



Plan BayArea

Development of the Public Participation Plan

Regional Advisory Working Group
September 23, 2014

Public Participation Plan

- **Explains opportunities to get involved**
- **Makes our work transparent to the public**
- **Responds to state and federal mandates as well as the participatory tradition of our region.**



Guiding Principles for Public Engagement

- **Requires a commitment at all levels of MTC & ABAG**
- **Recognize that one size does not fit all**
- **Requires relationship building with local governments, stakeholders, advisory groups**
- **Make issues relevant, remove barriers, say it simply**
- **Always be open and transparent**

Draft Public Participation Plan Schedule

Oct. 8, 2014	Public Workshop on public engagement
Nov. 7, 2014	Release Draft Public Participation Plan for 45-day comment period
Nov. 14, 2014	Legislation Committee: presentation and discussion on Draft Public Participation Plan
Dec. 22, 2014	Close of 45-day public comment period
Jan. 9, 2015	Legislation Committee: present summary of comments heard and recommended changes (may release for second 45-day comment period)
Jan. 28, 2015	Final Commission Action on Draft PPP (or March 2015 if second comment period is needed)

Proposed Approach to Plan Bay Area Update

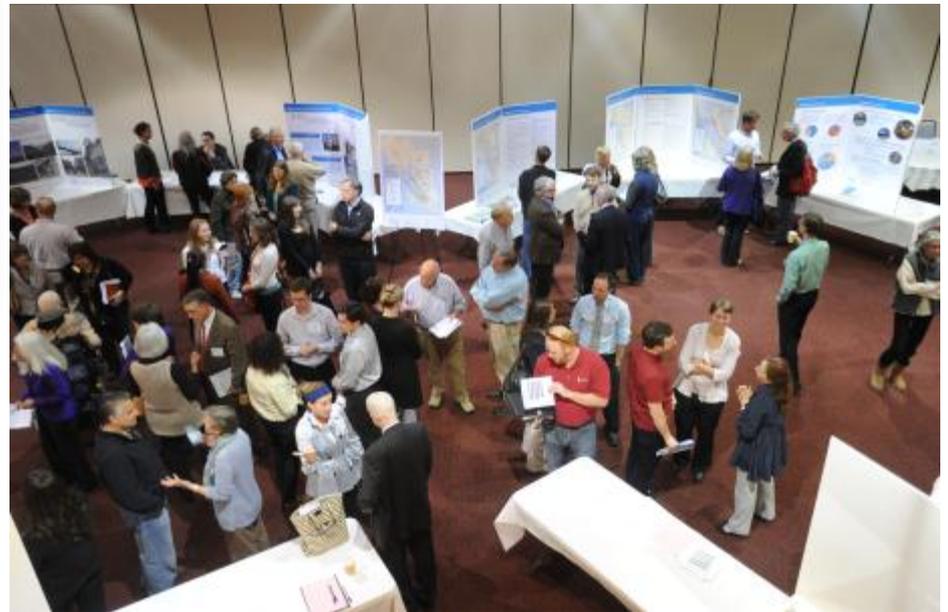
- **Focused update in 2017**
- **Emphasis on “state of good repair” and maintaining performance framework**
- **Focus on new initiatives and projects**
- **Greater integration of other regional agency initiatives**

Key Milestones in the Planning Process for Plan Bay Area Update: 2014-2017

- **Goals, Measurements**
- **Transportation Project Evaluation**
- **Regional Forecasts**
- **Scenario Development**
- **Draft and Final Plan and Environmental Impact Report**

