

Summer 2024 Engagement Activities

Background

In June 2023, staff presented the Plan Bay Area 2050+ public engagement program to the MTC Planning Committee and the ABAG Administrative Committee, outlining the various phases of engagement over the two-and-a-half-year plan update cycle. In summer 2023, staff conducted a first round of engagement, which helped to identify the public's concerns as the Bay Area emerged from the pandemic. The input received helped staff refine the strategies that were then approved by MTC and ABAG in January 2024 for further study and analysis through the Draft Blueprint phase.

Earlier this winter and spring, staff further analyzed the Draft Blueprint and released the analysis outcomes in June 2024. Despite notable successes, the analysis identified various challenges that were not fully addressed during the initial planning phase, including:

- Identifying cost-effective transportation investments given more limited transportation expansion revenues, while further optimizing pricing strategies;
- Refining housing strategies to integrate development cost reduction approaches and refining economy strategies to better align future jobs with the region's transit network;
- Integrating updated cost assumptions related to sea level rise projects, as well as additional urban parks and accessibility upgrades into the plan's environment strategies; and
- Meeting the plan's statutorily-required greenhouse gas emissions reduction goal through targeted investments and equitable strategies.

In addition, staff released the Draft Transit 2050+ Network in July 2024. The parallel planning effort continues to advance in close collaboration with the region's transit operators and it is informing the comprehensive update to the plan's six transit strategies.

Summer 2024 engagement efforts focused on seeking input from the public to help address the Draft Blueprint remaining challenges, as well as the Draft Transit 2050+ Network.

Round 2 Engagement Activities

In July 2024, staff presented the Plan Bay Area 2050+ engagement strategy for the second round of public and partner engagement. The purpose of the engagement was to:

1. Share both the Draft Blueprint outcomes and the Draft Transit 2050+ Network;
2. Gather feedback to inform the development of the Final Blueprint and address identified Draft Blueprint challenges; and
3. Identify early priorities for implementing Plan Bay Area 2050+.

In early August 2024, staff kicked off the second round of engagement with activities happening throughout the nine Bay Area counties. The public comment period for the second round of engagement began on August 8, 2024, and closed on September 9, 2024. Staff hosted a variety of digital and in-person activities to ensure we reached a broad spectrum of Bay Area residents, including “pop-up” workshops, an online survey, virtual and online discussion groups, staff presentations to community groups and robust digital promotion. In all, over **13,800** Bay Area residents participated in the various engagement activities.

1. Pop-up Workshops (two in each county):

Staff held 18 “pop-up” workshops between August 10 and September 8 at various community events, farmers’ markets and transit hubs across the region. The workshops consisted of five display board activities that allowed participants to provide input via dot voting exercises. The first board was an information board that shared the Draft Blueprint outcomes with the public. Participants then were asked to indicate their level of support for five proposed solutions to help reach the region’s state-mandated GHG emissions reduction target. The next two boards focused on the Transit 2050+ effort. The boards shared information on the proposed improvements and asked participants to 1) identify their top two transit frequency improvements from a list of four proposed improvements; 2) identify their top three safety improvements from a list of six proposed improvements; and 3) vote for the transit funding strategy they preferred

from a list of two. The last board focused on the Plan Bay Area 2050+ Implementation Plan and asked participants to identify their top three priorities for implementation in the next four years. The options that participants were asked to prioritize came from the plan's eleven themes.

To attract a greater number of participants, staff promoted the workshops via a paid digital promotional campaign, as well as through news stories on the various MTC/ABAG websites, the Plan Bay Area e-newsletter, and a press release. Also, various local news outlets covered the Plan Bay Area 2050+ engagement activities. In total, we received over **500** event responses via social media promotion and nearly **500** people participated in the eighteen pop-up events. Table 1 on page 4 lists the pop-up workshops held throughout the region.

2. **Online Survey (available in Chinese, English, Spanish and Vietnamese):**

Using the SurveyMonkey survey platform, staff released an online survey that mirrored the content of the pop-up workshops. The survey ran from August 8 to September 9 and was promoted digitally in four languages to Bay Area residents via a robust paid campaign on Facebook and Instagram. It also was promoted through MTC's Facebook page and hosted on the Plan Bay Area website. The survey promotion earned over **1.4 million** impressions and over **9,700** clicks to the survey. Overall, the survey yielded over **2,300** survey responses and over **700** additional comments.

