

BayArea Plan

September 2013

Strategy for a
Sustainable
Region



Association of
Bay Area
Governments



Metropolitan
Transportation
Commission

Public Outreach and
Participation Program
Volume 4
Phase Four:
Draft Plan Bay Area (2013)

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PUBLIC OUTREACH and PARTICIPATION PROGRAM

Volume 4

Phase Four: Draft Plan Bay Area (2013)

September 2013



**METROPOLITAN
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COMMISSION**



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Public Outreach and Participation Program

Phase Four: Draft Plan Bay Area (2013)

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Appendices

Note: Appendices A through F are separate documents, available online as indicated below.

- A. Meeting Packet: MTC Planning Committee and ABAG Administrative Committee (June 14, 2013)

Appendix A documents can be found online at:

<http://apps.mtc.ca.gov/events/agendaView.akt?p=2070>

Memo: Draft Plan Bay Area -- Summary of Public Comments (with attachments)

- Summary of Spring 2013 Public Engagement
- Plan Bay Area Public Meetings: Three-Plus Years of Dialogue and Consultation
- Plan Bay Area 2013 Public Opinion Poll: Key Findings/Management Summary and Topline Summary:
- Plan Bay Area Comment Themes
- Frequently Asked Questions
- Draft Plan Bay Area Housing and Employment Distribution Revisions

Memo: Draft Plan Bay Area -- Key Issues and Preliminary Recommendations (with attachments)

- Key Issue/Policy: Regional Housing and Population Forecast
- Key Issue/Policy: Housing Redistribution to Suburban Locations
- Key Issue/Policy: Affordable Housing

- Key Issue/Policy: Reducing Potential Risk of Displacement
- Key Issue/Policy: Transportation Investments
- Key Issue/Policy: Regional Express Lane Network

B. What We Heard: Public Hearings

Appendix B documents can be found online at:

<http://onebayarea.org/regional-initiatives/plan-bay-area/meetings-events/What-We-Heard.html>

1. Alameda County Public Hearing Transcript
2. Contra Costa County Public Hearing Transcript
3. Marin County Public Hearing Transcript
4. Napa County Public Hearing Transcript
5. San Francisco County Public Hearing Transcript
6. San Mateo County Public Hearing Transcript
7. Santa Clara County Public Hearing Transcript
8. Solano County Public Hearing Transcript
9. Sonoma County Public Hearing Transcript
10. EIR Public Hearing Transcripts
11. Open House/Public Hearing Written Comments

C. What We Heard: Plan Bay Area Town Hall

Appendix C documents can be found online at:

<http://onebayarea.org/regional-initiatives/plan-bay-area/meetings-events/What-We-Heard.html>

D. What We Heard: Public Opinion Poll

Appendix D documents can be found online at:

<http://onebayarea.org/regional-initiatives/plan-bay-area/meetings-events/What-We-Heard.html>

E. Open Houses/Public Hearings: Materials

1. Open House & Public Hearing: Announcement Brochure
2. Open House Display Stations
3. Guide to the Draft Transportation Improvement Program
4. Frequently Asked Questions
5. Participant Comment Form

Appendix E documents can be found online at:

http://onebayarea.org/pdf/final_supplemental_reports/DRAFT_PBA_Public_Outreach_and_Participation_Program_v4-phase_4-Appendix_E.pdf

F. Community-Hosted Focus Groups

1. Written Comments
2. Sample Agenda
3. Background Resource Booklet
4. Sample Focus Group Presentation
5. Sample Flyer for Open Houses/Public Hearings
6. Comment Sheet
7. Evaluation Form
8. Guide to the Draft Transportation Improvement Program

Appendix F documents can be found online at:

http://onebayarea.org/pdf/final_supplemental_reports/DRAFT_PBA_Public_Outreach_and_Participation_Program_v4-phase_4-Appendix_F.pdf



Chapter 1

Overview

A. Plan Bay Area Overview

The Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) jointly prepared and adopted Plan Bay Area, 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 — conforms 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.

Development of Plan Bay Area was a three-year effort that began in 2010. A comprehensive public involvement program was a key part of the process. Extensive outreach with local government officials was required, as well as a public participation plan that included 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 San Francisco 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)

B. Phase Four Overview: 2013 Draft Plan Bay Area

This report summarizes the spring 2013 public participation activities that occurred in conjunction with the release of the Draft Plan Bay Area (Draft Plan) on March 22, 2013 and its companion Draft Environmental Impact Report (DEIR) on April 2, 2013. The formal public comment period for both documents closed on May 16, 2013, and provided an opportunity for the public to comment on the policy framework laid out in the Plan for the region to accommodate future growth and on strategic investments in the region's transportation system.

ABAG and MTC reached out to Bay Area residents and local governments to seek comments on the Draft Plan and DEIR in a number of ways that are summarized below. All of the comments were made available for review online: www.onebayarea.org/regional-initiatives/plan-bay-area/meetings-events/What-We-Heard.html. More than three years of dialogue and consultation culminated in a public comment period that included:

- Twelve public hearings in all nine counties, with some 1,250 residents attending and 385 speaking. Another 140 completed comment forms at the hearings. Transcripts and comments are available online and are included as Appendix B of this report. Legal notices announcing the hearings were published in newspapers in all nine Bay Area counties.

- Over 600 comment letters and emails submitted on the Draft Plan and DEIR. All correspondence is posted online and can be sorted by county and by the type of commenter (individual, government agency, stakeholder organizations, for example).
- An interactive “Plan Bay Area Town Hall” that garnered some 90 comments online from individuals who were able to review and comment on the Draft Plan from the convenience of their homes (see Appendix C).
- A statistically valid telephone poll of over 2,500 Bay Area residents that was conducted during March, April and early May 2013 to measure the general public’s opinion on issues relating to Plan Bay Area (see Appendix D).
- Presentations to local elected officials in all nine counties; notices of all meetings were mailed to the clerks of the board of all local jurisdictions.
- Consultation workshop with Native American tribal government leaders in Sonoma County.
- A series of 12 focus groups conducted in early spring 2013 — in partnership with community organizations working in low-income communities and communities of color — drew a total of 181 participants. One session each was conducted in Spanish and Cantonese.
- A briefing for news reporters to encourage coverage of the Plan and public hearings.
- An overhauled and streamlined OneBayArea.org web site with improved and more user-friendly navigation.
- Release of two news releases to Bay Area media outlets during the public comment period to encourage coverage and participation in meetings.
- A direct mail piece and five email blasts to notify residents about the release of the draft and opportunities to comment
- Five display ads in community newspapers to inform Spanish- and Chinese-speaking residents of the comment opportunities.
- Frequent updates and announcements posted online and through social media.

