



METROPOLITAN  
TRANSPORTATION  
COMMISSION

Joseph P. Bort MetroCenter  
101 Eighth Street  
Oakland, CA 94607-4700  
TEL 510.817.5700  
TDD/TTY 510.817.5769  
FAX 510.817.5848  
E-MAIL [info@mtc.ca.gov](mailto:info@mtc.ca.gov)  
WEB [www.mtc.ca.gov](http://www.mtc.ca.gov)

## *Memorandum*

TO: Planning Committee

DATE: October 30, 2008

FR: Deputy Executive Director, Policy

W. I.

RE: Transportation 2035: Building the Momentum for Change

If the Bay Area is to effectively advocate for and respond to the areas of climate protection, transport pricing and focused growth (just to name a few), we must be bold in our thinking and our actions. To this end, as we enter into the third and final phase of the Transportation 2035 planning effort, staff has initiated discussions with the MTC advisory committees, Bay Area Partnership, and MTC Commissioners to identify discrete, bold actions that the region ought to pursue. These bold actions would take us beyond the financially constrained plan and help us to build the momentum for change in order to meet our performance targets and to facilitate the kinds of changes we want to see in the years ahead.

At your Committee meeting, staff will present and seek comments on the following:

- Discuss “change in motion” in terms of changes that are occurring around us and the changes that we want to advocate;
- Present the performance results of the Draft Transportation 2035 Plan against the performance objectives adopted by the Commission; and
- Seek your input on the questions below, and report on the key messages we heard from stakeholder discussion forums held during the month of October. We also would like to solicit your input on other potential bold actions for our advocacy platform.
  - Fix It Finally: How can we eliminate the \$40 billion maintenance backlog?
  - Transit Performance Initiative: Should transit agencies study/implement measures to increase ridership and service productivity and cost efficiencies?
  - Green Commute/Green Parking Pilot: Should the region launch a “Green Commute/Green Parking” pilot for employers and multi-unit residential developers?
  - Zero Emission Vehicles: Should the Bay Area’s local governments lead the way by moving to green vehicles?
  - Shape New Federal Transportation Bill: How can our region influence the debate on new federal transportation policies to further Transportation 2035 goals?

The attached PowerPoint presentation includes what we’ve heard so far on the topics from stakeholders, MTC citizen advisors and Partnership meetings over the past few weeks. Our goal is to develop a preferred regional strategy based on all the input received, and incorporate it into the Final Transportation 2035 Plan that is slated for Commission adoption in March 2009.

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Therese McMillan

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