

Appendix C.

Public Participation Plan for Plan Bay Area 2050+

DRAFT

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I. Introduction

The Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) work together to adopt a long-range regional plan every four years that serves as the Bay Area’s Regional Transportation Plan (RTP) and Sustainable Communities Strategy (SCS). This joint effort is required under state law, and it helps the Bay Area plan and prioritize strategies (i.e., public policies and investments) necessary to advance the region’s vision of a more affordable, connected, diverse, healthy and vibrant Bay Area for all.

The current plan, known as Plan Bay Area 2050, was adopted by ABAG and MTC in October 2021. Plan Bay Area 2050 focuses on four key elements — housing, the economy, transportation and the environment — and identifies a path to make the Bay Area more equitable for all residents and more resilient in the face of unexpected challenges. This was the third RTP for the nine-county San Francisco Bay Area that also includes the Bay Area’s SCS as required by [California Senate Bill 375 \(Steinberg, Statutes of 2008\)](#).

Senate Bill 375 gives MTC and ABAG joint responsibility for preparing Plan Bay Area. The legislation also states that the two agencies “set forth a forecasted development pattern for the region, which, when integrated with the transportation network, and other transportation measures and policies, will reduce the greenhouse gas emissions from automobiles and light trucks to achieve, if there is a feasible way to do so, the greenhouse gas emission reduction targets approved by the state board.”

This Appendix C to MTC’s Draft 2023 Public Participation Plan outlines the anticipated approach and schedule for the next update for the Bay Area’s regional plan, known as Plan Bay Area 2050+. Scheduled to begin in 2023 and be considered for adoption in 2025, Plan Bay Area 2050+ will focus on making select, high-impact refinements to the Blueprint — the suite of strategies that advance the long-range plan’s vision — and identifying the next set of implementation actions through the end of this decade.

Federal and state law requires MTC and ABAG to work together with federal and state agencies, local governments, county transportation agencies (CTAs), public transit agencies, business and community groups, nonprofits and residents to provide all who are interested with opportunities to be involved in crafting Plan Bay Area. We invite the participation of all Bay Area residents to make the plan’s vision a reality.

II. Developing Plan Bay Area 2050+

Given that Plan Bay Area 2050 was a major update to the regional vision connecting transportation, housing, economic development and environmental resilience, MTC/ABAG staff focused on implementation soon after the plan’s adoption. Highlights of implementation efforts include adoption of the [Transit-Oriented Communities \(TOC\) Policy](#), the advancement of key [Bay Area Housing Financing Authority \(BAHFA\) pilot programs](#), preparation for new cycles of planning grants for [Priority Development Areas \(PDAs\)](#) and [pilot Priority Production Areas \(PPAs\)](#), and accelerated efforts on parking and electrification to advance climate strategies in the current plan, among others. With further initiatives in the queue for 2023 and constrained resources to implement the plan’s strategies, it will be essential to balance efforts in the long-range planning space with the important work of implementing the strategies already adopted by MTC and ABAG in 2021.

A. Process and Schedule

Plan Bay Area 2050+ will build upon the solid foundation of Plan Bay Area 2050 to address ongoing challenges, including those introduced by the COVID-19 pandemic. Plan Bay Area 2050 was the most comprehensive effort to-date, reflecting four years of deep and sustained public and stakeholder engagement, as well as robust analytical exploration of “what if…” scenarios to make the plan’s policies more resilient and equitable than prior cycles. Composed of 35 strategies identifying priorities for transportation, housing, economic development and environmental resilience, the adopted plan also included a near-term Implementation Plan spotlighting more than 80 actions for MTC and ABAG to advance through 2025.

Plan Bay Area 2050+ will be a focused update with the goal of making high-impact refinements to select plan strategies and identifying new implementation actions to move the Bay Area’s vision forward. This approach will enable implementation efforts of Plan Bay Area 2050 to continue apace, rather than shifting considerable staff and financial resources toward long-range planning to accommodate more significant updates.

As noted, this update will identify a new suite of implementation actions, recognizing that many of the implementation activities identified in Plan Bay Area 2050 will be substantially completed by 2025. This will allow a significant update to the plan — on par with the magnitude of Plan Bay Area 2050 — to be advanced starting in the next update cycle (in early 2026) with robust exploratory scenario planning and deep-dive policy analyses.

Given that the subsequent planning cycle will likely face more aggressive climate goals, feature an extended time horizon, and sync up with a brand-new Regional Housing Needs Allocation (RHNA) cycle, it will be better primed to enact more significant policy changes to the next 30-year regional vision.

Development of Plan Bay Area 2050+ will occur between mid-2023 and late 2025, a 2.5-year long process. Public participation is critical to ensure an open process, in which all interested residents have the opportunity to offer input and share their vision for what the Bay Area will look like decades from now. The process will require flexibility and is subject to change in response to input received. To help direct Bay Area residents and organizations interested in participating in key actions and decisions, any changes to the update process, as well as any other relevant details will be posted on the Plan Bay Area website and communicated via e-mail to interested parties and through social media. The Plan Bay Area website includes a clear option to sign up for e-mail updates:

planbayarea.org/get-involved/ mailing-list.

B. Summary of Key Milestones

This section describes key milestones along the path to developing Plan Bay Area 2050+. Key milestones also are displayed visually in the Plan Bay Area 2050+ development timeline (see Attachment 1).

