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Acknowledgment

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I. Executive Summary

The Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) began working in 2014 to update Plan Bay Area, the long-term Regional Transportation Plan (RTP) for the San Francisco Bay Area. The update — known as Plan Bay Area 2040 — considers how and where the region should accommodate growth projected for the next 24 years. The Plan is 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.

Public Engagement a Key Element of Plan Bay Area 2040

A comprehensive program of public involvement activities is a key part of our long-range planning process. Extensive outreach with local government officials is required, as well as a federal Public Participation Plan that details opportunities for the public to be involved in the Plan’s development. Engagement activities include workshops in each county and public hearings on the draft prior to adoption of a final plan.

Thousands of people have participated in public open houses and other public meetings, telephone and internet surveys, and more. The region’s 101 cities and nine counties also participated in the development of the Plan, as did 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. Officials representing Native American Tribes were also consulted (those activities are summarized in a separate report).

This report documents the four phases of public involvement activities:

1. Phase One: Public Participation Plan (2014-15)
2. Phase Two: Goals and Targets (2015)

Following are highlights of activities from the overall engagement effort:

- 27 open houses in the nine Bay Area counties that drew nearly 1,500 participants over the three rounds of open houses (three open houses per county)
- One statistically valid telephone poll in spring of 2016 that reached out to more than 2,000 Bay Area residents from all nine counties and conducted in English, Spanish and Chinese
- Six public hearings to gather input on the plan’s environmental impact report (EIR)
- A regional housing summit attended by some 300 Bay Area public officials, community leaders and interested residents to consider ideas and best practices for alleviating the region’s housing affordability crisis
- Ongoing meetings with local elected officials, local planning directors and officials from congestion management and transit agencies as well as staff from environmental protection agencies, including 10 presentations to elected officials on the Draft Plan
• Partnerships with community-based organizations (CBOs) in low-income communities and communities of color that featured presentations by CBO leaders directly to MTC and ABAG decision makers, 168 completed online surveys ranking planning scenarios and five focus groups with 70 residents to discuss the Draft Plan

• An active web presence, including nearly 255,000 page views by 63,000 unique visitors to the PlanBayArea.org and 2040.planbayarea.org websites between July 2014 and July 2017 (60 percent of visitors were new visitors)

• An active social media presence with a total of 28 paid campaigns on Facebook and Twitter

• Online “Build a Better Bay Area” survey taken by some 920 participants helped illustrate policy and fiscal tradeoffs associated with three different future growth and transportation scenarios

• Nine videos produced, posted online explain the planning process and challenge facing the region

• Release of the Draft Plan and Draft EIR in March and April of 2017, including a PDF version of the Draft Plan and a web site (2040.planbayarea.org/) that showcases the plan document in its entirety in a web-based format – making it easier to read on tablets and mobile phones in English, Spanish or Chinese

• The Plan was discussed at a total of 195 public meetings during its development.

Table 1 shows the number of participants at key public engagement events. Table 2 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 through adoption in 2017.

**Table 1: Participation in Key Public Engagement Events**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date(s)</th>
<th>Estimated Attendance/Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2015 Open Houses: Nine open houses around the region</td>
<td>April 29, 2015 through May 28, 2015</td>
<td>600</td>
</tr>
<tr>
<td>Scenario Concepts Special Workshops: Regional Advisory Working Group and Regional Planning Committee</td>
<td>October 6 and October 7, 2015</td>
<td>130</td>
</tr>
<tr>
<td>Housing Forum: Calling the Bay Area Home: Tackling the Affordable Housing and Displacement Challenge</td>
<td>Saturday, February 20, 2016</td>
<td>300</td>
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<tr>
<td>Telephone Survey: Conducted in English, Spanish &amp; Chinese by phoning registered voters in all nine counties</td>
<td>March/April 2016</td>
<td>2,048</td>
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<tr>
<td>Spring 2016 Open Houses: Nine open houses around the region</td>
<td>May 26, 2016 through June 14, 2016</td>
<td>455</td>
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<tr>
<td>Build a Better Bay Area Online Quiz: Online survey on three alternative scenarios; Includes 204 responses from surveys conducted by community-based organizations</td>
<td>Data collected between May 26, 2016 and September 16, 2016</td>
<td>921</td>
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<tr>
<td>Scoping Meetings (public hearings) on Draft Environmental Impact Report (DEIR): Oakland, San Jose, Santa Rosa</td>
<td>Three scoping meetings: May 26, May 31 and June 2, 2016</td>
<td>60</td>
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<tr>
<td>Spring 2017 Open Houses: Nine open houses around the region</td>
<td>May 4, 2017 through May 22, 2017</td>
<td>410</td>
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<tr>
<td>Community-hosted Focus Groups: Five focus groups (Alameda, Contra Costa, Santa Clara, Solano counties)</td>
<td>Five focus groups: May 2, 2017 thru May 18, 2017</td>
<td>70</td>
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</table>
Table 2: Plan Bay Area 2040 Public Meetings

<table>
<thead>
<tr>
<th>Meeting/Event</th>
<th>Special Workshop or Open House</th>
<th>ABAG/MTC Policy &amp; Advisory Committees with Plan Bay Area 2040 on agenda</th>
<th>Totals</th>
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<tr>
<td><strong>2014</strong></td>
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<td>Public Meeting: Approach to the 2015 Public Participation Plan Update (Oct. 8, 2014)</td>
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<td>MTC Policy Advisory Council</td>
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<td>ABAG Regional Planning Committee</td>
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<td>Regional Advisory Working Group</td>
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<tr>
<td>ABAG Administrative/MTC Planning Committee</td>
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<td>ABAG Executive Board</td>
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<tr>
<td><strong>2015</strong></td>
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<tr>
<td>Spring 2015 Open Houses: all nine counties</td>
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<td>MTC Policy Advisory Council</td>
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<td>ABAG Regional Planning Committee</td>
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<td>Regional Advisory Working Group</td>
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<tr>
<td>Plan Bay Area 2040 Performance Working Group</td>
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<tr>
<td>Regional Equity Working Group</td>
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<tr>
<td>The Bay Area Partnership Board</td>
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<tr>
<td>The Partnership Technical Advisory Committee</td>
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<td>ABAG Administrative/MTC Planning Committee</td>
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<td>ABAG Executive Board</td>
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<td>MTC Commission</td>
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<tr>
<td><strong>2016</strong></td>
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<td>Housing Forum: Calling the Bay Area Home (Saturday, Feb. 20, 2016)</td>
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<td>Spring 2016 Open Houses: all nine counties</td>
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<td>Environmental Impact Report Scoping Meetings: Oakland, San Jose, Santa Rosa</td>
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<td>MTC Policy Advisory Council</td>
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<td>ABAG Regional Planning Committee</td>
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<td>Regional Equity Working Group</td>
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<tr>
<td>Native American Tribal Consultation</td>
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<tr>
<td>Meeting/Event</td>
<td>Special Workshop or Open House</td>
<td>ABAG/MTC Policy &amp; Advisory Committees with Plan Bay Area 2040 on agenda</td>
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<td>The Bay Area Partnership</td>
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<td>The Partnership Technical Advisory Committee</td>
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<td><strong>2017</strong></td>
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<tr>
<td>Spring 2017 Open Houses: all nine counties</td>
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<td>9</td>
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<td>Public Hearings on Draft Plan Bay Area 2040 and on Draft Environmental Impact Report (DEIR)</td>
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<tr>
<td>Community-Hosted Focus Groups</td>
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<tr>
<td>Presentations to Elected Officials (with county Congestion Management Agencies)</td>
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<td>MTC Policy Advisory Council</td>
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<td>Air Quality Conformity Task Force</td>
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<td>Native American Tribal Consultation</td>
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<tr>
<td><strong>Totals</strong></td>
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<td>195</td>
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II. Public Participation Plan (2014)

The Metropolitan Transportation Commission’s public involvement process aims to give the public ample opportunities for early and continuing participation in critical transportation projects, plans and decisions, and to provide full public access to key decisions. Engaging the public early and often in the decision-making process is critical to the success of any transportation plan or program, and is required by numerous state and federal laws, as well as by the Commission’s own internal procedures.

MTC’s Public Participation Plan (PPP), updated by the Commission every four years in advance of the update to the region’s long-range transportation plan, spells out the process for providing the public and interested parties with reasonable opportunities to be involved in the regional transportation planning process. The Public Participation Plan, as well as its Appendix A that is specific to Plan Bay Area 2040, was updated with input from the public, as described below.

A. Public Participation Plan Leads Plan Bay Area Update

In July 2014, MTC and ABAG introduced a general approach for the next update to the region’s long-range transportation plan, known as Plan Bay Area 2040. For this planning cycle, the proposed approach was to conduct a limited and focused update of Plan Bay Area, building off the core framework established by the Plan adopted in 2013. One key difference between the 2013 Plan and Plan Bay Area 2040 is that the latter does not require adoption of a Regional Housing Needs Allocation (RHNA), which was required in 2013, and which will be included again in the 2021 update. The RHNA process necessitates a great deal of outreach and planning work that was not needed for Plan Bay Area 2040. The proposed approach and tasks for the 2017 update were discussed at a number of meetings and the feedback received helped inform the content and structure of the Public Participation Plan, which was released for public comment in November 2014.

B. Public Engagement on the Public Participation Plan

MTC held an evening public meeting on October 8, 2014, to hear comments and suggestions for improving public engagement. ABAG staff held discussions at their Executive Committee and Regional Planning Committee, as well as at county delegate meetings. Likewise, staff sought ideas from MTC’s Policy Advisory Council, the Regional Advisory Working Group, and congestion management agency planning directors. Staff also launched an online survey and comment forum, and surveyed the public at numerous community events around the region.

In response to comments, the Draft Public Participation Plan spotlights the process and significance of various milestones in development of Plan Bay Area 2040, the roles of various agencies, and opportunities for public comment.

MTC released its Draft Public Participation Plan for public comment on November 7, 2014. Revisions to the Draft provided requested clarification or expanded upon public participation opportunities. The final Public Participation Plan was adopted by the Commission as MTC Resolution No. 4174, on February 13, 2015.

C. Key Messages Heard

We received nearly 100 comments on the PPP, including several from MTC’s Policy Advisory Council and the Regional Advisory Working Group. A memo, including a summary of comments and responses as well as the adopted Public Participation Plan, can be found at this link:

Comments fell into the following themes:

*Be Specific* — A number of comments asked for more detail in the PPP, including showing more explicitly how public comments are factored into the decision-making process. The 2017 PPP includes strategies directing staff to summarize comments to highlight areas of consensus and areas of disagreement so that Commissioners and the public have a clear understanding of the depth and breadth of opinion on a given issue. The 2017 PPP also calls for meeting minutes that reflect public comments and for staff documentation of how comments are considered in MTC’s decisions, as well as information about how public meetings and participation are helping to shape or have contributed to MTC’s key decisions and actions. The 2017 PPP also calls for explaining the rationale when outcomes don’t correspond to the views expressed.

*Localyze the Plan Bay Area Message* — One theme expressed the need to communicate the plan and related issues via a local framework to explain why Plan Bay Area matters in a given community and/or county.

*Involve 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 to build capacity and allow for more effective participation. The Final Draft PPP calls for continued partnerships with community-based organizations to involve residents in communities that might not otherwise participate. Likewise, based on several comments, the 2017 PPP includes revised language to form a Regional Equity Working Group similar to a panel used during the last process.

*More Access to Meetings* — A number of commenters asked for better access to meetings, whether in-person or via live and interactive web streaming. Several suggested holding meetings at locations that are convenient and accessible, including by public transit. While the 2017 PPP does not go into great detail on meeting formats or locations, it does call for holding meetings at varied times and locations that are convenient to more residents. It also calls for use of interactive web features.

*Evaluate and Improve* — Another theme called for evaluation of the previous Plan Bay Area process and reviews of each phase of the upcoming Plan Bay Area public engagement process to identify what is likely to work and what needs to be improved. MTC and ABAG did review each phase of the last Plan Bay Area public process and completed a comprehensive evaluation after the Plan was approved. Those reviews helped shape the 2017 PPP, and we anticipate continuing this practice moving forward.

