



**METROPOLITAN
TRANSPORTATION
COMMISSION**

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Memorandum

TO: Partnership TAC

DATE: August 13, 2007

FR: Ursula Vogler

RE: Transportation 2035 Plan: Public Involvement Through Fall 2007

MTC kicked off its public participation program for the Transportation 2035 Plan in June with a series of meetings with MTC advisory committees, key transportation stakeholders as well as via a public workshop. MTC heard comments on proposed goals, as well as ideas for measuring how well the policies and projects that we include in the final plan do in achieving these goals.

To further inform the initial development of the Transportation 2035 Plan, MTC's public outreach and involvement program includes the following elements:

- Statistically valid telephone poll of Bay Area residents conducted in September 2007 focusing on overall values with respect to transportation, land use and the environment.
- Intercept interviews of Bay Area residents at transit centers and other public gathering places (such as farmer's markets, flea markets, county fairs, community colleges) conducted in September and October 2007
- Joint public meetings in September and October with ABAG on the regional FOCUS effort and its implications for the Transportation 2035 Plan (possibly targeting participants from "3E" interests: Environment, Equity and Economy).
- Editorial board meetings
- Fall event combining a regional transportation summit with ABAG's general Assembly — slated for Friday, October 26, 2007, at the Oakland Marriott City Center, with sessions on transportation, land-use and climate protection and featuring keypad-style electronic voting by participants. Space will be limited; registration will open in September.