

To: Performance Working Group
 From: Dave Vautin (MTC) and Pedro Galvao (ABAG)
 Re: Plan Bay Area 2040 Performance Targets – June 2015

Over the past few weeks, MTC and ABAG staff have been working on developing a draft staff recommendation for Plan Bay Area 2040 performance targets. Due to the limited and focused nature of this Plan update, we have been working under a more compressed timeframe than past plan cycles. While we are looking forward to presenting on the draft staff recommendation at the Performance Working Group meeting, there has not been sufficient time to develop a traditional staff briefing memo for this month's meeting. In lieu of that memo, staff will provide a presentation detailing:

- Feedback received from stakeholders
- Thought process in terms of selecting target(s) under each goal
- Additional staff work anticipated on the targets over the next week

In **Table 1** below you will find the draft staff recommendation for Plan Bay Area 2040 performance targets; **Table 2** and **Table 3** highlight the criteria used to evaluate target feasibility and to help develop a limited set of targets to guide the Plan going forward.

We look forward to hearing your feedback on the draft staff recommendation in advance of a broader discussion at a number of committees in July (refer to **Attachment G**). We expect to present a refined staff recommendation for performance targets at the early July meetings of the Regional Advisory Working Group, Policy Advisory Council, MTC Planning Committee, and ABAG Administrative Committee, which will include additional material.

Table 1: Draft Staff Recommendation for Plan Bay Area 2040 Performance Targets

Goal	#	Proposed Target	Same Target from PBA?
Climate Protection	1	Reduce per-capita CO ₂ emissions from cars and light-duty trucks by 15%	✓
Adequate Housing	2	<p>MTC Proposal: House 100% of the region's projected growth by income level with no increase in in-commuters over the Plan baseline year</p> <p>-- OR --</p> <p>ABAG Proposal: House 100% of the region's project growth by income level (very-low, low, moderate, above-moderate)</p>	
Healthy and Safe Communities	3	Reduce adverse health impacts associated with air quality, road safety, and physical inactivity by X%	
Open Space and Agricultural Preservation	4	Direct all non-agricultural development within the urban footprint (existing urban development and UGBs)	✓
Equitable Access	5	Decrease by 10% the share lower-income residents' household income consumed by transportation and housing	✓
	6	Increase the share of affordable housing in PDAs by Y%	
Economic Vitality	7	Increase the share of income-matched jobs accessible within 30 minutes by auto or within 45 minutes by transit by Z% in congested conditions	
Transportation System Effectiveness	8	Increase non-auto mode share by 10%	✓
	9	Reduce vehicle operating and maintenance costs due to pavement conditions by X%	
	10	Reduce per-rider transit delay due to aged infrastructure by Y%	

Note that **text marked in red** indicates that the numeric performance target has not yet been selected.

Table 2: Primary Technical Criteria for Selecting Performance Targets

1 Targets should be able to be forecasted well.

A target must be able to be forecasted reasonably well using MTC's and ABAG's models for transportation and land use, respectively. This means that the target must be something that can be predicted with reasonable accuracy into future conditions, as opposed to an indicator that can only be observed.

2 Targets should be able to be influenced by regional agencies in cooperation with local agencies.

A target must be able to be affected or influenced by policies or practices of ABAG, MTC, BAAQMD and BCDC, in conjunction with local agencies. For example, MTC and ABAG policies can have a significant effect on accessibility of residents to jobs by virtue of their adopted policies on transportation investment and housing requirements.

3 Targets should be easy to understand.

A target should be a concept to which the general public can readily relate and should be represented in terms that are easy for the general public to understand.

4 Targets should address multiple areas of interest.

Ideally, a target should address more than one of the three "E's" – economy, environment, and equity. By influencing more than one of these factors, the target will better recognize the interactions between these goals. Additionally, by selecting targets that address multiple areas of interest, we can keep the total number of targets smaller.

5 Targets should have some existing basis for the long-term numeric goal.

The numeric goal associated with the target should have some basis in research literature or technical analysis performed by MTC or another organization, rather than being an arbitrarily determined value.

Table 3: Primary Technical Criteria for Identifying a Set of Targets

A The total number of targets selected should be relatively small.

Targets should be selected carefully to make technical analysis feasible within the project timeline and to ensure that scenario comparison can be performed without overwhelming decision-makers with redundant quantitative data.

B Each of the targets should measure distinct criteria.

Once a set of targets is created, it is necessary to verify that each of the targets in the set is measuring something unique, as having multiple targets with the same goal unnecessarily complicates scenario assessment and comparison.

C The set of targets should provide some quantifiable metric for each of the identified goals.

For each of the seven goals identified, the set of performance measures should provide some level of quantification for each to ensure that that particular goal is being met. Multiple goals may be measured with a single target, resulting in a smaller set of targets while still providing a metric for each of the goals.