Plan Bay Area 2050+ Step 1: Update or Reaffirm Planning

Assumptions

The COVID-19 pandemic changed overnight how everyone in the Bay Area lives, works and travels. Plan Bay Area 2050 was shaped by and responds to COVID-19's challenges — making it a solid foundation for Plan Bay Area 2050+ to build upon. As part of this focused update, certain targeted revisions may be pursued to better align future planning with the “new normal” and the challenges introduced by the pandemic, such as the transit fiscal cliff's impacts on transportation revenue forecasts. This focused approach will consider whether to pursue targeted updates to, or to reaffirm, the Regional Growth Forecast, while maintaining its forecast methodology, as well as to the External Forces, the Growth Geographies and the Needs and Revenue Forecasts.

Regional Growth Forecast, Growth Geographies, and External Forces

The Plan Bay Area 2050+ Regional Growth Forecast identifies how much the Bay Area might grow over the planning period, including population, jobs, households and

associated housing units. The forecast also includes important components of that growth, including employment by sector, population by age and ethnic characteristics, and households by income level. These figures are then integrated with modeling tools to explore how the plan’s strategies affect growth in households and employment at the local level, and how they impact regional travel patterns, demand on the transportation system and resulting emissions.

MTC and ABAG will also pursue targeted updates to the plan’s Growth Geographies — geographic areas used to guide where future growth in housing and jobs would be focused under the plan’s strategies over the next 30 years. These geographies are identified for growth either by local jurisdictions or because of their proximity to transit or access to opportunity. MTC and ABAG also will reassess both the on-the-ground and anticipated external (or exogenous) forces that will shape the impacts of the strategies included in the plan. External forces are defined as long-term trends or discrete events that affect the Bay Area, but over which residents and elected officials have little-to-no influence, such as a pandemic, the cost of fuel or anticipated sea level rise impacts.

- **Opportunities for Input:**
 - Technical stakeholder engagement, which may include webinars, virtual and/or in-person workshops, asynchronous opportunities to participate or office hours, etc.; discussion at MTC’s Policy Advisory Council.
 - Opportunity for public input via public meetings of the Policy Advisory Council, the Joint MTC Planning Committee with the ABAG Administrative Committee, the ABAG Executive Board and the Commission.
- **Decision-Making Roles:** Direction from the Joint MTC Planning Committee with the ABAG Administrative Committee; adoption by ABAG Executive Board and the Commission.
- **Significance:** This technical work sets the stage for future analysis by identifying anticipated employment, population and housing growth; the geographic areas prioritized for future homes and jobs; and the external forces that will shape the performance of plan strategies under reasonably anticipated future conditions.
- **Timeframe:** Summer-Fall 2023

Needs and Revenue Forecasts

Plan Bay Area 2050 envisioned an investment in the Bay Area’s future of approximately \$1.4 trillion across the interconnected areas of transportation, housing, the economy and the environment. A central element of implementing this vision is understanding the

potential cost of carrying out each of the plan’s strategies, as well as identifying the resources available to meet those needs.

To support this work within Plan Bay Area 2050+, MTC and ABAG will conduct a set of needs assessments to quantify financial needs in the realms of transportation, housing and the environment. Staff will work with applicable public agencies, both on the local and regional levels, to develop these needs assessments.

MTC will also work with partner agencies and use financial models to forecast how much revenue will be available for transportation purposes over the duration of the plan, consistent with relevant state and federal planning requirements. In addition, MTC and ABAG will provide estimates of revenues that will be available for investment in select housing and environment areas. The financial forecasts, coupled with needs assessments in the areas of transportation, housing and the environment, will help identify funding gaps and update the plan’s strategies and associated investments.

- **Opportunities for Input:**
 - Technical stakeholder engagement, which may include webinars, virtual and/or in-person workshops, asynchronous opportunities to participate or office hours, etc.; discussion at MTC’s Policy Advisory Council.
 - Opportunity for public input via public meetings of the Policy Advisory Council and the Joint MTC Planning Committee with the ABAG Administrative Committee.
- **Decision-Making Roles:** Direction from the Joint MTC Planning Committee with the ABAG Administrative Committee.
- **Significance:** This technical evaluation will provide information on the funding needed to achieve key goals related to transportation infrastructure, affordable housing and climate adaptation. The technical work sets the stage for future investment strategies and identifies revenue expected to flow into the region over the life of the plan.
- **Timeframe:** Summer 2023 (Draft)–Summer 2024 (Final)

Plan Bay Area 2050+ Step 2: Update Select Blueprint Strategies

Develop Draft Blueprint

Given Plan Bay Area 2050’s solid foundation of 35 strategies, the Draft Blueprint phase for Plan Bay Area 2050+ will focus on making high-impact refinements to select strategies while retaining the remaining ones. Assumptions for select Blueprint strategies will be refined to reflect ongoing implementation efforts from Plan Bay Area 2050, while also

leveraging findings from previous scenario planning efforts that may be relevant to the post-COVID environment. Equity and performance analyses will also be conducted during both the Draft and Final Blueprint phases of Plan Bay Area 2050+ to evaluate how the plan’s strategies are supporting progress towards making the Bay Area more affordable, connected, diverse, healthy and vibrant for all.