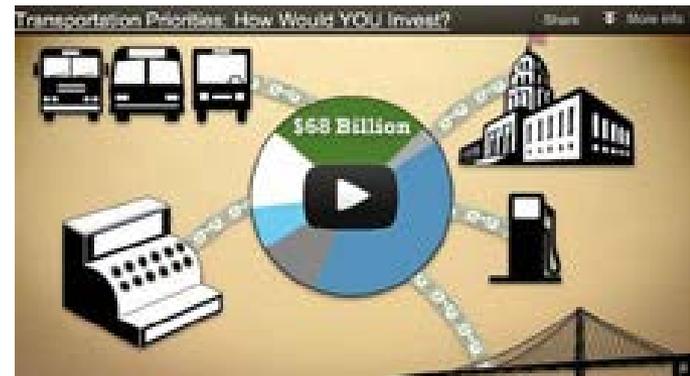
Public Participation Techniques

Public Meetings/Workshops

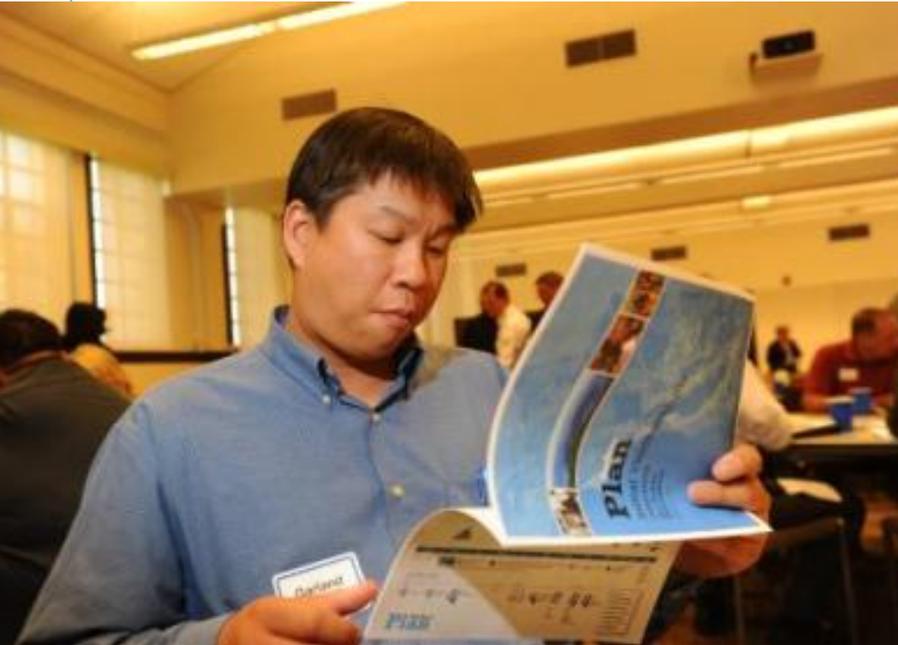


Visualization Techniques

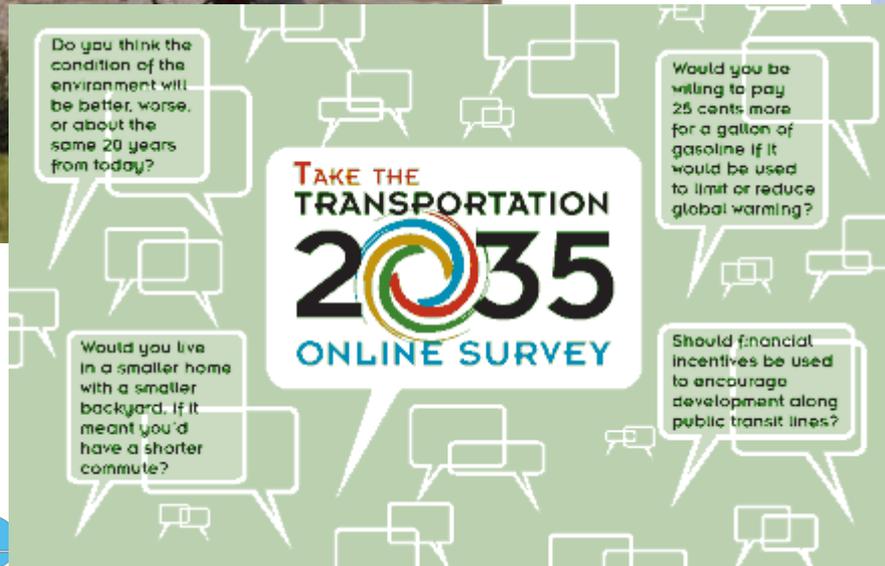
- **Maps**
- **Photographs**
- **Videos**
- **Interactive maps online**



Printed Materials



Targeted Mailings/Flyers



Local Media



Online Engagement

The screenshot shows the OneBayArea.org website. At the top, there are navigation links for 'Join Us', 'Web Client - Portfolio S...', 'Login', 'Yammer: My Feed', 'Index of Video/workshops', 'Contact DB', 'Planning for whole Bay ...', and 'Streaming Media Hits t...'. Below the navigation is a search bar and a row of logos for partner organizations: Association of Bay Area Governments, Bay Area Air Quality Management District, Bay Conservation and Development Commission, and Metropolitan Transportation Commission. The main header features the 'OneBayArea' logo with the tagline 'Preserving the Bay Area's quality of life through collaborative planning' and a 'Plan BayArea' video player. A dark blue navigation bar contains links for 'ABOUT ONE BAY AREA', 'NEWS', 'REGIONAL INITIATIVES', 'PLAN BAY AREA', 'RELATED MATERIALS', 'GET INVOLVED', and 'CONTACT US'. The 'GET INVOLVED: JOIN US' section is highlighted, with a sub-header 'Get Involved'. A sidebar on the left lists 'GET INVOLVED', 'Join Us', and 'Plan Bay Area Town Hall'. The main content area features a photo of a woman smiling, followed by the heading 'There is only one Bay Area — Join Us!'. The text below describes the region's natural beauty, cultural institutions, and transportation system, and encourages ongoing involvement. A 'First Steps:' section follows, advising visitors to visit partner websites and follow their missions. A 'Related Materials' section on the right lists 'MTC's Public Participation Plan' and provides contact information for the MTC's Public Information Office.

ea - Join Us

onebayarea.org/get-involved.html

Welcome to Beyond the... One Bay Area - Manag... Web Client - Portfolio S... Login Yammer: My Feed Index of Video/workshops Contact DB Planning for whole Bay ... Streaming Media Hits t...