Note: For a comprehensive summary of all Plan Bay Area public participation activities from preliminary planning through adoption, please see Phase 1 Summary Report, Ch. 1A: **Plan Bay Area Overview: Public Engagement a Key Element of Plan Bay Area.**



- A special joint meeting of the full boards of MTC and ABAG on July 18, 2013, starting shortly after 6:30 p.m. and concluding six and one-half hours later, at approximately 1 a.m. The Oakland Convention Center venue had seats for 520 and nearly all chairs were full. A final public hearing for the Draft Plan included testimony from 163 speakers and lasted for three and one-half hours.

Chapter 2

Elected Official Briefings

Senate Bill 375 calls for public meetings with elected officials in every Bay Area county to discuss the Draft Plan, with prior notice being sent to each county's clerk of the board. Per the law, one meeting per county is required, assuming a minimum attendance threshold is met that includes "representatives on the county board of supervisors and city council members representing a majority of the cities representing a majority of the population in the incorporated areas of that county."

Executives from MTC and ABAG attended meetings with elected officials in each county to discuss the draft sustainable communities strategy and solicit input. The attendance requirements were met at each of the nine meetings (see Table 1, below).

Table 1: Attendance by Local Elected Officials at Plan Bay Area Briefings

Agency/County	Date/Time/Location	# of Incorporated Cities in County	# of Cities Represented at Meeting	% Attendance by Population
Alameda County Transportation Commission	4/25/13 at 2:30 p.m. in Oakland	14	12	94%
Contra Costa Transportation Authority	4/17/13 at 6 p.m. in Concord	19	14	72%
Transportation Authority of Marin County	4/25/13, 5 p.m. in San Rafael	11	9	90%
Napa County Transportation Planning Agency	4/17/13 at 1 p.m. in Napa	5	5	100%
San Francisco County Transportation Authority	4/23/13, 11 a.m. in San Francisco	1	1	100%
City/County Association of Governments of San Mateo County	4/11/13 at 6:30 p.m. in San Carlos	20	18	91%
Valley Transportation Authority of Santa Clara County	6/6/13 at 3:30 p.m. in San Jose	15	9	88%
Solano Transportation Authority	4/10/13 at 6 p.m. in Suisun City	7	7	100%
Sonoma County Transportation Authority	4/8/13 at 2:30 p.m. in Santa Rosa	9	9	100%

Chapter 3

Public Opinion Poll

Telephone Poll Results

MTC and ABAG retained a research firm to conduct a telephone survey of over 2,500 residents to measure public opinion on various land use, housing and transportation trade-offs under consideration in the Draft Plan. The sample is statistically valid by county, and for the region overall. Appendix A includes key findings from the poll along with the top-line survey results. Cross-tabs by county are available on the OneBayArea.org web site (at <http://onebayarea.org/regional-initiatives/plan-bay-area/meetings-events/What-We-Heard.html>).

A telephone survey was conducted with a cross section of 2,516 Bay Area residents, for an overall margin of error of +/- 1.96%, with a minimum of 250 surveys completed in each Bay Area county. These surveys were then weighted to proportionally represent the overall Bay Area population by county and age (using 2010 Census data). Thus, this telephone survey provides projectable data for the region as a whole, as well as county-level results.

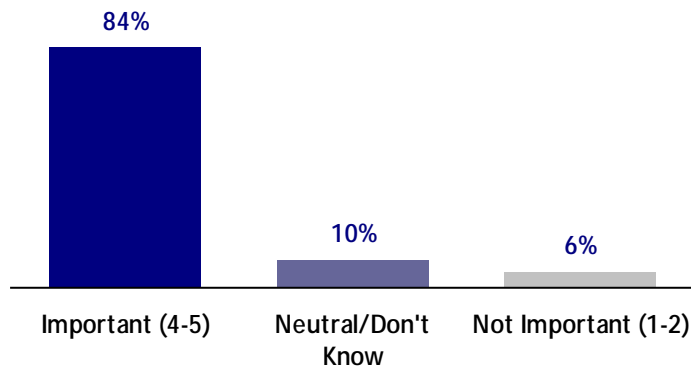
The telephone survey used a hybrid sampling approach that combines residential cell phone listings, Random Digit Dial (RDD), and listed residential telephone numbers for the Bay Area. This mix of sources is important due to the large share of Bay Area households that are “cell phone only.”

The survey questionnaire consisted of 35 questions, of which 3 were open-ended and 32 were multiple choice. Each survey took approximately 14 minutes to complete. Surveys were conducted in English, Spanish, and Chinese. Surveys were conducted from March 13, 2013 to May 11, 2013.

Following is a summary of key findings. See Appendix D for the full report on the 2013 Plan Bay Area survey.

