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*Memorandum*

TO: MTC Planning Committee  
ABAG Administrative Committee

DATE: May 6, 2011

FR: Deputy Executive Director, Policy

RE: Commission Workshop Discussion Summary

**Background**

The Commission held a Workshop on April 28-29, 2011 in Half Moon Bay to discuss ongoing work associated with Plan Bay Area. Both MTC and ABAG staff were in attendance and led discussion items.

The first day of the workshop began with an overview of SB 375 and its Sustainable Communities Strategy (SCS) requirements and a discussion on the recently-released Initial Vision Scenario (IVS), followed by a discussion of alternative scenarios to help achieve adopted performance targets. The first day closed with the Commissioners participating in the priority-setting exercise used at the Plan Bay Area Public Workshops and a presentation of recent poll results that will also inform development of alternative scenarios for Plan Bay Area. These poll results will be presented at your committee meeting (see Attachment A).

The second day included a discussion on how Plan Bay Area might address the Bay Area's ability to sustain its competitive economic advantage and a discussion on considerations for Plan Bay Area funding incentive concepts that could be employed to promote closer integration of land use planning and transportation investments. The workshop closed with a discussion of MTC's Transit Sustainability Project, which is assessing the long-term viability of the region's existing transit system.

A summary of the Workshop discussions is provided as Attachment B.

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Ann Flemer

AF:DK

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**Plan BayArea**

Surveying the Region's Residents: Attitudes, Public Policy, and Personal Commitment to Action

MTC Planning Committee & ABAG Administrative Committee  
May 13, 2011

## Findings From Three Public Opinion Surveys

- *Plan Bay Area* outreach poll  
(March/April 2011; 1,069 residents)
- MTC "Baseline Climate Initiatives Survey"  
(February 2011; 815 residents)
- MTC "Transit-Oriented Development – New Movers Survey"  
(April 2008; 911 residents)

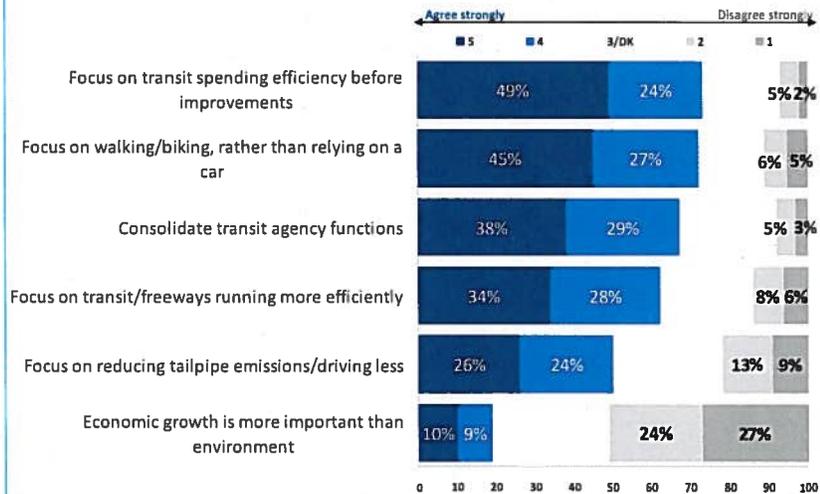
## Research Objectives of Surveys

- **General: Obtain objective, statistically valid data on Bay Area residents' attitudes on vital issues**
- **Identify residents' priorities for future regional transportation investments and improvements**
- **Gather information on attitudes, current transportation behaviors, and opportunities for behavior change to develop a Climate Initiatives Public Outreach Program.**
- **Understand what attracts Bay Area residents to transit-oriented developments**