*Specific Plan Bay Area Topics* — Many of the comments touched on specific issues to be addressed during the Plan Bay Area update that did not directly relate to public participation. When possible, we explained opportunities in the upcoming Plan Bay Area update to address these concerns.
III. Ongoing Engagement Activities

A. Plan Bay Area 2040 Advisory Structure

Throughout the development of Plan Bay Area 2040, 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 2014, the Regional Advisory Working Group (RAWG) — an ad hoc regional working group formed in 2010 to advise regional agency staff on the first Plan Bay Area — was called together to meet again to offer insights and comments on Plan Bay Area 2040. The RAWG is a mix of planning staff representatives of local government, county-level congestion management agencies (CMAs), transit agencies, state and regional agencies, and a 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 participate. All RAWG meetings are open to the public, and anyone attending who wishes to directly participate and comment on the discussion is encouraged to do so.

Beginning in September 2014 through July 2017, the RAWG met a total of 21 times. The working group reviewed and commented on:

- MTC’s Public Participation Plan
- Plan Bay Area 2040 process and schedule
- Forecasting methodology
- Goals and targets
- Needs assessment and call for transportation projects
- Methodology for evaluating performance of transportation projects
- Financial assumptions for transportation projects
- Goods Movement, Regional Prosperity and Transit Core Capacity plans
- Housing affordability and displacement of long-time residents
- Alternative long-range planning scenarios
- Preferred housing and transportation investment scenario
- Regional framework for ensuring equity for low-income communities and communities of color
- ABAG’s regional housing action agenda
- Compelling case review for low-performing transportation projects
- Employment growth assumptions
- Setting transportation and land use performance targets and indicators
- Priority Development Area assessment
- Vision scenario planning approach
- The Draft Plan and its Action Plan and proposed revisions after public input

Meetings of the Regional Advisory Working Group are open to the public. More information can be found on MTC’s website: http://mtc.ca.gov/about-mtc/what-mtc/mtc-organization/partnership-committees/regional-advisory-working-group.
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. Through July 2017, the group discussed Plan Bay Area 2040 at 23 of their meetings. 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; housing affordability and displacement of long-time residents; and the scenario planning approach as well as the Draft Plan and its Action Plan. In addition, the Council’s Equity and Access Subcommittee participated as part of the Regional Equity Working Group.

All Policy Advisory Council meetings are webcast and archived on MTC’s website. Meetings are open to the public. More information is available on MTC’s website: http://mtc.ca.gov/about-mtc/what-mtc/mtc-organization/policy-advisory-council.

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, including: a minimum of 18 elected officials from the nine Bay Area Counties; representatives of the four regional agencies; and stakeholders representing business, minorities, economic development, recreation/open space, environment, public interest, housing, special districts, and labor. The Committee meets alternate months during the day at ABAG’s offices in San Francisco. Meetings are open to the public. From June 2014 through July 2017, the RPC met 10 times to advise on a range of Plan Bay Area 2040 matters, including the Draft Public Participation Plan; development of performance targets and indicators; an infrastructure needs assessment for priority development areas; and the Draft Plan and its Action Plan.

The Partnership Board

This group of top executives from Bay Area transit operators, county congestion management agencies and public works departments, as well as regional, state and federal transportation, environmental, resource-protection and land use agencies, advises MTC periodically on key planning issues, including Plan Bay Area 2040. Staff level working groups meet occasionally on issues such as local roads, public transit and transportation finance. The Partnership Board met six times on Plan Bay Area 2040 leading up to the release of the Draft Plan in 2017.

The Partnership Technical Advisory Committee

The Partnership Technical Advisory Committee, or PTAC, consists of staff from partnership agencies described above, with whom MTC consults on transportation planning and policy matters. PTAC considered issues related to Plan Bay Area 2040 at three meetings in 2015, six meetings in 2016 and once in 2017. PTAC members also participated in meetings of the Regional Advisory Working Group.

Local, State and Federal Government Engagement

In developing the update to Plan Bay Area, ABAG and MTC strive to promote an open, transparent process that encourages the ongoing and active participation of local jurisdictions, state and federal agencies, and a broad range of interest groups and individuals from the general public.

As noted in the advisory structure above, local government staff and representatives from environmental and resource management agencies -- as well as non-government agencies,
organizations and individuals -- have all been involved in the multi-year planning effort. Planning staffs from both ABAG and MTC have also met directly with local planning directors, public works staff and other key local officials throughout the development of Plan Bay Area 2040. Federal resource protection agencies, land management agencies and freight interests, as well as conservation and historic preservation groups, were notified of opportunities to comment on issues relevant to the development of the Plan and its companion Environmental Impact Report.

In addition, ABAG’s Executive Board members convened meetings of local ABAG delegates to share information and hear comments throughout the process. In late 2016, MTC and ABAG staff held briefings for local jurisdictions to present and hear comments on the Draft Preferred Scenario and Investment Strategy. Presentations were made to all county congestion management agencies in fall 2016, and 17 jurisdictions requested one-on-one meetings as well. Elected officials from each Bay Area county also were invited to a presentation by MTC and ABAG staff on the Draft Plan held in each county and hosted by the county congestion management agencies.

Private Sector Involvement
During development of the plan, staff also presented information to private community organizations, freight groups, local nonprofits and technology companies, including the Bay Area Council, San Francisco Planning and Urban Research (SPUR), the Bay Area League of Women Voters, and technology companies such as Google and Facebook.

B. Community-Based Partnerships
MTC contracted with five community-based organizations (CBOs) in 2015 after a competitive procurement process, to seek help from nonprofits in low-income communities and communities of color. The CBO groups participated in an initial round of public open houses and then offered MTC and ABAG advice on best practices for engaging their communities in subsequent phases of developing Plan Bay Area 2040. In 2016, they administered an online survey about future planning scenarios in one of three languages: English, Spanish and Chinese. At a special Listening Session on the draft scenarios in July 2016, the groups also made a presentation to a joint meeting of MTC’s Planning and ABAG’s Administrative Committee, discussing some of what they had heard from their communities about housing and transportation issues.

And one group, the Rose Foundation — with youth from the New Voices Are Rising Program — presented what they learned in terms of effective communication techniques and engagement in the Plan Bay Area 2040 process to youth from around the region. The presentation was part of a Youth for the Environment and Sustainability, or YES! Conference, sponsored by MTC and the Bay Area Air Quality Management District.

Noah Berger
The five community organizations are listed below:

1. Richmond Main Street Initiative (Downtown Richmond and Iron Triangle/ Contra Costa County)
2. Rose Foundation for Communities & Environment, New Voices Are Rising (serves Oakland Youth/ Alameda County)
3. Sela Learning (serves Latino Community, Vallejo/ Solano County)
4. Sound of Hope Radio (serves Chinese Community, San Francisco Bay Area)
5. South Hayward Parish (food pantry, Southern Alameda County)
C. PlanBayArea.org Website

In order to assist in and encourage public involvement, a website dedicated to the activities surrounding Plan Bay Area 2040 has been in place for the duration of the update to the Plan. Information related to all phases of the development of Plan Bay Area 2040, as well as information about Senate Bill 375 and the 2013 adopted Plan Bay Area, are all housed on the website: www.planbayarea.org. The website provides one “go-to” information source for Plan Bay Area 2040, as required under SB 375.

The website includes many interactive features, including an online comment forum, maps and videos. Residents can join the Plan Bay Area 2040 mailing list from the website to receive updates about the planning process. The site also provides handy links to the two regional agencies involved in developing the Plan: ABAG and MTC.

The website was updated prior to the release of the Draft Plan in 2017 in order to be mobile friendly and more accessible to participants who use their smartphones to access information about the Plan.
D. Notifying the Public

In addition to the website, a number of other methods were used to notify the public about public meetings and other opportunities to comment on the development of the Plan. Prior to the evening meetings or Saturday open houses held in each county, the issues under discussion as part of Plan Bay Area 2040 were on the agendas of many public meetings of the two agencies’ policy boards and advisory groups. (See Table 2 for a listing of such meetings.) In advance of the open houses, email blasts were sent to individuals who have asked to be kept informed about the Plan; postcards were mailed to a database list; display ads were purchased in major newspapers around the region; reporters were briefed about the Plan; and news releases announcing the Plan’s milestones were translated into Spanish and Chinese and were sent in English, Spanish and Chinese to local media outlets. In addition to traditional media outreach, ads were purchased on social media sites. Additionally, other organizations and jurisdictions were encouraged to announce the meetings to their constituents and clients.

E. Telephone Poll

Public opinion polling has been a key element of MTC’s public involvement efforts in past regional transportation plans. Portions of a telephone survey of 2,048 Bay Area registered voters conducted in early 2016 also touched on issues related to Plan Bay Area 2040. The survey was conducted in English, Spanish and Chinese by phoning registered voters in all nine counties in March and April 2016. The margin of error for the survey was +/- 2.2%.

Notable is the overwhelming support among those surveyed for a regional plan for improving access to housing and transportation while reducing greenhouse gases and helping the economy. Eighty-three (83) percent of respondents said such a plan is important, 9 percent were neutral or did not know, and just 8 percent felt it was not important. When asked which component of the Plan was most important to the Bay Area’s future, 58% of respondents selected providing access to housing and transportation for everyone, as shown in the two tables below.
Table 3: Importance of Plan Bay Area 2040

*Full text read to respondents:*
*A long-term strategy for the entire Bay Area is currently being developed. The idea is to successfully plan the region’s housing and transportation needs for the next 30 years. This plan is focused on: improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it.*

**In general, how important do you think it is to establish this type of a regional plan?**

![Bar chart showing importance levels]

- Important (4-5): 83%
- Neutral/Don’t Know: 9%
- Not Important (1-2): 8%

Table 4: Which Part of Plan Bay Area 2040 Is Most important to the Bay Area’s Future

*Full text read to respondents:*
*Which part of the plan is most important to the Bay Area’s future:*
*Improving the local economy,*
*Reducing driving and greenhouse gases,* or
*Providing access to housing and transportation for everyone?*

![Pie chart showing importance levels]

- Access to housing & transportation: 58%
- Local economy: 21%
- Reducing driving/ emissions: 17%
- Can’t decide: 4%
When asked to state if they agreed with particular statements, 72 percent of respondents agreed strongly or somewhat agreed with the statement that local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area. Other statements asked of respondents are shown below.

Table 5: Attitudinal Statements:
Share who agrees strongly or somewhat with each statement

(5 point scale used where 5 meant strongly agree and 1 meant strongly disagree)

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local and regional government agencies should play an active role in</td>
<td>72%</td>
</tr>
<tr>
<td>trying to attract jobs and promote the economy in the Bay Area</td>
<td></td>
</tr>
<tr>
<td>Cities that allow more multi-unit housing to be built near public transit</td>
<td>60%</td>
</tr>
<tr>
<td>should get more regional transportation dollars</td>
<td></td>
</tr>
<tr>
<td>I would be willing to live in a smaller house to be closer to work,</td>
<td>52%</td>
</tr>
<tr>
<td>shopping and restaurants</td>
<td></td>
</tr>
<tr>
<td>I will take public transit more often if gas prices reach $4.00 a gallon</td>
<td>32%</td>
</tr>
</tbody>
</table>

Table 6: Current Perception of Bay Area – Percentage share with rating as excellent or good

Respondents were asked to indicate how well the Bay Area is doing on a range of issues, each of which was rated on a 5-point scale where 5 is excellent and 1 is poor. Percentages below represent share who rated each issue as a 5 or 4.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>% rating excellent/good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preservation of open spaces and parks</td>
<td>58%</td>
</tr>
<tr>
<td>Economic growth and prosperity</td>
<td>54%</td>
</tr>
<tr>
<td>Air quality</td>
<td>54%</td>
</tr>
<tr>
<td>Quality of public transit services</td>
<td>29%</td>
</tr>
<tr>
<td>Upkeep and repair of Bay Area freeways</td>
<td>23%</td>
</tr>
<tr>
<td>Upkeep and repair of local roads</td>
<td>18%</td>
</tr>
<tr>
<td>Availability of affordable housing</td>
<td>6%</td>
</tr>
</tbody>
</table>
F. Goods Movement, Airport, Seaport Engagement

The regional goods movement infrastructure in the Bay Area includes the nation’s fifth largest container port (the Port of Oakland) and several specialized seaports; two of the most active air cargo airports in the Western U.S. (San Francisco International Airport and Oakland International Airport); major rail lines and rail terminals; and highways that carry some of the highest volumes of trucks in California. This infrastructure is of critical importance to the Northern California megaregion. As part of the development of Plan Bay Area 2040, MTC worked with and engaged agencies involved in these modes of transportation. Major seaports and airports in the region (Port of Oakland, Port of San Francisco, San Francisco International Airport and the Santa Clara County Roads and Airports Department) were on the mailing lists to receive updates on the Plan’s environmental impact report, as well as information about meetings of the Regional Advisory Working Group -- an ad hoc group formed to advise staff on Plan Bay Area 2040.