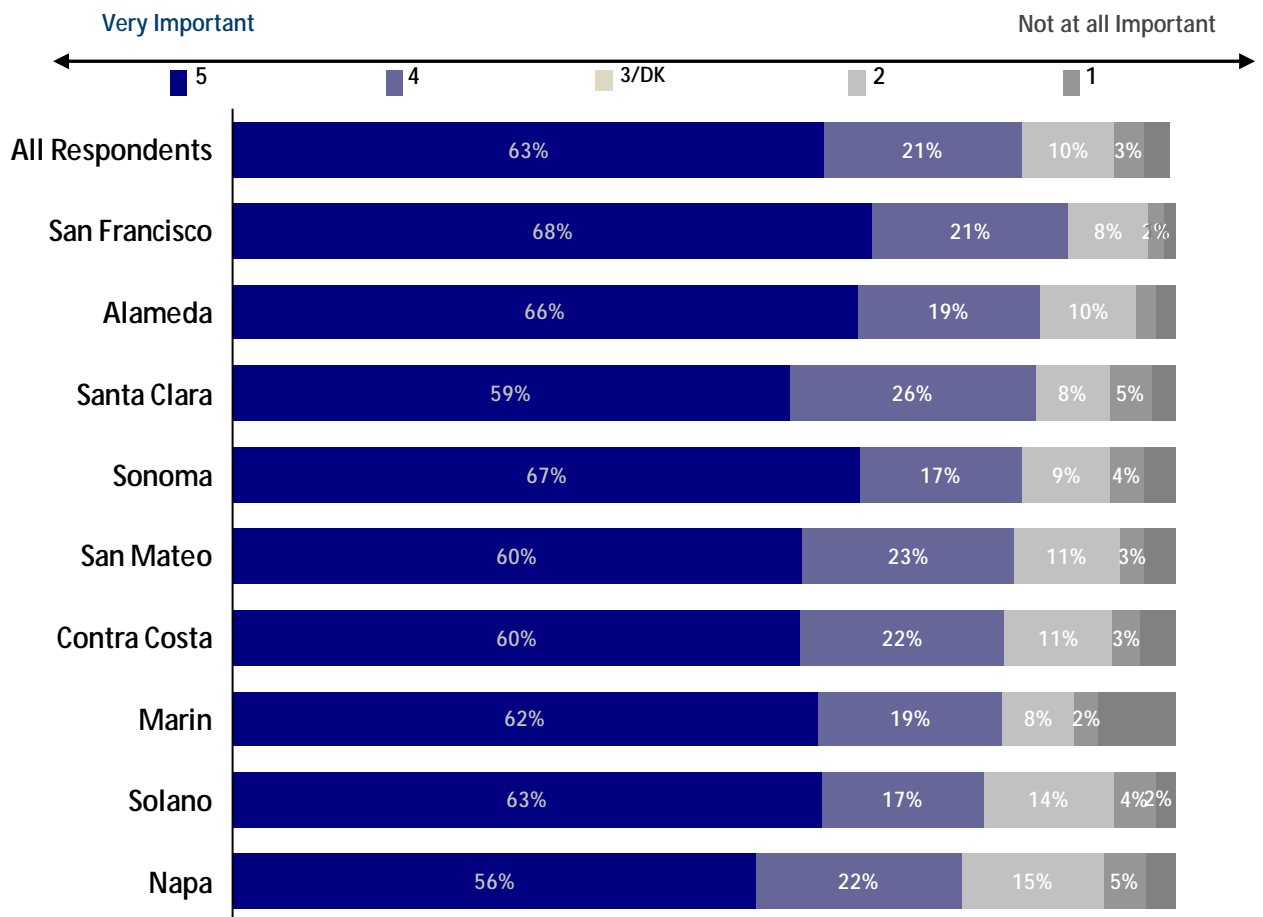
Plan Bay Area Initial Reaction

After hearing a brief description of Plan Bay Area, a large share of residents indicated that this type of plan is important to the region. 84% rate it as very or somewhat important. Younger residents and transit users rate the importance even higher than others.



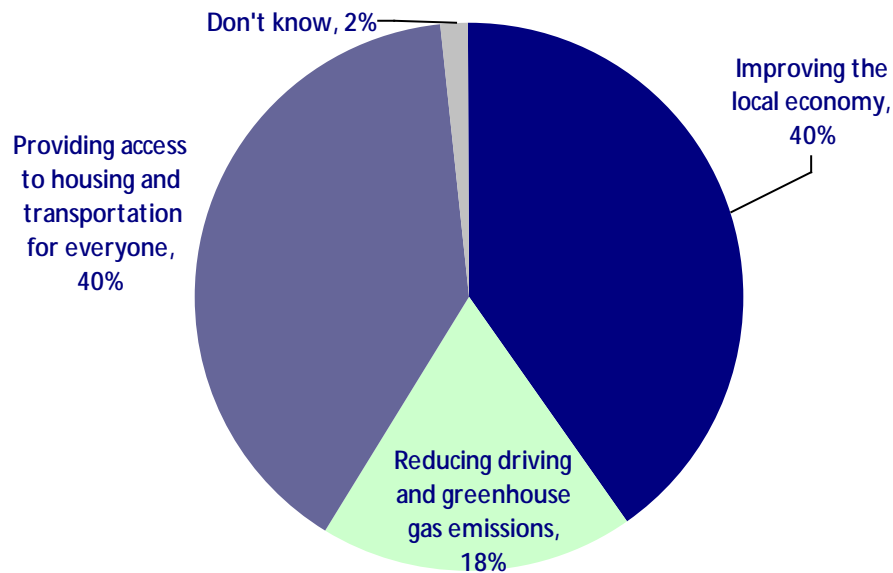
Plan Bay Area by County

The level of importance by individual county remains high as well, ranging from 89% (in San Francisco) to 77% (in Napa).



Most Important Components

- Three key components of the plan were initially highlighted as most important to the Bay Area's future – improving the local economy, providing access to housing and transportation for everyone, and reducing driving and greenhouse gases.
 - Improving the local economy was considered the most important part of the plan for many (40%);
 - Providing access to housing and transportation was equally important (40%);
 - Reducing driving and greenhouse gases was lowest (18%).



- By county, providing access to housing and transportation was ranked more important among respondents from San Mateo, San Francisco, Santa Clara, and Alameda counties.

Local vs. Regional Planning

Residents are split on whether a regional plan should guide housing and commercial development in the Bay Area or if local cities and counties should plan for these on their own. This appears to be a particularly divisive issue. Overall, slightly more than half of residents (53%) think this planning should be done locally, while 44% think this should be part of a regional plan.



* These options were not read to respondents.

Among counties, San Francisco has the highest percentage supporting a regional plan (48%), while Napa has the highest percentage supporting local (75%).

	Local cities and counties should plan	A regional plan should guide development	A mix
By County			
Napa	75%	22%	1%
Sonoma	63%	35%	2%
Marin	58%	38%	2%
Solano	58%	41%	1%
Contra Costa	53%	46%	-
San Mateo	52%	44%	2%
Santa Clara	52%	46%	1%
Alameda	51%	43%	1%
San Francisco	49%	48%	1%

Some of the key reasons that respondents oppose a regional plan for development include (multiple choice question):

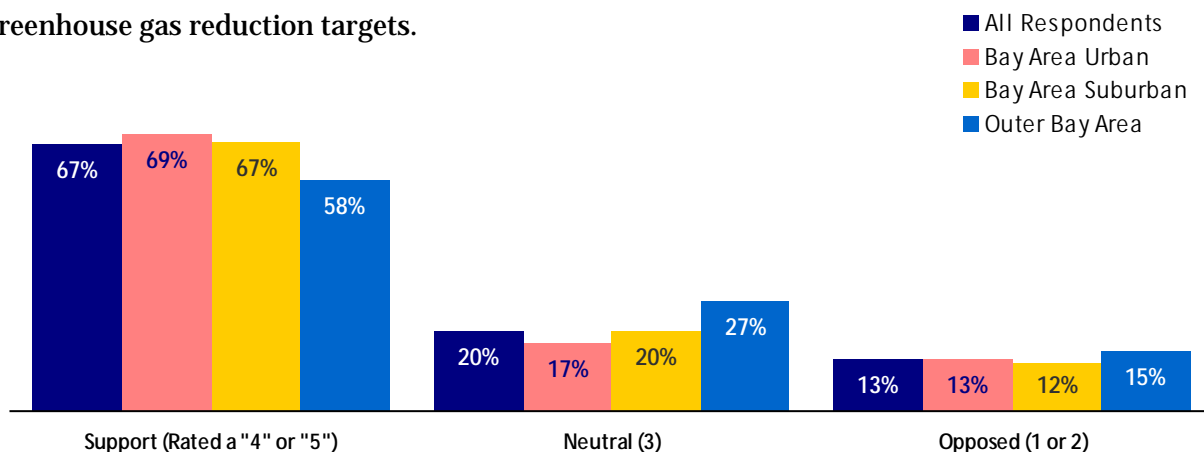
- Local government knows the needs of its own citizens better.
- Unrealistic/too difficult to get counties to agree.

