got adopted looked a lot different after going through a process that involved all stakeholders sitting at the table. Need to negotiate with representatives of the Bay Area who are not within government agencies.
Public input: need consequences & assumptions	How can the public comment in one 2-hour session on abstract numbers without knowing the consequences & assumptions? <i>(written comment)</i>
Public Input: need to discuss trade-offs	Economic productivity and the impact of various scenarios of future growth patterns and GHG reduction strategies needs to be part of the conversation. Today's session was brilliantly done – very inclusive and accepting of all points of view. But, I implore you to move towards more quantifiable, measurable “trade-offs” that come from the different GHG reduction strategies. I'm not convinced Marin/Berkeley would be as willing to set 40% targets if their day to day lives were <i>(written comment)</i>
Public input: Scenario planning	We need scenario planning to understand consequences of various target alternatives. <i>(written comment)</i>

Category	Comment
Public input: Scenario planning -- pros & cons needed	We'd like to strongly support the comment that, in order to facilitate public participation, ABAG/MTC & ARB should disclose the multiple scenarios under consideration and publicly communicate the pros & cons of each scenario. Without this information it is difficult for the public to participate meaningfully.
Public input: transparency of metrics	3. <u>Transparent tracking of metrics</u> is critical. <i>(written comment)</i>
Reduce VMT Invest in transit Invest in ped/bike Strategic placement of new growth	The SCS should include substantial strategies to reduce VMT from the existing Bay Area population & existing development by strategically investing in transit operations, transit infrastructure & pedestrian/bike infrastructure. Strategic placement of new growth – both housing and jobs can also reduce VMT from existing development. This will significantly facilitate MTC's ability to meet GHG reduction targets and exceed them. <i>(written comment)</i>
Reduce VMT No free parking TDM	We should have immediate and short-term policies to reduce vehicle miles traveled: (a) parking policy: no free parking. Instead, parking fees charged should be used to improve public transportation infrastructure.* (b) Car insurance policy: rewards should be given to encourage people to drive less. (c) Cities should seriously practice transportation demand management, and * parking fees can be used to provide free passes to employees to use public transit. We need not wait for years to have transit-oriented employment centers. Cities should impose strict limits on the traffic generated by big employers and universities and hospitals. (d) Public education should start at schools. I also agree with the comment that all of us should reduce our greenhouse gas emissions, and not just the newcomers. Minimum requirements for a community: a school, a park, places of worship, grocery stores, a library, hospitals and clinics. Diesel trucks should be banned from housing areas. <i>(written comment)</i>
Regional Targets --	Regional targets: Carb should decide regional targets based on existing emissions. They should not be general but region specific. <i>(written comment)</i>
Regional targets --	The regional targets need to be translated into city and county (for unincorporated areas) targets – taking Priority Development Areas into consideration. Land use decisions are made at the city level and if you want to change land use that is the level you need to impact. By the way, the city of Sunnyvale is just starting on the writing (?) of its Climate Action Plan and a General Plan revision so you all can have an impact. I know that the city of Sunnyvale takes the ABAG targets for affordable housing seriously. They may not make the targets but they take them seriously. <i>(written comment)</i>
Scenarios	Specifically, we'd recommend that one category of the publicly disclosed pros & cons should address social equity considerations: e.g., affordability of housing, affordability of transit, displacement rates, accessibility to job centers, etc. <i>(written comment)</i>
Scenarios	Please identify when you propose your targets quantitatively how much new pavement. Also, please come up with a target that we can comment on that has zero new pavement.
Scenarios	I am all for high goals that should be above what is easily attainable. But concerned about the dependence for reducing GHG on new fuels, vehicles, etc. If these new technologies are not as successful as we hope, then we are lost. In addition, this reliance on new technologies will require significant investment in new vehicles, etc. (Not that I have anything against shopping for new thing!) There should be more of a focus on grass roots activities, changes in behavior, and investment in existing & less expensive auto use alternatives that can be implemented immediately. Namely, bicycle, pedestrian & transit improvements! Thanks. <i>(written comment)</i>
Scenarios	Eliminate the 6% of the MTC budget for road expansions and shift it to transit and other non vehicular uses, (e.g., bicycle, ped.), echoing Gregg Karras' call for "zero new pavement." <i>(written comment)</i>

Category	Comment
Target: consider amt. of regional traffic thru juris.	Take into consideration the amount of regional traffic that passes through Napa County when establishing a GHG reduction target. <i>(written comment)</i>
Target: equity	How will targets be set that ensure that environmental justice results in reducing existing gaps between “have” and “have not” residents and parts of the region, and come closer to equity. <i>(written comment)</i>
Target: implementation vs. a specific target	I’m mostly concerned about implementing targets – and ensuring that they are strived for, rather than selecting any particular target reduction. <i>(written comment)</i>
Targets -- make them mandatory	The alternative plan to an RTP (allowed if RTP does not meet target) is a complete escape valve. It’s a cop out. Make these targets mandatory. Re-think the RTP so 80% (of GHG producing) project are not just assumed. Stop catering to old thinking and local patronage projects. Live up to your performance objectives. <i>(written comment)</i>
Targets for cities	A regional target is warm and fuzzy, but land use decisions are made by local government (especially in the unincorporated areas). Need to come up with targets for cities.
Targets for public transit	Realistic goals/targets should include some for public transit <i>(written comment)</i>
Targets: Consider targets for land use planning	Would looking at the SCS assumptions independent from the RTP assumptions change the targets? We should start looking at targets as a potential for land use planning for 2050.
Targets: GHG target on per capita basis	Basing the GHG target on a per capita basis is a good idea. Per capita reduction must be more than 40% to account for population growth. Please show us how target will result in overall GHG reductions (of 40%) while population increases. <i>(written comment)</i>
Targets: how are govt's held accountable	Ezra explained, “Punitive or tax-oriented approaches have been rejected by the region.” So how do we hold local governments accountable for working towards any target? <i>(written comment)</i>
Targets: how will they be achieved/ implemented	Are the targets achievable, and how (whatever is selected)? He mentioned transit-oriented employment centers, Stanford University, parking pricing policies – how will these policies be implemented? Will they have any bearing on a city’s general plan?
Targets: provide quarterly & yearly reports	Measure what is done and provide clearly quarterly and yearly reports. Meet PM <sub>10</sub> 38T/day along with CO <sub>2</sub> 50T/day. <i>(wr/c)</i>
Transit	Growth that occurs in the suburbs should be served with the same amenities/rules as the inner cities (access to mass transit, etc.) Stress mass transit projects @ higher \$ amt. <i>(written comment)</i>
Transit -- make use of existing rail tracks	Regional and local agencies should discuss the use of existing rail tracks to promote alternative forms of transportation. In order to do this, railroad companies should be consulted & request/require they share their R-O-W with local transit agencies. This will help in achieving the set emission reduction goals. <i>(written comment)</i>
Transit--More funds for transit	Please increase funding for transit infrastructure and increase the area of service so more people will take public transit. <i>(written comment)</i>
Transit--More funds for transit w/out ↑ fares	Figure out how to fund transit in ways other than fares so that fares can be reduced or eliminated (fare subsidies, cont.) thereby presumably increasing ridership. <i>(written comment)</i>





PUBLIC OUTREACH and PARTICIPATION PROGRAM

Phase One: Preliminary Discussions (2010)

## APPENDIX C

### Local Government Summit: Meeting Materials

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# Bay Area 2010 THE FUTURE BEGINS TODAY

**ABAG Spring General Assembly and Summit**  
**Thursday, April 22, 2010 • Oakland Marriott City Center**

## AGENDA

- |                         |   |
|-------------------------|---|
| 8:30 a.m.               | <b>Registration and Continental Breakfast</b>   |
| 9:00 a.m.               | <b>Welcome on behalf of Four Regional Agencies</b><br><b>Mark Green</b> , ABAG President and Union City Mayor<br><b>Ron Dellums</b> , Mayor, City of Oakland  |
| 9:10 a.m.               | <b>Keynote Speaker</b><br><b>Michael Woo</b> , Dean, College of Environmental Design, CA Poly Pomona  |
| 9:35 a.m.               | <b>Setting the Stage</b><br><b>Video:</b> Introduced by Supervisor <b>Steve Kinsey</b> , Marin County, MTC Commissioner<br><b>Testing your Bay Area IQ (Electronic Voting)</b>  |
| 9:55 a.m.               | <b>Developing a Sustainable Bay Area</b><br><b>Video: A Primer on SB 375</b><br>Introduced by Supervisor <b>Dave Cortese</b> , Santa Clara County, ABAG Executive Board and MTC<br><br><b>Panel Discussion:</b><br><b>Moderator:</b> Supervisor <b>Dave Cortese</b><br>Supervisor <b>Jim Spering</b> , Solano County, MTC Commissioner<br>Supervisor <b>Ken Yeager</b> , Santa Clara County, CA Air Resources Board<br>Councilmember <b>Ash Kalra</b> , City of San Jose, BAAQMD Board Member<br>Vice Mayor <b>Jean Quan</b> , City of Oakland, ABAG Executive Board<br><b>Audience participation—Q&amp;A</b> |
| 11:05 a.m. – 11:15 a.m. | <b>Break</b>  |
| 11:15 a.m.              | <b>Strategies for Sustainability</b><br>Berkeley Mayor <b>Tom Bates</b> , BAAQMD, and San Mateo County Supervisor <b>Rose Jacobs Gibson</b> , ABAG Immediate Past President, will lead audience in a discussion of strategies to reduce greenhouse gas emissions.<br><b>E-voting and roving microphones</b>   |
| 11: 50 a.m.             | <b>Continuing Engagement of Local Governments</b><br>Alameda County Supervisor <b>Scott Haggerty</b> , MTC Chair, ABAG Executive Board, and BAAQMD  |
| 12:15 p.m.              | <b>ABAG Business Meeting (ABAG Delegates required to attend)</b><br><b>Local Government Innovation Showcase</b> (Open to all Participants)  |
| 12:30 p.m.              | <b>Luncheon: Presentation of ABAG Growing Smarter Together Awards</b><br>Presentations by ABAG President <b>Mark Green</b> and <b>Susan Adams</b> , ABAG Vice President and Marin County Supervisor   |
| 2 p.m.                  | <b>Adjourn</b>  |

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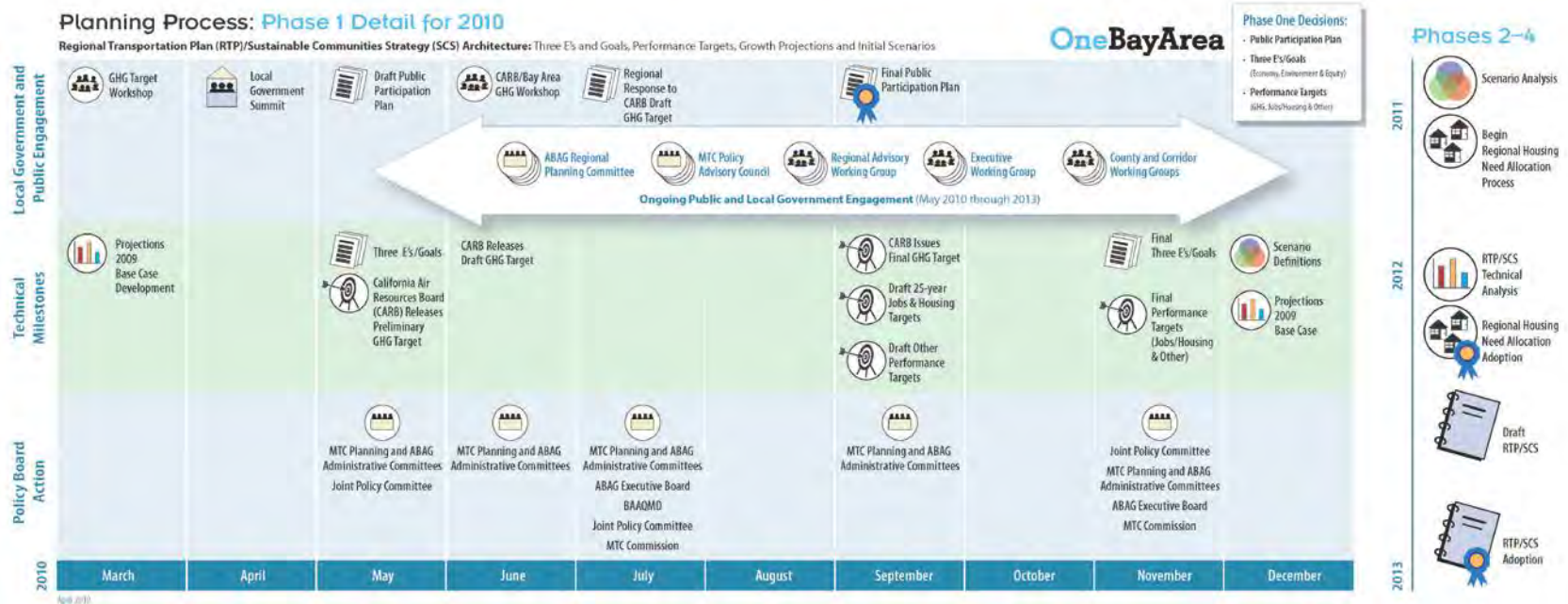
METROPOLITAN  
TRANSPORTATION  
COMMISSION