## Attitudes: Environment and Transportation

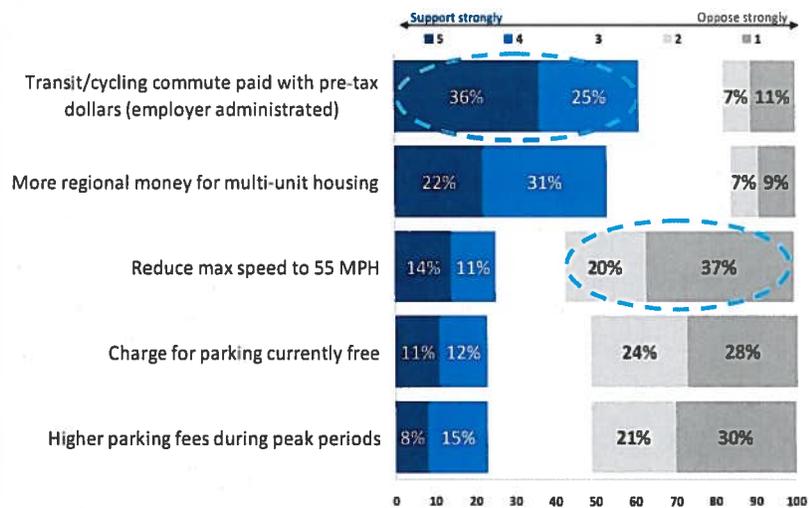
## Efficiency, Transit, Walking, Biking

### Non-auto modes important, even to drivers



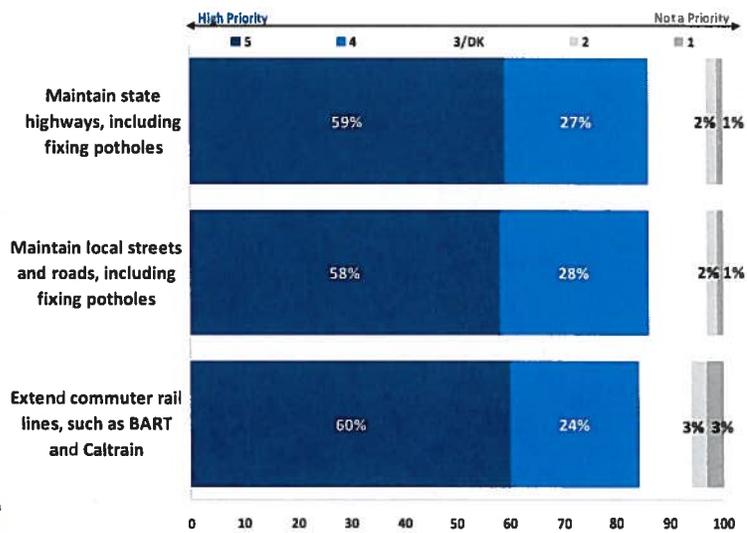
## Support for Commuter, TOD Plans

### Ideas requiring direct contribution least popular



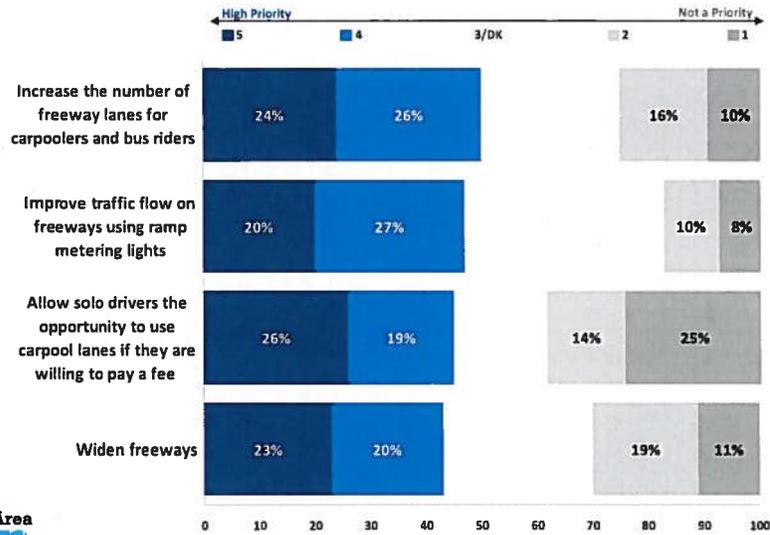
# Transportation Funding Priorities

## Top Transportation Priorities Maintaining and expanding network is key



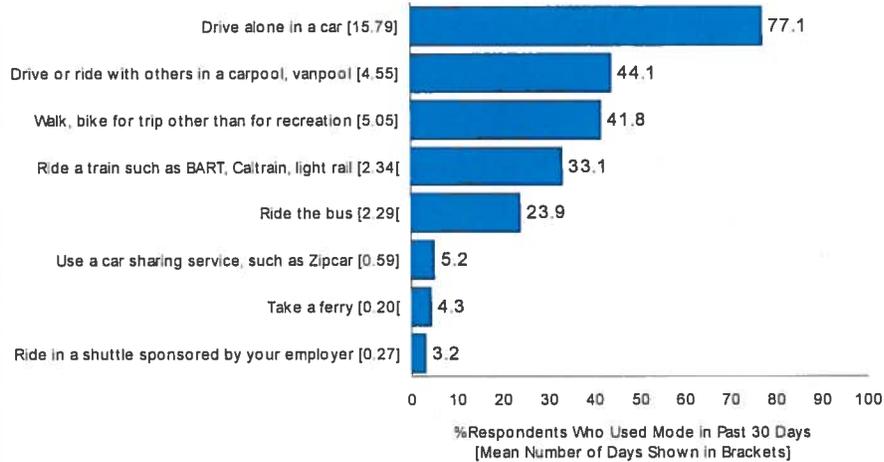
## Low-Level Transportation Priorities

Solo in carpool lane most divisive; metering lights OK



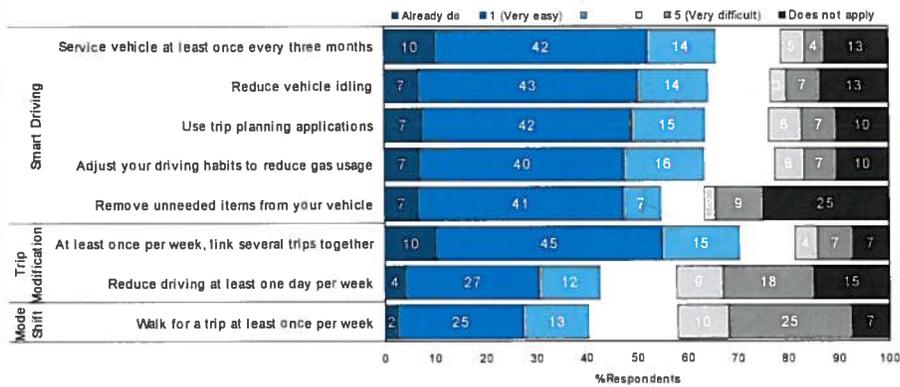