- **Opportunities for Input:**
 - *Round 1 of Public Engagement (Summer–Fall 2023):* Strategies under consideration for inclusion in the Draft Blueprint will be presented for public review and input at Plan Bay Area 2050+ public events. Events will include a combination of virtual, asynchronous and/or in-person techniques (see Chapter 4 of MTC’s Public Participation Plan and Section V below) to ensure meaningful public engagement and will be supplemented with robust digital promotion.
 - Additional public input opportunities via public meetings of the Policy Advisory Council, the Joint MTC Planning Committee with the ABAG Administrative Committee, the ABAG Executive Board and the Commission.
 - Multiple virtual, asynchronous and/or in-person technical stakeholder engagement events (which could include webinars, workshops, office hours, etc.); discussion at MTC’s Policy Advisory Council.
- **Decision-Making Roles:** Direction from the Joint MTC Planning Committee with the ABAG Administrative Committee; adoption by the ABAG Executive Board and the Commission.
- **Significance:** The Draft Blueprint will demonstrate how integrated transportation, housing, economic and environmental strategies can advance a more resilient and equitable future for the San Francisco Bay Area.
- **Timeframe:** Summer 2023–Winter 2024

Integrating Transit 2050+

There is significant interest in prioritizing revisions to six transit-related strategies during Plan Bay Area 2050+ given the continued financial challenges in this space and the need to re-evaluate legacy (i.e., pre-COVID) transportation projects to ensure they align with current and future regional needs. At the same time, both the [Transit Transformation Action Plan](#), which aims to improve the Bay Area’s public transportation network to create a more user-friendly and connected system, and the [Plan Bay Area 2050 Implementation Plan](#) identified development of a new transit modal plan known as the Connected Network Plan (CNP), which would take a service-oriented approach to creating an aspirational transit vision for the Bay Area.

As such, a harmonized approach where connected network planning directly informs the core of Plan Bay Area 2050+ is imperative, assigning the task of re-imagining the six transit-related strategies in the Plan Bay Area 2050+ Transportation Element using a service-based, hub-oriented, and fiscally responsible approach while working closely with the region’s transit operators to co-create this next-generation vision. Accordingly, we have renamed the Connected Network Plan “Transit 2050+” to indicate its linkage to Plan Bay Area 2050+. It will be developed in a parallel process — with its own engagement program — that will feed into the development of the Plan Bay Area 2050+ Blueprint. It is important to note that public engagement for Transit 2050+ will generally be timed to align with Blueprint engagement.

Develop and Adopt Final Blueprint

Based on the results of the technical analysis, MTC and ABAG will define a preferred alternative to advance to final environmental analysis. The preferred alternative will include the strategies and Growth Geographies that will best meet the plan’s vision given identified fiscal and policy constraints.

- **Opportunities for Input:**
 - *Round 2 of Public Engagement (Spring–Summer 2024):* A combination of various engagement techniques will be used to present the Final Blueprint for public review and input. The engagement strategy for Round 2 will be informed by MTC’s Public Participation Plan and will employ a robust combination of techniques (see Section V below) to ensure meaningful public engagement. Engagement will be supplemented with robust digital promotion.
 - Additional public input opportunities via public meetings of the Policy Advisory Council, the MTC Planning Committee, the ABAG Administrative Committee, the ABAG Executive Board and the Commission.
 - Multiple virtual, asynchronous and/or in-person technical stakeholder engagement events (which could include webinars, workshops, office hours, etc.); discussion at MTC’s Policy Advisory Council.
- **Decision-Making Roles:** Direction from MTC’s Planning Committee and ABAG’s Administrative Committee; adoption by the ABAG Executive Board and the Commission.
- **Significance:** The Final Blueprint will refine and finalize how integrated transportation, housing, economic and environmental strategies can advance a more resilient and equitable future for the San Francisco Bay Area.
- **Timeframe:** Spring–Fall 2024. Adoption expected in fall 2024.

Plan Bay Area 2050+ Step 3: Identify New Implementation Priorities and Associated Actions

The revised Implementation Plan for Plan Bay Area 2050+ will focus on short-term, tangible actions that MTC and ABAG can take to advance the plan’s strategies, in partnership with other public agencies, non-profit organizations and the private sector. The Implementation Plan process will engage Bay Area residents, local governments, civic organizations, business interest, non-profits and other stakeholders to identify and prioritize new actions to advance implementation of Plan Bay Area 2050+.

- **Opportunities for Input:**
 - *Round 3 of Public Engagement (Winter 2024-25):* Implementation priorities will be identified with robust public input at Plan Bay Area 2050+ public events. The engagement strategy for Round 3 will be informed by MTC’s Public Participation Plan and will employ a combination of techniques (see Section V below) to ensure meaningful public engagement. Engagement will be supplemented with robust digital promotion.
 - Additional public input opportunities via public meetings of the Policy Advisory Council, the Joint MTC Planning Committee with the ABAG Administrative Committee, the ABAG Executive Board and the Commission.
 - Multiple virtual, asynchronous and/or in-person technical stakeholder engagement events (which could include webinars, workshops, office hours, etc.); discussion at MTC’s Policy Advisory Council.
- **Decision-Making Roles:** Direction from the Joint MTC Planning Committee with the ABAG Administrative Committee; approval from the ABAG Executive Board and the Commission.
- **Significance:** The Implementation Plan identifies the near-term steps necessary to accelerate the plan’s long-term vision, focusing on concrete actions that MTC and ABAG can advance in partnership with public, non-profit and private organizations for each of the plan’s adopted strategies.
- **Timeframe:** Fall 2024–Fall 2025

Plan Bay Area 2050+ Step 4: Draft and Final Plan

Draft and Final Environmental Impact Report (EIR)

A programmatic environmental impact report on the plan, including the preferred scenario and a limited set of alternatives, will identify the environmental impacts of the proposed

long-range plan as a whole, as required by the California Environmental Quality Act (CEQA). A Draft EIR will be released for public comment and submitted to the appropriate resource agencies for review and comment.