Some also indicate local control should stay – but local agencies/decision-makers should be able to work together to address regional issues.

Transportation Strategies

Reducing Driving / Decreasing Greenhouse Gas Emissions

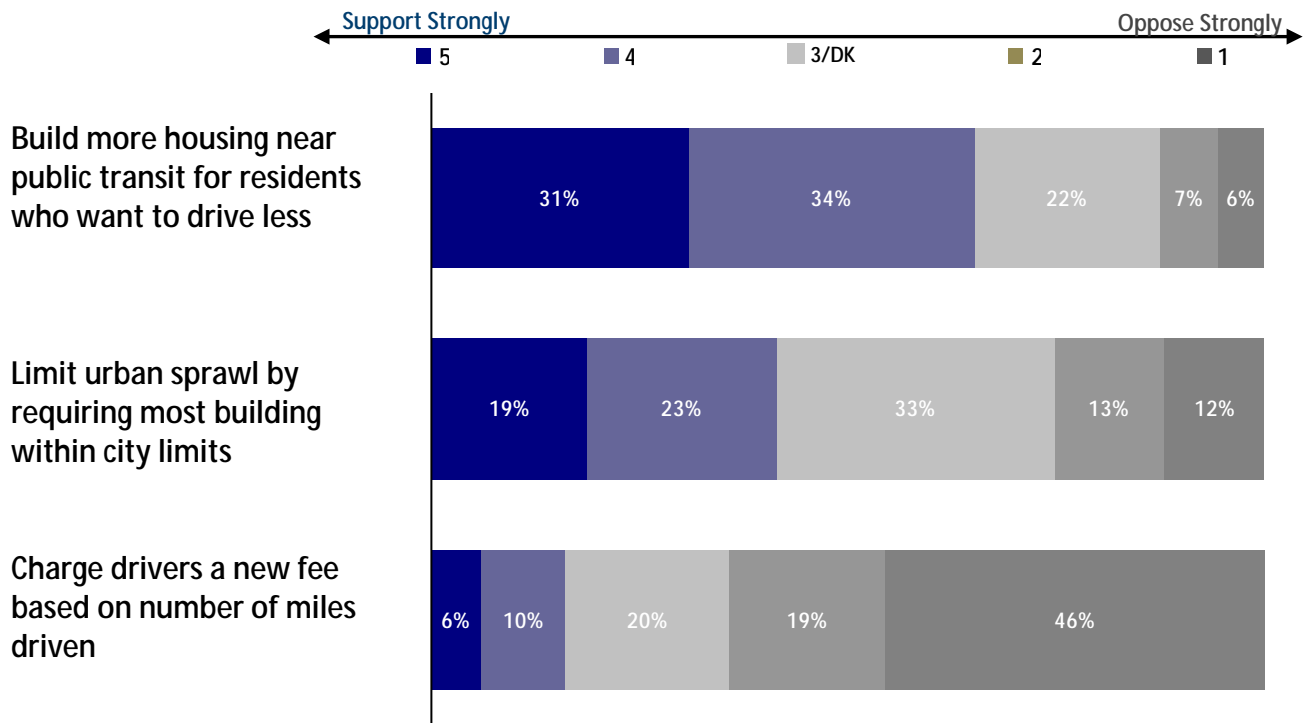
- Despite ranking lowest of the three key components of Plan Bay Area, reducing driving as a way to decrease greenhouse gas emissions (as a stand-alone issue) is actually supported by two-thirds (67%) of respondents. Respondents seem to support this goal even though it does not resonate as strongly as the economy or housing/transportation in general.
- Urban residents were most likely to support the reduction of greenhouse gas emissions, and were generally more favorable towards the various measures being considered to reach greenhouse gas reduction targets.



Greenhouse Gas Reduction Strategies

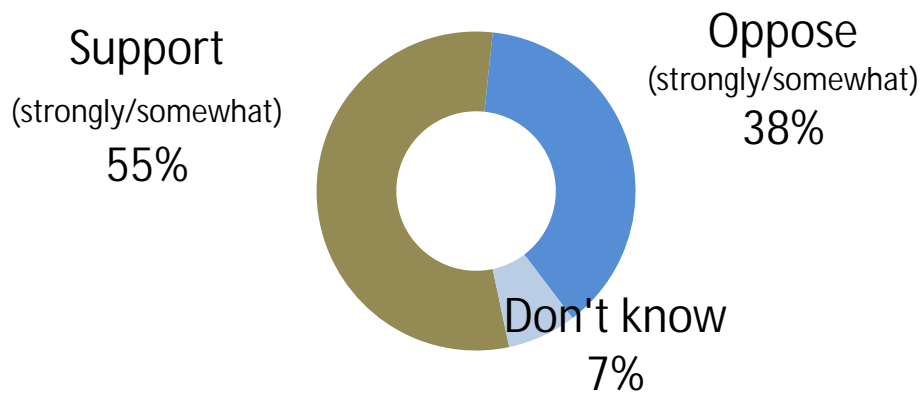
- Among the greenhouse gas reduction strategies, the most strongly supported strategy was building more housing near public transit designed for residents who want to drive less, with 65% of respondents supporting this measure strongly (rating it a '4' or '5').
- The strategy opposed by most residents was charging drivers a new fee based on the number of miles driven. More than half of respondents (64%) said they oppose this idea (rated a '1' or '2'), with nearly half (46%) strongly opposing.