## Personal Actions & Tradeoffs – Transportation & Housing

## Popularity of travel modes

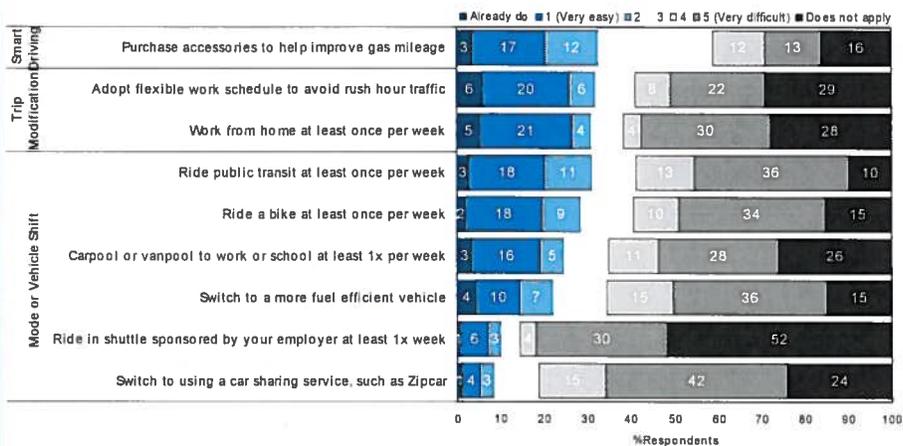


## Best Behavior Change Opportunities

### How Bay Area residents will reduce greenhouse gas emissions



## Actions That Are More Difficult



## Top Priorities for Choosing a Home

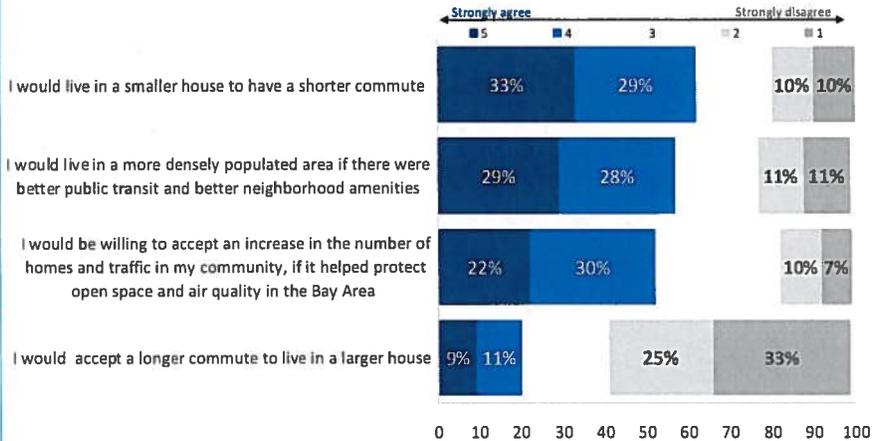
Safety, Proximity

- Safe to walk at night
- Safe and convenient to walk/bike to errands
- Clean neighborhood
- Short commute to work
- Places to spend time in the neighborhood
- Dedicated parking spot
- Plenty of indoor space
- Parks where my family or pets can safely play
- Nearby places for outdoor recreation
- Living on a quiet street