3. **Activities Hosted in Partnership with Community-based Organizations (CBOs)**

CBO partnerships are essential to ensuring diverse community input into the long-range planning process, particularly from Equity Priority Communities (EPCs). Through tailored activities, staff engaged CBOs to reflect community-specific concerns and priorities in the plan development process. Staff reached out to 40 CBOs across the Bay Area as part of this engagement round. Of these, the following **17** actively participated in various engagement activities:

- ASIAN Inc.
- Canal Alliance

- Community Resources for Independent Living (CRIL)
- Dixon Family Services
- El Tímpano
- Eastmont Neighborhood Council 30Y
- International Children Assistance Network (ICAN)
- Meta
- Padres Unidos de Cherryland
- Roots Community Health Center
- Rose Foundation for Communities and the Environment
- Self Help for the Elderly
- Suscol Intertribal Council
- The Time is Ya Network
- UpValley Family Centers
- Vietnamese Voluntary Foundation (VIVO)
- West County Community Services

These collaborations significantly expanded our outreach to EPCs, including residents with low incomes, farmworkers, Tribal communities and Native American residents, non-English-speaking residents, seniors, youth, persons with disabilities, communities of color, rural communities and individuals experiencing homelessness. Our CBO partners hosted an additional **8 pop-up workshops** across the region, as well as **21 discussion groups, 6 presentations** to community groups and **one workshop** that was designed by our CBO partner, which consisted of a presentation and breakout groups. Overall, these activities helped us engage an additional **700+** Bay Area residents. Table 2 on page 5 lists all the engagement events hosted in partnership with CBOs.

4. **Webinar**

On August 6, staff hosted a webinar to introduce the Draft Blueprint Outcomes and Draft Transit 2050+ Network – kicking off the summer 2024 engagement activities. The 90-minute webinar included a staff presentation and an opportunity for questions and answers for participants. The webinar was attended by over **100** participants. A recording of the webinar was posted to the Plan Bay Area website.

5. **Technical Workshops**

Staff hosted two in-person stakeholder workshops at the Bay Area Metro Center on September 12 and September 18, 2024. The workshops allowed for a deeper dive into specific topics for technical experts. The events attracted over **110** partners and stakeholders to provide detailed input on the remaining challenges in the Draft Blueprint and the Draft Transit 2050+ Network. The workshops included staff presentations and breakout group discussions to tackle remaining Blueprint challenges with partners from across the Bay Area. The two events yielded over **200** comments.

In total, the summer 2024 engagement efforts reached over **1.4 M** Bay Area residents through paid digital promotion, e-mail blasts, press coverage, word of mouth, CBO and partner promotion, the Plan Bay Area and MTC/ABAG websites, and MTC's social media channels – with over **13,800** residents and partners participating in our engagement activities.

Table 1. Summer 2024 Plan Bay Area 2050+/Transit 2050+ Pop-up Workshop Locations

Date	Event	Location	County
August 10	Multicultural Festival	Antioch	Contra Costa
August 13	Solano Rail Hub	Suisun City	Solano
August 17	Napa Farmers Market	Napa	Napa
August 17	Coliseum BART Station — Battle of the Bay Baseball Game	Oakland	Alameda
August 21	El Cerrito Del Norte BART Station	El Cerrito	Contra Costa
August 24	Castro Valley Farmers' Market	Castro Valley	Alameda
August 25	Sonoma Sundays on the Plaza	Sonoma	Sonoma
August 27	Petaluma Transit Mall	Petaluma	Sonoma
August 28	Millbrae Transit Center	Millbrae	San Mateo
August 29	Downtown San Rafael Summer Market	San Rafael	Marin
August 31	Dog Days of Summer	San Francisco	San Francisco
August 31	Downtown Shakedown	Vacaville	Solano
September 1	Mountain View Farmers' Market	Mountain View	Santa Clara
September 3	Soscol Gateway Transit Center	Napa	Napa
September 4	Balboa Park BART Station	San Francisco	San Francisco
September 7	Ember Stomp 2024: Marin's Wildfire Prevention Festival	San Rafael	Marin
September 7	Coastside Farmers' Market	Half Moon Bay	San Mateo
September 8	Viva CalleSJ	San José	Santa Clara

