

BayArea Plan

**Spring 2011
Public Engagement**

Joint MTC Planning
Committee/ABAG
Administrative Committee
June 10, 2011



Innovations in Plan Bay Area Engagement

- Extensive outreach to local government
- New partnership to leverage funds and draw new participants
- New social media campaign, strong web presence
- Produced multiple videos featuring board members and agency experts
- Community-based organizations used a variety of outreach techniques
- Local cable TV coverage



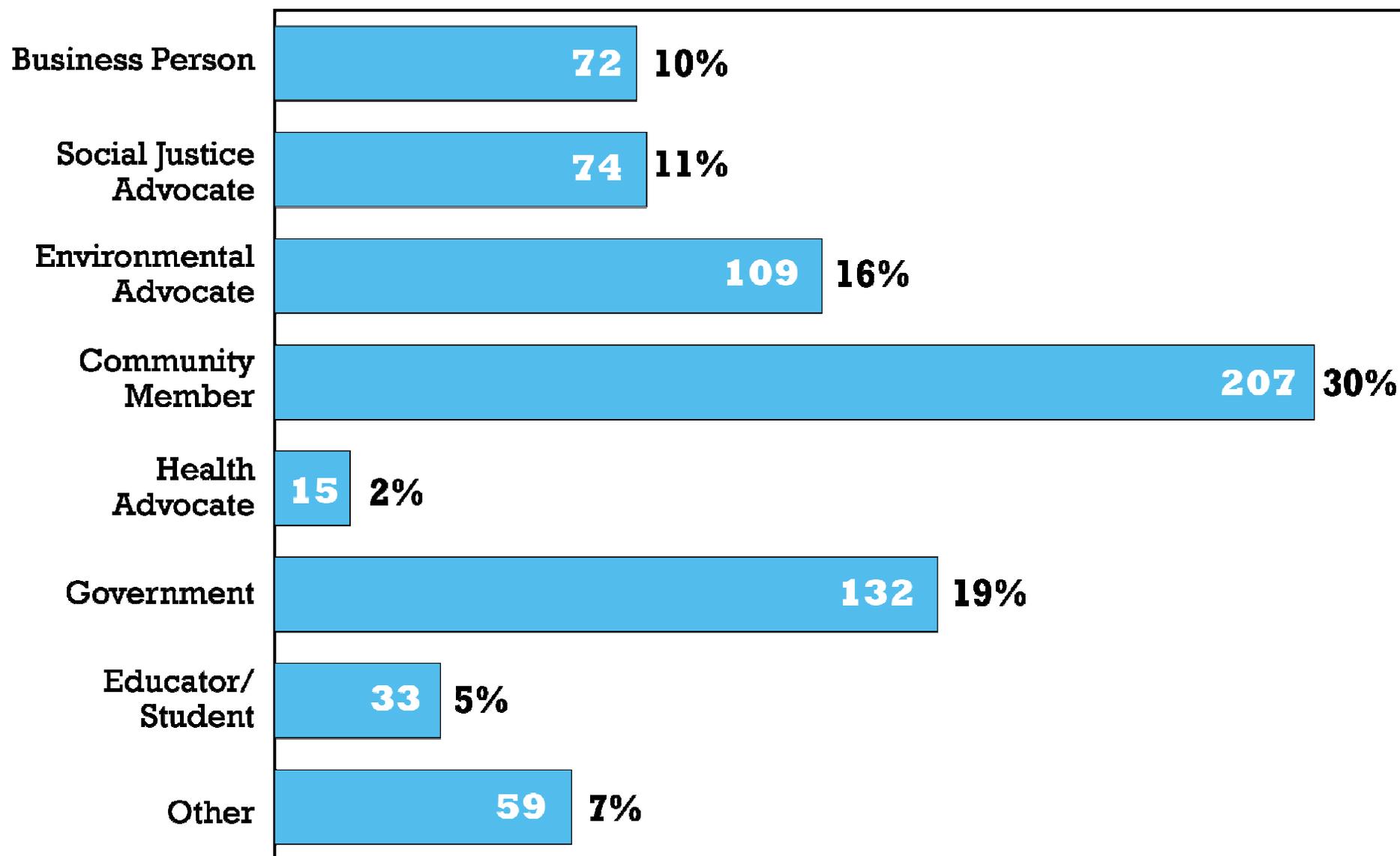
Thousands of Bay Area Residents Give Early Input on Plan Bay Area

Spring Meetings and Events

- 10 public workshops drew 790 participants.
- Partnered with 14 non-profit groups to conduct 1,600 surveys in low-income communities/ communities of color (meetings, festivals, door-to-door)



Who Attended the Workshops?