- **Opportunities for Input:**
 - A Notice of Preparation will be issued, followed by a public virtual scoping meeting to explain the environmental process and solicit early input on areas of concern. A recording of the scoping meeting will be posted to the Plan Bay Area website to provide interested parties with an asynchronous opportunity to participate. The Draft EIR will be the subject of three public hearings. To maximize participation, public hearings providing the opportunity for virtual public participation will be prioritized. There will be discussion with technical stakeholders, as well as with MTC’s Policy Advisory Council. A statutorily-required 45-day public comment period will be established for written and oral public comments on the Draft EIR; responses to comments will be included in the Final EIR.
 - Additional opportunity for public input via public meetings of the Joint MTC Planning Committee with the ABAG Administrative Committee, the ABAG Executive Board and the Commission.
- **Decision-Making Roles:** Direction from the Joint MTC Planning Committee with the ABAG Administrative Committee; approval from the ABAG Executive Board and the Commission.
- **Significance:** The EIR identifies the environmental impacts of the proposed plan at a programmatic level, in accordance with CEQA requirements.
- **Timeframe:** Draft EIR release expected late spring 2025 with adoption of Final EIR slated for fall 2025.

Title VI and Environmental Justice Analysis

MTC and ABAG will conduct an equity analysis to satisfy federal requirements with respect to the metropolitan planning process. The analysis will measure both the benefits and burdens associated with the investments in Plan Bay Area 2050+ to determine if systemically-excluded, limited English proficient and low-income communities share equitably in the benefits of the investments without bearing a disproportionate share of the burdens.

- **Opportunities for Input:**
 - Multiple virtual, asynchronous and/or in-person technical stakeholder engagement events (which could include webinars, workshops, office

hours, etc.); discussion at MTC’s Policy Advisory Council. Detailed technical input will be sought at the Policy Advisory Council’s Equity and Access Subcommittee on an as needed basis.

- Additional opportunity for public input via public meetings of the Policy Advisory Council, the Equity and Access Subcommittee and the Joint MTC Planning Committee with the ABAG Administrative Committee.
- **Decision-Making Roles:** Direction from the Joint MTC Planning Committee with the ABAG Administrative Committee
- **Significance:** Provides information on the effects of Plan Bay Area 2050+ on the region’s systemically-excluded, limited English proficient and low-income communities.
- **Timeframe:** Fall 2024–Fall 2025

Air Quality Conformity Analysis

The air quality conformity analysis considers if the transportation projects in the financially-constrained Plan Bay Area 2050+, taken together, do not cause new air quality violations, worsen existing air quality or delay timely attainment of the federal air quality standards pertaining to ozone, carbon monoxide and particulate matter (PM_{2.5}). The analysis is done to meet federal planning requirements for MPOs in accordance with the latest U.S. Environmental Protection Agency transportation conformity regulations and the Bay Area Air Quality Conformity Protocol (MTC Resolution No. 3757, Revised).

- **Opportunities for Input:**
 - Technical analysis will be discussed with the Regional Air Quality Conformity Task Force.
 - Additional opportunity for public input via public meetings of the MTC Planning Committee and the Commission.
- **Decision-Making Roles:** Direction from MTC’s Planning Committee; approval from the Commission.
- **Significance:** The Air Quality Conformity Report will demonstrate whether the plan conforms with the latest U.S. Environmental Protection Agency transportation conformity regulations. Timeframe: Fall 2024–Fall 2025

Draft and Final Plan

Release of the Draft Plan will initiate another round of public meetings to gather comments on the draft in preparation for final plan adoption. MTC and ABAG will seek

input on the Draft Plan through a variety of methods. Various supplemental reports will also provide more detail on specific subject areas covered in the plan.

As with Plan Bay Area 2050, staff anticipates a concurrent release of the Draft EIR and Draft Plan Bay Area 2050 documents for a 45-day public comment period. The Draft EIR analysis, together with input from the public on the Draft Plan, will inform the policy discussions and public dialogue leading to the Final Plan adoption by both ABAG and MTC, anticipated to occur in fall 2025.

- **Opportunities for Input:**
 - *Draft Plan Public Engagement (Spring 2025):* The Draft Plan Bay Area 2050+ will be the subject of public meetings, including at least three public hearings. The Draft Plan will be posted online for a 45-day public review and comment period. Engagement on the Draft Plan will be supplemented with robust digital promotion.
 - Additional opportunity for public input on the Draft and Final Plan via public meetings of the Policy Advisory Council, the Joint MTC Planning Committee with the ABAG Administrative Committee, the ABAG Executive Board and the Commission.
 - Multiple virtual, asynchronous and/or in-person technical stakeholder engagement events (which could include webinars, workshops, office hours, etc.); discussion at MTC’s Policy Advisory Council.
- **Decision-Making Roles:** Direction from the Joint MTC Planning Committee with the ABAG Administrative Committee; approval from the ABAG Executive Board and the Commission.
- **Significance:** The plan document provides the public with a consolidated overview of the strategies and investments included in the long-range plan, including an overview of the plan’s anticipated outcomes and implementation commitments.
- **Timeframe:** Draft Plan release expected late spring 2025 with adoption slated for fall 2025.

III. Related Work

A. Tracking Performance

MTC, in conjunction with its partners, has established an innovative monitoring initiative that tracks trends related to transportation, land and people, the economy, the environment and social equity. Measurements in these areas are our region’s [Vital Signs](#), helping us understand where we are succeeding and where we are falling short.

This data-driven Vital Signs website compiles dozens of indicators, including short-range performance targets that support national transportation goals, as mandated by federal planning requirements. Indicators are presented with interactive visualizations that allow users to explore historical trends, examine differences between cities and counties and even compare the Bay Area with other peer metropolitan areas. The Vital Signs website is available at vitalsigns.mtc.ca.gov.