MTC produced two reports related to goods movement and freight emissions. Recommendations from both of these freight plans fed into the development of Plan Bay Area 2040.

In partnership with the Bay Area Air Quality Management District, MTC produced a *Freight Emissions Reduction Action Plan*. MTC and the Air District assembled a task force comprised of key partners and local and state stakeholders, and created the *Freight Emissions Reduction Action Plan* over a 16-month period, starting in mid-2015. The task force evaluated several strategies and those deemed to have the best implementation and emissions reduction potential were recommended for small scale implementation. The final *Freight Emissions Reduction Action Plan* was released in October 2016 and is included as a supplemental report to Plan Bay Area 2040.

In partnership with the Alameda County Transportation Commission, MTC developed the *San Francisco Bay Area Goods Movement Plan*. MTC’s goods movement research is closely integrated with the Alameda County Transportation Commission’s countywide planning effort. The Port of Oakland, located in Alameda County, is the heart of the Bay Area’s freight activity. The *San Francisco Bay Area Goods Movement Plan*, released in February 2016, outlines a long-range strategy for moving goods effectively within, to, from and through the Bay Area by roads, rail, air and water. The plan provides specific strategies — projects, programs and policies — focused on goods movement that will inform the long-range Plan Bay Area 2040. The Plan’s two-year planning effort included direct outreach to obtain interest group opinions and perspectives at several points through the life of the Goods Movement Plan development. Additionally, Roundtable Meetings served as forums and information-exchange platforms to bring together participants from the Executive Team, Technical Team, interest groups and other interested stakeholders to address plan development and goods movement advocacy. Five roundtables occurred throughout the project. Stakeholders included representatives from the business, environment, social justice and public sectors.
III. Building the Plan

There were many moving parts along the path of developing Plan Bay Area 2040. Early milestones included: goal setting; identification of statutory and voluntary targets; regional forecasts of demographic, transportation and economic trends; financial projections; and identification and evaluation of projects. Later phases included scenario analysis and release of the Draft Plan. The Public Participation Plan spelled out the expected timing for MTC’s and ABAG’s work in these areas, and all of these topics were discussed at many public meetings of MTC’s and ABAG’s policy and advisory committees.

A. Goals and Targets (2015)

The first phase of work in late 2014 and 2015 included decisions on policies related to goals and performance targets, as well as development of regional forecasts of demographic, transportation and economic trends in order to inform and guide Plan Bay Area investments and policy decisions. This phase also included identification and assessment of potential transportation projects as well as the analysis of operating and maintenance needs of the region’s transportation network.

1. Open House Conversations

A round of public open houses in all nine counties of the San Francisco Bay Region was held in spring 2015 to engage the public on these topics. The open house format included displays that encouraged staff and policy board members from both MTC and ABAG to seek conversation and comments from members of the public.

The open houses were designed consistent with the adopted MTC 2015 Public Participation Plan, and with the following goals in mind:

- Introduce the Plan Bay Area 2040 update process, key milestones and issues under consideration
- Review the linkages between the regional plan and local transportation and land use priorities
- Review and seek comments on the goals and performance framework for the 2040 update
- Conduct the open houses in the evenings at convenient, transit-accessible locations
- Maximize interaction with the public, provide personalized attention and gather as much feedback as possible
### Table 7: 2015 Open Houses by County

<table>
<thead>
<tr>
<th>County</th>
<th>Date/Time</th>
<th>Location</th>
<th>Estimated Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alameda</td>
<td>Wednesday, April 29, 2015</td>
<td>Alameda County Fairgrounds Palm Pavilion, 4501 Pleasanton Ave. Pleasanton</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>7 p.m. to 9 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contra Costa</td>
<td>Wednesday, April 29, 2015</td>
<td>Marriott 2355 North Main Street, Walnut Creek</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>7 p.m. to 9 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marin</td>
<td>Thursday, May 28, 2015</td>
<td>Marin County Civic Center Café 3501 Civic Center Drive, 2nd Floor San Rafael</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>5 p.m. to 7 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Napa</td>
<td>Thursday, May 7, 2015</td>
<td>Elks Lodge 2840 Soscol Avenue, Napa</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>6 p.m. to 8 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Francisco</td>
<td>Wednesday, May 13, 2015</td>
<td>Hotel Whitcomb 1231 Market Street, San Francisco</td>
<td>85</td>
</tr>
<tr>
<td></td>
<td>7 p.m. to 9 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Mateo</td>
<td>Wednesday, May 6, 2015</td>
<td>San Mateo County Event Center Event Pavilion 1346 Saratoga Drive, San Mateo</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>7 p.m. to 9 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Santa Clara</td>
<td>Wednesday, May 6, 2015</td>
<td>Berryessa Community Center 3050 Berryessa Road, San Jose</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>7 p.m. to 9 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solano</td>
<td>Thursday, May 7, 2015</td>
<td>Hilton Garden Inn 2200 Gateway Court, Fairfield</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>6 p.m. to 8 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sonoma</td>
<td>Thursday, May 7, 2015</td>
<td>Friedman Center 4676 Mayette Avenue, Santa Rosa</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>6 p.m. to 8 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td></td>
<td></td>
<td><strong>600</strong></td>
</tr>
</tbody>
</table>
Topics at the open houses included:

- **Plan Bay Area 101:** Conveyed information about the process, schedule and decision milestones.
- **Goals and Targets:** Participants selected their top three personal priorities from the list of current goals and targets for Plan Bay Area, and they also commented on any missing goals and shared challenges facing their community, as well as potential solutions.
- **County Focus:** Presented customized, county-based information with socio-economic data, transportation statistics and information on locally nominated Priority Development Areas.
- **Transportation:** Residents viewed information about major regional transportation projects as well as currently planned local projects and programs, then commented on projects that were missing and shared their greatest mobility challenges and ideas for improving trips.
- **Looking Ahead:** Detailed how ABAG develops population and economic forecasts; participants shared their greatest concerns about their community and commented on aspects of the future that show promise.
- **Live, Work, Play:** Attendees plotted their homes, places of work and favorite leisure destinations on a large map of the region.

Some 600 Bay Area residents attended the first series of open houses to kick off the Plan Bay Area 2040 update. Some 60 individuals participated online. A complementary Plan Bay Area Open Forum allowed residents to view the same information and comment online. Open house participants posted their comments on display boards, voted for their personal priorities with respect to goals and targets adopted in the current Plan Bay Area (adopted in 2013), and filled out comment sheets to elaborate on their positions.
What We Heard: Overarching Themes

A summary of what we heard at the open houses and the online comments was presented to the MTC and ABAG policy makers at the June 2015 joint meeting of the MTC Planning Committee and the ABAG Administrative Committee. Materials from that meeting can be found here: https://mtc.legistar.com/View.ashx?M=F&ID=3802342&GUID=97A7E96E-84F9-4A15-8C96-1D7D13F94701

Major themes heard at the open houses and online comments included:

- Transportation system effectiveness ranked as the top priority among current Plan Bay Area goals.
- Adequate housing was a strong second priority for goals; participants are especially concerned about the affordability and availability of housing, and many expressed concern over the potential for displacement of long-time residents.
- Many noted the lack of housing near available jobs and the resulting need to commute long distances to work, often in heavily congested traffic. Many cited the need for more jobs that pay livable wages.
- For transportation, people would like to see more transit alternatives (especially BART), as well as extended hours of transit service. They prioritized efforts to ensure reliability and connectivity of the transportation network as well as the infrastructure needed to support bicycling and walking.
- Some residents requested goals around prioritizing cars, protecting property rights, and improving education. Others expressed concern about the impact of additional housing growth on infrastructure and services as well as on the environment.
- The North Bay counties of Napa, Solano and Sonoma prioritized preservation of agricultural lands and open space as a goal (Solano residents ranked it as the top priority).
- Water supply was the top issue identified by participants as missing from the current goals.
- Some expressed the view that climate protection should be an overall goal and that all the other goals should support this. A few noted that the goals seem rather technical and uninspiring.

Feedback: Prioritizing Goals & Targets

Some felt that all the goals are important; others felt that Climate Protection should be the overall goal with others supporting it. One noted, “These goals don’t pull at my heartstrings.”
**Feedback: Biggest Challenges**

*We asked:* What are the biggest challenges facing your community?

- Overwhelmingly across all counties: the **housing shortage** and **housing affordability**
- **Access to jobs, living wage jobs** and **job training for youth**
- Other challenges identified include:
  - Access to public transit
  - Bicycle/pedestrian improvements and safety
  - Displacement of low-income residents
  - Safety -- overall and seismic

*We asked:* What are your ideas for solving these challenges?

- Walkable communities, housing near transit & jobs, affordable housing, and complete streets
- Improve public transit, including:
  - Adding BART extensions
  - More robust, connected public transit systems
  - Rights of way and dedicated lanes for transit
  - Smaller buses with more service
- Building more and safer bike friendly routes

**Feedback: Transportation**

*We asked:* What projects are missing?

- Transit improvements were overwhelmingly the most noted transportation need:
  - Transit coordination: timed transfers, integrated fares
  - Greater transit affordability
  - Increased transit service (owl service) and expansion (BART, Caltrain, Amtrak)
  - Shuttles and other feeder bus services
- Increased access to safe biking routes and pedestrian amenities
- Highway improvements, particularly to US-101 and I-280
- Local road maintenance and expansion requests
- Parking and park and ride at major transit stations

*We asked:* What are your biggest transportation challenges?

- Overwhelmingly and across all counties:
  - Transit reliability and coordination
  - Lack of options to driving
- Other challenges identified included:
  - Length of commute
  - Quality of local roadways
  - Bike and pedestrian safety

**Feedback: Looking Ahead**

*We asked:* What concerns you about the future of your community?

- Overwhelmingly and across all counties, the **housing shortage** and **housing affordability**
- **Access to quality jobs**
- Displacement of low-income families
- Water supply
- Concerns about growth and development: overwhelming services and infrastructure, creating congestion, being incompatible with existing neighborhoods

We asked: What excites you most about the future of your community?

- Walkable communities, complete streets and more housing
- Improvements to public transit and increased access to carless transportation
- Participants also cited the following:
  - More quality jobs
  - Access to open space
  - Increased attention to water issues
  - Increased bike infrastructure

2. Adoption of Goals and Performance Targets

In line with the limited and focused nature of this update to Plan Bay Area, the goals and performance targets build upon the foundation of the prior Plan. Performance targets were again used to compare Plan scenarios, highlight tradeoffs between policy goals, analyze proposed investments, and flag issue areas where the Plan may fall short.

The draft staff recommendation for goals and performance targets was extensively informed by the open houses with the general public, as well as by meetings with key stakeholders. Staff worked with the Performance Working Group, whose members include representatives of local governments, transportation agencies, non-profit organizations, and MTC’s Policy Advisory Council, to identify suitable measures and targets to address key issue areas. In addition, staff sought feedback directly from the public at each of the county workshops in April and May 2015, which generated valuable information about policy priorities for each Bay Area county.
Staff also worked closely with the Performance Working Group to hear ideas on better ways to assess performance. The project performance assessment identified high- and low-performing transportation investments and helped inform scenario development by identifying regional priorities.

MTC and ABAG approved the goals and nine of 13 performance targets. The remaining four performance targets were approved in November 2015. Please see the supplemental report, *Plan Bay Area 2040: Performance Assessment* for more detailed information.
B. Housing Crisis Demands Special Housing Forum

With the housing crisis a central issue in the Plan Bay Area 2040 update, MTC and the Association of Bay Area Governments (ABAG) teamed up to host a forum, “Calling the Bay Area Home: Tackling the Housing Affordability and Displacement Challenge,” at the Oakland Marriott City Center on Saturday, February 20, 2016. The event brought together some 300 Bay Area residents, social justice advocates, developers, local elected officials, and regional transportation and land use planning agencies, and featured compelling personal accounts from Bay Area residents at risk of losing their homes due to sky-high rents and lack of affordable housing options. The agenda also included a panel with representatives from the faith community, the building industry, academia and local government, as well as break-out discussions organized by sub-region that asked participants to identify their top ideas for alleviating the housing crisis. Lunchtime speakers from Washington, D.C. and Seattle helped to shed light on how other parts of the country are grappling with the challenge of rapidly rising housing costs.