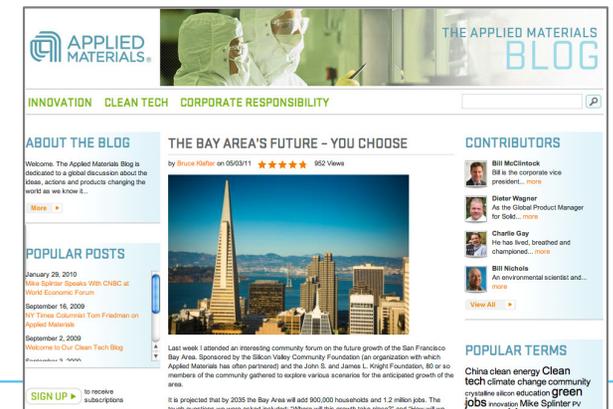
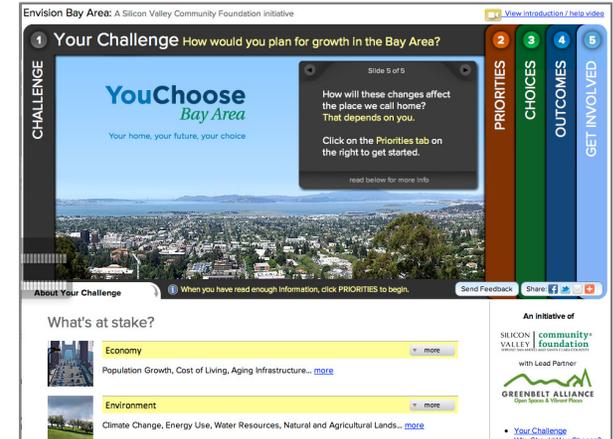


Numbers represent participants who selected this category | % represent percentage of total participants

Thousands of Bay Area Residents Give Early Input on Plan Bay Area

Strong Web Presence

- 5,400 visits to “You Choose” web tool (3,600 unique visits)
- 5,700 visits to OneBayArea.org (3,200 unique visits)
- Social media, online news, other publications drew 1000s of views



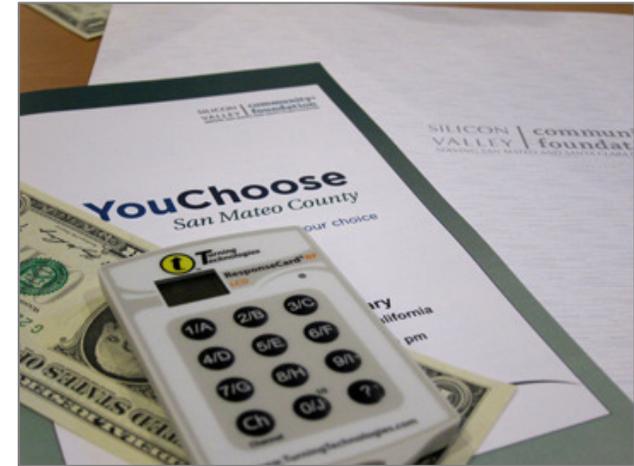
Review of Comments From all Sources

- Tabulations from workshops, written comments, web tool, surveys from community-based organizations
- Key messages reflect opinions expressed by many participants
- Many opposing views were expressed
- Some felt outreach materials were biased to support more growth