B. Countywide Transportation Plans

Bay Area counties are authorized by state law to develop Countywide Transportation Plans (CTPs) on a voluntary basis. These countywide plans are an integral part of Plan Bay Area. As long-range planning and policy documents, they assess transportation needs and guide transportation priorities and funding decisions for that county over a 20- to 25-year horizon. These countywide plans inform the transportation projects and programs that are forwarded to MTC for consideration in the region’s long-range plan. Adopted countywide transportation plans in the Bay Area can be found at the links shown below. MTC’s guidelines for the development of countywide plans by the CTAs can be found here: mtc.ca.gov/sites/default/files/documents/2023-02/Guidelines_for_Countywide_Transportations_Plans.pdf.

- **Alameda County:** Alameda County Transportation Commission alamedactc.org/planning/countywidetransportationplan
- **Contra Costa County:** Contra Costa Transportation Authority ccta.net/planning/countywide-transportation-plan
- **Marin County:** Transportation Authority of Marin
No current plan
- **Napa County:** Napa County Transportation and Planning Agency nctpa.net/countywide-plan-vision-2040

- **San Francisco City & County:** San Francisco County Transportation Authority
sfcta.org/projects/san-francisco-transportation-plan
- **San Mateo County:** City/County Association of Governments of San Mateo County
ccag.ca.gov/programs/countywide-transportation-plan
- **Santa Clara County:** Santa Clara Valley Transportation Authority
(under development)
vta.org/projects/valley-transportation-plan-vtp-2050
- **Solano County:** Solano Transportation Authority
sta.ca.gov/documents_and_report/solano-comprehensive-transportation-plan-ctp
- **Sonoma County:** Sonoma County Transportation Authority
scta.ca.gov/planning/comprehensive-transportation-plan

IV. Public Engagement

In developing Plan Bay Area 2050+, MTC and ABAG strive to promote an open, transparent process that encourages the ongoing and active participation of local governments and a broad range of interest groups as well as the general public. Engagement efforts for Plan Bay Area 2050+ will be guided by [MTC’s Draft 2023 Public Participation Plan for the San Francisco Bay Area](#). Additionally, Plan Bay Area 2050+ will build on the robust engagement efforts of Plan Bay Area 2050, which used a variety of platforms to successfully communicate and engage with record numbers of Bay Area residents, partner agencies and organizations, even in the midst of a global pandemic and shelter-in-place orders.

A. General Public

In addition to the public engagement activities planned for each key milestone (see Section II, B. Summary of Key Milestones above), the general public has several other avenues for ongoing participation in the development of Plan Bay Area 2050+.

e-News

Sign up to receive regular updates on Plan Bay Area 2050+: planbayarea.org/get-involved/mailling-list. This regular e-newsletter, and occasional e-mail announcements provide the most current information on the process of developing Plan Bay Area 2050+, including announcements about upcoming participation opportunities; key milestones, decision points and meetings; process updates; and much more. This is the best way for

the public, and all interested parties, to stay abreast of all Plan Bay Area 2050+ activities. Plan Bay Area also has a dedicated email address where members of the public can send all Plan Bay Area-related questions: info@planbayarea.org.

Policy Committees/Board Meetings

MTC and ABAG policy committee and board meetings¹ are public meetings that present another opportunity for the public to influence the plan’s development. Plan Bay Area 2050+ updates are typically presented before the following decision-making bodies:

- MTC’s [Planning Committee](#)
- [Joint MTC Planning Committee with the ABAG Administrative Committee](#)
- ABAG [Executive Board](#)
- [Metropolitan Transportation Commission](#)

Occasionally, Plan Bay Area updates may be presented at other policy committees, such as ABAG’s General Assembly. To stay involved in individual policy committees, contact the MTC Public Information Office at info@bayareametro.gov or (415) 778-6757 and ask to be added to the committee’s mailing list. Calendars of meetings and events are available online (see “Meetings and Events Online Calendars” below) and also are posted at the entrance to MTC’s and ABAG’s offices at 375 Beale Street, San Francisco.

Advisory Bodies

MTC’s [Policy Advisory Council](#) meets on a regular basis and will play a key role in the development of Plan Bay Area 2050+, providing feedback on proposed strategy revisions and implementation priorities. The plan’s development will be presented approximately quarterly to the Council for discussion and comment. Additional context on the Policy Advisory Council can be found in MTC’s Public Participation Plan. These meetings are open to the public.

Public Events

Updating Plan Bay Area always involves several rounds of public engagement during key milestones of the plan’s development. These engagement rounds will typically include a slew of virtual and/or in-person activities that are tailored to best inform the development

¹ All policy committees of the Commission and ABAG Board are described in MTC’s [Draft 2023 Public Participation Plan](#).

of the plan at any given point in the process. As appropriate, MTC and ABAG will seek partnerships with cities and counties, Caltrans and other public agencies to explain the relationship of the long-range regional plan to adopted local priorities for transportation and land use.

Plan Bay Area Website

The Plan Bay Area website is another way for the public to stay informed on the progress of the plan or to participate in online surveys or comment forums. The website is available at planbayarea.org.

Plan Bay Area Listening Line

Members of the public also can participate in the Plan Bay Area 2050+ process via phone. MTC and ABAG have a listening line available where participants can record their comments to be entered into the official record. Participants can leave messages in English, Cantonese, Mandarin and Spanish by calling (415) 778-2292.

Meetings and Events Online Calendars

- MTC website: mtc.ca.gov/meetings-events
- ABAG website: abag.ca.gov/meetings
- Plan Bay Area website: planbayarea.org/meetings-and-events

B. Local Governments and Partner Agencies

Working with local governments and partner agencies — from elected officials to city managers, planning and public works directors, transit operators and county transportation agencies — is critical to the development of Plan Bay Area 2050+. Local officials can provide valuable context and specifics about local priorities and explain how the regional plan supports these priorities. One avenue for discussion with local government staff is through robust virtual, asynchronous and/or in-person technical stakeholder engagement (which could include webinars, workshops, office hours, etc.). In addition, MTC and ABAG staff are available to meet with elected officials and local government staff in each county. Additionally, CTAs provide an existing forum that will also be used to discuss issues related to the plan.