Participants were encouraged to brainstorm their own solutions when they broke off in smaller group sessions by sub-region to tackle more local issues. Although San Francisco, the North Bay, the East Bay, the South Bay and the Peninsula are very different in terms of geography, population and types of employment, their subgroups came up with similar policy changes, including improving tenant rights, preserving existing housing stock, improving the jobs-housing link, finding new sources of funding, and expanding MTC’s One Bay Area Grant (OBAG) funding to incentivize local governments to build more affordable housing.

Suggestions from the forum were considered in developing the alternative planning scenarios, and they also factor into development of some of the policies and action strategies proposed in the Draft Plan.

A recap of the forum, including videos and position papers, is available on the MTC website: http://mtc.ca.gov/whats-happening/news/february-forum-jumpstarts-conversation-housing-policy.
C. Scenario Planning (2016)

With the goals and targets clearly identified, MTC and ABAG moved forward to formulate possible scenarios — combinations of land use patterns and transportation investments — that could be evaluated together to see if (and by how much) they achieve (or fall short of) the performance targets.

1. Draft Scenario Concepts

Scenarios show different options for how the Bay Area can grow and change over time in ways that help us meet our goals for a more prosperous, sustainable, and equitable region. Draft scenario concepts were reviewed as noted below.

*Workshops on Concepts Kick-off Scenario Planning*

On October 6 and October 7, 2015, ABAG and MTC held two scenario workshops at the Regional Advisory Working Group (RAWG) and ABAG’s Regional Planning Committee meetings, respectively, to present and discuss three draft scenario concepts. Some 80 participants attended the RAWG workshop on October 6, representing a mix of staff from local planning agencies, transit operators, natural resource protection agencies, and county congestion management agency staff, as well as leaders from business, building, environmental, public health and social justice organizations. A number of members of MTC’s Policy Advisory Council also joined the dialogue. Another 50 people attended the October 7 meeting of ABAG’s Regional Planning Committee, which included a range of public sector, nonprofit and community representatives, as well as local elected officials.

After a short overview of the Plan Bay Area 2040 scenario development approach, participants at the workshops engaged in small-group discussions to provide feedback on the draft scenario concepts and to suggest housing, jobs and transportation policy strategies that would allow each scenario to be successful in achieving the same Plan Bay Area 2040 goals.

*What We Heard About Scenario Concepts*

Shown below are some of the highlights of what MTC and ABAG heard at the workshops. A memo to ABAG and MTC policy makers summarizing the scenario development process, along with a comment summary and presentation, can be found at this link:

What We Heard from MTC and ABAG Advisors: Regional Advisory Working Group (RAWG) and Regional Planning Committee

Goals and Aspirations for Scenario Planning

- Plan for diverse, inclusive and supportive communities
- Preserve what is unique about each community
- Focus on vibrant downtowns and neighborhoods with clean, safe and attractive streets; more walking and activity on the streets; great parks, schools and lots of services
- Promote equitable community development that brings new life to neighborhoods without displacement
- Plan to improve public health and improve the health of the natural environment

General Comments: Scenario Development Process

- Appreciate ability to provide early input in the scenario process
- Include social equity as a guiding theme in each scenario
- Concern about achieving greenhouse gas (GHG) reduction and housing goals under any scenario
- Concern that policies to promote compact growth could lead to segregation
- Find solutions to region’s challenges as they will be different in every city; need scalable solutions
- Provide examples of how the type of development discussed in each scenario concept worked in other regions
- Consider changing demographics (race, age, and lifestyle preferences, such as young people driving significantly less)
- Prioritize unincorporated communities and/or smaller communities that are not reflected in the scenarios
- Consider discussing tradeoffs -- what will the region gain and what is the region willing to give up?
- Provide the general public with an opportunity to have a discussion about scenario concepts before scenarios are solidified

Once refined, these scenario concept narratives provided a framework for the scenario alternatives, released in early 2016, and the focus of a series of open houses that spring.
2. Open Houses Focus on Three Alternative Growth Scenarios

From late May through June, some 1,100 Bay Area residents attended nine open houses hosted by MTC and ABAG or participated in an online survey to tell us what they thought about three alternative planning scenarios. The open house format featured displays and encouraged members of the public to seek conversation and offer comment to ABAG and MTC staff and policy board members. The Marin event also included presentations. Congestion management agencies, Caltrans and other public agencies also participated at the open houses.
The open houses were designed to:

- Update the public on Plan Bay Area 2040 key milestones and issues
- Review and seek comments on three alternative growth scenarios to inform the decision on a preferred scenario
- Review connections between the regional plan and local transportation and land use priorities
- Maximize one-on-one interaction with the public and gather as much feedback as possible

Table 8: 2016 Open Houses by County

<table>
<thead>
<tr>
<th>County</th>
<th>Date/Time</th>
<th>Location</th>
<th>Estimated Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alameda</td>
<td>Thursday, June 2, 2016</td>
<td>Joseph P. Bort MetroCenter Auditorium 101 8th Street, Oakland</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>6:30 p.m. to 8:30 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contra Costa</td>
<td>Thursday, May 26, 2016</td>
<td>East Bay Center for the Performing Arts 339 11th Street, Richmond</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>6:30 p.m. to 8:30 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marin</td>
<td>Saturday, June 4, 2016</td>
<td>Corte Madera Community Center 498 Tamalpais Drive, Corte Madera</td>
<td>125</td>
</tr>
<tr>
<td></td>
<td>8:30 a.m. to 1 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Napa</td>
<td>Thursday, June 9, 2016</td>
<td>Elks Lodge 2840 Soscol Avenue, Napa</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>6 p.m. to 8 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Francisco</td>
<td>Tuesday, June 14, 2016</td>
<td>Hotel Whitcomb 1231 Market Street, San Francisco</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>6:30 p.m. to 8:30 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Mateo</td>
<td>Wednesday, June 1, 2016</td>
<td>City of Burlingame Recreation Center, Auditorium 850 Burlingame Avenue, Burlingame</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>6:30 p.m. to 8:30 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Santa Clara</td>
<td>Thursday, May 26, 2016</td>
<td>The Tech Museum 201 South Market Street, San José</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>6:30 p.m. to 8:30 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solano</td>
<td>Monday, June 13, 2016</td>
<td>Solano County Events Center 601 Texas Street, Fairfield</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>6 p.m. to 8 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sonoma</td>
<td>Monday, June 13, 2016</td>
<td>Luther Burbank Center, Grand Lobby 50 Mark West Springs Road Santa Rosa</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>6 p.m. to 8 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td></td>
<td></td>
<td><strong>455</strong></td>
</tr>
</tbody>
</table>

What We Heard

Open house participants posted comments on display boards, took an online survey and filled out comment sheets to elaborate on their positions. A companion “virtual” open house, dubbed Plan Bay Area Open Forum, allowed those unable to attend a meeting in person to offer comments from the convenience of their computer or mobile device.

You can view a presentation to MTC and ABAG policymakers in July 2016 summarizing what we heard from this phase of public engagement (memo, power point presentation, summary of comments by county, correspondence) at this link: [http://planbayarea.org/your-part/your-comments](http://planbayarea.org/your-part/your-comments).

Overall comment themes include:

**Housing**

- Strong support for more housing of all types, especially for low- and middle-income residents
- Major concern with lack of affordable housing and displacement of long-time residents, particularly in disadvantaged communities
• Suggestions for easing displacement included stronger policies for rent control, protection against evictions, inclusionary zoning and living wages
• A number of participants called for conditioning state or regional funding to ensure cities are approving sufficient low-income housing and adopting strong anti-displacement policies
• Many called for more streamlined approval processes for new housing
• Support for more robust transit-oriented development and more vibrant, walkable downtowns in cities of all sizes

Transportation

• Widespread support for public transit service — going more places at increased frequencies
• Strong support for increased rail — most notably BART, as well as Caltrain and commuter rail, and enhanced bus service, including bus rapid transit
• Support for electric vehicle charging stations
• Some expressed concern about transit crowding, called for a second Transbay tube
• Major concern about freeway and traffic congestion; many seek relief from long commutes
• Strong support for more robust bicycle and pedestrian facilities to lay the groundwork for a more carless future (though a small number strongly oppose investments in bicycles)

Other Considerations for Scenarios

• Results from the online scenarios survey as of June 20 show strongest support overall for the Big Cities Scenario (47 percent), with Connected Neighborhoods second (30 percent) and Main Streets third (23 percent). At the open houses, many suggested blending the Big Cities and Connected Neighborhoods scenarios.
• Many supported preserving open space and wildlife habitat with urban growth boundaries
• A few noted the need to plan for a growing number of older adults, including the need for quality senior housing and associated shuttles and transit
• Some suggested MTC and ABAG consider the “Environment, Equity and Jobs (EEJ) alternative” proposed by social equity advocates
• A few expressed opposition to regional planning and support for private property rights

3. Alternative Scenarios Also Focus of Online Survey and Forum

An online survey, “Build A Better Bay Area,” focused on the three scenarios, while an online comment forum, Plan Bay Area Open Forum, allowed residents to view a virtual open house and comment online.

The Build A Better Bay Area quiz highlighted some of the trade-offs that policy makers grappled with as they considered the elements that should be included in Plan Bay Area 2040’s preferred scenario. Responses to 10 quiz questions were tied to the three alternative scenarios: Main Streets, Connected Neighborhoods and Big Cities. Quiz questions mirrored the tough decisions facing the Bay Area as we adapt to the challenges of future population growth. The online tool, designed to be taken from any desktop or mobile device, was open to the public between May 26, 2016 and September 16, 2016.

Results from the online tool were reported to the July 2016 joint meeting of MTC’s Planning Committee and ABAG’s Administrative Committee, along with what we heard from the 455 Bay Area residents who attended nine open houses hosted by MTC and ABAG.
Table 9: “Build A Better Bay Area” Online Survey: Total Responses by County

<table>
<thead>
<tr>
<th>All Bay Area Survey Respondents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Alameda County</td>
<td>318</td>
</tr>
<tr>
<td>Contra Costa County</td>
<td>117</td>
</tr>
<tr>
<td>Marin County</td>
<td>39</td>
</tr>
<tr>
<td>Napa County</td>
<td>6</td>
</tr>
<tr>
<td>San Francisco</td>
<td>134</td>
</tr>
<tr>
<td>San Mateo County</td>
<td>47</td>
</tr>
<tr>
<td>Santa Clara County</td>
<td>119</td>
</tr>
<tr>
<td>Solano County</td>
<td>66</td>
</tr>
<tr>
<td>Sonoma County</td>
<td>28</td>
</tr>
<tr>
<td>Did not identify a Bay Area county</td>
<td>47</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>921</strong></td>
</tr>
</tbody>
</table>

*Includes 204 responses from surveys conducted by community-based organizations. Responses from participants who answered fewer than half of the questions were removed from the final analysis.
Table 10: “Build A Better Bay Area” Online Survey: Response Breakdown by Scenario

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Number of Responses</th>
<th>Main Streets</th>
<th>Connected Neighborhoods</th>
<th>Big Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Bay Area</td>
<td>921*</td>
<td>22%</td>
<td>30%</td>
<td>47%</td>
</tr>
<tr>
<td>CBOs</td>
<td>204</td>
<td>28%</td>
<td>31%</td>
<td>41%</td>
</tr>
<tr>
<td>Alameda County</td>
<td>318</td>
<td>23%</td>
<td>28%</td>
<td>47%</td>
</tr>
<tr>
<td>Contra Costa County</td>
<td>117</td>
<td>18%</td>
<td>35%</td>
<td>47%</td>
</tr>
<tr>
<td>Marin County</td>
<td>39</td>
<td>20%</td>
<td>37%</td>
<td>43%</td>
</tr>
<tr>
<td>Napa County</td>
<td>6</td>
<td>22%</td>
<td>30%</td>
<td>48%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>134</td>
<td>19%</td>
<td>28%</td>
<td>52%</td>
</tr>
<tr>
<td>San Mateo County</td>
<td>47</td>
<td>22%</td>
<td>30%</td>
<td>49%</td>
</tr>
<tr>
<td>Santa Clara County</td>
<td>119</td>
<td>25%</td>
<td>29%</td>
<td>45%</td>
</tr>
<tr>
<td>Solano County</td>
<td>66</td>
<td>29%</td>
<td>26%</td>
<td>43%</td>
</tr>
<tr>
<td>Sonoma County</td>
<td>28</td>
<td>15%</td>
<td>33%</td>
<td>52%</td>
</tr>
</tbody>
</table>

*Includes 204 responses from surveys conducted by community-based organizations. Responses from participants who answered fewer than half of the questions were removed from the final analysis.