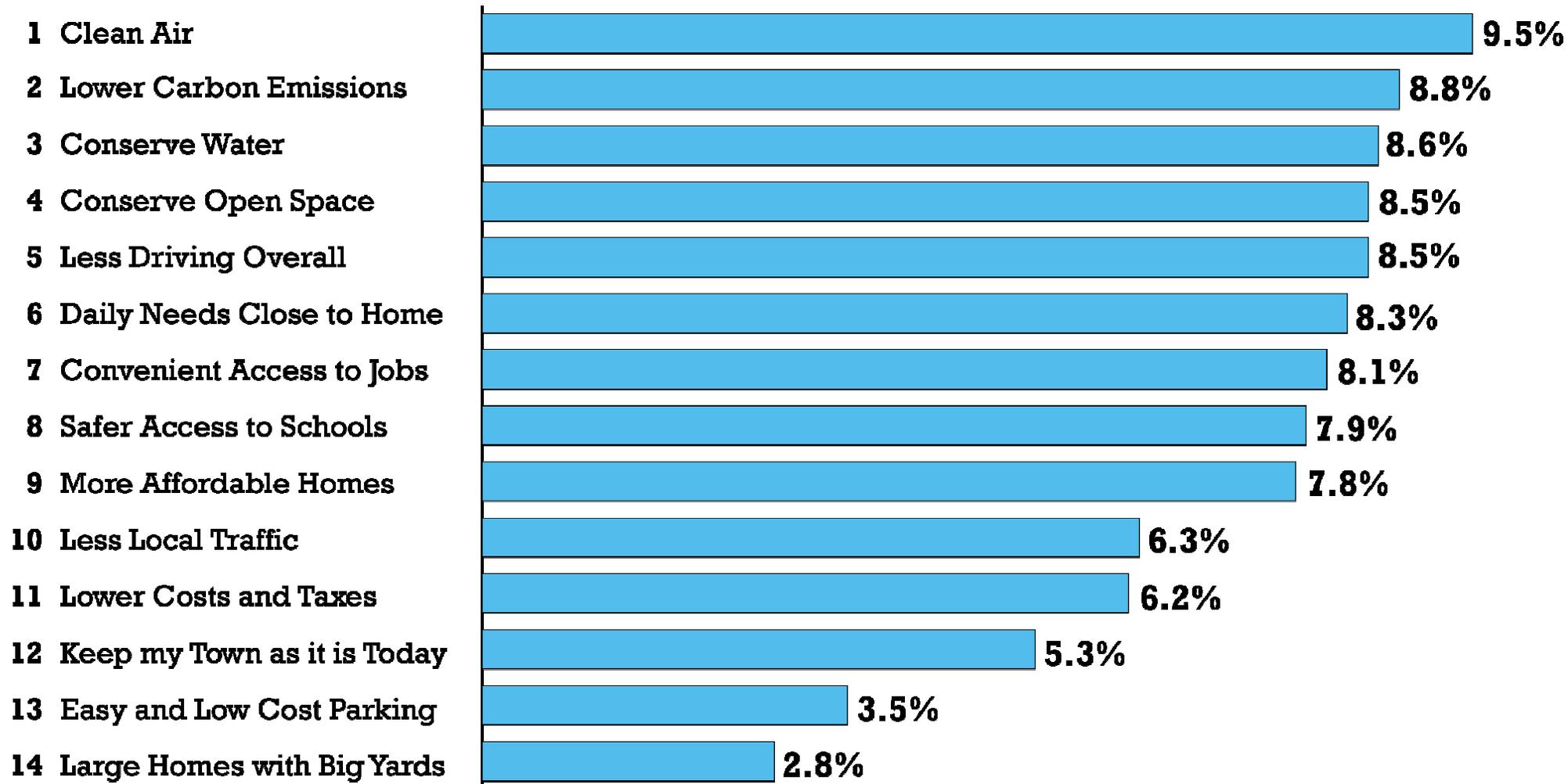


Plan Bay Area Workshops

- Interactive workshop exercise developed by nonprofits (similar to web version)
- **Goals:**
 - Identify priorities
 - Show participants how priorities are affected by various land use choices to accommodate future growth
 - Hear the perspectives of all participants and offer the opportunity to discuss similarities or differences of opinions
 - Participants gain a deeper understanding of the regional planning process, and the trade-offs involved in decision-making
 - Participants provide feedback to the Plan Bay Area process and be motivated to remain engaged

