

OneBayArea

Date: March 2, 2011
 To: MTC Policy Advisory Council
 From: Ellen Griffin, MTC
 Subject: Public Involvement Activities for Spring 2011: Initial Vision Scenario

This memo summarizes the key activities planned for public outreach and involvement for the Regional Transportation Plan/Sustainable Communities Strategy. With the release of the Initial Vision Scenario in March, and leading up to adoption of detailed scenarios in July, ABAG and MTC are planning the following:

- **Briefings for local elected officials in each county** — We are in the process of setting up forums in all nine counties (through Congestion Management Agencies or other appropriate agencies) following the March release of the Initial Vision Scenario. We will conduct these meetings in March and early April, to give elected officials a chance to hear directly about information pertaining to the communities they represent and the process moving forward. City managers will be invited to participate. A tool kit is also being prepared for elected officials who wish to conduct meetings in their communities.
- **Planner-to-Planner Briefings** — ABAG and MTC's planning staff will organize a Planning Directors' Forum in each county to provide technical briefings with key local planning staff to discuss the results of the Initial Vision Scenario analysis.
- **Countywide Workshops** — We will conduct public workshops in all nine counties. Some of these forums will be held in partnership with the Silicon Valley Community Foundation, which is leading an effort known as "Envision Bay Area" to draw more Bay Area residents into the discussion about SCS. The format will be similar in all nine counties, and will include an internet-based tool to illustrate different options for future growth and travel, and show tradeoffs associated with different choices. We will notify the Partnership Board about the schedule for these workshops well in advance, and we will work with CMAs to promote public meetings on the development of county project priorities.
- **Partnerships with Community Organizations** — MTC and ABAG are seeking to partner with community- and faith-based organizations, as well as local nonprofits to involve low-income communities and communities of color in development of the SCS planning scenarios. We issued an RFP with funding available to cover organizations' costs in helping us plan and execute strategies for public involvement, and will be selecting groups to partner with in the coming weeks.



- **Telephone Poll/Focus Groups** — Later this spring we will conduct a telephone survey of Bay Area residents on topics such as housing and development patterns, and to get their views on a range of strategies to reduce greenhouse gas emissions.
- **Web, Visualization and e-news** — A more high-profile, interactive web presence, electronic newsletters and social media are planned to keep those interested up to date and engaged in the development of Plan Bay Area.

Project-based Outreach by Counties

At the county congestion management agency level, CMAs will also be conducting public meetings and seeking public comments on local transportation projects as part of the Call for Projects. We are coordinating meeting schedules and including information on public meetings on the OneBayArea web site.

Below is a list of contacts at each of the county CMAs:

- Alameda County
Alameda County Transportation Commission
Beth Walukas: bwalukas@accma.ca.gov
- Contra Costa County
Contra Costa Transportation Authority
Martin Engelmenn: mre@ccta.net
- Marin County
Transportation Authority of Marin
Karita Zimmerman: kzimmerman@tam.ca.gov
- Napa County
Napa County Transportation and Planning Agency
Eliot Hurwitz: ehurwitz@nctpa.net
- San Francisco
San Francisco County Transportation Authority
Tilly Chang: tilly.chang@sfcta.org
- San Mateo County
City/County Association of Governments
Jean Higaki: jhigaki@co.sanmateo.ca.us
- Santa Clara County
Santa Clara Valley Transportation Authority
Chris Augenstein: chris.augenstein@vta.org
- Solano County
Solano Transportation Authority
Bob Macaulay: rmacaulay@sta-snci.com
- Sonoma County
Sonoma County Transportation Authority
Janet Spilman: jspilman@sctainfo.org

Key Contacts for public outreach and involvement activities:

JoAnna Bullock, ABAG, 510.464.7968 (JoAnnaB@abag.ca.gov)
Ellen Griffin, MTC, 520.817.5854 (egriffin@mtc.ca.gov)

Engagement Activities

Outreach Activity	Timeline
Web/Visualization, e-news	Mid-March through July
Presentation Tool Kit	Mid-March
Briefings for Local Elected Officials (by county)	Mid-to-late March
Planning Directors' Forums (by county)	Mid-March through Mid-April
Telephone Poll, Focus Groups	April
Countywide Workshops	April through mid-May
Community-based Partnerships	April through mid-May