Association of Bay Area Governments Bay Area Air Quality Management District Bay Conservation and Development Commission Metropolitan Transportation Commission

Select Language

OneBayArea Preserving the Bay Area's quality of life through collaborative planning

Plan BayArea

ABOUT ONE BAY AREA NEWS REGIONAL INITIATIVES PLAN BAY AREA RELATED MATERIALS GET INVOLVED CONTACT US

GET INVOLVED: JOIN US

Get Involved

GET INVOLVED

Join Us

Plan Bay Area Town Hall

SHARE THIS ARTICLE

There is only one Bay Area — Join Us!

Together, we can work to preserve the things we love about the San Francisco Bay Area — our region's breathtaking natural beauty, dynamic cities, towns and neighborhoods, first-rate cultural and educational institutions, our varied and hardworking transportation system and leading-edge economy. With your ongoing involvement, we can plan together to remain a strong, resilient region that can bounce back from natural disasters and economic downturns. We can roll up our sleeves now to help our communities grow in a way that leaves a generous legacy for future generations. Will you join us?

First Steps:

Visit the web sites of the Bay Area's regional planning agencies and learn about their missions and work. Follow what's happening so you can have a voice in key

Related Materials

MTC's Public Participation Plan

MTC's Public Participation Plan was adopted by the Commission on December 15, 2010, and lays out the steps MTC will take to involve residents in decisions affecting Bay Area transportation and land use policies and investments.

To request a copy in Spanish, Chinese or other languages, please call MTC's Public Information Office, 510.817.5757.

El Plan Para la Participación del Público 2010 está disponible en español. Los residentes interesados pueden solicitar copias llamando a la Oficina de Información al Público, al

Got a minute to talk about how you get around?



TRANSPORTATION
2035
CHANGE IN MOTION

Got a minute? We have a few questions about how you get around, what you appreciate about the Bay Area's transportation system, and what parts may not work for you. Your comments will feed into a long-range plan for the nine-county San Francisco Bay Area now being prepared by the Metropolitan Transportation Commission (MTC). The plan will guide transportation investments in the region through the year 2035. Thank you for spending a few minutes with our interviewer today, and if you want more information, see our contact information below.

¿Tiene un minuto? Tenemos algunas preguntas sobre su forma de transportarse, sobre lo que aprecia del sistema de transporte del Área de la Bahía, y sobre las partes del sistema que tal vez no funcionen para usted. Sus comentarios se introducirán en un plan de largo plazo para los nueve condados del Área de la Bahía de San Francisco, el cual está siendo preparado por la Comisión Metropolitana de Transporte (Metropolitan Transportation Commission: MTC). El plan servirá de guía para las inversiones en el transporte de la región hasta el año 2035. Gracias por tomarse unos minutos con el entrevistador, y si quiere recibir más información, vea nuestra información de contacto más adelante.

您現在有空嗎? 我們有幾個問題想要請教您：您是怎樣前往各個地方？您對灣區交通系統提供的哪些服務感到滿意？而您又覺得哪些服務還需要改善？您的意見會被納入大都會運輸委員會 (MTC) 提出的三藩市灣區九個縣的長遠計劃中作參考。該計劃將有助於管理本地區直至2035年的運輸資源。感謝您今天與面談者相處的時間，如果您想查詢更多資訊，請參閱我們以下提供的聯絡資料。

Bạn có một phút rảnh không? Chúng tôi có một vài câu hỏi về cách thức đi lại của bạn, về những điều bạn đánh giá cao về hệ thống chuyên chở của Vùng Vịnh, và những phần nào không đáp ứng được cho bạn. Những ý kiến của bạn sẽ được đưa vào kế hoạch dài hạn của chín quận hạt Vùng Vịnh San Francisco, hiện đang được soạn thảo bởi Ủy ban Chuyên chở Đô thị (Metropolitan Transportation Commission (MTC)). Kế hoạch sẽ vạch đường hướng dẫn tư về chuyên chở trong vùng cho đến năm 2035. Xin cảm ơn bạn đã dành vài phút cho người phỏng vấn hôm nay, và nếu bạn muốn có thêm thông tin, xin xem chi tiết liên lạc phía dưới.



Metropolitan
Transportation
Commission

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- Polls/Surveys
- Man-on-the-street intercept interviews
- Information tables at community events

Questions for Discussion

- 1. How to present detailed investment and policy choices?**
- 2. Preferred method for receiving updates?**
- 3. Ideas for meaningful comment opportunities beyond public meetings**
- 4. Role of social media or other online forums**

Questions for Discussion

- 5. Specific feedback on the last process – what went well and what needs improvement**
- 6. Opportunities to partner with local public engagement efforts**
- 7. Techniques or initiatives that have worked well before**
- 8. Ways you could assist**