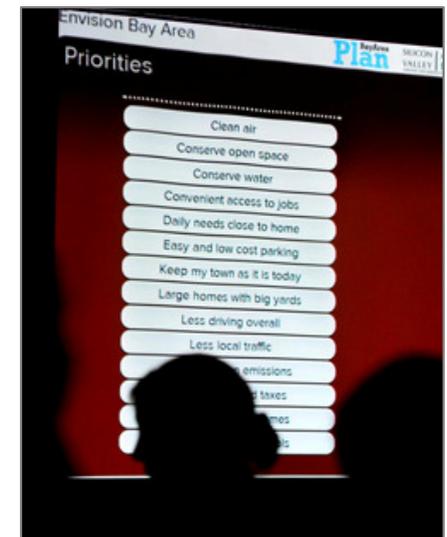


Priorities Expressed in Workshops



Additional Priorities Identified by Participants

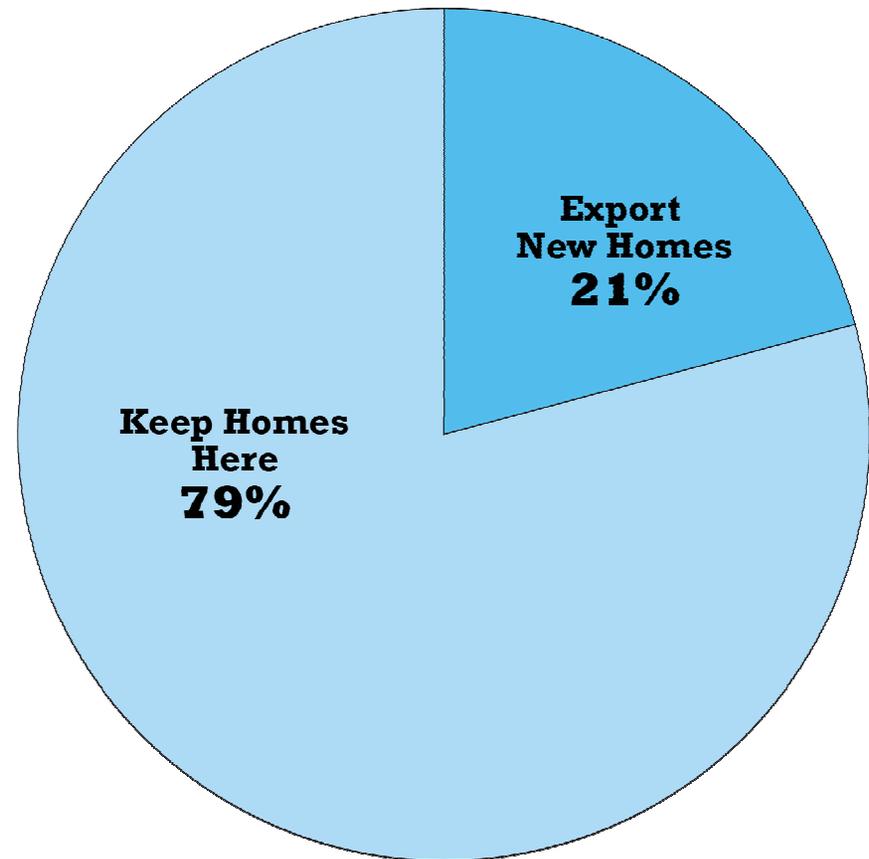
- Economic development
- Convenient, affordable transit
- Public Health
- Bike and pedestrian friendly communities
- “None of the above”



Housing Future Residents

- Most participants supported building homes within the region (versus exporting homes to outlying areas)

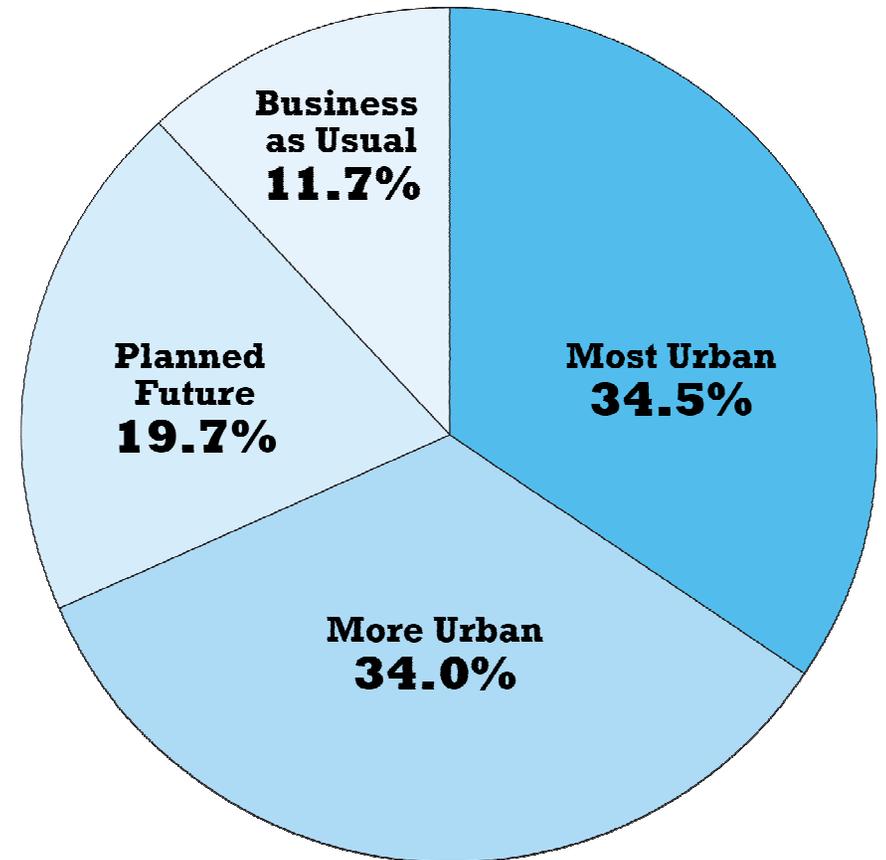
Where do we build?



Preferred Land-Use Patterns

- Most workshop participants endorsed “Urban” and “Most Urban” growth scenarios
- Residents surveyed by community-based organizations supported less growth

How will we grow?