4. Community-Based Engagement Utilizes Online Survey

MTC also contracted with five community-based organizations (CBOs) working in low-income communities and communities of color to hear planning priorities from their residents. The CBOs, selected through a competitive process, used the Build a Better Bay Area online quiz to engage residents on the three alternative scenarios.

The final results from the online tool shown in the previous section include 204 responses from surveys conducted by community-based organizations. Representatives from the community organizations attended the July 8, 2016 joint meeting of the ABAG Administrative Committee and MTC Planning Committee to summarize what they heard from their communities.

Listening Session Featured Community-Based Youth Engagement

At the July 2016 Joint Meeting of the MTC Planning and ABAG Administrative committees, the public was encouraged to offer comments on the scenario alternatives under consideration. Youth from one of the five community-based organizations working with MTC to involve under-served communities – New Voices Are Rising – made a special presentation to policy makers. Representatives from three other community groups – Sela Learning, Sound of Hope Radio and South Hayward Parish – also spoke about some of what they had heard from their communities about housing and transportation issues.
5. Selection of Final Preferred Scenario

In September 2016, staff released for public review and comment the Draft Preferred Scenario for Plan Bay Area 2040, integrating both a future growth pattern for jobs and housing and a transportation investment strategy to complement that growth pattern. The Draft Preferred Scenario built on the work over the past year of identifying targets, analyzing projects, comparing scenarios and working with stakeholders.

The Plan Bay Area 2040 Draft Preferred Scenario and Investment Strategy were released at the September 2016 joint meeting of the MTC Planning and ABAG Administrative Committees. Staff presented the Draft Preferred Scenario and Investment Strategy to a number of different audiences, including MTC advisory committees and working groups, the ABAG Regional Planning Committee and the ABAG Executive Board. Staff also made presentations to local jurisdictions around the region via meetings with planning directors and congestion management agencies in all nine counties. Staff invited individual jurisdictions to meet one-on-one with staff about technical issues related to the household and employment forecasts. In total, ABAG and MTC staff met with 17 jurisdictions, in late September and early October 2016.

The meeting materials for the November 2016 joint meeting include a broad overview of the feedback received at that point on the Draft Preferred Scenario. Staff presented the feedback received to date from Bay Area cities and counties and other local jurisdictions. Additionally, staff prepared a “Frequently Asked Questions” flier about some of the assumptions used in the analysis process. The meeting materials from the November 2016 joint meeting can be found here: https://mtc.legistar.com/View.ashx?M=AO&ID=38121&GUID=3ce47189-49af-45ec-af2a-5023d8397ba0&MDBfMTEtNC0yMDE2X1BsYW5uaW5nX0ZpbmFsX0Z1bGxfUGFja2V0X3JldjI%3d.

Formal correspondence received since the draft preferred scenario’s release can be viewed online here: http://www.planbayarea.org/your-part/your-comments.

**Final Preferred Scenario Adopted at Evening Joint Meeting of Two Boards**

A Revised Final Preferred Scenario, integrating feedback heard over several months, was adopted by the MTC Commission and ABAG Executive Board at a joint meeting held the evening of November 17, 2016, at the San Francisco offices of MTC and ABAG.
D. Release of Draft Plan Bay Area 2040 (2017)


Draft Plan in Web-based Format

For the first time, the Draft Plan was released as a PDF version with a companion web site -- [2040.planbayarea.org/](http://2040.planbayarea.org/) -- that showcases the plan document in its entirety in a web-based format. The microsite makes the Plan easier to read on tablets and mobile phones, and can be read in English, Spanish or Chinese. Additionally, during the comment period, the microsite had a feature that allowed anyone to submit a comment directly from the microsite. Individuals were asked to indicate if they were commenting on the Draft Plan, the DEIR, or a supplemental report, and to select the topic of their comment. From release of the Draft Plan through July 31, 2017, over 6,000 users visited the microsite. The microsite has been updated to reflect the final Plan, thus making it easier for individuals to read it even after adoption.

Draft Plan Outreach Overview

The public comment period on the Draft Plan and DEIR capped off more than three years of dialogue and consultation on this planning effort. Before the formal comment period for both documents closed on June 1, 2017, a total of 29 outreach events were held, aimed at educating and engaging the public on both documents:

- Nine open houses on the Draft Plan, one in each county. Each open house included five educational or interactive stations, divided by topic area. Public input was solicited at two of the stations: one dedicated to the Action Plan, and one “activity station” that provided prompts to generate comments on housing, transportation and economic development, among other topics. Partner agencies also participated in each open house to provide information on local or statewide transportation issues or on the region’s Clean Air Plan. One public workshop/open house, in Marin County, included presentations and comment sessions.
- Three public hearings on the Draft Plan and Draft EIR. A court reporter was present to transcribe comments from the public.
- Five focus groups with community-based organizations (CBOs). Each CBO invited constituents to discuss the Draft Plan, and requested participants take a survey on transportation and housing priorities.
- Ten briefings with elected officials. At county congestion management agency board meetings, as well as before one city council, staff provided an overview of the Draft Plan and answered questions.
- One tribal summit. MTC and ABAG staff provided an overview of the Draft Plan to tribal representatives and answered questions.
- One media briefing, where staff provided an overview of the Draft Plan and answered questions.
All correspondence and comments received during the range of public engagement activities on the Draft Plan are available online, as well as a summary of comments received from the open houses, public hearings and community focus groups:


1. What We Heard: Key Themes from Open Houses, Public Hearings, Focus Groups
At the June 2017 meeting of the Joint MTC Planning Committee with the ABAG Administrative Committee, staff presented a summary of public input from the open houses, public hearings and community focus groups. In all, we received some 700 public comments from this portion of the process (excluding letters, emails and online comments). Following are the main themes presented to the joint committee, divided into five main topics:

- **Housing**
  - Housing affordability is the overwhelming concern.
  - Many would like to preserve current affordable housing stock and also support stronger tenant protections to reduce displacement.
  - Others would like to see businesses/employers contribute to affordable housing funds, and not allow developers to be able to buy their way out of building required affordable housing.
  - Many called for building new housing on public or city-owned lands, encouraging land trusts for affordable housing, initiating inclusionary zoning and facilitating home sharing.
  - Transit-oriented housing near job centers was the most popular type of housing, as most favor more density (a minority oppose any new housing).
• Many support alternative transportation modes, and make it easier to bicycle, walk and take transit.

• Many mentioned transportation innovations (e.g., autonomous vehicles, electric vehicles, car sharing, etc.) when planning for our future transportation system.

• Many want more transit, especially light rail, express bus service and local bus service, and also improved transit connections and transit access to open space.

• Some were interested in extending free transit to youth.

Economic Development

• Overall, outreach participants would like to see wages increase in the Bay Area.

• They want more middle-wage jobs, and workforce development programs for existing residents.

• They support policies to require local hiring and encourage support of local small businesses.

• They also want investments in transportation infrastructure and programs to relieve congestion (including charging businesses a mitigation fee).
Resiliency/Climate Change

- Participants support alternative energy sources to address climate change and improve air quality, and want bold action to meet our greenhouse gas reduction targets.
- Some participants stated land use planning should be tied to water resources.
- Participants also want to see education and involvement of local communities on climate change and sea level rise, and more focus on emergency preparation.
- Finally, many want to protect Bay Area open space to serve as a buffer for sea-level rise.

Funding

- Participants would like to use transportation funds to incentivize more housing.
- They support raising the gas tax to motivate transit use and using Express Lane revenues to bolster transit service.

Other Perspectives

- A small number of participants...
  - Question the plan’s assumptions and goals
  - Oppose infill development
  - Prefer a hands-off approach to housing and the economy
  - Prefer more emphasis on the needs of drivers

2. Comprehensive Public Engagement Summary

A summary of all the public engagement activities and key themes heard is available online. Included is a memorandum and presentation to MTC and ABAG policy board members in June 2017, with summaries of key messages heard by county or by community group and of input from Native American Tribal governments. The summary is available at this link:

3. Open Houses Provide Forum for Discussions on Draft Plan

Open House format selected to:

- **Update** residents on progress of Plan Bay Area 2040
- **Engage** participants on the Draft Plan, through one-on-one conversations
- **Collect** as many comments as possible, especially on the Action Plan

Table 11: 2017 Open Houses by County

<table>
<thead>
<tr>
<th>County</th>
<th>Date/Time</th>
<th>Location</th>
<th>Estimated Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alameda</td>
<td>Thursday, May 4, 2017 6:30 p.m. to 8:30 p.m.</td>
<td>Fremont City Hall, Council Chambers 3300 Capitol Avenue, Fremont</td>
<td>45</td>
</tr>
<tr>
<td>Contra Costa</td>
<td>Wednesday, May 10, 2017 6:30 p.m. to 8:30 p.m.</td>
<td>Embassy Suite Hotel, Contra Costa Room 1345 Treat Boulevard, Walnut Creek</td>
<td>30</td>
</tr>
<tr>
<td>Marin</td>
<td>Saturday, May 20, 2017 8:30 a.m. to 1 p.m.</td>
<td>Mill Valley Community Center 180 Camino Alto, Mill Valley</td>
<td>80</td>
</tr>
<tr>
<td>Napa</td>
<td>Monday, May 15, 2017 6 p.m. to 8 p.m.</td>
<td>Elks Lodge 2840 Soscol Avenue, Napa</td>
<td>35</td>
</tr>
<tr>
<td>San Francisco</td>
<td>Wednesday, May 17, 2017 6:30 p.m. to 8:30 p.m.</td>
<td>Bay Area Metro Center 375 Beale Street, San Francisco</td>
<td>50</td>
</tr>
<tr>
<td>San Mateo</td>
<td>Thursday, May 4, 2017 6:30 p.m. to 8:30 p.m.</td>
<td>Sequoia High School Multi-Purpose Rm. 1201 Brewster Avenue, Redwood City</td>
<td>35</td>
</tr>
<tr>
<td>Santa Clara</td>
<td>Monday, May 22, 2017 6:30 p.m. to 8:30 p.m.</td>
<td>Marriott Hotel, San Jose Ballroom IV-VI 301 South Market Street, San José</td>
<td>45</td>
</tr>
<tr>
<td>Solano</td>
<td>Monday, May 15, 2017 6 p.m. to 8 p.m.</td>
<td>Solano County Events Center 601 Texas Street, Fairfield</td>
<td>45</td>
</tr>
<tr>
<td>Sonoma</td>
<td>Monday, May 22, 2017 6 p.m. to 8 p.m.</td>
<td>Finley Community Center 2060 W. College Avenue, Santa Rosa</td>
<td>45</td>
</tr>
</tbody>
</table>

**TOTALS:** 410
Open house stations included:

4. Public Hearings on Draft Plan and Draft EIR

Three public hearings were held during which participants were invited to comment and share feedback on the Draft Plan Bay Area 2040 as well as its Draft Environmental Impact Report.

Table 12: 2017 Public Hearings

<table>
<thead>
<tr>
<th>Held</th>
<th>Date/Time</th>
<th>Location</th>
<th>Estimated Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>Friday, May 12, 2017 9:40 am or immediately following the Legislation Committee</td>
<td>Joint MTC Planning Committee with the ABAG Administrative Committee Bay Area Metro Center, 375 Beale St., San Francisco</td>
<td>9 speakers</td>
</tr>
<tr>
<td>San Jose/ Santa Clara County</td>
<td>Tuesday, May 16, 2017 6 p.m. to 8 p.m.</td>
<td>Martin Luther King Jr. Library, 150 E. San Fernando St., Room 225, San Jose</td>
<td>15</td>
</tr>
<tr>
<td>Vallejo/ Solano County</td>
<td>Thursday, May 18, 2017 6 p.m. to 8 p.m.</td>
<td>Vallejo Naval and Historical Museum, Hall of History, 734 Marin St., Vallejo</td>
<td>30</td>
</tr>
</tbody>
</table>

The public hearing held in San Francisco was before the Joint MTC Planning Committee with the ABAG Administrative Committee. The remaining two hearings were held in other parts of the region, both in the evening. Over 55 participants attended the hearings.
5. Community-Based Engagement Utilizes Focus Groups

As part of the spring 2017 outreach for Plan Bay Area 2040, MTC and ABAG conducted five focus groups with community-based organizations in May 2017. The goal of each focus group was to get feedback on Draft Plan Bay Area 2040 from underrepresented groups around the Bay Area.

