



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 3

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Memorandum

TO: Regional Advisory Working Group

DATE: September 16, 2014

FR: Ellen Griffin, Principal, Public Engagement, MTC

W. I. 1112

RE: Development of MTC's Public Participation Plan

Background

State and federal statutes require metropolitan planning organizations such as MTC to adopt participation plans to provide the public with opportunities to be involved in the transportation planning process. MTC's current [Public Participation Plan](#) (PPP) was adopted in 2010 and informs interested residents on how to engage in the range of MTC's planning and funding allocations. Appendix A to the Public Participation Plan highlights planning and decision milestones, and public engagement opportunities, for Plan Bay Area — the region's long-range transportation and land-use blueprint.

With the first update to Plan Bay Area slated to begin in mid-2015, staff will release a draft update to the PPP in November. This memo provides an overview of the anticipated process and schedule for this public engagement blueprint.

Proposed Approach

The 2010 PPP was adopted just prior to the launch of Plan Bay Area, which included a lengthy and sometimes contentious public engagement process culminating in adoption of Plan Bay Area by MTC and the Association of Bay Area Governments (ABAG) in July 2013.

We are conducting some research now to inform the PPP update. Inputs include or will include:

- Reviewing recommendations from an [evaluation](#) of Plan Bay Area's public engagement activities.
- Meeting with MTC's Policy Advisory Council and with representatives from community-based organizations with whom we worked on public engagement to low-income communities and communities of color.
- Reaching out to individual Commissioners and other interested parties to hear their ideas.
- Surveying members of the public at community events.
- County-level meetings with elected officials and key local government staff conducted by ABAG.
- Holding a public workshop (slated for October 8, 2014).
- Hosting an online survey (expected to launch shortly).

September discussion topics will focus on Pending Update to Plan Bay Area

At your September meeting, we hope to hear your ideas about best practices for public participation in the planning arena — particularly as they relate to Plan Bay Area — slated for a focused update by 2017, with the process kicking off in mid-2015. We will review the proposed approach and key tasks and engagement opportunities for the Plan Bay Area update as presented to the joint MTC Planning Committee/ABAG Administrative Committee in July 2014 (see Attachments A & B). In particular, we hope to hear ideas for:

- How best to present detailed investment and policy choices in a way that is transparent
- Specific techniques or initiatives that have worked well for your own agency or community in engaging the public on planning issues
- Ideas for meaningful comment opportunities that go beyond public meetings
- Role of social media or other online forums
- Preferred methods for receiving updates about the process
- Specific feedback on the last process — what went well and what needs improvement?
- Opportunities to partner with local public engagement efforts
- Ways that your agency or organization might assist MTC and ABAG in disseminating information about Plan Bay Area

MTC and ABAG anticipate an extensive outreach effort with local governments (cities, counties, congestion management agencies, and transit agencies) and the public as part of the process of developing the update to Plan Bay Area. In addition to a partnership among local governments, a number of nonprofit and other organizations will have the opportunity to weigh in on issues and policies to be included in the updated Plan. The Regional Advisory Working Group was a key forum for staff from local government or anyone who wished to directly advise staff on some of the more technical aspects of developing Plan Bay Area. We hope to continue to use RAWG as a forum for hearing comments from local agencies and others on the pending Plan Bay Area update.

Draft Public Participation Plan Schedule

Updating the PPP can be viewed as a key first step to making the Plan Bay Area process transparent and accessible. We look forward to hearing your ideas on how to have a productive dialogue on transportation and land-use issues impacting the region in a way that encourages all to participate. Key dates leading up to adoption of the Draft PPP are listed below.

10/8/14	Public Workshop
11/7/14	Release Draft PPP for 45-day public comment period
11/14/14	Legislation Committee: presentation and discussion on Draft PPP
12/22/14	Close of 45-day public comment period
1/9/15	Legislation Committee: Present summary of comments and any recommended changes (if significant changes, release for second 45-day comment period)
1/28/15	Final Commission Action on Draft PPP (or March 2015 if second comment period is needed)

Attachment A

Approach & Tasks: 2017 RTP/SCS

Proposed Approach

Overall	<ul style="list-style-type: none">• focused update in 2017<ul style="list-style-type: none">◦ no RHNA◦ use overall Plan Bay Area framework◦ local input on PDA and PCA revisions• emphasis on state of good repair and maintaining performance framework• focus on new initiatives and projects<ul style="list-style-type: none">◦ transit core capacity/connectivity◦ goods movement◦ inner bay corridors• greater integration of other regional agency initiatives such as<ul style="list-style-type: none">◦ sea level rise adaptation planning◦ healthy infill◦ economic development• requirements per settlement agreement(s) including<ul style="list-style-type: none">◦ PDA assessment◦ Freight Emissions Reduction Action Plan◦ EIR disclosures regarding Express Lanes◦ Healthy Infill Guidelines
Specific Tasks:	
a) Public Outreach	<ul style="list-style-type: none">• Develop Public Participation Plan• 2 rounds of telephone polls• 3 rounds of open houses (kick-off, scenarios, draft plan)• CBO-hosted focus groups• briefings of elected officials
b) Call For Projects	<ul style="list-style-type: none">• update of Plan Bay Area project info• new regional projects largely based on new initiatives• incorporate new county projects per county plans and new funding sources/sales tax measures
c) Project Performance Evaluation	<ul style="list-style-type: none">• preserve strongest performance evaluation elements from Plan Bay Area• integrate state of good repair analysis
d) Job, Population & Housing Forecasts	<ul style="list-style-type: none">• update job, population & housing forecasts• keep planning horizon at 2040
e) Transportation revenue Forecast	<ul style="list-style-type: none">• update revenue forecasts with new base year and growth rates• keep planning horizon at 2040
f) Scenario Analysis	<ul style="list-style-type: none">• one round of scenario analysis• scenarios designed to inform the selection of a preferred scenario• same scenario alternatives revised and carried over into EIR