Greenhouse Gas Reduction Strategies



Express Lanes

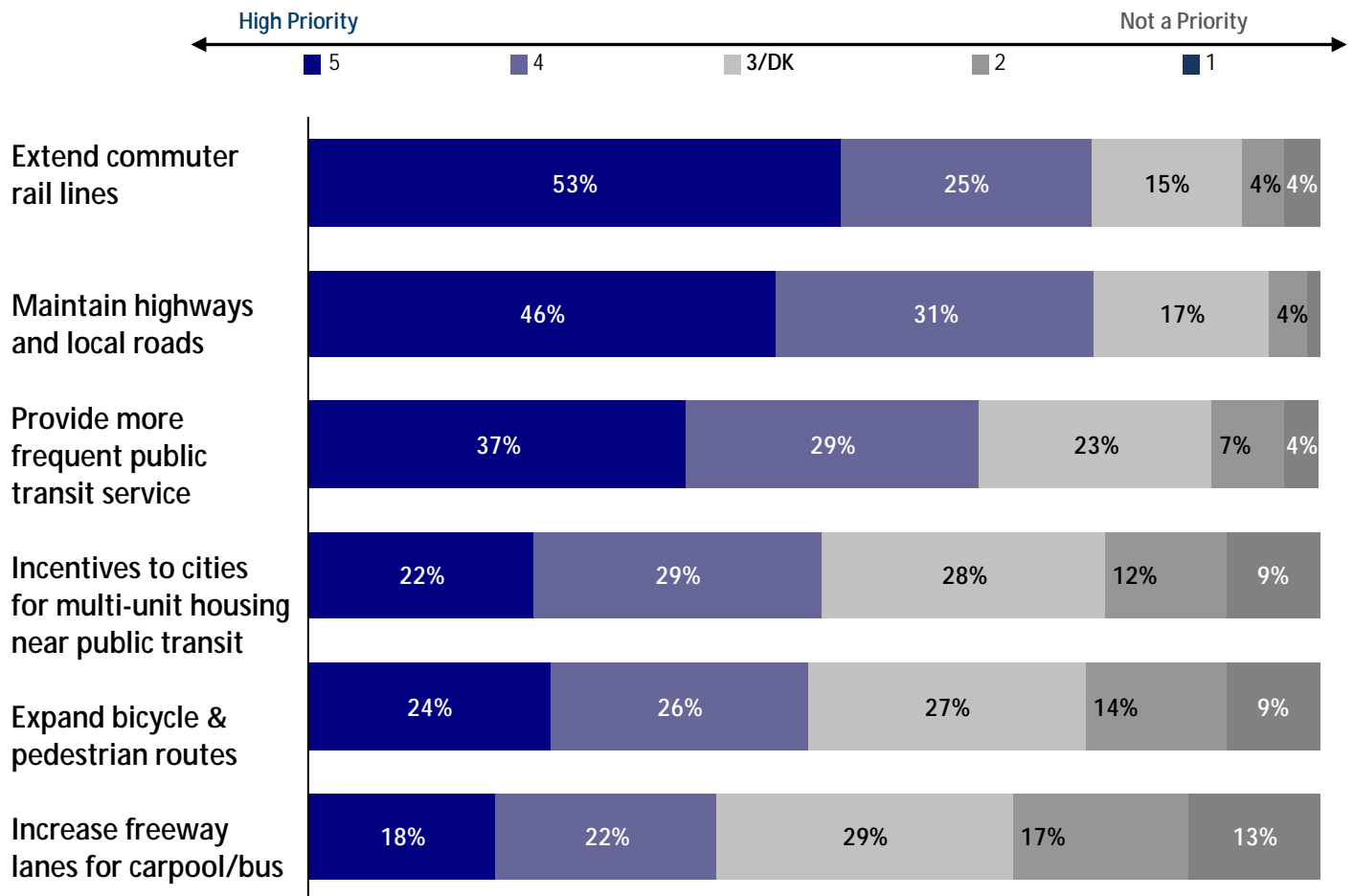
- When asked if they support or oppose the idea of establishing additional express lanes on Bay Area freeways, 55% of respondents overall supported additional express lanes.
- There is very little difference across areas, although the more urban the area, the slightly higher the support: Urban – 56%; Suburban – 55%; and Outer Bay Area – 53%.



Funding Priorities

Among the transportation-related issues tested, the ones that were considered the highest priority for funding include:

- Extend commuter rail, such as BART and Caltrain, throughout the Bay Area (78%);
- Maintain highways and local roads, including fixing potholes (77%);
- Provide more frequent public transit service (66%).