Priorities for Place Types

- Support for place types (by PDA) was mixed
- Locate housing near jobs
- More pedestrian- and bike-friendly communities
- Support growth with resources (for infrastructure, schools, safety, parks, urban gardens, open space)
- Conserve agricultural lands and open spaces (especially in the North Bay)



Priorities for Place Types

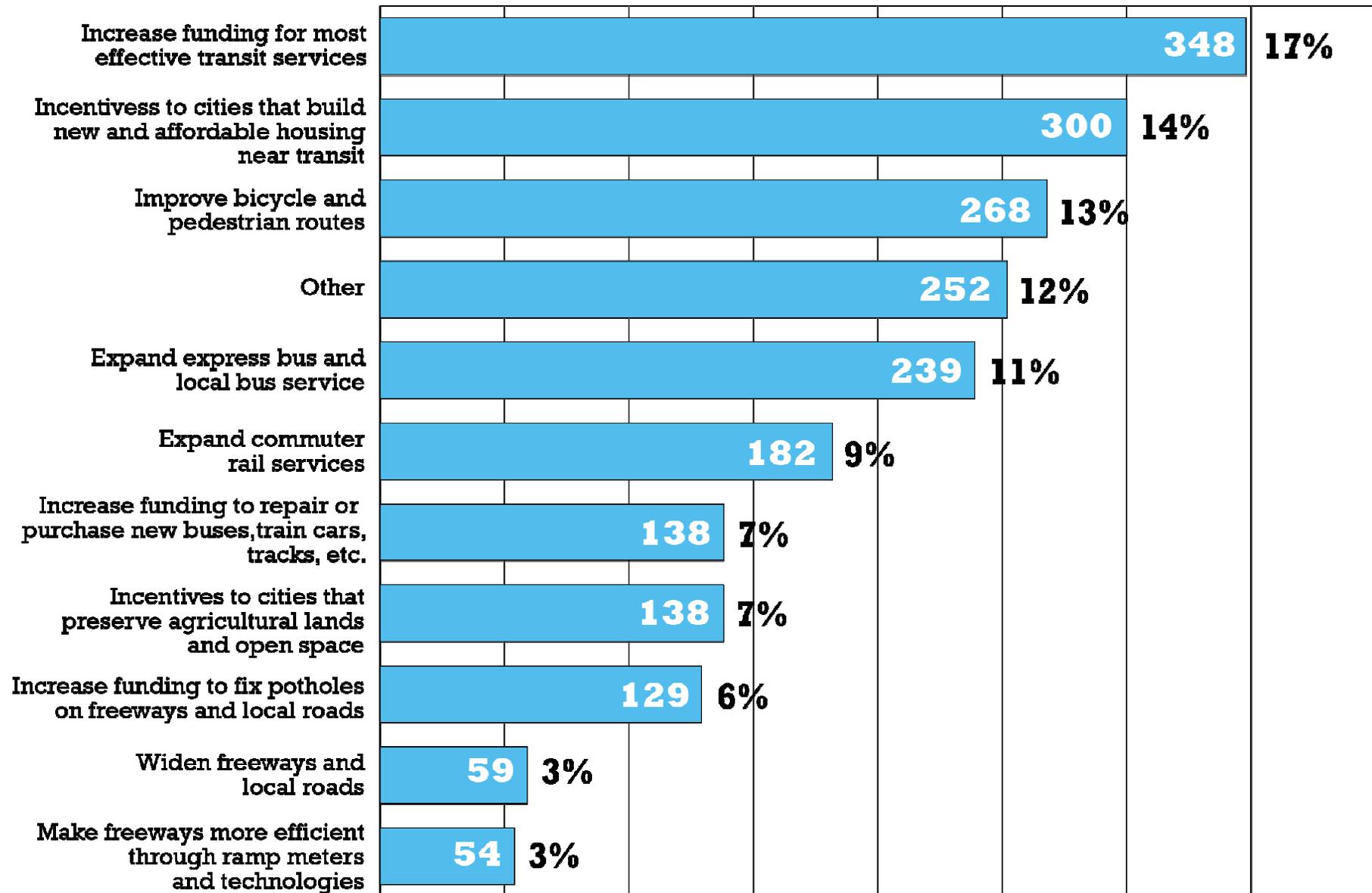
- Concerns about . . .
 - Accuracy of growth estimates
 - Accommodating growth of any type
 - Displacement of current residents and insufficient affordable housing
 - Suburbs will also need support for accommodating growth
 - Health impacts of in-fill development in areas near freeways



Most urban: I want all growth to be accommodated through infill and redevelopment in existing urban areas, with significant funds spent on transit, walking and bicycle facilities.



