

**Metropolitan Transportation Commission**  
**Policy Advisory Council**

**June 28, 2024**

**Agenda Item 6a**

**Plan Bay Area 2050+: Round 2 Engagement**

---

**Subject:**

Overview of the engagement strategy for Plan Bay Area 2050+ Round 2 public and partner engagement.

**Background:**

In July 2023, MTC-ABAG kicked off Plan Bay Area 2050+, a limited and focused update to the regional vision for transportation, housing, economic development and environmental resilience. Following an extensive first round of engagement in the latter half of 2023, the Joint MTC Planning Committee with the ABAG Administrative Committee approved revised Plan Bay Area 2050+ Draft Blueprint strategies and growth geographies for further study in January 2024. This spring, staff completed the Draft Blueprint analysis, forecasting equity and performance outcomes for the Draft Blueprint.

In parallel, staff are advancing the Transit 2050+ effort in close coordination with transit operators — applying a connected network planning approach to update the transit-related strategies in Plan Bay Area 2050's transportation element. In February 2024, staff provided an update on Transit 2050+, including preliminary findings related to existing conditions and identified needs and gaps for the region's transit system. Development of a fiscally-constrained Draft Network, informed by needs and gaps and project performance findings, is also underway and will be shared with committees later this summer.

By the end of this year, the two parallel efforts will come together as part of the plan's Final Blueprint. To help inform the development of the plan's Final Blueprint, staff will conduct a second round of engagement in late summer to early fall to seek our partners' and the community's guidance on how to address identified challenges. This memorandum provides an overview of the key engagement activities staff is planning for the second round of engagement.

**Engagement Goals:**

Given the status of both projects, the goals for Round 2 engagement are:

1. **Plan Bay Area 2050+** — Introduce challenges identified in Draft Blueprint analysis, including climate and fiscal challenges; seek feedback on priorities for Final Blueprint with a particular focus on the plan’s transportation element.
2. **Transit 2050+** — Introduce the Draft Network, including envisioned projects and/or frequencies; seek feedback on the prioritization of transit strategies and investments.
3. **Plan Bay Area 2050+ Implementation Plan** — Identify and prioritize strategies that should be fast-tracked toward implementation to make progress toward the plan’s vision by end of decade.

**Proposed Round 2 Public Engagement:**

The proposed activities reflect the priorities expressed by the public as part of the 2023 update to MTC’s Public Participation Plan, including prioritizing online engagement, going to where people already are, broadly promoting opportunities for engagement. Given the activities conducted last year as part of Round 1 and the public engagement requirements delineated in Senate Bill 375 (2008), staff propose the activities below for Round 2 engagement.

**Community Engagement:**

a) **Pop-Up Workshops (18)**

Staff will host two pop-up workshops per county, aiming to reach Equity Priority Communities (EPCs) and transit users, as well as broaden the geographic reach beyond Round 1 engagement. Each pop-up workshop will include display boards to solicit input on Plan Bay Area 2050+ and Transit 2050+, with additional handouts available on the plan process and Draft Blueprint outcomes; staff also will promote participation in the online survey (see below) at the pop-up workshops. Staff will provide a preliminary list of proposed pop-up workshop locations at your June 28 meeting.

b) **Online Survey**

An online opportunity for engagement offers the ability to dive deeper into the background and context of both plans, while at the same time giving the public and our partners the option to participate in the plan development process from the comfort of their homes. The goal of the online survey is to mirror the input activities from the pop-up workshops but include additional context-setting information.

c) **Community-Based Organization (CBO) Engagement**

To ensure we reach EPCs and other priority populations, staff will continue our partnerships with the community-based organizations we worked with for Round 1. Staff continually work to identify additional CBO partners who work with key EPCs across the region. As of this writing, staff has reached out to 35 organizations, 16 organizations have committed to partner with us on Round 2 engagement and staff is conducting ongoing outreach to expand the portfolio of partner organizations. **Attachment A** includes a list of the CBOs we will be working with this summer and those we have reached to date.

d) **Tribal Outreach**

Staff will host a virtual Tribal summit for federally-recognized Tribes and a webinar for other California Native American Tribes to facilitate participation in these activities. Additionally, engagement staff will aim to partner with CBOs that serve the Native American community in the region and explore partnership opportunities to conduct engagement with their constituents.

e) **Digital Promotion**

Communications staff will conduct a broad marketing campaign to promote participation in the various Round 2 engagement activities and raise awareness about the plan.

**Partner Engagement:**

a) **Technical Workshop(s) and Webinar(s)**

In late summer and/or early fall, staff plan to host workshops and webinars to engage our partners, including local jurisdictions, transit agency and county transportation agency

staff, advocates, and other interested parties in the more technical aspects of plan development.

**b) Office Hours/One-on-One Meetings**

Staff also will host office hours for our technical partners, advocates and other interested parties to be able to provide detailed input that will help inform the development of the Final Blueprint.

**Next Steps:**

Round 2 engagement activities will begin in late summer 2024. Staff requests the Council's input on the location of the pop-ups and welcomes ideas for additional CBOs we can partner with. Additional written feedback on the Round 2 strategy may also be sent to MTC's Assistant Director for Engagement, Leslie Lara-Enríquez, at [llara-enriquez@bayareametro.gov](mailto:llara-enriquez@bayareametro.gov).

**Issues:**

None identified.

**Attachments:**

- Attachment A: Community-Based Organization Partnerships