Table 2. Activities Hosted in Partnership with Community-based Organizations

POP-UP WORKSHOPS (8)

Date	Event	Location	County	Communities Reached
8/10/2024	Roots Back to School Health & Resource Fair	Oakland	Alameda	Black, Chinese, Latino, limited English proficiency (LEP), low income
8/17/2024	Big Time	Forestville	Sonoma	Native American, low income, rural
8/20/2024	Canal Alliance Food Pantry	San Rafael	Marin	Latino, LEP, low income, Vietnamese
8/23/2024	Valley Palms Apartment Community Center	San José	Santa Clara	Latino, LEP, low income
8/24/2024	Vallejo Farmers' Market	Vallejo	Solano	Black, Latino, low income
8/30/2024	UpValley Back-to-School Festival	Calistoga	Napa	Farmworkers, Latino, LEP, rural, youth
8/30/2024	Sunset Night Market	San Francisco	San Francisco	Asian, LEP, seniors
9/7/2024	Vietnamese American Service Center	San José	Santa Clara	Asian, LEP, youth

DISCUSSION GROUPS (21)

Date	Language	Location	County	Communities Reached
8/5/2024	Cantonese	San Francisco	San Francisco	Asian seniors, LEP
8/8/2024	Spanish	Vallejo	Solano	Latino, LEP, low-income
8/12/2024	English	Virtual	Alameda	Low income, youth

Date	Language	Location	County	Communities Reached
8/12/2024	English	English	Sonoma	Native American, low income, rural
8/13/2024	Cantonese/English	Virtual	San Francisco	Asian, LEP
8/14/2024	Vietnamese/English	Virtual	Santa Clara	Older adults (50+), LEP, seniors, Vietnamese
8/20/2024	Spanish	Virtual	Santa Clara	Latino, LEP, low income
8/20/2024	English	Virtual	Marin	Native American, low income, rural
8/21/2024	Vietnamese/English	San José	Santa Clara	Older adults (50+), LEP, seniors, Vietnamese
8/22/2024	English	San José	Santa Clara	Black, low income
8/23/2024	Spanish	Virtual	Alameda	Latino, LEP, low income
8/27/2024	Mandarin/English	Virtual	San Francisco	Asian, LEP
8/27/2024	English	Guerneville	Sonoma	Rural, seniors
8/27/2024	Spanish	Calistoga	Napa	Farmworkers, Latino, LEP, low income, rural
8/27/2024	Spanish	Virtual	Santa Clara	Latino, LEP, low income
8/28/2024	English	Virtual	Alameda/Santa Clara	Black, low income
8/28/2024	English	Virtual	Alameda	Low income, youth
8/29/2024	English	Napa	Napa	Native American, rural
9/3/2024	Spanish	Hayward	Alameda	Disability, Latino, LEP, low income, low vision

Date	Language	Location	County	Communities Reached
9/3/2024	English	Hayward	Alameda	Blind, Disability, low income, low vision
9/4/2024	Spanish/English	Cherryland	Alameda	Black, Latino, LEP, low income

PRESENTATIONS (6)

Date	Language	Location	County	Communities Reached
8/5/2024	Vietnamese/English	San José	Santa Clara	Older adults (50+), LEP, seniors, Vietnamese
8/6/2024	English	Virtual	Alameda	Low income, youth
8/14/2024	English	Virtual	Solano	Latino
8/18/2024	Cantonese/English	Virtual	San Francisco	Asian, LEP
8/28/2024	English	Virtual	Alameda	Black, low income
8/28/2024	English	San Francisco	San Francisco	Asian, LEP, seniors

WORKSHOP (1)

Date	Language	Location	County	Communities Reached
8/22/2024	Spanish	San Rafael	Marin	Latino, LEP, low income