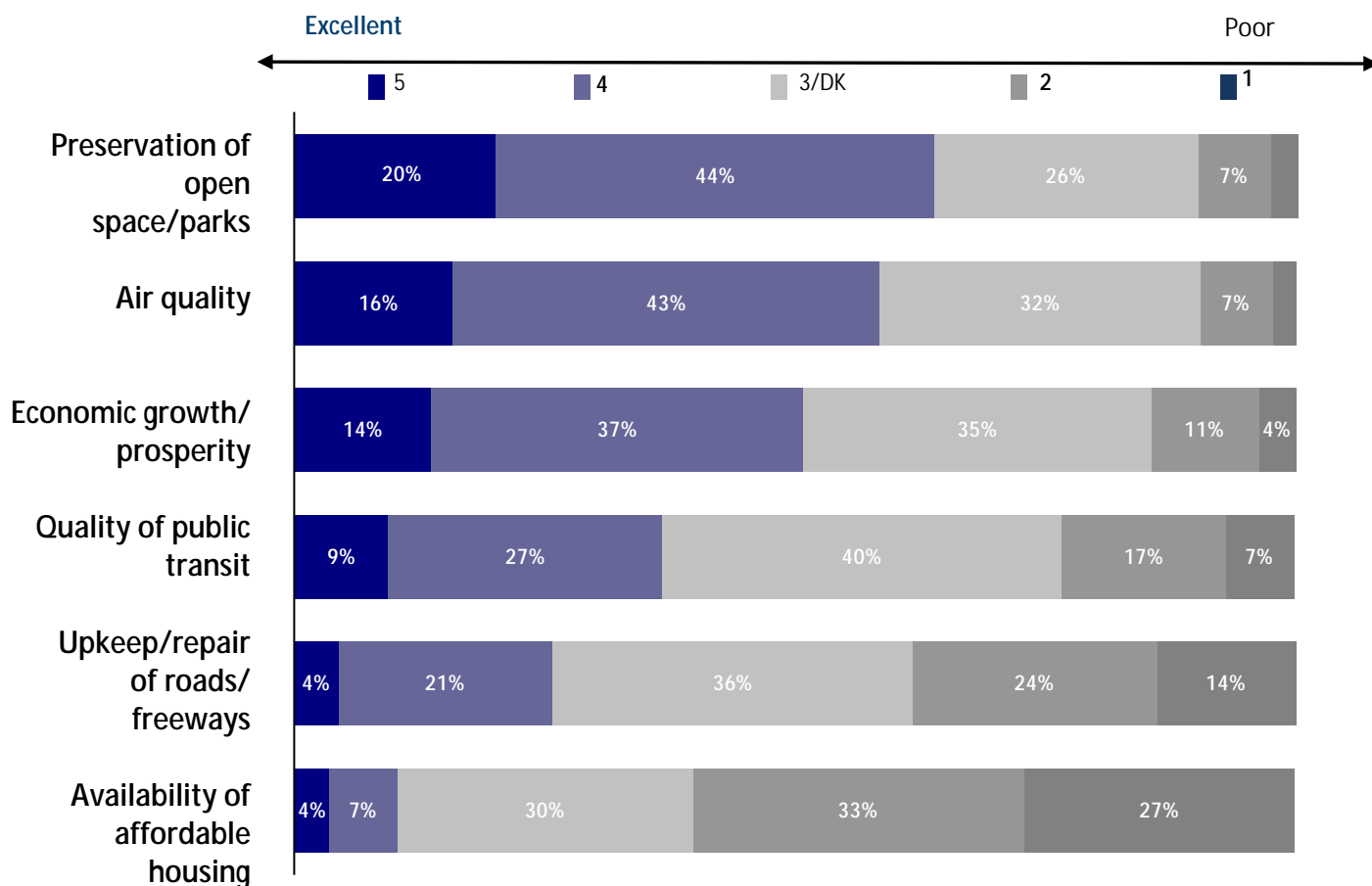


Residents' Perception of Key Issues in Bay Area

Residents rate the Bay Area highly on open space preservation and air quality, but lower on other key issues asked about.

When asked, "How are we doing now?," residents rate the Bay Area as excellent/good as follows:

- Preservation of open space and parks (64%);
- Air quality (59%);
- Economic growth and prosperity (51%);
- Quality of public transit (36%);
- Upkeep and repair of local roads and freeways (25%);
- Availability of affordable housing (11%).



These ratings vary some depending on the area. For example, those in the outer Bay Area rate availability of affordable housing more highly; but suburban and urban residents rate economic growth and prosperity more highly than those in the outer Bay Area.

Trade-Offs and Attitudinal Statements

The most highly rated attitudinal statements were *(percent who agree shown in parenthesis)*:

- Government agencies should play an active role in attracting jobs and promoting the economy in the Bay Area (79%);
- I would take public transit more often if it took less time than driving (77%);
- There should be a focus on walking and biking rather than having to rely on a car (70%);
- Changes will be needed to maintain the quality of life in the Bay Area for future generations (70%);
- In general, warnings about greenhouse gas emissions causing climate changes are valid (70%).

Chapter 4

Open Houses, Public Hearings, Correspondence and Online Engagement



Coinciding with the release of the Draft Plan in April 2013, MTC and ABAG conducted a series of Open Houses/Public Hearings in each of the nine Bay Area counties. The meeting format included two parts — an open house from 6 p.m. to 7:30 p.m. and a public hearing from 7 p.m. to 9 p.m. Members of the public were able to view displays and ask questions of ABAG and MTC staff during the Open House. They could then offer oral comments at the public hearing as part of the official record for the Draft Plan. Those who preferred could opt to submit their comments in writing via a comment form that was provided at the open house and public hearing. Participants were able to comment on the Draft Plan, the Draft Environmental Impact Report (DEIR), the Draft 2013 Transportation Improvement Program (TIP), as well as a Draft Air Quality Conformity Analysis on the Draft Plan and the Draft TIP. In addition to the nine county-based Open Houses/Public Hearings, the agencies conducted three public hearings specifically for the DEIR.



The goal for this round of public engagement was to provide multiple venues, methods and opportunities for the public to comment on the Draft Plan and DEIR, while meeting state and federal requirements. The meeting format was designed with input from MTC's Policy Advisory Council and ABAG's Regional Planning Committee.

Posters at the Open House encouraged participants to submit written comments at the Open House or offer oral comments at the public hearing, or submit comments on the Draft Plan or the Plan's Draft EIR via e-mail or U.S. mail. Additionally, attendees were reminded to participate in an online forum called Plan Bay Area Town Hall at www.onebayarea.org.

During the public hearings, many sought clarification on aspects of the Draft Plan. Staff continuously updated the “Frequently Asked Questions” (FAQ) on the OneBayArea.org website to answer basic questions and to address misperceptions and inaccuracies stated by some.

Staff from MTC and ABAG reviewed, analyzed and presented a summary of comments from the hearings to MTC’s Planning Committee, which met jointly with ABAG’s Administrative Committee. At the same meeting, staff presented preliminary recommendations for changes to the Draft Plan in response to comments (see Appendix A).

Table 2: County Public Open Houses and Public Hearings

<i>County</i>	<i>Date/Time</i>	<i>Venue</i>	<i>Estimated Attendance</i>	<i>Public Speakers</i>
<i>Open House, 6-7:30 p.m. and Public Hearing, 7-9 p.m. (in same venue)</i>				
Alameda	May 1, 2013	Mirage Ballroom (Fremont)	70	32
Contra Costa	April 22, 2013	Marriott Hotel (Walnut Creek)	190	58
Marin	April 29, 2013	Marin Center (San Rafael)	320	64
Napa	April 8, 2013	Elks Lodge (Napa)	50	14
San Francisco	April 11, 2013	Whitcomb Hotel (San Francisco)	75	32
San Mateo	April 29, 2013	Crowne Plaza Hotel (Foster City)	75	36
Santa Clara	May 1, 2013	Hilton Hotel (San Jose)	200	50
Solano	April 22, 2013	Solano County Fairgrounds (Fairfield)	45	21
Sonoma	April 8, 2013	Friedman Center (Santa Rosa)	75	26
<i>Draft Environmental Impact Report (DEIR) Public Hearings</i>				
Alameda	April 16, 2013 at 10 a.m.	Embassy Suites Hotel (San Rafael)	56	16
Marin	April 16, 2013 at 7 p.m.	Joseph P. Bort MetroCenter (Oakland)	70	30
Santa Clara	April 17, 2013 at 1 p.m.	MLK, Jr. Library (San Jose)	30	6
Totals:			1,256	385

A. Open House Display Stations

At each of the nine Plan Bay Area open houses, members of the public had the opportunity to view displays and maps, review the Draft Plan and Draft TIP and then ask questions of staff experts or policy makers in attendance. Following is a description of all the featured displays. Copies of the display boards are shown in Appendix E.