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT



## Planning Process: Phase 1 Detail for 2010





# One Bay Area

## SUSTAINABLE COMMUNITIES STRATEGY



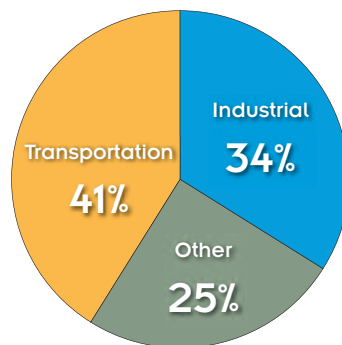
*California Senate Bill 375 (2008) aims to reduce greenhouse gas emissions through development of a Sustainable Communities Strategy, which integrates transportation and land-use planning. It's a tall order to be sure. But it's also a great chance to leave our nine-county San Francisco Bay Area in better shape for future generations. The Strategy will need to reflect the region's progressive values, and be developed in close collaboration with local elected officials and community leaders.*

### Focus on Reducing Transportation-Related Greenhouse Gas Emissions

The law calls upon metropolitan planning organizations (MPOs) in 18 regions in California to develop an integrated transportation, land-use and housing plan known as a Sustainable Communities Strategy (Strategy), with the ultimate goal of reducing greenhouse gas emissions for cars and light-duty trucks. In the Bay Area, this involves the Metropolitan Transportation Commission (MTC), as the MPO, and the region's Council of Governments, the Association of Bay Area Governments (ABAG).

SB 375 also waives certain requirements of the California Environmental Quality Act (CEQA) for projects in regions that develop a Sustainable Communities Strategy. The Strategy must integrate planning for transportation, land use and housing. Specifically, it must:

1. Identify specific areas in the nine-county Bay Area to accommodate all the region's projected population growth, including all income groups, for at least the next 25 years; and
2. Try to achieve targeted reductions in greenhouse gas emissions from cars and light trucks.



*The transportation sector, which includes cars and light trucks, accounts for 41 percent of all greenhouse gas emissions in the Bay Area.*

### The Benefits of Integrated Land Use and Transportation

- Integrating land uses (jobs, stores, schools, homes, etc.) and encouraging more complete communities can reduce automobile trips and emissions.
- Clustering more homes, jobs and other activities around transit can make it easier to make trips by foot, bicycle or public transit.
- Planning land uses and transportation together can help improve the vitality and quality of life for our communities, while improving public health.

### Goals Rooted in Economy, Environment and Equity

The Strategy will reflect the "Three E" goals of sustainability — Economy, Environment and Equity. The vision will be crafted with guidance from local government officials and Bay Area residents to help support a prosperous and globally competitive economy, provide for a healthy and safe environment, and produce equitable opportunities for all Bay Area residents. The Strategy will establish targets or benchmarks for measuring our progress toward achieving these goals.

### Who will prepare the Bay Area's Sustainable Communities Strategy?

ABAG and MTC will develop the Strategy in partnership with the Bay Area Air Quality Management District and the San Francisco Bay Conservation and Development Commission. The four regional agencies will team with local governments, county congestion management agencies, local planning and public works directors, city and county managers, public transit agencies, interested residents, stakeholders and community groups to ensure that all those with a stake in the outcome are actively involved in the Strategy's preparation.

Despite the daunting list of agencies and officials involved, the strategy will focus on a simple and fragile fact: there is only one Bay Area to pass on to our children and grandchildren.

What's the relationship between the Sustainable Communities Strategy and the Regional Transportation Plan?

MTC must adopt the Sustainable Communities Strategy as part of its next Regional Transportation Plan (RTP) for the Bay Area, which is due in 2013. Because state and federal law require everything in the plan to be consistent, the RTP's investments must be consistent with the Strategy and must be judged to be realistically achievable in the RTP's 25-year planning horizon. This also means the Strategy must be in sync with local land-use plans.



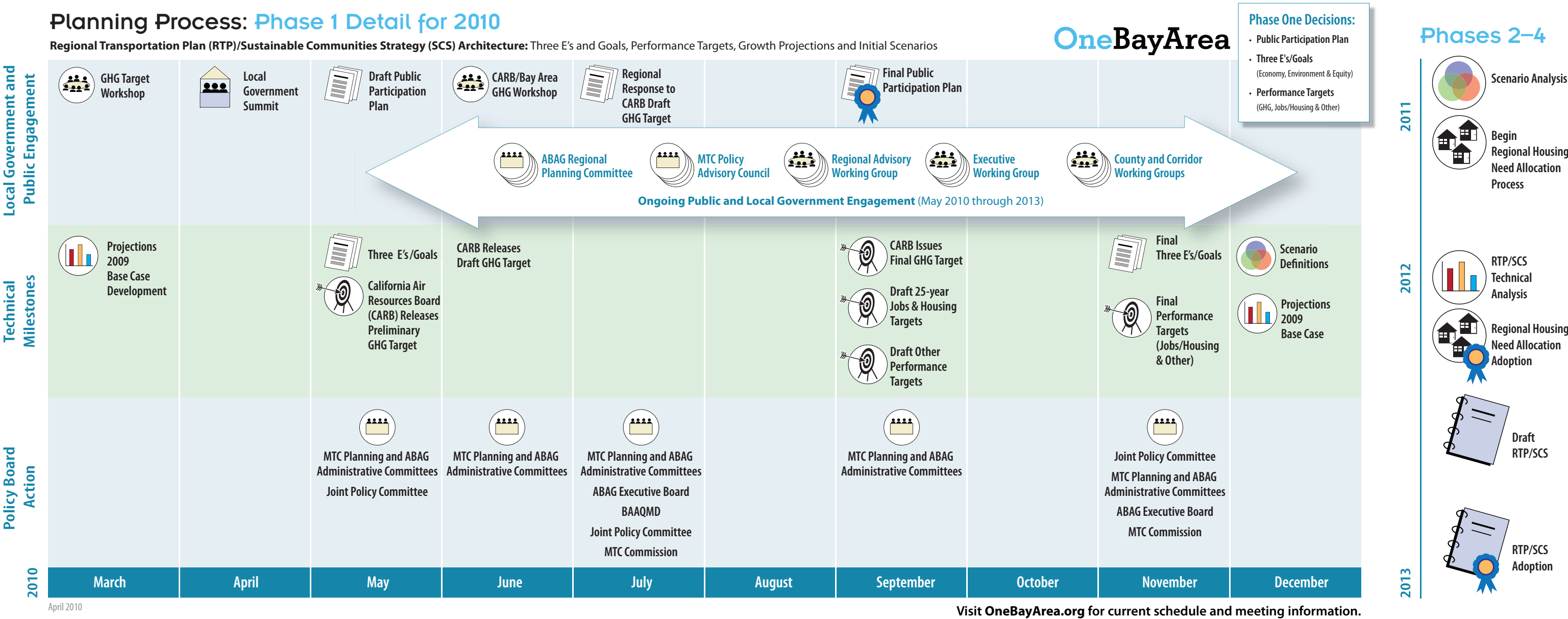
Community vitality and walkability are key to developing a Sustainable Community Strategy. Shown above is one of Oakland Chinatown's innovative pedestrian crossings.



ABAG's next Regional Housing Need Allocation must follow the development pattern specified in the Sustainable Communities Strategy.

What's the relationship between the Sustainable Communities Strategy and the Regional Housing Need Allocation?

ABAG administers the state-required Regional Housing Need Allocation (RHNA). State law requires that the RHNA follow the development pattern specified in the Sustainable Communities Strategy. ABAG will adopt the next RHNA at the same time that MTC adopts the RTP. Local governments will then have another 18 months to update their housing elements. Related zoning changes must follow within three years.





## Aren't we already building sustainable communities in the Bay Area?

Yes! Local leaders have been pursuing more compact growth to help revitalize older communities, reduce travel time and expense, bolster the existing transportation system, control the costs of providing new infrastructure, conserve resources, promote affordability, and generally improve the quality of life for Bay Area residents. Responding to the regional agencies' FOCUS initiative, over 60 local governments have voluntarily designated more than 120 Priority Development Areas (PDAs), where much new growth would be concentrated.

Located within existing urbanized areas and served by high-quality public transit, PDAs consume only about 3 percent of the region's land area but are being planned by their local jurisdictions to house over half of the region's projected population growth to the year 2035. FOCUS and associated incentive programs, like MTC's Transportation for Livable Communities initiative, provide a solid foundation upon which to build the Sustainable Communities Strategy.



*Simply put, the Sustainable Communities Strategy can be a way to make our cities and towns better places to live.*



*The Sustainable Communities Strategy can help cities and counties qualify for regional discretionary funds and streamline the CEQA process for new projects.*

## How do I get involved in the Sustainable Communities Strategy?

For more information and to sign up to receive regular updates on the Bay Area's Sustainable Communities Strategy, please visit [www.OneBayArea.org](http://www.OneBayArea.org), call 510.817.5831 or 510.464.7995, or send an email to: [info@OneBayArea.org](mailto:info@OneBayArea.org).



APRIL 2010





PUBLIC OUTREACH and PARTICIPATION PROGRAM

Phase One: Preliminary Discussions (2010)

## APPENDIX D

### Public Participation Plan: Comments and Responses to Draft Public Participation Plan

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**Summary of Comments and Responses to  
Oct. 15, 2010 Revised Draft Public Participation Plan**

SUMMARY OF COMMENTS	MTC RESPONSE
<p><b>1. E-mail comment: (Steve Piasecki, Director of Community Development, City of Morgan Hill)</b></p> <p>Get the word out to the general public. “One Bay Area” billboards along critical freeway corridors and on public transportation systems. The message could be simple with some provocative question with a web site address and ABAG/MTC logos. I think the concept of planning for the entire bay area could have broad appeal to the general public, especially the commuting public and might help the political process if the general public is aware what is happening.</p>	<p>We anticipate conducting a comprehensive public outreach and involvement program. We will consider your suggestion within the constraints of our budget.</p>
<p><b>2. E-mail comment: (Bernardo Huerta, East Palo Alto)</b></p> <p>Use of non-English radio stations for MTC communications and feed back should be expressly included.</p>	<p>See edit to page 21 of the plan that specifically mentions use of non-English radio stations.</p>
<p><b>3. E-mail comment: (David Schonbrunn, TRANSDEF)</b></p> <p>TRANSDEF requests, as requested in the joint letter dated August 23, 2010, from 50 organizations or individuals representing social equity/environmental justice issues, detailed identification of the decisionmakers at each step in the process, and the process that will be used in reaching that decision.</p>	<p>See response to comment #6.</p>
<p><b>4. E-mail comment: (David Schonbrunn, TRANSDEF)</b></p> <p>The production of a Public Alternative will ensure that there can be a free marketplace of ideas, and will help make the rest of this process more transparent to all stakeholders. The Final RTP would benefit from the ideas of non-profits in the form of a consensus Public Alternative, unmediated by MTC.</p> <p>TRANSDEF appreciates the consideration MTC has given to its proposal. However, we feel that the proposed modification, setting the process within the RAWG, misunderstands the process dynamics, and thus would produce sub-optimal results. The involvement of the public agency representatives on RAWG would introduce a heavy dose of status quo thinking--the approach that already thoroughly permeates the RTP process.</p> <p>Once there are products to look at, they should then be debated at the RAWG. Consensus-building and possible integration of Public Alternative elements would be</p>	<p>We agree that the EIR process must include a free exchange of ideas, and will seek such a dialogue as we develop and evaluate the detailed alternatives analysis for the SCS.</p> <p>We are looking into possible approaches for defining a public alternative. We agree that such an alternative should be part of the process, including input from a wide range of interest groups.</p>