(from Choosing Where We Live: Attracting Residents to Transit-Oriented Neighborhoods in the San Francisco Bay Area, Metropolitan Transportation Commission, 2010 [www.mtc.ca.gov/planning/smart\\_growth/tod/5-10/Briefing\\_Book-Choosing\\_Where\\_We\\_Live.pdf](http://www.mtc.ca.gov/planning/smart_growth/tod/5-10/Briefing_Book-Choosing_Where_We_Live.pdf))

## Housing Trade-Offs

### Long on Transit/Environment, Short on Commute



## Key Findings

- Strong support for more transit, walking, biking options – even though many not ready to give up their car.
- Carrots vs. Sticks: Clear support for policies and programs that positively encourage change, far less for those that do so through increasing costs or rules.
- There are opportunities to change how people travel and live to reduce VMT and emissions
- Bay Area residents can be motivated by altruistic concerns about the environment, public health, and preserving the Bay Area for future generations.

**Attachment B**

**Summary of Commission Workshop Discussion  
(April 27-28, 2011)**

- **Local Reactions to the Initial Vision Scenario (IVS)**

Based on input/reaction to the IVS, Commissioners noted that Plan Bay Area should address the following:

- 1) Incentivize future housing demand and a supportive transit network using regional transportation funding.
- 2) Recognize those jurisdictions that have strategies to preserve farmland and open space.
- 3) Recognize that, in addition to the urban counties, rural and suburban counties have important transportation needs. These needs should be fully considered when setting funding priorities to support sustainable communities.
- 4) Assure that land use plans translate to implementation – performance monitoring will be key.
- 5) Recognize that expansion of existing job centers with good transit access will be needed.
- 6) Reward jurisdictions willing to take on more of the housing growth.

- **Look Ahead: Alternative Scenarios** - The IVS does not meet the 2035 greenhouse gas target nor several other targets adopted by MTC and ABAG. Achieving the targets will require tradeoffs among land use, transportation and non-infrastructure strategies. Staff provided some preliminary concepts to consider for the alternative scenarios evaluation process that will continue for most of the remainder of this year.

- **Regional Economic Development Strategy** - JPC staff outlined the role Plan Bay Area might play in developing a regional economic strategy, such as identifying and supporting regional job centers through transportation funding investments and legislative remedies. Comments from Commissioners included:

- 1) High housing costs will be one of the key impediments to attracting future job growth.
- 2) In particular, the region significantly falls short in providing adequate “workforce housing.”
- 3) The region should develop a comprehensive plan to improve the region’s economic competitiveness advantage. The JPC is the logical body to take on this effort.
- 4) Need to entice new industry – for example, if the Bay Area is going to purchase most of the electric vehicles, then we should find ways to incentivize EV manufacturers to locate here.
- 5) We should be looking to beat current job growth projections, not just meet them.
- 6) Should consider incorporating access to employment opportunities in the TOD policy.

- **Funding Incentives** – Staff described how RTP regional funding priorities and project selection have evolved over the last two decades. During that time certain regional programs have emerged that support sustainable communities, such as TLC, Station Area Planning, Climate Initiatives, Regional Bike Program, Affordable TOD program, to name a few. At the

same time, MTC has been delegating project selection within some of these categories to the CMAs as noted in the earlier discussion about the Initial Vision Scenario. Plan Bay Area must consider more integration of land use planning with supportive transportation investments. No matter how this is accomplished, the key is to ensure the region achieves desired outcomes. Comments from Commissioners included:

- 1) To be relevant to near term opportunities, incentive funding should be made available as soon as possible.
  - 2) Mechanisms need to be focused on how funding might be used to offset the cost to build housing, especially affordable workforce housing.
  - 3) Region needs to enlist the help of housing developers/builders to seek legislation that removes impediments to providing more workforce housing.
  - 4) Incentive funding strategies need to ensure that regional priorities (e.g., complete streets) are being met in a timely fashion and account for the fact that the Bay Area has diverse needs throughout the region.
  - 5) Funds need to be tied to actual housing production rather than projections.
  - 6) Need to consider how transportation funds can leverage non-transportation improvements that are necessary to support sustainable land uses and policy choices.
- **Public Opinion Polling** – Commissioners heard results from three telephone polls of Bay Area residents’ attitudes on key transportation and land-use issues. The poll results, along with the public comments heard from public workshops, meetings and hearings, are good sources of public opinions on key issues brought to the Commission for discussion and decision-making.