Transportation Investment Strategies

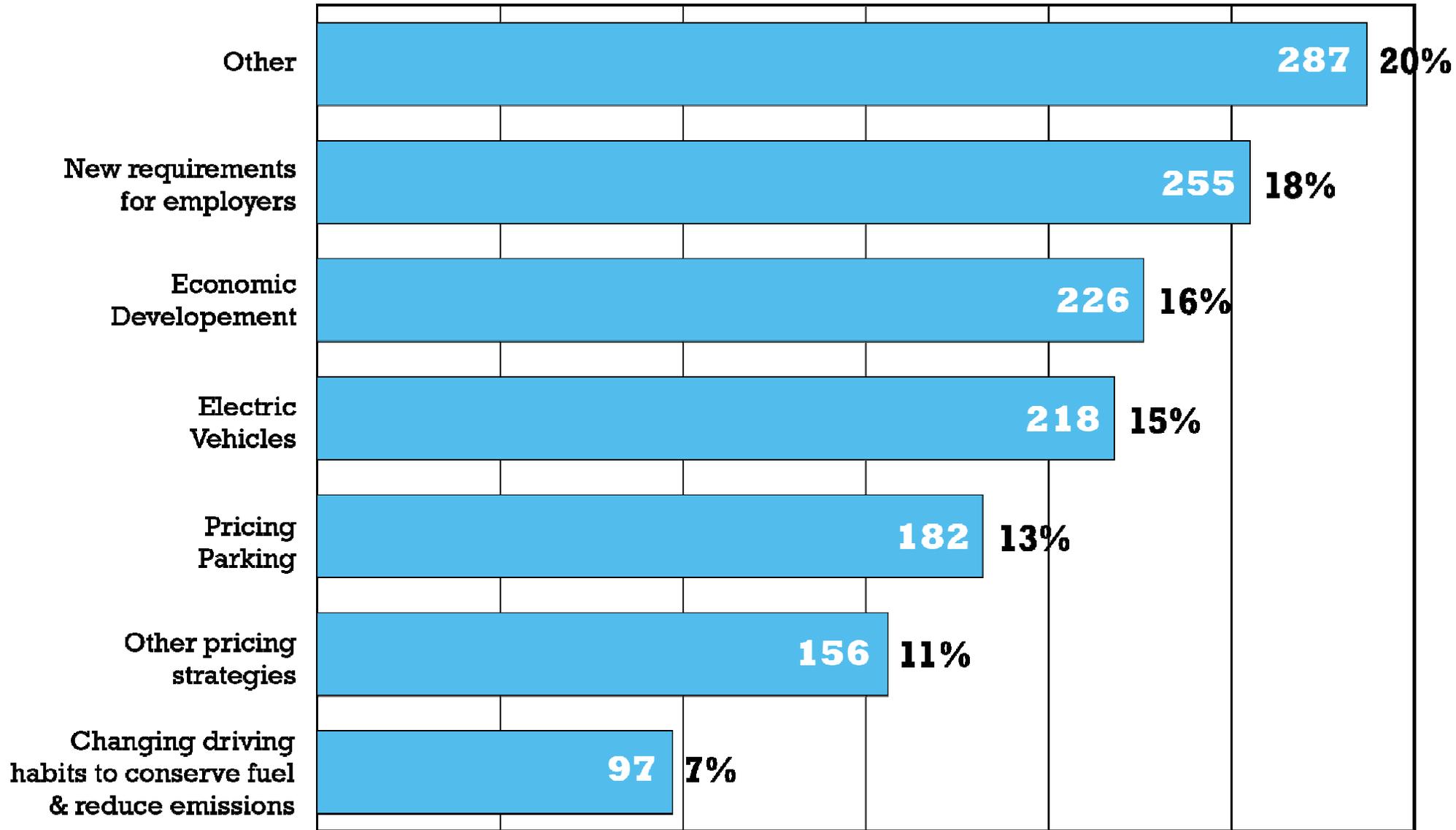


Investing Transportation Revenues

- Robust, expansive transit system is key to sustainable growth
- Support for incentives to local jurisdictions to develop or preserve lands based on local planning
- Local jurisdictions need flexibility to tailor infrastructure investments
- Support for walkable, bicycle-friendly Bay Area neighborhoods
- Invest in economic development projects (incentives for job creation, better access to local businesses, streamlined regulations)



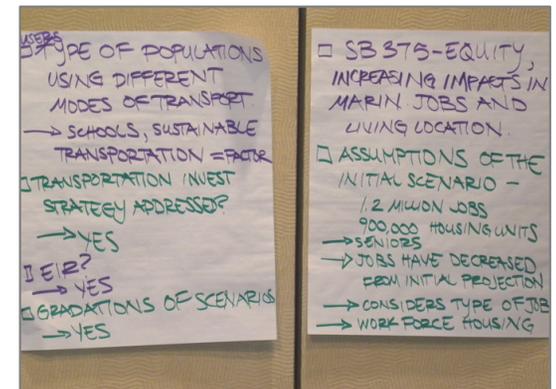
Priority Policy Investments



Numbers represent participants who selected this category | % represents percentage of total participants

Policies for Curbing Greenhouse Gases

- Employers have a key role, but consider incentives as well as requirements
- Support for gas tax
- Mixed support for electric vehicles and pricing
- Health issues are an important component of long-term planning
- Transit is key – robust, healthy, affordable, integrated



Involving Low-Income Communities and Communities of Color

- 14 non profits selected through competitive bid to engage their residents/clients
- Involved some 1,600 residents (in all Bay Area counties except Napa)
- Used variety of techniques – meetings, festivals, door-to-door canvassing



Comments From Community-Based Outreach

- Expand public transit options
- Maintain open spaces, including parks, playgrounds, and recreational areas
- Increase job opportunities
- Maintain and increase housing options for low- and middle-income communities



Community-Based Outreach Concerns overall about...