SUMMARY OF COMMENTS	MTC RESPONSE
<p>entirely appropriate.</p>	
<p><b>5. E-mail comment: (Connie Malloy of Urban Habitat and Carl Anthony of Breakthrough Communities)</b></p> <p>These comments follow up on the detailed comments that fifty organizations submitted in August.</p> <p><b>Start with the Needs:</b> The critical starting point of the entire regional planning process is the identification and prioritization of the needs, both those of Environmental Justice communities and those of the region as a whole. The public needs to be informed of whether or when it will have the opportunity to participate in a decision about what the priorities will be for the expenditure of several hundred billion dollars over the life of the next Regional Transportation Plan. How will the needs that EJ communities have identified to MTC in a series of needs studies going back to the 1990s – most recently in the Lifeline and Community-Based Transportation Plans –be prioritized in the next RTP?</p> <p>The Transit Sustainability Project should be utilized to assist in determining the true costs of operating our current transit system at its full capacity, as well as determining the capital and operating costs of each of MTC's Res. 3434 expansion projects.</p> <p>The planning process will fail the entire region if it does not begin with a transparent and publicly accountable decision that sets priorities among our many needs.</p>	<p>The Sustainable Communities Strategy is not a planning effort that will start from scratch, but rather one that builds upon the full body of land use and transportation planning and analyses developed over many years for the purpose of identifying and evaluating the region's access and mobility needs, as well as its housing and infrastructure needs. Examples of key documents that directly address needs and priorities have been listed in the Plan (seepage 46).</p> <p>In developing the final SCS, MTC and ABAG will conduct extensive public outreach to gather <i>additional</i> input on transportation and housing needs, trade-offs and priorities. It is intended that the past planning work and the public input to be gathered will form the foundation of the SCS alternatives to be tested and ultimately the SCS itself.</p>
<p><b>6. E-mail comment: (Connie Malloy of Urban Habitat and Carl Anthony of Breakthrough Communities)</b></p> <p><b>Get Specific About Key Decision Points:</b> The [process] timeline is useful in providing a general sense of the order in which decisions will be made. It is not helpful, however, in describing the nature of each of those decisions. For this, we suggest that a detailed legend be provided, something that explains for each decision point: what decision will be made at that point, why that decision is important, what is at stake in it, how it will affect future decisions, the anticipated timeframe, who the decision maker will be and what the process will be. A sample legend for the Performance Targets decision point is attached, in the hopes of more clearly conveying to you what we have been asking for. We request that this level of information be provided about each of the icons on the process timeline.</p>	<p>In order to make the process more transparent as it develops, we will post on the OneBayArea.org web site specific information on important SCS decision milestones or actions that are identified in the SCS process chart (see language added to the Plan, page 49). The type of information we will post will be similar to information used in the "sample legend" provided in the comment letter. We will convey this level of information in all presentations moving forward.</p> <p>We have also revised the process charts included in Appendix A to indicate that such information will be available on the OneBayArea web site.</p>

SUMMARY OF COMMENTS	MTC RESPONSE
<p><b>7. E-mail comment: (Connie Malloy of Urban Habitat and Carl Anthony of Breakthrough Communities)</b></p> <p><b>Ensure Transparency in the CMAs:</b> MTC has the obligation to ensure that the CMAs have in place their own inclusive and transparent plans of public participation, and to ensure that those plans are carried out in practice. The Plan should acknowledge MTC's responsibility to monitor the CMAs to ensure that they comply with the Civil Rights Act, and how MTC will carry out that responsibility.</p> <p>The Plan should inform the public of the nature of the decisions that the CMAs will make, and how MTC will incorporate those decisions into its planning process.</p> <p>The Plan should explain how MTC and/or ABAG will provide guidelines that the CMAs can use to select projects that will be consistent with the region's vision for a Sustainable Communities Strategy.</p>	<p>CMAs have been asked to facilitate the county/corridor process to develop the Initial Vision Scenario with local governments, prior to release and public discussion. CMAs also will recommend candidate projects, in consultation with local governments, for inclusion in the SCS/RTP based on countywide plans, and those projects will be subject to a project performance assessment.</p> <p>MTC is expecting that the CMA outreach efforts will comply with Title VI and we will work with the CMAs to support their efforts (e.g., assistance with translation services). (See page 55 of the Plan.)</p>
<p><b>8. E-mail comment: (Connie Malloy of Urban Habitat and Carl Anthony of Breakthrough Communities)</b></p> <p><b>Describe the Development of Investment Alternatives:</b> The proposal of a project must come in response to the regional agency's identification of the needs that the public expects projects to meet, and MTC must ensure that all viable alternatives for meeting those needs are considered before one is selected. If a project alternative is available that will meet the need equally well at a much lower cost, we cannot afford to ignore that alternative. Nor can we afford to ignore alternatives that will meet a broader range of needs, including those of traditionally under-served communities.</p> <p>The revised Plan does not describe how alternatives will be developed and evaluated, nor does it describe the public process in which the development and evaluation of alternatives will take place.</p>	<p>As noted in comment #6, we will provide additional information on project milestones on the OneBayArea.org web site.</p>
<p><b>9. E-mail comment: (Connie Malloy of Urban Habitat and Carl Anthony of Breakthrough Communities)</b></p> <p><b>Evaluate the Equity Impacts of Each Alternative:</b> The Plan must specify the nature of the equity analysis and public process at each step of the analysis. The Plan should also specify how the equity analysis at each juncture will be presented to decision-makers and the public so that everyone fully understands the implications</p>	<p>The equity analysis tasks have been added to the process charts in Appendix A. Detailed information will be posted on OneBayArea.org web site as it is developed. Comments related to the methodology will be considered when this process gets underway.</p>

SUMMARY OF COMMENTS	MTC RESPONSE
<p>of that analysis for the decision-making process. The detail should be included in the process charts.</p> <p>The analyses of equity impacts must begin with a public scoping process, so that impacted EJ communities can identify the risks of inequity that they are most concerned with. We look forward to partnering with you as you design the public process to scope out the various equity analyses that are now part of the Plan.</p> <p>Each project (including each “committed project”) must be analyzed against project alternatives to compare their equity impacts before the best one is selected. The revised Plan remains silent with respect to the analysis of project alternatives, as discussed in our comment 4. We urge you to address these issues in the Plan.</p>	
<p><b>10. E-mail comment: (Connie Malloy of Urban Habitat and Carl Anthony of Breakthrough Communities)</b></p> <p><b>Demonstrate Explicit Consideration of Input:</b> Two points are very important about how MTC responds to comments from the public: <u>First</u>, MTC needs to respond to the crux of the comment. <u>Second</u>, the response needs to provide some rationale when recommendations are rejected.</p>	<p>MTC and ABAG will attempt to meet these objectives throughout the public participation process. We agree that we should be as clear as possible when responding to public comments, especially when recommendations are not accepted.</p>
<p><b>11. E-mail comment: (Shirley Johnson, PhD)</b></p> <p>I request the following to demonstrate the effectiveness of your Public Participation Plan:</p> <ol style="list-style-type: none"> <li>1. Describe the method used for collecting public input on the bike sharing program [a pilot project that recently received funds under MTC’s competitive grant program as part of the Climate Initiatives Program].</li> <li>2. List the public comments received.</li> <li>3. Show responses to public comments.</li> <li>4. Show how concerns of the public were addressed.</li> </ol> <p>Some general questions:</p> <ol style="list-style-type: none"> <li>1. What do you do if you don’t receive public comments?</li> <li>2. How do you determine whether you have received sufficient comments to proceed?</li> <li>3. What are your methods for expanding your outreach, if you determine you have insufficient public comments?</li> </ol> <p>While I support your efforts to create a Public Participation Plan, I am concerned that it is not being put into practice.</p>	<p>MTC is committed to a robust public participation program and welcomes active participation. The sequence of four steps you suggest is followed for all actions by MTC. The public can sign up to receive notifications of public involvement opportunities in the development of the new Sustainable Communities Strategy at <a href="http://OneBayArea.org">OneBayArea.org</a>. To receive general information about MTC, updates on committee meetings, etc., sign up at <a href="http://www.mtc.ca.gov">www.mtc.ca.gov</a>.</p> <p>MTC routinely receives multiple comments from the public on our major planning initiatives. As noted in the plan, we also frequently conduct statistically valid telephone polls of Bay Area residents to assess public opinion on a larger scale.</p> <p>Staff has provided a separate response to Ms. Johnson regarding comments made on the bicycle sharing project.</p>
<p><b>12. E-mail comment: (Marion Taylor, President, League of Women Voters)</b></p>	<p>We strive to communicate in a clear, compelling manner that encourages dialogue and interchange.</p>

SUMMARY OF COMMENTS	MTC RESPONSE
<p>We are not entirely satisfied that our concerns for the clarity of MTC's public communications have been thoroughly addressed. We urge MTC to carefully and transparently implement its decision to rely on contracted reviewers of public documents to ensure clarity, and to consider enlisting reviewers from the affected communities which may be unfamiliar with MTC, its planning, and its practices, and who may have limited English language skills.</p> <p>We are concerned that some important meetings at MTC are not available as audio play-backs. This audio feature is an effective way to advance public knowledge and participation on a wide scale. ... The meetings that apparently will not be available on audio include the important Regional Advisory Working Group and the Transit Sustainability Project Committees. Please make all of these proceedings available as audio files in a timely fashion.</p> <p>We also urge you to be more attentive to proper notification and materials for the public.</p>	<p>We routinely contract with professional translations firms and seek guidance from partner agencies, from our advisory committee members and from community-based organizations (CBOs). On the SCS/RTP we intend to provide grants to CBOs to help us involve residents in low-income communities and communities of color (including residents with limited English proficiency).</p> <p>MTC audiocasts via the web all the Commission meetings, all MTC committee meetings and recently began to audiocast meetings of our Policy Advisory Council. Additional meetings may be added, depending on staff resources. We fully comply with the Ralph M. Brown Act and post all required meeting agendas accordingly.</p>
<p><b>13. E-mail comment: (Pat Giorni, Burlingame)</b></p> <p>For more than 5 years I have attended with regularity C/CAG, C/CAG BPAC, C/CAG CMEQ, SMCTA, SMCTA CAC, Caltrain/JPB, Caltrain/JPB CAC, Burlingame, San Mateo and Millbrae City Council meetings. In not one of those meetings did I hear that MTC was circulating the <i>Draft 2010 Public Participation Plan</i> or the <i>Revised Draft 2010 Public Participation Plan</i>. Since MTC and the SCS Regional Advisory Working Group have representation on many of those bodies, with the exception of the City Councils, I am somewhat shocked that those representatives did not inform about the <i>Plan</i> nor its comment period.</p>	<p>MTC is committed to a robust public participation program, and we welcome active participation. As you requested, we will add your name to MTC's database to receive notifications of public involvement opportunities.</p> <p>The public can sign up to information about MTC at <a href="http://www.mtc.ca.gov">www.mtc.ca.gov</a>, and at <a href="http://www.OneBayArea.org">www.OneBayArea.org</a> to keep abreast of development of the new Sustainable Communities Strategy</p> <p>Ms. Giorni also mentioned a recent grant award to a bike share program; a response to those comments will be provided separately.</p>
<p><b>14. E-mail comment: (John Cunningham, Senior Transportation Planner, Contra Costa County)</b></p> <p>Public libraries now have licensed material available for digital checkout, the County is requesting that MTC provide a similar service for reference material which is not in the public domain.</p> <p>It would be helpful to either footnote the relevant text in Appendix A that meets the [state] statutory requirements for SCS public outreach, or indicate which workshops or informational meetings shown on the charts for the planning process are meant to comply with these public outreach requirements.</p>	<p>Concerning digital check out, such digital licensing services are beyond the resources of our small reference library.</p> <p>We have not indicated which workshops satisfy the statutory requirements of SB 375; the entire process for formal meetings in each county will fully meet or exceed the requirements of SB 375.</p>
<p><b>15. E-mail comment: (Casey Allen, San Francisco)</b></p>	