Welcome Station

A staffed “Welcome Station” provided visitors with information and an orientation to the evening. Attendees could pick up materials, including a flash drive loaded with the Draft Plan and the Draft EIR. Other materials included a revised and expanded “Frequently Asked Questions” hand out answering a range of questions concerning Plan Bay Area. This “FAQ” was revised and expanded to include new questions asked by members of the public at the workshops.

Station A: Where We Live, Where We Work

Participants could learn more about how the Draft Plan focuses future jobs and housing growth into areas nominated by local jurisdictions to create a network of complete communities and expand a prosperous and equitable regional economy (Chapter 2: The Bay Area in 2040 and Chapter 3: Where We Live, Where We Work).

Station B: Investments

Interested residents could learn more about strategies for maintaining and boosting the efficiency of the existing road and transit system, while making investments in projects that support the focused growth land-use framework (Chapter 4: Investments).

Station C: Setting Our Sights on Performance

Attendees were able to learn more about how the Draft Plan meets mandated and voluntary performance objectives to accommodate future growth in a way that preserves the character of our communities and our region (Chapter 5: Performance and Chapter 1: Setting Our Sights).

Station D: A Plan to Build On

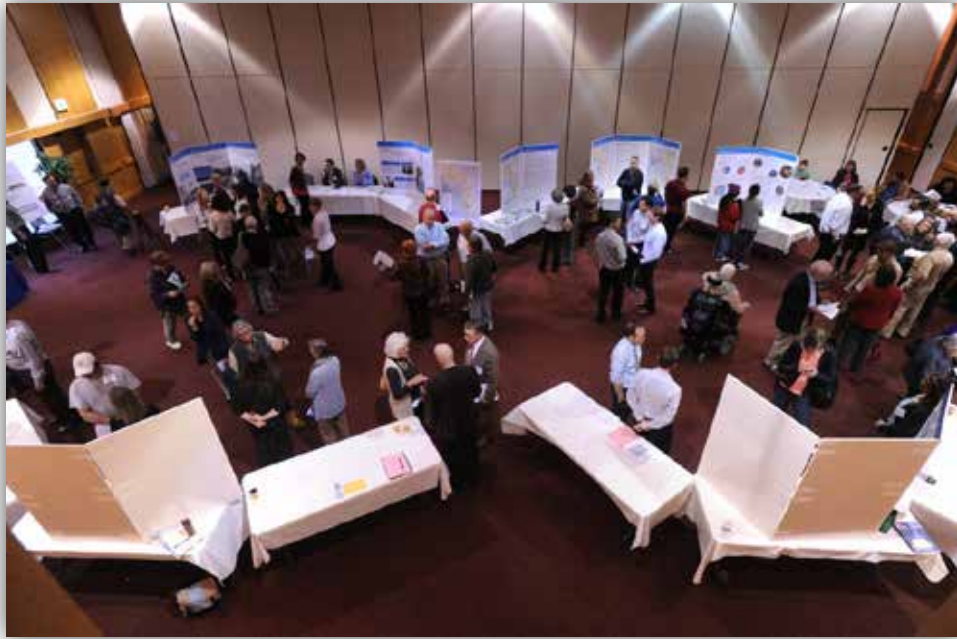
Participants had the opportunity to learn about ongoing and future efforts to achieve the Draft Plan Bay Area vision through policies, programs and legislative advocacy (Chapter 6: A Plan to Build On).

Station E: Comment Station

At this station, meeting attendees were able to sit down and complete a comment form and submit written comments on the Draft Plan Bay Area or on one of its supplemental documents.

Station F: Partner Station

Partner agencies, such as county-level congestion management agencies and Caltrans, were invited to set up and staff an information table to showcase local programs, plans or activities.



B. Correspondence

Nearly 600 comment letters and emails were submitted on the Draft Plan and DEIR. All correspondence was posted online and sortable by county and by the type of commenter (individual, government agency, stakeholder organizations, for example). Correspondence may be viewed online at:

<http://www.onebayarea.org/regional-initiatives/plan-bay-area/meetings-events/What-We-Heard.html>

C. Online Engagement

Website Redesign

Since its launch in 2010 through adoption of Plan Bay Area, the OneBayArea.org web site garnered 66,000 unique visitors and some 356,000 page views. As development of Plan Bay Area continued through 2012, however, it became clear that the site was in need of an overhaul to make it easier for visitors to the site to find information on Plan Bay Area. Staff retained a web design firm to develop a content management system to streamline the interface and simplify the experience for visitors to the web site. The site's new look simplified the browsing experience to make the navigation more intuitive. A number of new features were incorporated into the site design, including:

- A carousel at the top of the home page that includes important notices, flags new content and other items of interest.
- A modified main menu system displayed horizontally across the top of each page. Subordinate pages have additional menu options listed on the left.
- Links at the top right of each page that allow you to view web pages in languages other than English.
- A prominent Plan Bay Area button at the top right of each page. Visitors to the site can use this as a shortcut, or navigate to Plan Bay Area content using the “Regional Initiatives” pull-down menu.
- Top news headlines are displayed on the left of the home page. Web users can still use the menu system to navigate to a full list of recent news headlines, as well as a news archive.

- New interactive features on the right-hand side of the home page, such as quizzes and polls on relevant topics.
- A “What We Heard” feature distilling public comments from different rounds of public engagement.
- A “Frequently Asked Questions” feature that was regularly updated to address new questions as they were raised by members of the public.

Plan Bay Area Town Hall

A new “Plan Bay Area Town Hall” online comment forum was launched in April 2013 in conjunction with the release of the Draft Plan Bay Area. Through this forum, visitors to the site could review each chapter of the Draft Plan and then make comments from the comfort of their own homes. Most “Town Hall” comments submitted were critical of the Plan in general and expressed concern that it would lead to a loss of local control over land use decisions. A complete Town Hall report is included in Appendix C.

MTC also maintained OneBayArea Facebook and Twitter accounts, each with several hundred followers.



Chapter 5

Focus Groups Hosted by Community Organizations



Focus groups were held with twelve community-based organizations (CBOs) during the spring of 2013 in preparation for the release of the Draft Plan Bay Area. The goal of working in partnership with these organizations was to engage some of the typically underrepresented communities in the development of Plan Bay Area and gather their perspective on the Draft Plan efforts.