C. Additional Statutorily-Required Outreach

Federal, State and Other Government Agencies

In addition to the local governments that will be involved with Plan Bay Area 2050+, MTC and ABAG will consult with officials responsible for other types of planning activities that are affected by long-range regional planning, such as state and local agencies responsible for land use, natural resources, environmental protection, conservation and historic preservation; federal land management agencies; regional air quality planning authorities, etc. Consultation will be based on the agency's interests and needs. At a minimum, agencies will be informed about the process to develop the update and will be provided an opportunity to participate.

Native American Tribal Governments

Consultation with the region's Native American Tribal governments also will occur. There are six federally recognized Native American tribes in the San Francisco Bay Area:

- Cloverdale Rancheria of Pomo Indians
- Dry Creek Rancheria Band of Pomo Indians
- The Federated Indians of Graton Rancheria
- Kashia Band of Pomo Indians of the Stewarts Point Rancheria
- Lower Lake Rancheria Koi Nation
- Lytton Rancheria Band of Pomo Indians

The groundwork for consultation with our region's Tribal governments will occur early in the process of developing the plan. Engagement activities with the Tribes will be conducted according to Tribal preference. MTC and ABAG also will invite and encourage Tribal leaders and their representatives to request government-to-government consultation at any time during development the plan. Tribal Summits will continue in order to offer Tribes the ability to collaborate with MTC and ABAG and several of their partners as appropriate. MTC and ABAG will also conduct individual meetings at each Tribe's convenience.

MTC and ABAG will provide written notification to all Tribes in the region, including federally recognized Tribes and all California Native American Tribes on the Native American Heritage Commission List with Tribal Cultural Resources in the Bay Area, about the opportunity for engagement in the Plan Bay Area 2050+ update process. Additionally, MTC and ABAG will be available for consultation at the Tribe's request.

Presentations to Local Governments

As required by SB 375, at least two informational meetings in each county will be held for members of the county board of supervisors and city councils to review and discuss the Draft Plan, and to consider their input and recommendations. Notice of the meeting shall be sent to each city clerk and to the clerk of the board of supervisors. One informational meeting will be conducted if attendance at the one meeting includes 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.

V. Public Engagement Strategies

Development of Plan Bay Area 2050+ will be a multi-year effort. Public participation strategies for each round of engagement will be presented in advance to the Joint MTC Planning Committee with the ABAG Administrative Committee and posted on the Plan Bay Area website (planbayarea.org). Throughout each round of engagement, MTC and ABAG staff will be guided by MTC's Draft 2023 Public Participation Plan for the San Francisco Bay Area and will use a variety of participation tools and techniques to meaningfully engage a wide range of partners and residents.

A. The New Engagement Normal

In the first two Plan Bay Area processes, MTC and ABAG engaged in more traditional planning and outreach techniques. Plan Bay Area 2050 pushed the boundaries of engagement innovation and involved record numbers of residents and partners. Just as MTC and ABAG were experimenting further with virtual public engagement, the COVID-19 pandemic forced all manner of business to be conducted remotely, including public engagement. As people gained experience with new online platforms, expectations shifted and the demand for increased opportunities for virtual participation and “meeting people where they already are” became the norm.

In order to engage as many Bay Area residents as possible, MTC and ABAG will prioritize tools and techniques that allow the public to continue participating from the comfort of their homes and to reach people “where they are,” with a special focus on youth and Equity Priority Communities. Although MTC and ABAG are statutorily required to hold workshops, innovative strategies will be used whenever possible.

B. Integrating MTC and ABAG's Equity Platform

The success of the plan is dependent on all voices in the region being represented and involved. Guided by MTC and ABAG's Equity Platform, Plan Bay Area 2050+'s engagement will invest resources to ensure systemically-excluded communities can meaningfully influence decision-making. MTC and ABAG's Equity Platform is based on a commitment to meaningfully reverse disparities in access and dismantle systemic exclusion. As such, MTC and ABAG will take special effort to engage systemically-excluded and low-income residents who cannot easily participate in regional government planning efforts.

In order to seek out and consider the needs of those systemically excluded from the planning process, including people of color, communities with low incomes, persons with disabilities and communities with limited English proficiency, MTC and ABAG will work closely with community-based organizations (CBOs), particularly in Equity Priority Communities. As done in past plans, MTC will complete a request for proposals (RFP) process to contract with local CBOs that serve Equity Priority Communities.

C. Engagement Activities

In addition to each round of engagement as outlined in Section II, B, public engagement efforts also will include:

Advance Notice

- Develop details for the planning process and opportunities for public engagement in advance of each phase of Plan Bay Area 2050+ engagement and post these details on the Plan Bay Area website.
- Maintain an updated calendar of events on the Plan Bay Area website.
- Provide timely notice about upcoming meetings via e-newsletters and social media channels.
- Post agendas and meeting materials on the web as required by law.
- Use a contacts list database to keep participants notified throughout the multi-year process.
- Circulate a Draft Plan or Alternative Planning Strategy, if one is prepared, for public review at least 45 days before the adoption of the Final Plan Bay Area 2050+.
- Issue press releases to encourage news coverage.