SUMMARY OF COMMENTS	MTC RESPONSE
I have a comment about getting more low income people to participate: provide food/snacks and child care at meetings.	When MTC holds public meetings that span traditional meal times, we do provide food or refreshments. We also seek to remove barriers to participation in low-income communities by offering child care or other support services. This information has been added to the Plan (see page 20).
<p><b>16. – 19: E-mail comments:</b>  <b>(Similar comments came from:</b>  <b>Michael Taketa-Graham, Novato;</b>  <b>Jan Hamilton; Gary Hamilton; Pam Drew)</b></p> <p>ABAG, MTC, and their related sister agencies have chosen to give power and voice to private interest groups, the largest metropolitan cities, and their own staff while ignoring the voices of the thousands of smaller cities across the state.</p> <p>The PPP is so one-sided and dominated by extreme and radical views calling for a complete redistribution of populations and wealth while totally ignoring the wishes of the citizenry of entire counties. Marin County is one of those counties being disenfranchised by having their rights to fair and equal representation being stolen away from them by lobbyists representing non-profit and for-profit special interest groups.</p> <p>The idea of using a “cookie cutter” approach to rebuilding communities along narrow transportation corridors under the guise of sustainability speaks to the influence of greed and money while ignoring the centuries old American right to self-determination and equal representation.</p>	By its very nature, the Bay Area engenders robust public participation and MTC is committed to obtaining input from all points of view. See Chapters 2 and 3 of the Plan for a description of ongoing public engagement, and see Appendix A for opportunities for public comment on the Sustainable Communities Strategy.

### Summary of Comments and Responses to MTC’s July 9, 2010 Draft Public Participation Plan

SUMMARY OF COMMENTS	MTC RESPONSE
<p><b>1. E-mail comment:</b> (“Big Wayne”)</p> <p>Take notice of the 20% of homes in the SF bay area that already own a motorcycle or scooter. Notice the 4% of traffic that already IS a motorcycle or scooter.</p> <p>Counting the 1,000,000 registered motorcycles/ scooters in CA. Consider if they were ridden every day, the effect would be similar to reducing traffic by 15%, increasing parking by 15%, reducing gasoline consumption by 15%!</p>	We have added Bay Area motorcycling organizations to our database and will notify them of opportunities to become involved in transportation policy and investment discussions.
<p><b>2. E-mail comment:</b> (Howard Wong, SaveMuni.com)</p> <p>Often contrary to the interests of diverse ethnic/cultural</p>	The Revised Draft Public Participation Plan (the Plan) lists specific techniques for involving low-

SUMMARY OF COMMENTS	MTC RESPONSE
<p>communities, large infrastructure projects stress economic development, removal of “blight” and “progress”, e.g. San Francisco’s “redevelopment” of the Fillmore, Jazz Districts, Western Addition, Afro-American/ Japanese-American intact communities etc. The proposed Central Subway Project stresses connectivity to Caltrain and a commuter market that does not currently exist. Combined with recent urgings for rezoning of Chinatown, the trend is clear---gentrification and displacement. But public agencies, such as the MTC, TA and MTA, have little concern for the cultural impacts. So, hopefully, the MTC’s Public Participation Plan changes past outcomes--protecting the communities it is intended to serve.</p>	<p>income communities and communities of color in planning and investment decisions (see page 21).</p> <p>Appendix A, specific to development of the SCS planning effort, states that ABAG and MTC will partner with and provide funding for community-based organizations in low-income communities and communities of color to assist in involving these communities in the planning process (see page 59).</p> <p>See also responses to comments #21, 43, 46 and 53.</p>
<p><b>3. E-mail comment:</b> (John Cunningham, Senior Transportation Planner, Department of Conservation and Development, Contra Costa County)</p> <p><u>Electronic Access to Information:</u> There is a wide range of online distribution/collaboration technologies now available and can greatly improve upon the current practice of making MTC meetings available only through RealPlayer audio. MTC should make use of alternate technologies to provide improved access to meetings which integrate relevant documents, enable interactivity including the use of OS-native software or web-based applications which don’t require downloading proprietary software.</p>	<p>Comment noted. While the Plan (see page 14,) does not identify specific technologies, MTC intends to make changes along the lines you suggest.</p>
<p><b>4. E-mail comment:</b> (John Cunningham, Senior Transportation Planner, Department of Conservation and Development, Contra Costa County)</p> <p><u>Electronic Access to Information:</u> MTC should provide planning material in formats that the public is already using in their daily lives in order to make them more accessible and meaningful. Information and geographic extent of projects and plans should be disseminated using existing/mainstream online mapping techniques in addition to MTC’s FMS system.</p>	<p>MTC makes a good deal of information available online in formats readily accessible via normal browsers and Adobe Acrobat. All of our monthly committee and full Commission meeting packets are available online. The Maps and Data area of our website includes a Map Room with several dozen maps in PDF format as well as interactive maps. This material is constantly augmented and updated. We also highlight a “map of the month” in conjunction with the executive director’s monthly report to the Commission.</p> <p>MTC is in the process of incorporating additional interactivity into its mapping features in the coming months.</p>
<p><b>5. E-mail comment:</b> (John Cunningham, Senior Transportation Planner, Department of Conservation and Development, Contra Costa County)</p> <p>The MTC library should make public resource materials available for download and licensed material available for check out on digital readers.</p>	<p>The library makes public resource materials available for download by posting on the MTC website: <a href="http://www.mtc.ca.gov/library/pub.php">http://www.mtc.ca.gov/library/pub.php</a> and including URLs whenever available for all materials in our publicly available catalog <a href="http://slk060.liberty3.net/mtc/opac.htm">http://slk060.liberty3.net/mtc/opac.htm</a>. See page 14 of the Revised Draft PPP.</p>

SUMMARY OF COMMENTS	MTC RESPONSE
<p><b>6. E-mail comment:</b> (John Cunningham, Senior Transportation Planner, Department of Conservation and Development, Contra Costa County)</p> <p>Please consider including school districts and county offices of education in the dissemination of planning material and requests for comment. Currently, schools are engaged when there is a “problem,” as in when a safe routes to school grant becomes necessary. It is the county’s belief that schools should be brought more completely in to the “planning fold” rather than in a reactionary fashion. This may be particularly critical in SCS planning as the benefits of compact development can be compromised by local educational agencies developing schools outside an SCS area and even outside urban limit lines or urban growth boundaries.</p>	<p>We will add school districts and county offices of education in our database and notify them as appropriate of opportunities to participate in transportation policy and investment decisions, including the Sustainable Communities Strategy (SCS). See page 55 of the Draft Plan, Appendix A.</p>
<p><b>7. E-mail comment:</b> (Hangston Giles, San Leandro)</p> <p>Long presentations, replete with unfiltered and often irrelevant data...followed by highly restricted public comments...is not public participation in any meaningful sense of the word. To render your pp program even marginally acceptable you should stop overwhelming your commissioners with minutia...to the point where they have little choice but to blindly follow the dictates of the MTC staff</p>	<p>We will continue to make every effort to use plain language and avoid technical jargon. Guiding Principle #4 (page 2) in MTC’s Draft Plan states “Engaging interested persons in ‘regional’ transportation issues is challenging, yet possible, by making it relevant, removing barriers to participation, and saying it simply.” Strategy 2 (page 2) states “...we recognize that one should not need to be a transportation professional to understand our written and oral communications. In this spirit we ... strive to communicate in plain language.” See also response to comment #29.</p>
<p><b>8. E-mail comment:</b> (Hangston Giles, San Leandro)</p> <p>Mix your commissioners in with informed members of the public....who are in fact their counterparts, not as you current assume, merely a pestilent horde to be tolerated.</p>	<p>The Plan lists opportunities for providing public input directly to policy board members. (See page 18)</p>
<p><b>9. E-mail comment:</b> (Hangston Giles, San Leandro)</p> <p>Insist that your Executive Director come off his dais from time to time as required to engage the Bay Area residents he purports to represent</p>	<p>The Plan includes provisions for making customized presentations to existing organizations and groups. (See page 18).</p>
<p><b>10. E-mail comment:</b> (Hangston Giles, San Leandro)</p> <p>Stop applying an arbitrary 2 minute cut-off to all public participants. Some people really do have useful ideas to add. At the same time, stop being so polite when people start spouting nonsense.</p>	<p>At times it is necessary to impose a time limit on public comments in order to allow all attendees the opportunity to speak. (See page 10)</p>
<p><b>11. E-mail comment:</b> (Steve Ly, Los Altos)</p> <p>The MTC’s Draft 2010 Public Participation Plan is a 76-page pdf file full of recommendations that are supposed to increase public participation. Unfortunately, the single most action that MTC could take to improve public</p>	<p>The Plan states that all of our meetings are audiocast live via the web (see chart page 12, Access to MTC Meetings) to allow interested residents to monitor Commission actions. The audiocasts are archived to allow people to listen</p>

SUMMARY OF COMMENTS	MTC RESPONSE
<p>participation does not appear in the document. The document points out that “MTC encourages interested persons to attend MTC Commission and standing committee meetings to express their views. Items on the Commission agenda usually come in the form of recommendations from MTC’s standing committees. Much of the detailed work of MTC is done at the committee level, and the Commission encourages the public to participate at this stage, either in person or by tracking developments via the web.”</p> <p>Unfortunately, a quick look at the MTC website indicates that these meetings are scheduled during the business day, when most members of the public are at work. For example, in the attached schedule from September 2010, there are 13 meetings scheduled, all of which take place during working hours. This is not conducive to public participation, and makes a mockery of the statement quoted above. If MTC intends to honor the stated goal of encouraging the public to “participate at this stage,” it will need to schedule the commission and committee meetings at a time that is convenient to members of the public.</p>	<p>when convenient. For major updates to the long-range transportation plan, MTC schedules meetings to hear public comment at times convenient to a particular community, which is frequently in the evenings (see page 13). We also recognize that many residents will likely never attend a meeting, and therefore we conduct statistically valid surveys to measure the opinions of the general public (see Chapter III, Public Participation Techniques). MTC also posts online content asking questions that mirror questions asked in meetings, or conducts focus groups or intercept interviews out in the community.</p> <p>MTC’s web site provides a direct e-mail link (info@mtc.ca.gov) to MTC’s Public Information Department, through which members of the public can easily send written comments.</p>
<p><b>12. Letter:</b> (Cheryl O’Connor, Acting CEO, Building Industry Association, Bay Area)</p> <p>The outreach for public input must be thorough, deep and substantial...What about the silent majority of Bay Area residents? The outreach and feedback needs to be done with a far reaching survey, questionnaire, poll and focus groups. Public meetings and hearings draw the same crowd over and over with the same spin. Most residents don’t have time to come to a meeting. Please collect as much information as possible through surveys and polling and do not rely on public hearings and “targeted” groups.</p>	<p>MTC uses a variety of techniques to involve the general public, including those who might not otherwise participate. Specifically, MTC uses statistically valid telephone polls of residents and focus groups to measure public opinion; such activities are listed in Chapter III as suggested public participation techniques.</p>
<p><b>13. Letter:</b> (Cheryl O’Connor, Acting CEO, Building Industry Association, Bay Area)</p> <p>I also serve on MTC’s Policy Advisory Council. This Council was intended to advise on transportation policies in the Bay Area, incorporating diverse perspectives relating to the environment, the economy and social equity. My experience with the Council to date is discouraging in that they do not represent a broad opinion base nor are they knowledgeable enough to even comment on many of these complex and confusing issues. ... To ask 27 people to represent the interests of 7,000,000 Bay Area residents seems to be an unfair sampling at best.</p>	<p>MTC’s Policy Advisory Council is not intended to directly represent interests of all Bay Area residents. The Council was created to bring a range of interests to a single table to offer the Commission policy advice. (See page 8)</p>
<p><b>14. Letter:</b> (from Cheryl O’Connor, Acting CEO, Building Industry Association, Bay Area)</p>	<p>See response to comment #7.</p>