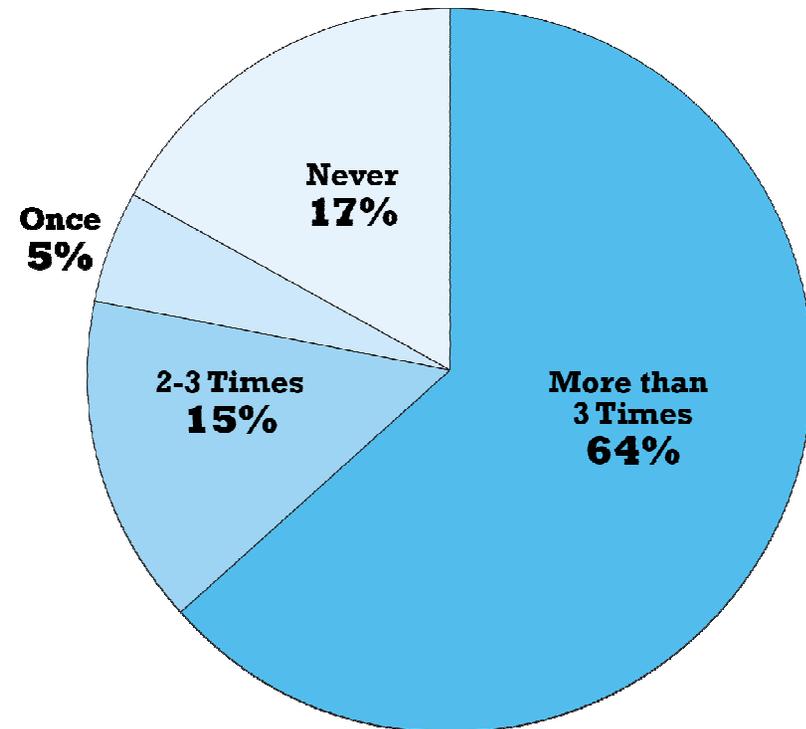
- Adverse impacts on long-time residents in low-income communities; potential for displacement
- Need to retain diversity and local community character
- Impacts of growth on infrastructure, schools, crime, recreational amenities for youth



Workshops Bring New Voices

How often have you attended a public meeting or workshop on transportation or land use issues in the Bay Area in the past?

- Nearly 20 percent of participants had never attended a public meeting or workshop on transportation or land use issues