At each focus group, an MTC or ABAG staffer provided a brief presentation to familiarize attendees with Draft Plan Bay Area 2040 and introduce specific components of the Action Plan. A facilitated discussion gathered feedback from attendees on the Action Plan, including recommendations for improving the Draft Plan’s performance on housing, economic development and resilience issues. At the end of each focus group, attendees completed a survey.

Focus Group Details

<table>
<thead>
<tr>
<th>Community Organization/Location</th>
<th>Community Organization/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>❶ <strong>South Hayward Parish</strong></td>
<td>1. <strong>South Hayward Parish</strong></td>
</tr>
<tr>
<td>May 2, 2017</td>
<td>May 2, 2017</td>
</tr>
<tr>
<td>Homeless Population in Hayward</td>
<td>Homeless Population in Hayward</td>
</tr>
<tr>
<td>❷ <strong>Sound of Hope Radio</strong></td>
<td>2. <strong>Sound of Hope Radio</strong></td>
</tr>
<tr>
<td>May 5, 2017</td>
<td>May 5, 2017</td>
</tr>
<tr>
<td>South Bay Chinese American Residents</td>
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<tr>
<td>❸ <strong>Richmond Main Street</strong></td>
<td>3. <strong>Richmond Main Street</strong></td>
</tr>
<tr>
<td>May 8, 2017</td>
<td>May 8, 2017</td>
</tr>
<tr>
<td>Workers and Residents of Richmond</td>
<td>Workers and Residents of Richmond</td>
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<tr>
<td>❹ <strong>Sela Learning</strong></td>
<td>4. <strong>Sela Learning</strong></td>
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<tr>
<td>❺ <strong>Rose Foundation</strong></td>
<td>5. <strong>Rose Foundation</strong></td>
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<td>May 18, 2017</td>
</tr>
<tr>
<td>Students of Oakland and San Francisco</td>
<td>Students of Oakland and San Francisco</td>
</tr>
</tbody>
</table>

By the Numbers:

- 70 total attendees; nearly 100 total survey respondents
- Interpretation in **Spanish** and **Mandarin**
- **Over three fourths** of survey respondents have lived in Bay Area for more than 15 years
- **Near unanimous** support for developing a regional plan

Survey Results

97% think it’s important to develop a regional plan focusing on improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it.

Survey respondents ranked the elements of the Action Plan as follows (with 1 being most important):

1. Housing
2. Economic Development
3. Resilience
6. Briefings with Elected Officials
Staff provided an overview of the Draft Plan and answered questions at 10 briefings with elected officials at county congestion management agency board meetings, as well as before one city council. The meeting dates are shown below:

Table 13: Briefings by County with Locally Elected Officials on Draft Plan Bay Area 2040

<table>
<thead>
<tr>
<th>County/Agency</th>
<th>Meeting Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alameda County: Alameda County Transportation Commission</td>
<td>May 25, 2017</td>
</tr>
<tr>
<td>Contra Costa County: Contra Costa Transportation Authority</td>
<td>April 19, 2017</td>
</tr>
<tr>
<td>Marin County: Transportation Authority of Marin</td>
<td>April 27, 2017</td>
</tr>
<tr>
<td>Napa County: Napa Valley Transportation Authority</td>
<td>April 19, 2017</td>
</tr>
<tr>
<td>San Francisco: San Francisco County Transportation Authority</td>
<td>April 25, 2017</td>
</tr>
<tr>
<td>San Mateo County: City/County Assoc. of Governments</td>
<td>April 13, 2017</td>
</tr>
<tr>
<td>Santa Clara County: Santa Clara Valley Transportation Authority</td>
<td>May 4, 2017</td>
</tr>
<tr>
<td>Solano County: Solano Transportation Authority</td>
<td>May 10, 2017</td>
</tr>
<tr>
<td>Sonoma County: Sonoma County Transportation Authority</td>
<td>May 8, 2017</td>
</tr>
<tr>
<td>Santa Clara County: City of Milpitas</td>
<td>June 20, 2017</td>
</tr>
</tbody>
</table>

7. Tribal Summit
On Monday, May 8, 2017, ABAG and MTC hosted a meeting with representatives from the Bay Area’s Native American tribes at the National Indian Justice Center in Santa Rosa. MTC invited the region’s Native American tribes, as well as tribes whose ancestral lands are located within the nine Bay Area counties. Representatives from two tribes attended the meeting, as well as staff from our partner agencies, including Caltrans, the Transportation Authority of Marin and the Sonoma County Transportation Authority. Staff from the National Indian Justice Center also participated.

After opening remarks delivered by ABAG’s Vice President David Rabbitt and MTC’s Chair Jake Mackenzie, Matt Maloney, MTC’s principal for major projects, presented Draft Plan Bay Area 2040, its accompanying draft Environmental Impact Report and the 2017 Transportation Improvement Program. After the presentation, participants discussed local and regional topics related to housing and transportation and provided feedback on draft Plan Bay Area 2040 documents. A one-page fact sheet listing some key takeaways from the discussion groups can be found as part of the attachments to the meeting packet for the June 2017 meeting of the Joint MTC Planning Committee with the ABAG Administrative Committee. Follow this link to the meeting packet:

A redlined version of the Plan, highlighting changes between the Draft Plan and Final Plan, as well as a list of proposed changes to supplemental reports, was presented at the July 14, 2017 joint meeting of the MTC Planning Committee with the ABAG Administrative Committee. The staff memo highlighted six key themes reflected in the comments received and summarized revisions made in those areas. A longer summary list of staff responses and associated revisions were part of the meeting packet (as Attachment B). That document provided a staff response to over 100 comments, and noted if a revision had been made.

Materials for the July 2017 joint meeting can be found here: [http://mtc.ca.gov/file/69976/download?token=fsUqFyl-](http://mtc.ca.gov/file/69976/download?token=fsUqFyl-).


Draft Plan Bay Area 2040 and its companion Environmental Impact Report (EIR) were approved on Wednesday, July 26, 2017 at a special evening meeting of the full boards of ABAG and MTC. The nearly unanimous vote — with 41 of the 43 officials from the two bodies voting in the affirmative on the Plan and 39 for the EIR — completed a three-year process of plan development.
Plan Bay Area 2040:
Public Engagement Program

Appendices

Appendix 1: Display Boards, Spring 2015 Open Houses
   Station 1: Welcome
   Station 2: Plan Bay Area 101
   Station 3: Goals and Targets
   Station 4: County Focus
      Includes transportation, housing, employment statistics and PDA maps by county
   Station 5: Transportation
      Includes Transportation Improvement Program (TIP) projects by county
   Station 6: Looking Ahead

Appendix 2: Display Boards, Spring 2016 Open Houses
   Station 1: Welcome
   Station 2: About Plan Bay Area 2040
      Includes maps of PDAs/PCAs by county
   Station 3: Intro to Scenarios
   Station 4: Scenarios: Main Streets, Connected Neighborhoods, Big Cities
      Includes a focus on scenarios by county
   Station 5: Tell Us How You Would #BuildABetterBayArea
   Station 6: Activity: Places of the Bay Area

Appendix 3: Build A Better Bay Area Online Quiz, Spring 2016
   Screen shots of the online survey

Appendix 4: Program and Display Boards, Housing Forum, February 20, 2016
   Calling the Bay Area Home: Tackling the Housing Affordability and Displacement Challenge

Appendix 5: Display Boards, Spring 2017 Open Houses
   Station 1: About Draft Plan Bay Area 2040
   Station 2: Transportation
   Station 3: Housing and Jobs
      Includes maps of PDAs/PCAs by county
   Station 4: Action Plan
   Station 5: Activity Station
Appendix 1: Display Boards, Spring 2015 Open Houses

Welcome!

Thank you for attending the Plan Bay Area 2040 Open House. The Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC), along with local agencies and your local elected officials, value your ideas and encourage questions.

Your Guide to This Open House

What If I Have Questions?

Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG) staff are stationed around the room to answer questions you may have during the open house. Any question that we cannot answer in person will be logged and posted with a response on the PlanBayArea.org website within five working days of this open house.

What to Expect in 2015

<table>
<thead>
<tr>
<th>Spring 2015</th>
<th>June/July 2015</th>
<th>September 2015</th>
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</thead>
<tbody>
<tr>
<td>Plan Bay Area 101</td>
<td>Plan Bay Area 2040</td>
<td>Plan Bay Area 2040</td>
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</table>

PLAN BAY AREA 101

The Facts

Plan Bay Area is a roadmap to help Bay Area cities and counties preserve the character of our diverse communities while adapting to the challenges of future population growth.

1. Considers the transportation and land use planning in the Bay Area counties.
2. Is a long-range plan that looks out over 30 years more than is typical of four year plans.
3. Is based on local planning efforts that have taken place in communities around the Bay Area.
4. Is a regional investment plan with a budget and set of accountability measures to ensure that the plan is being carried out.
5. Sets goals that include reducing greenhouse gas emissions, providing adequate housing for all income levels, and improving economic opportunities.
6. Does not replace local general plans or community specific plans.
7. Does not rely on local land use siting.
8. Provides a framework for transportation, land use, and economic development policies.
9. Includes projected population and housing levels for the Bay Area’s 101 cities and 137 incorporated areas.
10. Provides a strategy for meeting the region’s future housing needs in Priority Development Areas (PDAs), which are valued designated areas with potential for housing that have not been identified and approved by local cities or counties for future growth.

PLAN BAY AREA 101

Key Milestones

Key Milestones 2014-2017

<table>
<thead>
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<th>14</th>
<th>15</th>
<th>16</th>
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<td>Project Analysis/Performance</td>
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<td>Regional Forecasting</td>
<td>Regional Forecasting</td>
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<td>Regional Forecasting</td>
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<td>Regional Transportation Planning</td>
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<td>Regional Transportation Planning</td>
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<td>Statewide &amp; Regional Transportation Plans</td>
<td>Statewide &amp; Regional Transportation Plans</td>
<td>Statewide &amp; Regional Transportation Plans</td>
<td>Statewide &amp; Regional Transportation Plans</td>
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<tr>
<td>Draft and Final Plan</td>
<td>Draft and Final Plan</td>
<td>Draft and Final Plan</td>
<td>Draft and Final Plan</td>
</tr>
</tbody>
</table>

Key Milestones

1. Project Analysis/Performance
2. Regional Forecasting
3. Regional Transportation Planning
4. Statewide & Regional Transportation Plans
5. Draft and Final Plan

Draft and Final Plan

- A comprehensive plan that meets the needs of all Bay Area residents.
- Ensures that transportation, land use, and economic development policies are in place.
- Provides a strategy for meeting the region’s future housing needs in Priority Development Areas (PDAs).

Key Milestones

- June 2015
- December 2015
- June 2016
- December 2016
- June 2017
- December 2017
**COUNTY FOCUS**

**Marin Housing**

**What Housing is Being Built?**

In Marin County — and across the Bay Area — the type of housing being permitted and constructed is changing.

Factors that influence these shifts include population growth, household size, job availability, access to transportation and the cost of living.

[Diagram showing population, jobs, transportation, and cost of living with an arrow pointing to housing.

**Slow Housing Growth in Marin County**

Unlike most of the Bay Area, which experienced a population growth over the last half-century, Marin County saw minimal change. Since focused growth in Marin County proved to be so scarce, the County has utilized its limited supply of land to develop high-density housing. (Note: This is not always the case. In some areas, Marin County has taken steps to support lower-density development.)

**Historical Trends for Housing Growth in Marin County**

- **70%** of permits in Marin County are for units not permitted in other Bay Area counties.
- **40%** of permits in Marin County are for units not permitted in other Bay Area counties.

**PDAs in Napa County**

**What Housing is Being Built?**

Housing reflects the unique values and lifestyles of a community. Factors that influence types of housing include General Plans, zoning, population growth, household size, job availability, access to transportation, income, and the cost of living.

[Diagram showing population, jobs, transportation, and cost of living with an arrow pointing to housing.