SUMMARY OF COMMENTS	MTC RESPONSE
<p>The outcomes and impacts of the RTP must be described simply so every Bay Area resident fully understands how it will impact them personally.</p>	
<p><b>15. Letter:</b> (from Cheryl O'Connor, Acting CEO, Building Industry Association, Bay Area)</p> <p>The other important note is that 30% of Bay Area residents are foreign born and surveys must be done in Chinese and Spanish.</p>	<p>For major planning efforts (such as the Regional Transportation Plan and Sustainable Communities Strategy), MTC routinely conducts its polling in English, Spanish and Cantonese.</p>
<p><b>16. Letter:</b> (from Cheryl O'Connor, Acting CEO, Building Industry Association, Bay Area)</p> <p>It is critically important to truly understand what residents will and won't do, particularly when the philosophy is that we are doing what is right for them and they will agree to it. People have more choices on where they live now more than ever.</p>	<p>See response to comment #12.</p>
<p><b>17. Letter:</b> (from Cheryl O'Connor, Acting CEO, Building Industry Association, Bay Area)</p> <p>It is critically important to consider current economic conditions when undertaking public participation.</p>	<p>The Regional Advisory Working Group and MTC's Policy Advisory Council include representatives from the business community.</p>
<p><b>18. E-mail comment:</b> (David Schonbrunn, Transportation Solutions Defense and Education Fund)</p> <p>The number one problem in public participation is the disconnect between the input received from the public and the creation of alternatives to be studied in the environmental review of the RTP. This disconnect results from the insertion of MTC staff between the public's input and the creation of alternatives, which results in the policy preferences expressed by the public being filtered and distorted.</p> <p>The solution ... offer a charrette process to the non-profits that have been involved in past RTPs. Those groups would self-organize into teams ... develop their own consensus goals, objectives and policies, leading to a project list that would become the (or one of the) public RTP alternatives.</p> <p>... The alternative(s) would not necessarily represent the wishes of all Bay Area residents. ...The purpose of this proposed process is to translate the suggestions from the most informed members of the public directly into an RTP alternative.</p>	<p>When developing alternatives for evaluation in the program Environmental Impact Report (EIR) for the SCS/RTP, MTC will hold public scoping meetings to solicit public input on environmental issues, including alternatives. In addition, MTC is considering the idea of conducting a planning charrette with the Regional Advisory Working Group (RAWG) — which includes substantial participation from Bay Area nonprofit groups and others — to develop an alternative for potential consideration in the EIR.</p>
<p><b>19. E-mail comment:</b> (Robert Raburn, PhD, Oakland)</p> <p><u>Flawed Commission Structure:</u> The grandfathered structure of the 19-member commission fails to include</p>	<p>MTC's governing board is established in accordance with state law (Government Code Section 66500 et seq.). The federal law to which</p>

SUMMARY OF COMMENTS	MTC RESPONSE
<p>transit representation from BART and AC Transit elected bodies. Federal law changed the requirements for the composition of MPOs to include transit operators. ... MTC's Policy Advisory Council should review the federal regs for MPO composition and gather examples of compliance from other MPOs and then make a recommendation to the Commission.</p>	<p>you refer does not apply to MTC.</p>
<p><b>20. E-mail comment:</b> (Robert Raburn, PhD, Oakland)</p> <p><u>Meaningful Public Involvement:</u> Public committees must have a voice. ... The MTC can readily provide public committees with a recurring item on the agenda to offer committee reports during the full commission meetings. Meeting minutes of public oversight committees should also be included in the meeting agendas.</p>	<p>MTC's Policy Advisory council was created to provide policy advice to the Commission. The Council's chair reports on Council actions and recommendations through regular reports at Commission meetings. The Council's monthly minutes are part of the Commission meeting packet each month. Other members of the public, including representatives of partner agencies or members of ad-hoc advisory committees are always welcome to provide input on a specific agenda item or under the public comment portion of the agenda.</p>
<p><b>21. E-mail comment:</b> (Robert Raburn, PhD, Oakland)</p> <p><u>Title VI Compliance:</u> The sections (of the PPP) that discuss the Regional Transportation Plan (RTP) and Transportation Improvement Program (TIP) need to identify the processes that MTC proposes to follow to certify compliance with Title VI.</p>	<p>MTC will conduct an equity analysis on Regional Transportation Plan (RTP) investments to evaluate the distribution of benefits and burdens associated with transportation investments. Further, for the 2011 Transportation Improvement Program (TIP), MTC prepared an investment analysis focused on low-income communities and communities of color. The investment analysis methodology will be refined in future TIPs. We have added appropriate language to the Revised Plan to reference this (see Chapter IV). MTC's Title VI Report to the U.S. Department of Transportation identifies other efforts.</p> <p>We also work to involve low-income communities and communities of color throughout the development of the long-range transportation plan (and the Sustainable Communities Strategy).</p> <p>Also see response to Comment 43.</p>
<p><b>22. Letter:</b> (John Young, Executive Director, Grassroots Leadership Network of Marin)</p> <p>The grant amount provided to community non-profit organizations should reflect the real and current costs of engagement efforts based on the living wage of the county where the activities will be implemented.</p>	<p>MTC will continue to provide grants to community-based organizations for assistance in tailoring meetings to engage low-income residents and communities of color on key planning efforts. The grant amounts will take into account the real cost of meetings, outreach, etc.</p>

SUMMARY OF COMMENTS	MTC RESPONSE
<p><b>23. Letter:</b> (John Young, Executive Director, Grassroots Leadership Network of Marin)</p> <p>The engagement of residents in the planning process should be followed by periodic communication about the progress and implementation of the plan created. This would increase participants' satisfaction and facilitate their continued engagement in future processes.</p>	<p>The Draft PPP articulates MTC's commitment to inform participants on how public meetings and comments have contributed to key decisions and actions (see page 21). As part of the public participation effort for the SCS/RTP, MTC and ABAG intend to use the web, email updates and newsletters to report progress on the planning effort. (See page 62)</p>
<p><b>24. E-mail comment:</b> (John Sighamony, CMA Planning, Santa Clara Valley Transportation Authority)</p> <ol style="list-style-type: none"> <li>1. Explain these complex issues in terms that everyone can understand. There should be an effort to reach out to local governments in ample time to distribute information to elected officials and other interested parties. The material being presented is very complex and the more educated the intended audience is, the better comments that this process will receive.</li> <li>2. Use existing meeting structures already in place at each county, such as VTA board and committee meetings.</li> <li>3. VTA supports countywide meetings; corridor working groups may be troublesome since many of the groups that VTA works with go beyond county lines and there may be conflict. The process will move smoothly if each county is dealt with as separate entities when discussing issues such as RHNA.</li> </ol>	<p>We agree it is important to reach out to local governments early in the SCS planning effort. ABAG and MTC are coordinating meetings in each county with county Congestion Management Agencies (CMAs) and elected officials who serve on the four regional boards and their staffs to map out a process within each county to partner with and actively engage elected officials, city managers, planning directors, CMAs, transit agencies and stakeholder organizations in the development of the SCS. Specific information about each county process will be posted on the OneBayArea web site. (See page 47)</p>
<p><b>25. Letter:</b> (Greg Greenway, Executive Director, Threshold 2008)</p> <p><u>Engage the general public in addition to stakeholders.</u> Reach beyond the established and easily recognizable stakeholders. The participation target of 3,000 individuals will allow for a successful plan even with out engagement of the general public.</p>	<p>See response to Comment 12. Also, we have increased the participation target to actively involve at least 6,000 individuals.</p>
<p><b>26. Letter:</b> (Greg Greenway, Executive Director, Threshold 2008)</p> <p><u>Design the participation strategy with implementation in mind.</u> Improve the capacity of local governments to keep residents engaged during the implementation of the SCS, to give the SCS the best possible chance to achieve goals.</p>	<p>See response to comment 24.</p>
<p><b>27. Letter:</b> (Greg Greenway, Executive Director, Threshold 2008)</p> <p><u>Work closely with local governments to engage communities locally.</u> For the SCS to succeed, the regional agencies must work closely with local governments to reach as deeply as possible into local communities during the SCS adoption phase, and they should provide local governments with tools, resources and guidance to</p>	<p>See response to comment 24.</p>

SUMMARY OF COMMENTS	MTC RESPONSE
continue to engage their communities throughout the implementation phase. Advocate for state funding to support this approach.	
<p><b>28. Letter:</b> (Greg Greenway, Executive Director, Threshold 2008)</p> <p><u>Broaden the techniques used to engage the public.</u> Include techniques that involve dialogue among members of the public, and that give people choices about different growth scenarios.</p>	The Plan lists a wide range of strategies for involving the public (Chapter 3 and Appendix A, page 55).
<p><b>29. Letter:</b> (Marion Taylor, President, League of Women Voters of the Bay Area)</p> <p><b>First:</b> Strive to communicate in plain language. Enlist the services of a writer from outside the transportation field and find people in the target communities to read the drafts to ensure they are understandable.</p>	Use of outside reviewers on documents intended for general audiences has been added as a technique in the Plan. (See page 18)
<p><b>30. Letter:</b> (Marion Taylor, President, League of Women Voters of the Bay Area)</p> <p><b>Second:</b> Explain the basics Lay bare the nuts and bolts of transportation planning. Tell people why they should care.</p>	Comment noted.
<p><b>31. Letter:</b> (Marion Taylor, President, League of Women Voters of the Bay Area)</p> <p><b>Third:</b> Gain and maintain the trust of participants. We urge that the Plan be modified as follows:</p> <p>a) Avoid generalizations such as the statement that “minor revisions” to the RTP or TIP, or “technical revisions without significant impact on the cost, scope, or schedule of a project” can be made administratively. The extent of “minor revisions” and the meaning of “significant impact” must be made clear to avoid misunderstandings. MTC should describe, quantitatively and qualitatively, the extent to which revisions are to be considered minor – and where exceptions are to be allowed.</p> <p>b) Opportunities for participation in decisions made at the CMAs will be important to building trust. How will the work of the CMA be incorporated into the Plan for Public Participation, since it is such an integral part of the regional process?</p> <p>c) MTC should make clear when, how, and how often the community will be asked for their input. The Plan specifies “key decision points,” but does not define these</p>	<p>a) The definition for administrative modifications used in the Plan comes from the U. S. Department of Transportation. We have included a link in the Plan (see page 29).</p> <p>b) County Congestion Management Agencies (CMAs) will play a key role in convening local jurisdictions and stakeholder organizations during the SCS planning effort, on such issues as where new housing should be sited, how that new development can be integrated to encourage sustainable growth and development, and how transportation investments should be prioritized to encourage and support sustainable development.</p> <p>The PPP has been amended to include guidelines for CMAs in conducting public meetings related to the SCS/RTP. (See Appendix A, page 53).</p> <p>c) The Plan includes a more detailed description of the process, schedule and key milestones for the SCS/RTP planning effort, including the major technical and decision milestones and where the public will have the opportunity to get involved</p>