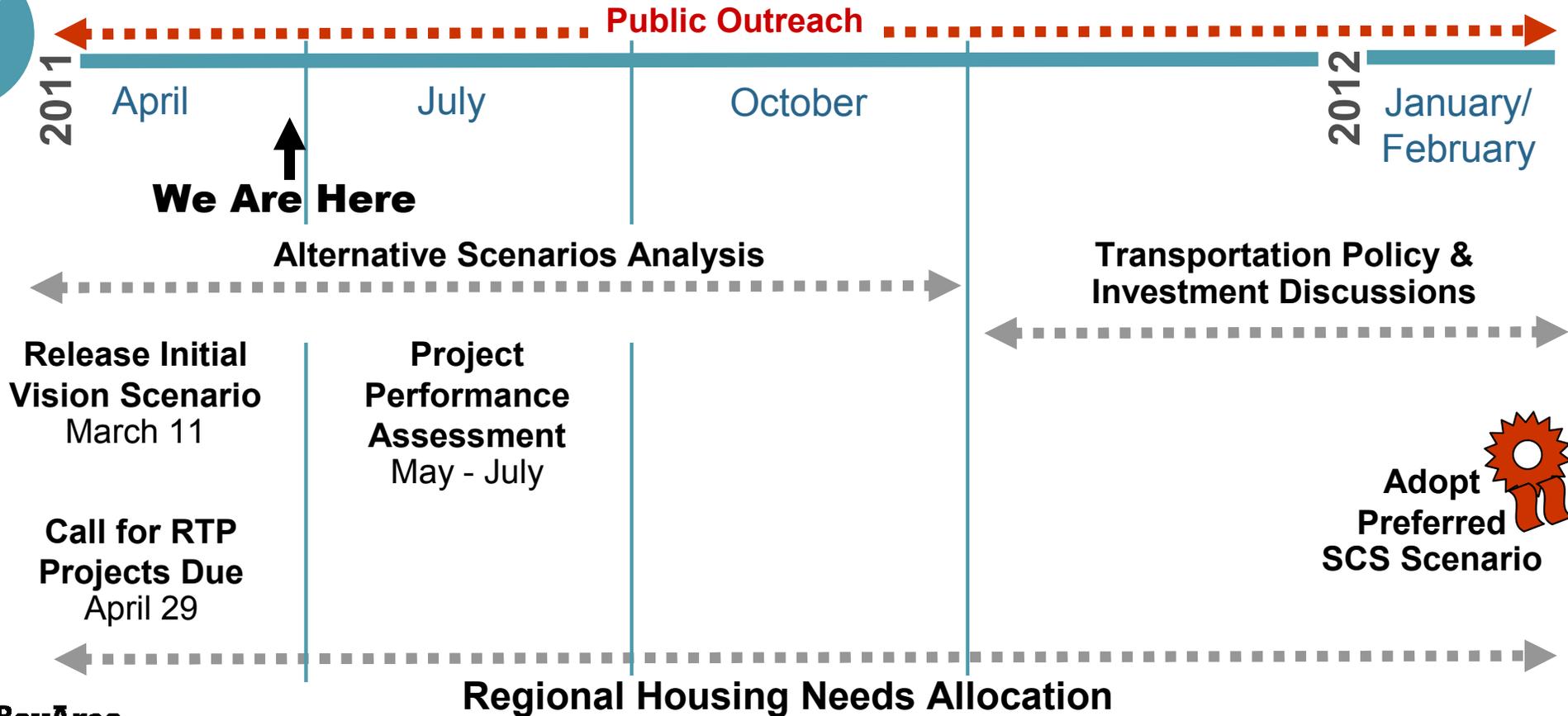
Planning Process & Timeline

Phase 1

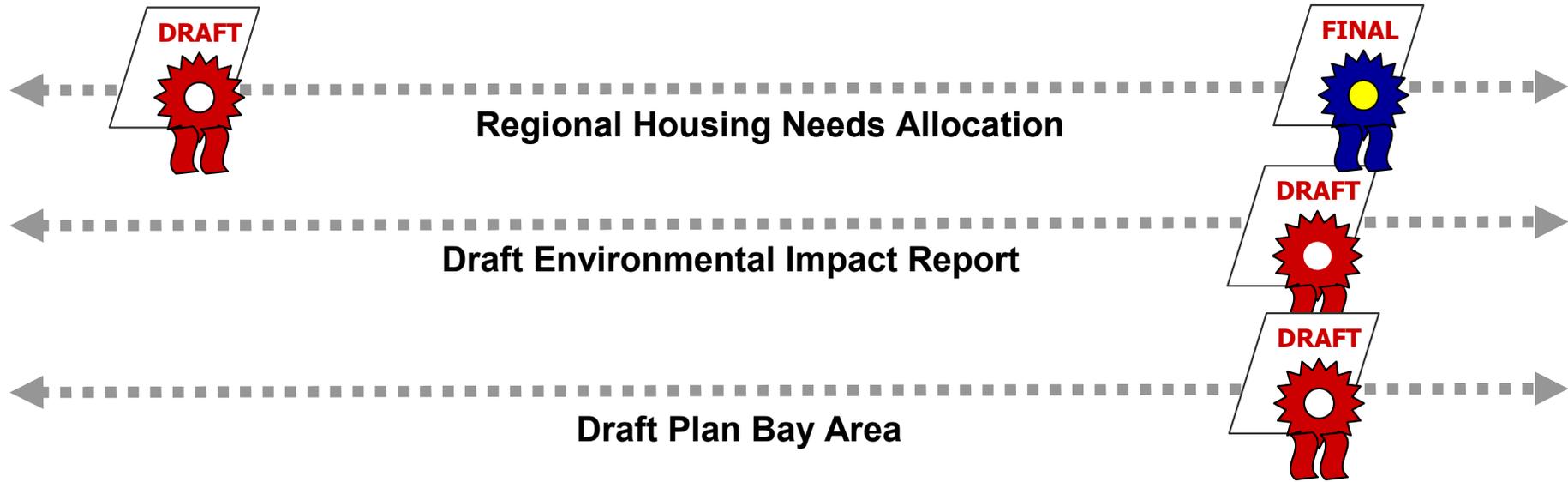
- GHG Targets
- Performance Targets
- Analysis of Current Plans

Completed

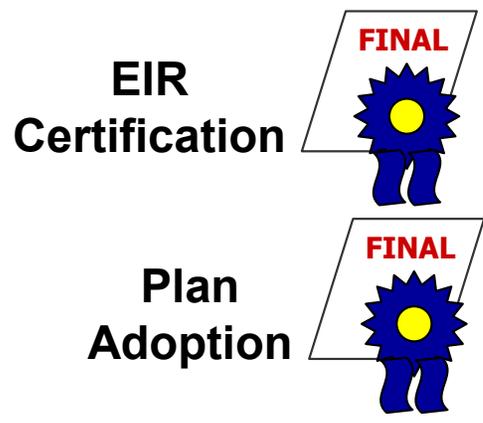
Phase 2



Planning Process & Timeline (cont'd)



2012 January November/December



2013 January/February April

Public Hearings