**Slow Housing Growth in Napa County**

Unlike most of the Bay Area, which experienced a population growth over the last half-century, Napa County saw minimal change. Since focused growth in Napa County proved to be so scarce, the County has utilized its limited supply of land to develop high-density housing. (Note: This is not always the case. In some areas, Napa County has taken steps to support lower-density development.)

**Historical Trends for Housing Growth in Napa County**

- **70%** of permits in Napa County are for units not permitted in other Bay Area counties.
- **40%** of permits in Napa County are for units not permitted in other Bay Area counties.
**COUNTY FOCUS**
**PDAs in San Mateo**

**Locally Nominated Priority Development Areas and Priority Conservation Areas**

San Mateo County is the largest land base in the Bay Area and an important component of the region's growth and development. The county is home to a diverse mix of urban and rural areas, including coastal communities, agricultural lands, and natural habitats. The plan focuses on identifying key areas for development and conservation, ensuring that growth occurs in a sustainable and equitable manner.

**A Map of San Mateo County PDAs**

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**COUNTY FOCUS**
**San Mateo Housing**

**What Housing is Being Built?**

Housing reflects the unique values and lifestyles of a community. Factors that influence types of housing include General Plans, zoning, population growth, household size, availability, access to transportation, income, and the cost of living.

- **Population:**
  - 1,190 new housing units per year in San Mateo County

- **Jobs:**
  - 840 new job opportunities per year

- **Transportation:**
  - 70% of permits are for multistory developments

- **Cost of Living:**
  - 40% of resident income is spent on housing

---

**COUNTY FOCUS**
**Santa Clara County Today**

**What are the current trends in Santa Clara County?**

Understanding what is happening in Santa Clara County is critical to ensure that local policies and regulations are well-informed. The county is one of the fastest-growing regions in the Bay Area, with a diverse mix of urban and rural areas, offering a unique landscape.

---

**COUNTY FOCUS**
**PDAs in Santa Clara**

**Locally Nominated Priority Development Areas and Priority Conservation Areas**

Santa Clara County, home to the heart of Silicon Valley and many multinational companies, is a hub for high-tech industries. The plan focuses on identifying key areas for development and conservation, ensuring that growth occurs in a sustainable and equitable manner.

**A Map of Santa Clara County PDAs**

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COUNTY FOCUS
Sonoma County Today

<table>
<thead>
<tr>
<th>Category</th>
<th>Data</th>
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<tbody>
<tr>
<td>Population</td>
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<tr>
<td>Median Household Income</td>
<td>$61,000</td>
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<tr>
<td>Employment</td>
<td>6.7%</td>
</tr>
<tr>
<td>Transportation</td>
<td>76%</td>
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</tbody>
</table>

PUBLIC TRANSIT
- 25,000 passengers daily
- 8,000 passengers on weekdays
- 4,000 passengers on weekends

What are the current trends in Sonoma County?

- Commuting to work in Sonoma County is increasing.
- The majority of commuters use their vehicles.
- Public transportation use is growing, but still below 10%.

Sonoma County is home to a diverse population with a mix of urban and rural settings.

COUNTY FOCUS
Sonoma Housing

What Housing is Being Built?

Housing reflects the unique values and lifestyles of a community. Factors that influence types of housing include:
- General plans and zoning
- Population growth
- Household size
- Access to transportation
- Income and the cost of living

- Population
- Jobs
- Transportation
- Cost of Living

Multifamily Home Growth in Sonoma County

- 1,027 new multifamily units completed in Sonoma County in 2020.
- 732 of them are market rate.
- 295 are affordable.

Historical Trends for Housing Growth in Sonoma County

- 70% of new homes are single-family.
- 40% of new homes are multifamily.

Locally Nominated Priority Development Areas and Priority Conservation Areas

Sonoma County is divided into several priority development areas (PDAs) and priority conservation areas (PCAs).

- PDAs focus on high-density development.
- PCAs aim to protect natural and agricultural lands.

A Map of Sonoma County PDAs
Planning Delivers Big Returns: Bridges and Highways

1. Richmond-Marin Bridge: New Northbound Span
2. Oakley/Trinity/Thurston Road
3. Concordia Bridge: New Westbound Span
4. Costa Mesa (Truck) Lane Replacement on I-405
5. Del Amo Grade Separation on Highway 1
6. Boyle Brow Replacement
7. Redline State Bridge above the Median Barrier
8. I-480 Truck Climbing Lane, Eastbound
9. I-880/Carpella/Express Lanes
10. San Francisco-Oakland Bay Bridge: East Span
11. I-80-120 Jacksonville Ramp Widening
12. I-880/1500-Hercules Freeway: Sacramento County
13. I-80, 237 Express Lanes
14. I-580/101 HAY Lane: Richmond County

Planning Delivers Big Returns: Public Transit Projects

1. AC Transit Two Rapid Transits
2. Alameda County Express (ACE) Priority Bus Corridor
3. BART-Oakland Connector
4. BART Railway Procurement Program (BART)
5. BART Transbay Terminal: Station, the first part of the extension to San Jose
6. East BART Extension: East of Fremont (BART)
7. Caltrain Main Line Rail: Extension
8. Fairfield/Novato Station
9. San Francisco Bay Front (SF Ferry Terminal) Repair
10. San Francisco Central Station
11. Sonoma Marin Transit Center
12. Sonoma Marin Transit: Sonoma Transit Center (SMART)

Other Programs

1. 511 Transit Information
2. Bay Trail
3. BikeShare - Regional Bicycle Sharing Program
4. Climate Change Programs
5. Clipper
6. Freeway Performance Initiative
7. Regional Street & Roads Program
8. Safe Routes to School
9. Transit-Oriented Affordable Housing Program (SUAH)
Appendix 2: Display Boards, Spring 2016 Open Houses

Station 1: Welcome
Station 2: About Plan Bay Area 2040
    Includes maps of PDAs/PCAs by county
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Station 4: Scenarios: Main Streets, Connected Neighborhoods, Big Cities
    Includes a focus on scenarios by county
Station 5: Tell Us How You Would #BuildABetterBayArea
Station 6: Activity: Places of the Bay Area
Plan Bay Area 2040 is a roadmap to help Bay Area cities and counties preserve the character of our diverse communities while adapting to the challenges of future population growth.

Did You Know? Plan Bay Area...

1. Is a roadmap for transportation and land-use planning in the nine Bay Area counties.

2. Is a long-range plan that looks out over 20- plus years but is updated every four years.

3. Is based on local planning efforts that have taken place in communities around the Bay Area.

4. Is a transportation investment plan with a requirement to consider population and housing needs when prioritizing funding or developing transportation policies.

5. Sets goals that include reducing greenhouse gas emissions, providing adequate housing for all of the region’s projected population, preserving open space and improving public health and safety.

6. Does not replace local general plans or community-specific plans.

7. Does not interfere with local land-use authority.

8. Prioritizes making our transportation network operate more efficiently by funding aging rail and bus replacement, road rehabilitation, express lane implementation and the like.

9. Includes projected population and housing levels for the Bay Area’s 101 cities and unincorporated areas.

10. Provides a strategy for meeting much of the region’s future housing needs in Priority Development Areas (PDAs), which are locally designated areas within existing communities that have been identified and approved by local cities or counties for future growth.
About Plan Bay Area

Key Milestones 2014 - 2017

14  15  16  17

Policy Development
- Public Engagement and Performance
  - Plan Bay Area 2040 with local partners and public support

Outcomes:
- Goals and Performance Targets

Regional Forecasts
- Projected national, regional, and local trends to create meaningful context
- Forecasts for economic, demographic, socio-economic, and environmental factors

Outcomes:
- Projected Metropolitan and Local Trends

Project Analysis / Performance
- Identifying transportation projects and programs for execution
- Public Engagement and Performance

Outcomes:
- Identified Potential Transportation Projects

Scenario Analysis
- Scenario development for growth, economic, environmental, and social factors
- Scenario development for growth, economic, environmental, and social factors

Outcomes:
- Scenario for Bay Area Growth

Draft and Final Plan
- Finalized plan for public engagement and adoption

Outcomes:
- Plan Bay Area 2040 Adoption, July 2017

Public Workshops and Outreach

About Plan Bay Area
PDA/PCA Map

Local Communities Lay Foundation for Growth
- Plan Bay Area 2040 is the first multi-modal transportation infrastructure plan developed under the Joint Powers Board. It includes a series of regional and local regional planning initiatives.
- PDCs are areas where communities and agencies collaborate to address the day-to-day needs of residents and businesses in a more integrated, efficient, and sustainable way.
- Growth and development in Plan Bay Area are projected to be distributed across the region, with a focus on compact development and mixed-use neighborhoods.
- Policies are areas of regional significance that help to shape community development and are in need of protection.
- They provide important agricultural, natural, and ecological areas, and support regional and local communities.
- Regional emphasis on sustainability with plans to develop and fund initiatives to protect PDCs through purchase of land or conservation easements with public funding.

San Francisco Bay Area Transportation and Land Uses

Legend

About Plan Bay Area
PDAs and PCAs in Alameda County

Locally Adopted Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs)

Alameda County is home to the city of Oakland, one of the largest cities in the region, the Port of Oakland, one of the country’s busiest container ports, major BART stations, historic developments and open spaces, and an existing rail system. Below is the excerpt of the 46 locally adopted PDAs in Alameda County.

A Map of Alameda County PDAs and PCAs
Plan Bay Area 2040: Public Engagement Report
Appendix 3: Build A Better Bay Area Online Quiz, Spring 2016

Screen shots of the online survey
Build a Better Bay Area Quiz

Take this quick quiz to tell us how you would #BuildABetterBayArea!
Your voice is needed to shape how your community looks in 2040!

START

Read More Below

Step out of your daily routine and think about how you want to get around the Bay Area over the next 25 years. Where should new housing go? What transportation investments and housing policies should we prioritize now to build a better Bay Area for future generations?

The #BuildABetterBayArea quiz is a fun and interactive tool that can help you guide Plan Bay Area 2040, an integrated, long-range transportation, land use and housing plan.

Quiz questions mirror the tough decisions facing the Bay Area as we adapt to the challenges of future population growth.

After completing the quiz, submit your responses and invite your friends to participate, too.

Click here to get started.

START

© 2016 Metropolitan Transportation Commission. All Rights Reserved.
To make sure we get the most out of your feedback, please answer a few demographic questions before getting started with the #BuildABetterBayArea quiz:

Email or phone number (required)

ZIP code (required)

Name (optional)

Age (optional)

NEXT

Answer 10 quick questions to tell us how you would #BuildABetterBayArea!

Your input to these questions will help guide our current planning process for Plan Bay Area 2040, an integrated, long-range transportation, land use and housing plan.

MTC and ABAG have developed three scenarios to analyze and communicate the effects of different combinations of housing, land use and transportation strategies:

- Main Streets
- Connected Neighborhoods
- Big Cities

Quiz questions mirror the tough decisions facing the Bay Area about how we should best #BuildABetterBayArea over the next 25 years.

MTC and ABAG developed this quiz as an educational tool to help residents learn more about the three planning scenarios. These scenarios have been created to analyze and communicate the effects of different combinations of housing, land use and transportation strategies under Plan Bay Area.

In addition to resident feedback via public workshops on Plan Bay Area scenario planning and all other comments received by MTC and ABAG’s public outreach efforts, quiz answers will help guide our current planning process for Plan Bay Area 2040.

Your answers to the following 10 questions will help us refine these scenarios.

START THE QUIZ
Transportation Investments

How we invest our transportation dollars now will make a difference in what our communities will look like and how we will get around the Bay Area in 2040. Likewise, transportation policies we put in place now to protect the environment by reducing per person greenhouse gas emissions from cars and light-duty trucks will make for a cleaner, healthier Bay Area for future generations.

CONTINUE

Read More Below

To help us understand your priorities for our transportation future, please respond to the following 5 policy statements. Your answers will help inform how we meet our goal of a prosperous, sustainable and equitable Bay Area in the future.

CONTINUE

1. Transportation investments should focus on expanding freeways rather than improving transit lines and transit services.

1 = Disagree

2 = Agree

NEXT QUESTION

Questions Remaining

- 1 2 3 4 5

- 6 7 8 9 10

2. Any new tolls (bridge tolls, express lane tolls, etc.) should prioritize funding for new freeway capacity rather than expanded public transit.

1 = Disagree

2

3 = Agree

NEXT QUESTION

Questions Remaining

- 1 2 3 4 5

- 6 7 8 9 10
3. We should expand transit services and biking/walking options to serve new housing built across the Bay Area rather than improving these services in areas where people already live and work.