Virtual, Asynchronous and In-Person Events

- Provide opportunities for participation in each county on important issues surrounding Plan Bay Area 2050+. Pursuant to state statute, MTC and ABAG will hold a minimum of three workshops in Alameda, Contra Costa, San Francisco, San Mateo and Santa Clara counties, and one or more workshops in the less populous Marin, Napa, Solano and Sonoma counties.
- Promote a civil atmosphere at public meetings to ensure the opportunity for all participants to speak free of disruptions or personal attacks.
- Host public meetings, open houses or workshops at a variety of times (evenings, weekends, as well as weekdays). Host in-person events in convenient and accessible locations.
- Maximize use of webinars, virtual workshops and/or telephone town halls to encourage greater participation.
- Hold at least three public hearings on the Draft Plan or Alternative Planning Strategy, if one is prepared. Prioritize virtual public hearings to encourage broader and more participation. Hold at least one public hearing at a policy committee meeting, as appropriate.

Digital Engagement

- Maintain a comprehensive project website — planbayarea.org — so members of the public have a single place to go for current updates. The website enables the public, and all interested parties, to easily request to receive notices and information as required by state law.
- Use social media to reach, educate and engage residents.
- Maintain an archive of past workshop meeting materials on the Plan Bay Area website.
- Offer interactive activities to seek public feedback, such as web polls, surveys, games, etc.
- Provide timely, easy-to-understand information on a website that is mobile-ready and accessible, per the Americans with Disabilities Act.

Media Outlets

- Issue press releases to media outlets, including ethnic, foreign-language and community media, to keep reporters apprised of progress and generate coverage on radio, television, newspapers and the Internet.
- Translate news releases about public meetings following guidance from [MTC's Plan for Special Language Services to Limited English Proficient \(LEP\) Populations](#).

Outreach to Systemically-Excluded Groups

- Seek out and consider the needs of those systemically-excluded from the planning process, including people of color, low-income, limited English proficient communities and persons with disabilities.
- Provide assistance to people with disabilities and language assistance to people with limited English proficiency. Such requests may be made in advance by contacting the MTC Public Information Office at (415) 778-6757 or info@bayareametro.gov. Staff requests at least three working days' notice to provide reasonable accommodation.
- Ask partners to help spread the word about public comment opportunities.
- Leverage existing meetings/events in order to attract greater attendance and participation.
- Consider the needs of the Bay Area's growing senior population.

Other Strategies

- Use paid digital promotion to raise awareness, educate the public and promote upcoming events.
- Engage in “pop-up” style intercept outreach at community events and popular local gathering places (e.g., farmers' markets, malls, festivals, etc.)
- Involve youth in helping to shape the draft Plan Bay Area 2050+ through partnerships with academic or nonprofit organizations.
- Use video to communicate complex concepts to the public; video could use humor or animation in order to make the subject matter more understandable or relatable.
- Conduct a statistically valid public opinion poll (also available in languages other than English).
- Use visualization techniques to communicate technical planning issues and strategies to the public, such as maps, videos, graphics, animation or computer simulations to depict strategies under consideration.
- Provide a summary of comments heard at public meetings via the Plan Bay Area website.
- Inform the public and decision-makers how the public's input influenced the process.

VI. Public Participation Goals

People who make the time to participate in public processes should feel their participation is valued. MTC and ABAG commit to the following goals and performance benchmarks to measure the effectiveness of the public participation program:

- 1. Promote transparency and inform participants:** MTC and ABAG should make every effort to make the complex planning process transparent by informing participants early and often of opportunities for participation and developing content and materials in plain easy-to-understand language.
- 2. Encourage broad participation:** Rooted in the Equity Platform, MTC and ABAG should make every effort to increase participation opportunities for those communities most affected by past exclusionary policies. The process should include the greatest number of people possible from throughout the region and reflect the diverse Bay Area population, regardless of individuals' language, personal mobility or ability to attend or access a meeting.
- 3. Influence decision-making:** Rooted in the Equity Platform, MTC and ABAG should make every effort to shift decision-making power to the people who are affected by policies by empowering participants with the information to influence the process most effectively. The input and feedback received from the public and partners should be analyzed and provided to decision-makers in a timely manner to inform their decisions. MTC and ABAG will inform the public and decision-makers on how the public's input influenced the process.
- 4. Build knowledge:** MTC and ABAG should make every effort to inform a wide range of people about transportation and land-use issues in the Bay Area. Each step of the process should include an educational element to set context and promote increased understanding of the plan and relevant topics.

Targeted Performance Measures

MTC and ABAG will track various performance measures in an effort to inform and improve future outreach. Data will be used to conduct an evaluation of Plan Bay Area public engagement at the conclusion of the planning process. The following performance metrics will be tracked:

Promote Transparency and Inform Participants

- **Objective:** Inform participants early and often

- **Performance Metrics:**
 - Plan Bay Area mailing list sign-ups
 - E-mail analytics such as open rates, click-through rate, etc.
 - E-mail distribution list size
 - Website analytics such as site visits, pageviews, etc.
 - Digital engagement analytics such as impressions, post engagement, link-clicks
 - Total number of e-mail announcements, web stories, news releases, etc.
- **Objective:** Develop user-friendly content written in plain language
- **Performance Metrics:**
 - Ratings collected via participant surveys
 - Public comments received

Encourage Broad Participation

- **Objective:** Increase participation from those most affected by past exclusionary policies
- **Performance Metrics:**
 - Event location
 - Participant demographics collected via surveys
 - Public comments received
 - Listening line participants
 - Digital engagement analytics such as impressions, post engagement, link-clicks
 - CBO engagement reach (to be determine based on CBO-recommended metrics)
- **Objective:** Include the greatest number of people possible from throughout the region
- **Performance Metrics:**
 - Event location
 - Listening line participants
 - Mailing list participant location
 - Digital engagement analytics such as impressions, post engagement and/or link-clicks
- **Objective:** Participants reflect the diverse Bay Area population
- **Performance Metrics:**
 - Participant demographics collected via surveys