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<p>points. It is important that community participants know that they will have opportunities to weigh in on the important decisions that will make a difference to them.</p>	<p>and help inform this work. See process charts pages 49-51.</p>
<p><b>32. Letter:</b> (Marion Taylor, President, League of Women Voters of the Bay Area)</p> <p><b>Fourth:</b> Listen, as well as speak, to participants. MTC staff and Commissioners need to learn from, as well as inform, the communities of their constituents. Participants need to feel that decision-makers hear, understand and prioritize their needs. Discussions and surveys are important tools to achieve this. MTC should document what it hears.</p>	<p>Page 3 of the Plan articulates MTC's commitment to inform participants on how their participation (whether at public meetings or via other channels) has contributed to MTC's key decisions and actions. When outcomes don't correspond to the views expressed, every effort is made to explain why not. MTC will document what it hears from the public outreach effort.</p>
<p><b>33. Letter:</b> (Marion Taylor, President, League of Women Voters of the Bay Area)</p> <p><b>Fifth (a):</b> Emphasize outcomes and evaluations. A method is needed to respond to oral comments, not just written comments. Responses should state why a suggestion is accepted or rejected, and not just provide a "thank you."</p>	<p>MTC staff provides a summary of oral comments from public workshops on major planning initiatives so that the Commission can consider them prior to making decisions. When requested by a Commissioner, staff will provide responses to oral comments made at meetings for the Commission's consideration during its deliberations. Commissioners also may provide responses.</p>
<p><b>34. Letter:</b> (Marion Taylor, President, League of Women Voters of the Bay Area)</p> <p><b>Fifth (b):</b> Emphasize outcomes and evaluations. The questions outlined in the draft Plan to survey participants' satisfaction with their involvement in the planning process do not sufficiently take into account their opinions and feelings. We recommend adding the following questions:</p> <ul style="list-style-type: none"> <li>a) Do you feel your opinions were taken seriously?</li> <li>b) Do you think your needs were well understood?</li> <li>c) Do you think good-faith efforts were made to meet your transportation needs?</li> <li>d) What recommendations would you make to improve the public participation process for the next update of the RTP?</li> </ul>	<p>We will consider incorporating these ideas into a revised evaluation form.</p>
<p><b>35. Letter via e-mail:</b> (Nicholas Dewar, MA MS, Public Policy Collaboration)</p> <p>Discuss the issues in community level terms and in the ways that people's lives will be changed.</p> <p>MTC must consider public education to be part of its PPP.</p>	<p>Comment noted. See response to comment #7. Also, we have added language to provide appropriate public education materials (see page 2).</p>

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<p><b>36. Letter via e-mail</b> (Nicholas Dewar, MA MS, Public Policy Collaboration)</p> <p>Consider performance measures that track the quality of public comment. Use a system that reflects and records the full range of information provided by the public.</p>	<p>Appendix A, which is the Draft PPP for the SCS planning effort, includes goals and benchmarks to measure the effectiveness of the public participation program. One measure is tied to participant satisfaction about the quality of discussion.</p>
<p><b>37. Letter via e-mail:</b> (Nicholas Dewar, MA MS, Public Policy Collaboration)</p> <p>Invite public to join some sort of conversation about the issues rather than just drop a comment in a box.</p> <p>Tighten the feedback loop so participants can see what others are saying. This will help to develop their ideas about the issues and improve their contributions to the planning process.</p> <p>Realize the difference within Bay Area communities when conducting public participation.</p>	<p>In all its outreach efforts MTC will look for more opportunities to provide interaction among participants. We will take into account this comment in designing meetings and in considering new Web 2.0 applications.</p> <p>We also agree that one size does not fit all when conducting public participation in the Bay Area.</p>
<p><b>38. Letter via e-mail:</b> (Nicholas Dewar, MA MS, Public Policy Collaboration)</p> <p>Use social media, and, more specifically, structured online dialogues, to communicate with the public. Provide opportunities to learn about perspective of those in other parts of the region.</p>	<p>MTC plans to increase the use of social media to reach a larger audience.</p>
<p><b>39. Joint Letter:</b> from 50 Organizations or Individuals Representing Social Equity/Environmental Justice Issues</p> <p><b>Comment 1: Start with the Needs.</b> Federal law requires the Public Participation Plan to provide “explicit procedures, strategies, and desired outcomes for . . . seeking out and considering the needs of those traditionally under-served by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment and other services.”</p> <p>The draft Plan appropriately describes the important role of needs in the process, calling the RTP the comprehensive blueprint for transportation investment that “identifies] how much money is available to address <b>critical transportation needs</b> and setting the policy on how projected revenues are to be spent.”</p> <p><b>Recommendation:</b> Include an early process for assessing the critical transportation needs of the region as a whole, and of low-income communities and communities of color in particular. Describe the needs assessment process and</p>	<p>Chapter III of the Revised Draft PPP lists public participation techniques MTC uses to gather input from the public, including techniques for involving low income communities, communities of color and LEP persons.</p> <p>The Sustainable Communities Strategy is not an exercise that will start from scratch. Rather, the multi-year effort builds upon the foundation that was established from the current long-range regional transportation plan, Transportation 2035, Change in Motion, which was adopted in 2009.</p> <p>The multi-agency initiative also incorporates the work of the FOCUS program — multi-agency effort of ABAG’s and MTC’s that asks local governments to indicate areas that are priorities for development and as well as areas that should remain undeveloped. This initiative was launched in 2007 and can serve as a model for further local land use discussions to achieve the goals of the SCS. Likewise, the SCS will be guided by the Bay Area Clean Air Plan adopted by the Bay Area Air</p>

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<p>how needs will be prioritized. Describe how the Lifeline Report and the CBTPs will be used and updated in the process, and how the resulting identified critical needs will be used in later analysis and decision making.</p>	<p>Quality Management District on October 10. The SCS will be informed by results of efforts that you reference in low-income communities and communities of color (such as Community-based Transportation Plans) to identify needs and evaluate progress to address those needs (the “Snapshot” analysis). Other efforts that will inform this process include MTC’s recently launched Transit Sustainability Project and the San Francisco Bay Conservation and Development Commission’s work on sea-level rise.</p>
<p><b>40. Joint Letter:</b> from 50 Organizations or Individuals Representing Social Equity/Environmental Justice Issues</p> <p><b>Comment 2: Get Specific About Key Decision Points</b></p> <p>Meaningful public participation means much more than outreach and providing opportunities for comment. It requires transparency about the nature and sequence of the decisions that will be made, and what is at stake in each decision. For even the simplest decision that MTC makes, the Brown Act requires it to give the public advance notice of the proposed decision in writing.</p> <p>In the multi-year series of complex decisions that will culminate in the adoption of an RTP and SCS, and that will attempt to interweave the RTP with decisions of other regional and local bodies, transparency about the sequencing and nature of the intermediate decisions to be made is all the more essential. Without setting this context for participation, few will understand the need to participate, and those who do will have no basis for deciding at which points their participation will be worthwhile.</p> <p>The draft Plan discusses a bewildering array of boards, committees, working groups, and advisory groups, but provides no clear sense of the role that each one will play in the development of alternatives, in commenting on those alternatives, and on selecting among those alternatives. The chart on page 48 of Appendix A, moreover, illustrates what appears to be a top-down “partnership” in which the input of citizen stakeholders feeds into Congestion Management Agencies, which in turn feed into local government “County/Corridor Dialogues,” and so on up to the MTC and ABAG boards. The chart gives no indication of how participants can hope to be shape the decisions of MTC and ABAG, nor even what role they can hope to play in shaping the county CMA decisions. The draft Plan also mentions a</p>	<p>Just as there is a rich and varied array of Bay Area nonprofits and interest groups commenting on this Draft Public Participation Plan, so, too, are there myriad government agencies involved. The fact that our region consists of nine counties, 101 cities, dozens of transit operators means that there will be many parties and government jurisdictions that need to be involved.</p> <p>The PPP describes the joint sponsorship by ABAG, MTC, BAAQMD and BCDC of OneBayArea as the “home” for one-stop information on how to engage in the Sustainable Communities Strategy. We are posting all meeting notices and materials there, sending out alerts to those who indicate they would like to subscribe to updates via email, posting video and audio archives there, etc. We will expand MTC’s contact database, which currently includes more than 18,000 unique contacts, throughout the process.</p> <p>The Revised Draft PPP includes a more detailed description of the process, schedule and key milestones for the SCS/RTP planning effort, including the major technical and decision milestones and where the public will have the opportunity to get involved and help inform this work.</p> <p>The process charts (see Appendix A, pp. 49-51) in the Revised Draft PPP reflects the expected flow of decision making. However, the process will need to be flexible and subject to change, as needed, to reflect and respond to the input received as we move through the steps of developing the SCS. Any changes will be updated in the OneBayArea web site.</p> <p>MTC and ABAG has and will continue to have briefings and technical workshops to describe the</p>

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<p>host of “other key initiatives,” including the FOCUS program and “MTC’s recently launched Transit Sustainability Project,” but provides no practical information as to how these initiatives relate to other key decision points or how they fit into the overall RTP/SCS process.</p> <p>For each of these key decision points, the draft Plan should, at the very least, clearly describe its nature and importance, identify the decision maker and anticipated sequence and timing in the overall process, and describe the process that will be used in reaching that decision. Where multiple boards, committees and task forces will play a role in that process, the Plan should explain each group’s role and how each will influence MTC’s and ABAG’s ultimate decisions, so that would-be participants can make an informed decision about which of the multitude of meetings to attend.</p> <p>The draft Plan also must address the technical complexity and opacity inherent in the modeling processes that will be conducted. The Participation Plan must ensure that these complex decisions and layers of process are made transparent.</p> <p><b>Recommendation:</b> Specify each key decision point in the process. For each key decision point, describe the nature and importance of the decision to be made (including how that decision will affect future decisions), identify the decision maker, describe the process that will be used in reaching that decision (including the role that various boards, committees and task forces will play in that process), and state the anticipated timeframe and sequencing for key decisions. Specify a plan for disseminating the methodology, results, and key assumptions of MTC’s travel demand models in a transparent manner that will be useable and understandable to the public.</p>	<p>methodology and key assumptions of MTC’s and ABAG’s computer models. (See page 61)</p>
<p><b>41. Joint Letter:</b> from 50 Organizations or Individuals Representing Social Equity/Environmental Justice Issues</p> <p><b>Comment 3: Ensure Transparency and Inclusiveness in the CMAs and the Partnership Board</b></p> <p>If past practice holds true, some of the key RTP decision making will effectively be delegated by MTC to other bodies, particularly the county Congestion Management Agencies (CMAs). The draft Plan mentions the CMAs, but fails to explain the role that they will play. It does not discuss whether CMA decisions (such as project selection) will be made according to regional targets or criteria set</p>	<p>There are three primary ways that local jurisdictions, including county Congestion Management Agencies (CMAs) will be engaged in development of the Regional Transportation Plan and Sustainable Communities Strategy.</p> <p><b>1. Executive Working Group and Regional Advisory Working Group</b></p> <p>In a reflection of the expanded scope of the Sustainable Communities Strategy, MTC and ABAG have created a framework for joint involvement of local government partners and stakeholder interests that includes not only the range of transportation interests (county</p>