The February through April 2013 series of focus groups was the third round of public engagement done with these partner community groups, who were selected in a competitive bid process in 2011. The majority of the focus groups were conducted prior to the release of the Draft Plan and the intent was more educational than previous rounds of outreach. The focus groups informed

the communities about the pending release of the Draft

Plan and prepared them to be active participants in offering their opinions about the proposed regional growth strategy and corresponding transportation investments. Participants also were encouraged to attend a public hearing and/or submit comments in some other form once the draft was released.

Meeting Format

MTC and ABAG prepared a resource booklet that provided information on the “what” and “why” about Plan Bay Area that the community groups distributed to focus group participants in advance of the meeting itself. During the focus group, participants were reminded that Plan Bay Area is a blueprint to coordinate land use and housing plus transportation policies and investments, and that the plan is part of California’s approach to reducing greenhouse gas emissions from vehicles.

The participants were briefed on what was heard from their community during the past two rounds of outreach. They were then given some background on Plan Bay Area, including information on how the document would be organized and where to look for information about various topics. They were invited to discuss pertinent issues and ask questions. The group was then given a presentation by a local planner — either from the county-based congestion management agency or from a local city — on how local plans tie into Plan Bay Area and how individuals can be involved at the local level. Finally, the group was given the schedule of meetings and opportunities to comment on the Draft Plan, and given an opportunity to ask any final questions.

Key Comments Heard

Even though the focus groups were largely educational in nature, comments are always encouraged. Participants were able to comment orally during the meeting and/or submit a written comment form. Below is a summary of some of the key comment themes heard from the focus group participants.

Transportation

- In order for people to consider getting out of their cars, public transit needs to be affordable, clean, safe and reliable.
- Transit fares for youth and seniors should be considerably lower or perhaps even free.
- Transit should be available for necessary services (such as medical appointments and court appearances) and on nights and weekends, and not just for Monday-Friday daytime work commutes.
- Transit agencies need to work together to improve service connectivity.
- Subsidies for electric vehicles do not benefit low-income residents.
- The concept of “fix-it first” is important, and participants recognize there is not enough funding; however, modern innovations (things like the Clipper card, apps and other technologies) are also important.



Housing

- “Affordable” housing as defined by Bay Area standards may not be affordable for low-income residents.
- Some Bay Area communities are not creating affordable housing in new developments, which causes low-income workers to have to live elsewhere and commute.
- There is concern that transit-oriented development will displace some current residents and businesses.
- There is widespread support for “complete communities,” meaning communities that provide a range of housing and businesses to meet the needs of local residents.

Outreach/Education

- Outreach into communities of concern is appreciated and should continue.
- More education about Plan Bay Area goals and greenhouse gas reduction efforts is needed.
- More education is needed at the local level about how regional planning connects with local plans and projects.
- Ongoing “town halls” or informational workshops are needed even when there is not a comment period in process.

Below is a graphic view of topics raised at the community-based focus groups. Based on meeting notes, the “word cloud” shows the most frequently voiced topics in red, less discussed in dark blue, and least discussed in light blue. Similarly, the word size shifts from large to small to illustrate how frequently topics were raised by participants.



Table 3: Focus Groups with Community-Based Organizations

County	City/Community	Host Community Group	Date/ Time / Location	Attendees
Alameda	Hayward/ Union City	South Hayward Parish	Thursday, February 7, 2013 6:30-9 pm Hayward	12
Contra Costa	Richmond/San Pablo	Richmond Main Street Initiative	Wednesday, March 20, 2013 6-8:30 pm Richmond	10
Contra Costa	Concord/Monument Corridor	Concord Community Economic Development Organization	Monday, April 15, 2013 11:30 am-2:00 pm Concord	19
Marin	Marin City and Canal Neighborhood	Grassroots Leadership Network of Marin	Thursday, March 21, 2013 11:30 am-2:00 pm. San Rafael	18
San Francisco	Chinatown	Chinatown Community Development Corporation	Thursday, March 14, 2013 4-6:30 pm San Francisco	13
San Francisco	Bayview Hunters Point/Mission District	POWER	Wednesday, March 27, 2013 5:30-8:00 pm	15
San Mateo	North Fair Oaks/ East Palo Alto/ South San Francisco / San Bruno	Housing Leadership Council; Peninsula Conflict Resolution Center	Wednesday, March 6, 2013 6-8:30 pm Redwood City	28
Santa Clara	Central San Jose	San Jose Downtown Association	Tuesday, March 19, 2013 2-4:30 pm. San Jose	15
Santa Clara	San Jose/Milpitas	Vietnamese Voluntary Foundation (VIVO)	Friday, March 15, 2013 12-2:30 pm San Jose	10
Solano	Dixon	Dixon Family Services	Thursday, March 7, 2013 12:30-3:00 pm Dixon	10
Sonoma	Santa Rosa/ Roseland	KBBF Radio	Tuesday, March 12, 2013 6-8:30 pm Santa Rosa	17
Multi-county (meeting conducted in Spanish)	San Francisco Bayview Hunters Point and Mission District; Santa Rosa Roseland Neighborhood; and Concord Monument Corridor	POWER, KBBF Radio, Concord Community Economic Development Organization	Wednesday, April 3, 2013 6:00-8:30 pm San Francisco	14



PUBLIC OUTREACH and PARTICIPATION PROGRAM
Phase Four: Draft Plan Bay Area (2013)

APPENDICES A THROUGH F

Appendices A through F are separate documents, available online as indicated below.

- A. Meeting Packet: MTC Planning Committee and ABAG Administrative Committee (June 14, 2013)
Appendix A documents can be found online at:
<http://apps.mtc.ca.gov/events/agendaView.akt?p=2070>
- B. What We Heard: Public Hearings
Appendix B documents can be found online at:
<http://onebayarea.org/regional-initiatives/plan-bay-area/meetings-events/What-We-Heard.html>
- C. What We Heard: Plan Bay Area Town Hall
Appendix C documents can be found online at:
<http://onebayarea.org/regional-initiatives/plan-bay-area/meetings-events/What-We-Heard.html>
- D. What We Heard: Public Opinion Poll
Appendix D documents can be found online at:
<http://onebayarea.org/regional-initiatives/plan-bay-area/meetings-events/What-We-Heard.html>
- E. Open Houses/Public Hearings: Materials
Appendix E documents can be found online at:
http://onebayarea.org/pdf/final_supplemental_reports/DRAFT_PBA_Public_Outreach_and_Participation_Program_v4-phase_4-Appendix_E.pdf
- F. Community-Hosted Focus Groups
Appendix F documents can be found online at:
http://onebayarea.org/pdf/final_supplemental_reports/DRAFT_PBA_Public_Outreach_and_Participation_Program_v4-phase_4-Appendix_F.pdf

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