4. Maintaining the region’s current public transit infrastructure should be a top priority for the Bay Area, rather than dedicating funding to extend transit services to new areas.

5. Maintaining the region’s current local streets and highways should be a top priority for the Bay Area, rather than dedicating funding to building new ones.
How we address the Bay Area’s housing shortage now will have an impact on what our communities will look like in 2040, particularly as we plan for regional population and job growth over the next 25 years.

Thoughtful housing policies will help to meet the current and anticipated demand of a growing region and will take into account issues like affordability, access to public transit, and ensuring a cleaner, healthier Bay Area for future generations.

To help us understand your housing policy priorities, please respond to a series of 5 policy statements. Your answers will help inform how we meet our goals for a prosperous, sustainable and equitable Bay Area in the future.

San Jose, San Francisco and Oakland should take on more of the region’s anticipated population growth and receive a larger share of the region’s total transportation funding.

1 = Disagree

2

3 = Agree

Questions Remaining

- 1 2 3 4 5 - 6 7 8 9 10

NEXT QUESTION
7. Some new housing should be built on land that is currently undeveloped rather than only in existing communities.

1 = Disagree
2
3 = Agree

Next Question

Questions Remaining

8. We should encourage nearly all new housing to be built near jobs and amenities (such as transit or entertainment).

1 = Disagree
2
3 = Agree

Next Question

Questions Remaining

9. Nearly all new housing should be built solely in residential neighborhoods rather than near transit, jobs or entertainment.

1 = Disagree
2
3 = Agree

Next Question

Questions Remaining

10. Nearly all new employment centers should be built within the downtowns of larger cities rather than across the Bay Area.

1 = Disagree
2
3 = Agree

See Results

Questions Remaining
Appendix 4: Program and Display Boards, Housing Forum, February 20, 2016

Calling the Bay Area Home: Tackling the Housing Affordability and Displacement Challenge
Program:

Rents in the Bay Area continue to increase due to a booming economy and chronic under-production of housing affordable to low- and moderate-income households.

![Figure 5: Median Monthly Rent 2005-2016](source: California Housing Partnership, 2016)

In Marin, San Francisco, and San Jose counties, a worker would need to earn about $80 an hour to afford a 2-bedroom apartment. In comparison, California’s minimum wage was $9 per hour in 2016.

Low wages, high rents and lack of funding for affordable housing leave few choices for many lower-wage households. Either they spend a higher share of their limited income on rent, double up with other families, live in sub-standard housing, or move out of their neighborhoods.

![Figure 6: What You Need to Earn To Afford a 2-Bedroom Unit At Market-Rate](source: California Housing Partnership, 2016)

Calling the Bay Area Home: Tackling the Housing Affordability and Displacement Challenge

February 20, 2016

Thank you for joining us to talk about the challenges of housing affordability and displacement risk occurring throughout the Bay Area.

Today, we come together as a region, not only to identify the challenges before us, but to also seek solutions.

Today’s Program

6:30 am Registration

9:00 am Opening Remarks

Fred Blackwell, CHL, The San Francisco Foundation

Lynsey Saylor, Oakland Mayor and MTC Commissioner

Julie Pimentel, ABAG President, MTC Commissioner and Chair of the Committee on Caltrans

David Campos, Supervisor, City and County of San Francisco and MTC Commissioner

Setting the Stage With Personal Experiences

Melissa James, North Bay Displacement Project, Petaluma

Reyna Gonzalez, Faith in Action, San Mateo

Thecla Polk, East Bay Housing Organizations, Oakland

9:30 am Opening Panel

Moderator: Dave Carter, Santa Clara County Supervisor, MTC Chair, and ABAG Executive Director

Carol Galante, Senior Director, Labor Center for Housing Innovation, U.C. Berkeley

Caroline Dugas, Oakland Assistant City Administrator

Bob Steven, Executive Director, Building Industry Association of San Francisco

Jennifer Martinez, Executive Director, Faith in Action Bay Area

Questions from the audience

10:30 am Break – Move into Group Discussions

10:45 am Group Discussions

11:45 am Lunch

Perspectives From Outside the Region

Nade Richardson, Chief Economist, Health in theBuilt Environment, City of Seattle, Director of the Office of Policy & Innovation

12:45 pm Reports Back From Group Discussions

1:15 pm Wrap-up, Fred Blackwell, CHL, The San Francisco Foundation

1:30 pm Close

The Bay Area’s Housing Affordability and Displacement Challenge

The Bay Area continues to add jobs and residents even as housing construction consistently lags demand. Dramatic swings in job creation during boom and bust cycles continue to expose the region’s workers and economy to financial uncertainty.

![Figure 1: Jobs, Housing and Population Trends 1991-2013](source: California Housing Partnership, 2016)

The Bay Area is failing to retain and grow middle-wage jobs that can provide economic opportunities to low-wage workers. Migrant wages in a growing number of low-wage jobs further reduces affordability and economic self-sufficiency for more than 1 million low-income households.

![Figure 2: Job Growth and Loss by Income Category 2001-2013](source: California Housing Partnership, 2016)

The Bay Area continues to under-produce housing affordable to very low, low and moderate income households. Shrinking public resources for housing limits local, regional and state response to growing displacement risk and demand for affordable housing.

![Figure 3: Regional Housing Needs Allocation Permitted by Income Category 1999-2014](source: California Housing Partnership, 2016)

Low-income households spend a large share of their income on housing. More than half the households earning less than $30,000 are rent burdened, i.e., they spend more than a third of their income on housing.

![Figure 4: Share of Household Income Spent on Housing, by Income Level 2013](source: California Housing Partnership, 2016)
Bay Area Housing Protections

About half of Bay Area residents live in homes that they own and therefore have a "right to remain." They are not at risk of eviction or sudden cost increases, and retain any increase in the value of their home. About a quarter of Bay Area residents rent market rate units and have many benefits such as safety, mobility, and good location — but they do not build equity and may be at risk of displacement. The remaining Bay Area residents live in a wide range of market-rate housing that offers degrees of displacement protection and/or equity formation.

Loss of Low- and Moderate-Income Renters 2000-2013

The region's lack of affordable housing production, rising rents, and lack of housing in job-rich areas have each contributed to the present displacement crisis, which is impacting all nine counties in the Bay Area.
Plan Bay Area 2040: Public Engagement Report

Bay Area Population, Income, Employment, and Housing

- **1.6M**
  - Population
  - Income: $72,999
  - Employment: 20%
  - Housing: $1,822
- **1.1M**
  - Population
  - Income: $79,190
  - Employment: 20%
  - Housing: $1,822
- **256,000**
  - Population
  - Income: $77,080
  - Employment: 20%
  - Housing: $1,822
- **139,000**
  - Population
  - Income: $70,980
  - Employment: 20%
  - Housing: $1,822
- **837,000**
  - Population
  - Income: $77,050
  - Employment: 20%
  - Housing: $1,822
- **745,000**
  - Population
  - Income: $91,330
  - Employment: 20%
  - Housing: $2,947
- **1.9M**
  - Population
  - Income: $92,180
  - Employment: 20%
  - Housing: $2,213
- **424,000**
  - Population
  - Income: $83,000
  - Employment: 20%
  - Housing: $1,822
- **490,000**
  - Population
  - Income: $81,600
  - Employment: 20%
  - Housing: $1,444

Bay Area Housing by the Numbers

- **10:1**
  - Ratio of homes for sale to homes for rent in SF (2019)
- **57%**
  - Renters in the Bay Area in 2019
- **99%**
  - Renters in the Bay Area who are not benefiting from the homelessness reduction

- **28%**
  - Renters in the Bay Area who are not benefiting from the homelessness reduction
- **100K**
  - Number of renter households in the Bay Area (2019)
- **Half**
  - Renters in the Bay Area who are not benefiting from the homelessness reduction

- **520,000**
  - Average cost of the Bay Area in 2019
- **48%**
  - Percentage of renter households in the Bay Area (2019)
- **$80K**
  - Median income of a family in the Bay Area in 2019

We Want to Hear From You!

What strategies do you think can increase housing affordability and decrease displacement risk in your neighborhood?

What measures can do the same across multiple jurisdictions in the Bay Area, which range from rural and suburban to dense urban?
The displacement pressures facing many Bay Area communities, and the interest of elected officials in this issue, provides an impetus for a more extensive regional discussion and action. To better inform that discussion, below are some of the factors triggering displacement in the Bay Area.

**Declining wages:** Between 2010 and 2013, overall median household income declined across all income categories in the Bay Area, with mobile and low-wage workers experiencing the sharpest declines of close to 5%.

**Global investment in housing:** The concentration of major knowledge-based companies and a high-quality of life have made the region an attractive destination for businesses, which has contributed to a surge in housing prices.

**Leaving housing protection:** Housing production has not kept up with the rate of population growth. Between 2000 and 2014, the region added 239,000 new housing units, only 35,000 of which were protected as affordable.

**Inherited zoning:** A series of legislative requirements, local policies, and development standards have slowed housing development in the Bay Area.

**Expediting and incentives:** Legislation and regulations have been relaxed to expedite housing development, but the effectiveness of these measures is uncertain.
Appendix 5: Display Boards, Spring 2017 Open Houses

Station 1: About Draft Plan Bay Area 2040
Station 2: Transportation
Station 3: Housing and Jobs
  *Includes maps of PDAs/PCAs by county*
Station 4: Action Plan
Station 5: Activity Station
**Proposed Housing Actions**

**Timeframe**

- Advance tenancy and legislative solutions for housing over 2 years
- Continue rent control ordinance based on the One Bay Area Plan (OBAP) model to address housing insecurity by providing greater security of tenure, affordability, and displacement. 4 years
- Support housing protections at all income levels and incentives for affordable housing potentially through transportation planning and policy including grants, tax incentives, and other mechanisms. 2 years
- Prioritize key impacted communities or projects that support more housing or more affordable housing in serving these areas. 4 years
- Strengthen housing policy leadership by expanding technical assistance for local jurisdictions, including guidance on implementing state housing laws and best practices for housing preservation and enforcement. 2 years
- Close data gaps for housing by continuing to collect, analyze, and disseminate information about housing opportunity sites, housing development trends, and policy actions taken by local governments. 1-4 years

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**Proposed Economic Development Actions**

**Timeframe**

- Continue regional economic solutions and increase funding for economic development by creating a new Bay Area Economic Development District and implementing the Comprehensive Economic Development Strategy. 1-2 years
- Strengthen middle-wage job access for residents by implementing recommendations in the Regional Economic Development Strategy. 1-4 years
- Increase transportation access to key job centers via public transportation. 2-3 years
- Preserve existing infrastructure by addressing needs for maintenance and preservation, and continuing investment to support transportation and economic development needs. 1 year
- Preserve and enhance industrial lands. 2-4 years

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**We Want to Hear From You!**

What ideas do you have to improve economic development for the Bay Area?  
[Add your ideas at this link.]
In response to emerging and increasingly pressing threats—from sea-level rise and flooding to major earthquakes—facing Bay Area communities, ecosystems and economies, the Action Plan recommends expanding existing efforts and developing creative funding solutions to implement resiliency projects.

**Proposed Climate Resiliency Actions**

- **Develop a regional governance strategy** to ensure a framework for leveraging and coordinating projects that address sea-level rise.
- **Provide stronger policy leadership and guidance** for developing and using assets for infrastructure, flood, and sea-level rise risk. Strengthen local and regional strategies to ensure services can be provided in times of extreme conditions.
- **Create new funding sources for climate change adaptation and resilience** and work with existing infrastructure to protect against flooding, earthquakes and environmental impacts.
- **Establish a resiliency network** to share local practices and get support for climate adaptation and natural-based mitigation. Integrate resilience planning into Priority Development Areas.
- **Expand the Bay Area’s natural infrastructure** by protecting and restoring natural features that can reduce flood risk, enhance biodiversity, and improve public access. Support new development in regions that are low-risk and support natural infrastructure partnerships.
- **Establish an advanced resilience program** to incorporate climate resiliency into new development, local infrastructure projects and existing plans.

**Timeframe**

- 2-4 years
- 1-4 years
- 1-2 years
- 1-4 years
- 1-4 years

**We Want to Hear From You!**

What concerns do we have?
What ideas do you have to improve resiliency within the Bay Area?

Add your ideas or provide feedback here.