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<p>by MTC (including targets relating to GHG reduction, cost-effectiveness or social equity), or whether and how MTC will review those decisions for their fairness and appropriateness and for how well they meet critical needs. Above all, it does not discuss how MTC will meet its obligation to certify that the regional planning process, including the decision making at the CMA level, will fully comport with federal civil rights protections</p> <p>MTC must put a plan in place now that describes the decision making that will be conducted by the CMAs in connection with the RTP and SCS, explains how MTC will evaluate, review and/or adopt those decisions, and specifies how MTC will ensure that the process and decisions of the CMAs comply with the Civil Rights Act. It is especially important that the project recommendations of the CMAs be evaluated against alternatives and be ranked based on how well they meet prioritized needs.</p> <p>The draft Plan...provides no specifics about what decisions or recommendations will be reached by such bodies via “consensus,” how consensus will be defined, whether representatives of low-income and minority communities will play a role in reaching consensus, and the steps MTC will take to integrate those representatives into that consensus-forging process.</p> <p><b><u>Recommendation:</u></b> Describe the decision making role that the CMAs will play in connection with the RTP and SCS, explain how MTC will evaluate, review and adopt CMA decisions, and specify how MTC will ensure that the process and decisions of the CMAs comply with the Civil Rights Act.</p> <p>Describe the role that the Partnership Board and other elite advisory groups will play in connection with the RTP and SCS, explain the process for reaching consensus, and provide for meaningful representation of low-income and minority voices in that process.</p>	<p>congestion management agencies, public works directors) and resource protection agencies, but also local planning and housing departments as well as city managers. Two advisory panels — the SCS Executive Working Group and the Regional Advisory Working Group, or RAWG — will be the primary means for involving local jurisdictions in the development of the SCS. Both of these groups are advising staff of the regional agencies, serving as an important resource for early involvement. The RAWG, it is worth noting, includes the active participation of a range of stakeholder interests — environmental, business and social equity organizations, including a number of representation from many of the organizations who submitted comments via this letter. All signatories have been added to the distribution list.</p> <p>See pages 54 and 57 for a description of the SCS Executive Working Group and RAWG.</p> <p><b>2. County/Corridor Local Government Engagement</b></p> <p>Because the success of the SCS hinges upon more closely integrating local land use decisions with regional goals for sustainability (including greenhouse gas reductions, affordable housing and transportation access and mobility), the hundreds of county supervisors and city councilmembers, along with key staff in those jurisdictions, need forums for dialogue and debate that are open to the public. Also see response to comment #24.</p> <p>While no detailed schedule or process is available at this time, ABAG and MTC will require that CMAs, in conducting these meetings, to meet public participation standards. See page 53.</p> <p>Advisory groups like the RAWG and MTC’s Policy Advisory Council will have the opportunity to weigh in at key milestones every step of the way.</p> <p>Ultimate decision-making on the RTP and SCS rest with the MTC and ABAG policy boards — all such decision milestones will be noticed for the public and all parties who are in the contact database.</p> <p><b>3. The Bay Area Partnership Board</b></p> <p>Described on pages 9-10 and page 37 of the Plan,</p>

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	<p>the Bay Area Partnership Board and the Partnership Technical Advisory Committee (PTAC) will continue to advise MTC on transportation project/program and financing issues, such as the implications and trade-offs of prioritizing a certain type of transportation investment over another. Such meetings will be noticed and open to the public, including web audiocasting and posting of materials via the OneBayArea web site.</p>
<p><b>42. Joint Letter:</b> from 50 Organizations or Individuals: Representing Social Equity/Environmental Justice Issues</p> <p><b>Comment 4: Describe the Development of Policy and Investment Alternatives for each Key Decision Point.</b></p> <p>In its Public Participation Plan, MTC must ensure that it will “provide the public with the information and tools necessary to provide a clear understanding of the issues and policy choices.”</p> <p>Understanding the policy choices — that is, the alternatives that are available at each key decision point — is critical to the public’s participation in the decision making process. Indeed, a very significant part of the public participation process is the opportunity to have input into the development of, and selection among, policy alternatives. The draft Plan, however, is silent on the specific steps by which policy, land use and investment alternatives, and alternative scenarios, will be developed in the period leading up to each key decision point.</p> <p><b>Recommendation:</b> Describe explicitly the process by which alternatives will be developed and evaluated in connection with each key decision point. Specify which boards, committees and advisory groups will play a role in the development and selection among alternatives at each stage, and what the role of each will be.</p>	<p>The revised draft includes more specifics about opportunities to participate in the development of policies, including the role of various advisory groups. The SCS will be developed based on a robust public dialogue, including all sources of opinion, with policy options and alternatives described for the public and for decision-makers.</p> <p>See the revised process charts included on pages 49-51 of Appendix A.</p>
<p><b>43. Joint Letter:</b> from 50 Organizations or Individuals: Representing Social Equity/Environmental Justice Issues</p> <p><b>Comment 5: Evaluate the Equity Impacts of Each Alternative.</b></p> <p>The analysis of equity impacts must be ongoing throughout the RTP process. Criteria and metrics for the evaluation of equity impacts must be developed in an open and transparent process. Ensure an adequate flow of information about the equity impacts of the alternatives</p>	<p>See revised process chart on page 49-51 of Appendix A.</p> <p>We have added text (see page 47) in the Plan to describe three key milestones in the process where social equity will be considered.</p>

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<p>at each decision point. Discontinue the practice of conducting a single RTP equity analysis after the RTP has been developed and shortly before it comes before the Commission for approval.</p> <p><b>Recommendation:</b> Provide for an open and transparent public process in which criteria and metrics for evaluating the equity alternatives will be developed based on the expressed priority needs identified by under-served communities. Explain how MTC will utilize those criteria and metrics in evaluating the equity impacts of each alternative policy or investment alternative leading up to each key decision point, and provide for making those equity evaluations available to the public in a timely manner at each stage.</p>	
<p><b>44. Joint Letter:</b> from 50 Organizations or Individuals: Representing Social Equity/Environmental Justice Issues</p> <p><b>Comment 6: Demonstrate Explicit Consideration of Input.</b></p> <p>Explain transparently how the input given in each forum will be used in the RTP process. A log summarizing comments is not adequate in so complex a process; therefore, the log should include the reasons for the Commission's adoption or rejection of significant comments. The Plan also should provide opportunities for EJ participants to engage directly with Commissioners in their neighborhoods at convenient times.</p> <p><b>Recommendation:</b> Describe how the public input from each of the varied forums described in the Plan will be used in the development, evaluation and selection among alternatives at each key decision point. Provide specific opportunities for residents of low-income communities of color to meet with decision makers in their communities.</p>	<p>MTC and ABAG will summarize comments from all public workshops as well as comments from the SCS Executive Working Group and Regional Advisory Working Group, and MTC's Policy Advisory Council. Comments will be analyzed and key messages and themes will be presented to decision-makers on policy boards at key milestones, prior to decisions being made. Staff will inform policy board members on how we arrived at a staff recommendation at key milestones, explaining divergent views and why we are recommending a certain course of action.</p> <p>Participants will also be contacted after decisions have been made so they know the outcome, with an explanation of the rationale behind a decision.</p> <p>MTC and ABAG will provide funding for outreach assistance to groups who serve residents in low-income communities and communities of color. Decision-makers will be encouraged to attend meetings and hear directly from these residents as well as residents throughout the entire nine-county Bay Area.</p>
<p><b>45. Joint Letter:</b> from 50 Organizations or Individuals Representing Social Equity/Environmental Justice Issues</p> <p><b>Comment 7: Get Specific about Outreach.</b> The draft Plan does not meet federal requirements to include a specific program of outreach actions that will be taken, and does not describe the strategies to be used and desired outcomes. It is troubling that MTC, which controls the expenditure of billions of dollars, would make its entire public participation action plan contingent on the extent that funding allows.</p>	<p>The Plan includes specific information on public participation activities and opportunities for the public to get involved, along with expected outcomes (goals and performance measures) for public participation. See planning process charts (pages 49-51), Participation Techniques (beginning on page 60), and Public Participation Goals (beginning on page 63).</p> <p>MTC will continue to engage low-income communities and communities of color through focused efforts in these communities.</p>

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<p>Potential public participation actions should include:</p> <ul style="list-style-type: none"> <li>• description of the action to be taken;</li> <li>• the responsible parties;</li> <li>• the desired outcomes; and</li> <li>• the timeframe for action.</li> </ul> <p>The Plan should target participation efforts on communities experiencing gentrification and displacement and suburban places experiencing growth in poverty.</p> <p><b>Recommendation:</b> Include a program of specific actions for outreach to low-income and minority participants, stating the responsible person(s) and timeframe, and specifying quantified objectives, performance measures and outcomes for each action.</p>	
<p><b>46. Joint Letter:</b> from 50 Organizations or Individuals Representing Social Equity/Environmental Justice Issues</p> <p><b>Comment 8: Get Specific About Linguistic Access.</b></p> <p>The Plan does not meet federally required LEP access standards. Neither the Plan nor the LEP policy commit to provide additional language assistance that ensure an inclusive process. The draft Plan does not state in what languages staff will conduct outreach, or how it will determine those language. Providing only Spanish and Chinese translation services is inadequate.</p> <p>If the draft Pan and the LEP Plan will be incorporated, MTC should re-open the comment period for the LEP Plan.</p> <p>The commitment that meetings are 100 percent linguistically accessible is “not meaningful unless MTC identifies the LEP communities that will be most impacted by the plans and then provides in advance and in an accessible language the context for the meetings and a mechanism to engage in the process leading up to the meetings.”</p> <p>The plan does not include performance measures that will gauge the effectiveness of the outreach.</p> <p><b>Recommendation:</b> Assure meaningful opportunities to participate by Limited English Proficient populations based upon language needs of local communities. Identify the language needs of “communities of concern” where planning and investment decisions may have the greatest impacts. Provide additional assistance reflecting the language needs of the locality in which meetings, hearings, and outreach occurs.</p>	<p>The Plan does commit to providing access to the process regardless of language proficiency. All meeting announcements — and the OneBayArea web site — will include instructions on how to request a language interpreter for meetings or translation of printed materials.</p> <p>In addition, MTC and ABAG will provide funding to community-based organizations who are willing to assist in involving limited-English Proficient residents in the policy discussions. Meetings might be conducted in a language other than English or in multiple languages, tailored as needed to a given community.</p> <p>Finally, the Revised Draft Public Participation Plan and MTC’s recently adopted Plan for Special Language Services to Limited-English Proficient Populations both include a commitment for tailored multi-lingual outreach and public participation when MTC seeks to involve Bay Area residents at the county level. We will work with community-based organizations to design a process that includes involvement of communities with limited-English proficiency. (Please see page 59.)</p>

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<p><b>47. Joint Letter:</b> from 50 Organizations or Individuals Representing Social Equity/Environmental Justice Issues</p> <p><b>Comment 9: Learn from Past Mistakes.</b></p> <p>The process of developing the Plan did not include any apparent review of the effectiveness of the prior Plan, nor did it include public participation as required by federal law.</p> <p><b>Recommendation:</b> Conduct a review, with full public participation, of the effectiveness of outreach to, participation of, and influence in shaping MTC decisions by the public — including minority and low-income residents and their representatives — in the development and adoption of the 2009 RTP. Modify the draft Plan to reflect changes to ineffective provisions, address omissions, and build on identified strengths.</p>	<p>MTC did conduct an evaluation of its public participation process for the recently adopted Transportation 2035 Plan: Change in Motion in spring and summer of 2009. This included interviews of MTC advisory committee members and Commissioners and review of meeting evaluations and other data to make a set of recommendations to MTC to improve future efforts. That material can be found on MTC's web site at this link: (<a href="http://www.mtc.ca.gov/planning/2035_plan/index.htm">www.mtc.ca.gov/planning/2035_plan/index.htm</a>)</p> <p>Recommendations from that evaluation that we have moved forward to implement include creation of a new multi-interest Policy Advisory Council, greater collaboration with partner agencies (for example, the launch of the OneBayArea.org web site to spotlight joint efforts among regional agencies and local governments), increased use of social media (including launch of the GovDelivery service that enables members of the public to easily track updates to MTC's web site, an electronic newsletter, and a new MTC presence on facebook, twitter and other social media outlets).</p> <p>This Plan also builds upon the extensive public outreach and consultation done by MTC in 2007 when developing the current Public Participation Plan (when staff conducted focus groups with a range of stakeholders, including focus groups representing low-income communities and communities of color, labor, business, public participation practitioners, Native American Tribes, and environmental protection agency staff).</p> <p>We also reviewed the Draft Plan with the Regional Advisory Working Group, MTC's Policy Advisory Council, and the Bay Area Partnership's Technical Advisory Committee.</p>
<p><b>48. Letter:</b> (Gen Fujioka, Senior Policy Advocate, National CAPACD; Shawn Lee, Attorney, Asian Law Alliance; Lillian Galedo, Executive Director, Filipino Advocates for Justice; Terry Valen, Executive Director, Filipino Community Center)</p> <p><b>Recommendation #1:</b> MTC should amend its PPP and LEP to clarify that the suggested LEP public participation and outreach techniques are mandatory in nature or that use of some combination of the suggested techniques are mandatory.</p>	<p>MTC's <i>Plan for Special Language Services to Limited English Proficient (LEP) Populations</i> was adopted by the Commission on Sept. 22, 2010. It commits MTC to translation of vital documents — including certain news releases, brochures, fact sheets and portions of the long-range regional transportation plan — into Spanish and Chinese. Documents will be translated into other languages upon request. Additionally, when county-based public participation activities are undertaken, the LEP Plan commits that we tailor</p>