- Number of public comments received from CBOs that serve Equity Priority Communities
- CBO engagement participation numbers
- Comment letter demographics

Engage for Impact

- **Objective:** Shift decision-making power to the people who are affected by policies
- **Performance Metrics:**
 - Participant demographics collected via surveys
 - Total public comments received
 - Ratings collected via participant surveys
- **Objective:** Analyze and provide public feedback to decision-makers in a timely manner
- **Performance Metrics:**
 - Ability to provide information before key actions
- **Objective:** Inform the public and decision-makers how the public’s input influenced the process
- **Performance Metrics:**
 - Ratings collected via participant surveys
 - Presentations to the Joint MTC Planning Committee with the ABAG Administrative Committee, the Commission and ABAG Executive Board

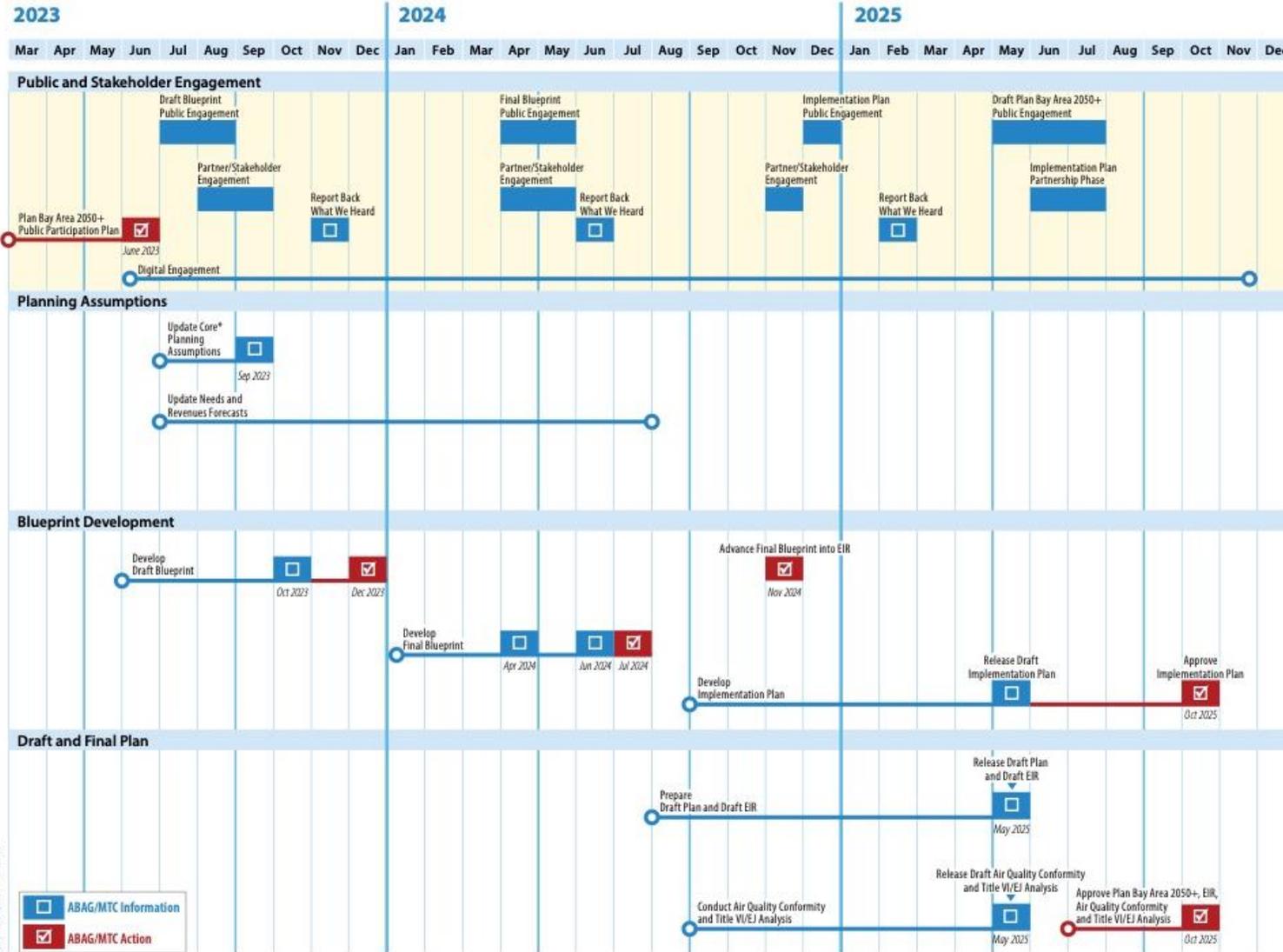
Build Knowledge

- **Objective:** Inform a wide range of people about regional planning issues in the Bay Area, including transportation, housing, economic and environmental topic areas
- **Performance Metrics:**
 - Ratings from before and after participant surveys
 - Number of participants in educational efforts
- **Objective:** Each step of the process should include an educational element
- **Performance Metrics:**
 - Ratings collected via participant surveys
 - Number of participants in educational efforts

Attachment 1.

Plan Bay Area 2050+ Timeline

Plan Bay Area 2050+: Key Milestones (DRAFT)



*Includes Regional Growth Forecast, Growth Geographies and External Forces.

(Dates are tentative and subject to change.)

mtc.graphics.mpld - 02.14.2023