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	those activities to reflect the unique LEP population in each county.
<p><b>49. Letter:</b> Gen Fujioka, Senior Policy Advocate, National CAPACD; Shawn Lee, Attorney, Asian Law Alliance; Lillian Galedo, Executive Director, Filipino Advocates for Justice; Terry Valen, Executive Director, Filipino Community Center)</p> <p><b>Recommendation #2:</b> MTC should amend its PPP to clarify that interpretation at meetings upon request applies to all services and programs covered under the PPP, not just the public participation involving the SCS.</p>	The LEP component for interpretation at meetings applies to all services and programs covered under this Plan.
<p><b>50. Letter:</b> (Gen Fujioka, Senior Policy Advocate, National CAPACD; Shawn Lee, Attorney, Asian Law Alliance; Lillian Galedo, Executive Director, Filipino Advocates for Justice; Terry Valen, Executive Director, Filipino Community Center)</p> <p><b>Recommendation #3:</b> MTC should amend its LEP Plan and PPP to mandate translation of documents vital to its programs and services at least into Vietnamese and Tagalog in addition to Spanish and Chinese. This is particularly true of vital documents and notices pertaining to the RTP and Sustainable Community Strategy.</p> <p>CAPACD also suggests that MTC allocate the appropriate resources to language translation since the current LEP plan states that the cost of providing multiple language translation isn't currently funded.</p>	<p>MTC's LEP Plan commits MTC to tailor county-based public participation activities to reflect the unique LEP population in each county.</p> <p>MTC has budgeted to account for costs associated with translation services that may be needed in county-level outreach, such as for the SCS planning effort.</p>
<p><b>51. Letter:</b> (Gen Fujioka, Senior Policy Advocate, National CAPACD; Shawn Lee, Attorney, Asian Law Alliance; Lillian Galedo, Executive Director, Filipino Advocates for Justice; Terry Valen, Executive Director, Filipino Community Center)</p> <p><b>Recommendation #4:</b> MTC should conduct a four factor analysis to assess whether it must require mandatory translation into Korean.</p>	See response to comment #50.
<p><b>52. Letter:</b> (Gen Fujioka, Senior Policy Advocate, National CAPACD; Shawn Lee, Attorney, Asian Law Alliance; Lillian Galedo, Executive Director, Filipino Advocates for Justice; Terry Valen, Executive Director, Filipino Community Center)</p> <p><b>Recommendation #5:</b> MTC should amend its LEP Plan and PPP to mandate affirmative identification and outreach of LEP communities of concern impacted by MTC's programs and services. MTC should mandate that</p>	See response to comment #50.

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such outreach is conducted in languages understood by these communities.	
<p><b>53. Letter:</b> (Gen Fujioka, Senior Policy Advocate, National CAPACD; Shawn Lee, Attorney, Asian Law Alliance; Lillian Galedo, Executive Director, Filipino Advocates for Justice; Terry Valen, Executive Director, Filipino Community Center)</p> <p><b>Recommendation #6:</b> When such advocate groups exist, MTC should prioritize LEP outreach techniques that engage community based advocates who have a track record of working with and engaging LEP persons within that particular community.</p>	<p>When MTC looks to partner with community-based organizations, we will consider organizations with a track record of working with and engaging LEP persons within a particular community.</p>
<p><b>54. Email comment:</b> (Bernardo Huerta, East Palo Alto Public Works and Transportation Commission Chair, East Palo Alto Planning Commission, One East Palo Alto Neighborhood Initiative, Nuestra Casa, bnaudnaud@aol.com)</p> <p>There should be greater involvement with all local government transportation boards and staff, including public works and engineering staff. I serve on a board and have to remind members about MTC and describe your projects. Send information to city staff for distribution to committees, or email to members directly. Messages should be to-the-point summaries as many will not check website for more detailed info.</p>	<p>MTC and ABAG will encourage local jurisdictions to reach out to individuals sitting on city/county advisory boards and commissions.</p>
<p><b>55. Oral comment at July 28, 2010 Commission meeting:</b> (Duane DeWitt)</p> <p>I commented on the last PPP three years ago, I got one notice in the mail. I did not receive any notice for this draft, I found out about myself because I came to the MTC library. I have not seen any newspaper notices. Reach out to the public and actually put up some posters. Do the old-fashioned way of “spread the word” to involve the public and then actually have the public’s voice be heard.</p>	<p>The Draft PPP notes the importance of notifying the public via the Internet as well as through the U.S. Mail. From time to time, in coordination with local agencies, we will explore additional modes of communication.</p>
<p><b>56. MTC Policy Advisory Council, July 14, 2010 —</b> Carlos Castellanos</p> <p>Keep away from one-time, one-shot outreach efforts when reaching out to communities. He encourages MTC to find a way to have pre-meetings with a community to show them the impact on their lives of these topics /issues. With only one meeting we may not get the attendance or feedback that we really need. Supports the idea of working with community-based organizations.</p>	<p>Comment noted. MTC and ABAG will build upon ongoing relationships with community-based organizations, and create new ones, in order to have a sustained dialogue with a range of participants. See Appendix A, page 47 of the Plan.</p>

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<p><b>57. MTC Policy Advisory Council, July 14, 2010 — Marshall Loring</b></p> <p>Encourages MTC to have a speakers' bureau available that can send speakers out to local groups. Make them available for multiple times, not just one shot meetings.</p> <p>It will be important to get out to communities and not expect communities to come in to the middle of Oakland for meetings.</p>	<p>Comment noted. Representatives from ABAG and MTC and the Joint Policy Committee have made numerous presentations on the SCS and related activities. (See page 18 in the Plan.)</p>
<p><b>58. MTC Policy Advisory Council, July 14, 2010 — Wil Din</b></p> <p>CBOs are familiar with many topics but may not be as familiar with transportation issues. It's a bigger picture than local bus issues and it's hard to get them to get involved in what they consider more conceptual and long-term. Too often they are living day to day or month to month. He suggests tapping advisors to go along to meetings with CBOs to help explain to them the importance of following transportation issues.</p> <p>It may be to our advantage to check about using the contact groups BART has identified in its counties.</p>	<p>Based on your suggestion, the Plan calls for development of a "tool kit" for advisors and others to use in reaching out to and involving individuals and organizations. We will build upon the work of partner agencies (such as through Community-Based Transportation Planning efforts) to help publicize comment opportunities and build general awareness for the development of the SCS. (See page 60.)</p>
<p><b>59. MTC Policy Advisory Council, July 14, 2010 — Randi Kinman</b></p> <p>She would like to see an "ambassador tool kit." We as advisors are ambassadors to our community. She has found that such tool kits work very well. Any packet of information that she can take out to groups is useful and helps her to start generating the next tier of communication. And we can all be consistent in the message we are taking to our communities.</p>	<p>See response to comment # 58.</p>
<p><b>60. MTC Policy Advisory Council, July 14, 2010 — Cathleen Baker</b></p> <p>Suggests we tap databases and stakeholder lists from previous CBTP efforts.</p>	<p>See response to comment # 58.</p>
<p><b>61. SCS Regional Advisory Working Group, July 6, 2010</b></p> <p>From local government perspective, in order to get effective local government participation you need to do two things: 1) need to come to the local governments vs. them coming to you; and 2) need to provide tools to help local government staff to prepare elected officials. The more prepared local government folks are the better.</p>	<p>The "tool kit" mentioned in the response to comment #58 also will be designed for use by local government staff to inform elected officials on key issues related to the SCS planning effort.</p>
<p><b>62. SCS Regional Advisory Working Group, July 6, 10</b></p>	<p>There are a number of NGOs participating in the SCS Regional Advisory Working Group, which is</p>



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<p>One of the challenges is that this is a totally new process for everyone; over 100 NGOs in the region want to participate in this process. The challenge is to make the participation really effective, which will be very difficult considering all the levels that must be addressed. Building relationships must be a high priority.</p> <p>Find a way to support conversations among NGOs about key topics.</p> <p>Leverage the limited amount of dollars that go into citizen participation available to regional agencies with outreach to foundations — a more coordinated approach, having a regionwide NGO process that is supported by the JPC will help us build the bridges with local government.</p>	<p>the forum designed to encourage dialogue among stakeholders.</p> <p>In addition, to leverage limited dollars, we are partnering on SCS outreach with the Silicon Valley Community Foundation and other non-profit groups, including Greenbelt Alliance, through a process called Envision Bay Area. (See page 60.)</p> <p>MTC and ABAG have applied for additional federal and state funding to help with public participation and involve community based organizations in a more comprehensive way.</p>
<p><b>63. SCS Regional Advisory Working Group, July 6, 2010</b></p> <p>Request that RAWG be kept fully abreast of the public opinion poll, with opportunities to comment on draft questions.</p>	<p>Comment noted.</p>
<p><b>64. SCS Regional Advisory Working Group, July 6, 2010</b></p> <p>This process is unlike anything we have ever had before. You have two jobs in this: 1) engage interest in members of the public and organizations and inform decisions (the typical engagement process); and 2) expand the pool of people who understand that they should care about this and want to participate in this process. You need to forget about the regional planning process and recognize that you are engaged in changing the lives of people in the Bay Area at the lowest level of their community — the street-level, their neighborhood. You need to create a narrative about what is happening through the planning process and how it will play out within the region and every level throughout the region. Use that story line to build interest, in engaging with media, through the Web site, social networks, etc. Come up with reasons why it is important. Why should people care?</p>	<p>Comment noted. To engage the public we must explain why this is important to their everyday lives.</p>
<p><b>65. SCS Regional Advisory Working Group, July 6, 2010</b></p> <p>Should add 1) an assurance that public input will be taken into consideration at the beginning, rather than at the end; 2) understand the scenario alternatives and how to actually influence those alternatives; 3) understanding how to influence the objective criteria by which to evaluate those scenarios; 4) transparency about the modeling and data; and 5) accountability that when public comment is given they actually impact the decisions.</p>	<p>See SCS process charts pages 49-51. Also, see response to comment # 40 and 41.</p>

SUMMARY OF COMMENTS	MTC RESPONSE
<p><b>66. SCS Regional Advisory Working Group, July 6, 2010</b></p> <p>In the public process, define what the public can influence — there are certain things in this process that are limited by the modeling, etc. — whatever the assumptions are that are steadfast and not changeable, they should be revealed to the public. It’s hard to know what a variable is and what isn’t. Knowing what the public has influence over is important.</p>	<p>We agree it is important to identify key decision points throughout the planning process. Public participation will be designed around key policy questions that are on the table for discussion. See process chart, Appendix A, pages 49-51.</p>
<p><b>67. SCS Regional Advisory Working Group, July 6, 2010</b></p> <p>Both local governments and community groups need early outreach to effectively participate in the SCS planning effort. Make sure that when there is a meeting in the communities, the meetings are not just “one and run” type meetings. To ensure meaningful participation, invest in NGOs in a way that they can work with their communities early on so that they can prepare them on the issues, so that when they step into the one meeting there can be meaningful engagement. A lot of education can be done through the NGOs. This will build a longer-term infrastructure to support this kind of engagement.</p>	<p>See response to comment # 56.</p>
<p><b>68. SCS Regional Advisory Working Group, July 6, 2010</b></p> <p>Add some metric regarding the interactive nature of the process; acknowledge how you are using the correspondence. If there is a way of indicating how people are participating, i.e. how does this matter to them, what they are going to do to change behavior, how is this going to affect implementation, etc.</p> <p>Use social media, you can reach more people.</p>	<p>See response to comment #23.</p>
<p><b>69. SCS Regional Advisory Working Group, July 6, 2010</b></p> <p>Likes the idea of narratives, it should have a regional element, but also a local element in each county or corridor that is based on existing adopted plans and policies.</p>	<p>Comment noted.</p>

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