



July 20, 2021

Therese McMillan
Executive Director
Metropolitan Transportation Commission
375 Beale Street, Suite 800
San Francisco, CA 94105

Re: Plan Bay Area 2050 – Business Community Comments

Dear Director McMillan:

On behalf of the Bay Area Council, BIA Bay Area, North Bay Leadership Council and SAMCEDA, we would like to congratulate the Metropolitan Transportation Commission for all your hard work on Plan Bay Area 2050 (“PBA 2050” or “the Plan”). We would also like to thank MTC for incorporating our feedback across all strategies and understanding the role the private sector plays in fulfilling the Bay Area’s SB375 requirements.

We are writing today to voice support for the 12 transportation strategies. We believe that the strategies identify the right priorities, focus on reducing congestion, fund maintenance and key infrastructure projects, and make it easier to bike and walk around our region. We urge MTC to keep to these strategies and not make further modifications; it is the sum of the strategies that put our region on the right path.

On housing we ask that Plan Bay Area 2050 place the highest priority on building sufficient new housing stock to not only meet our projected growth but also bring housing costs down for existing residents. Any policies that can be determined to impede housing production, no matter how worthy on paper, must be subordinate to this priority. For the first time since records began California is losing population and this is in large part due to the high cost of housing.

We did additionally want to voice several requests for future Plan Bay Area processes. First, we would like to request that there be a more robust stakeholder engagement from the outset of the next Plan Bay Area update. We appreciate MTC’s current outreach process for its Listening Tour on Bay Area economic recovery and would like to see a similarly robust engagement processes occur for future

iterations of Plan Bay Area. The private sector in the Bay Area is leading the way in bringing our region into economic recovery, and thus the lifeblood of our region. Involving the private sector in the development process early on allows for a collaborative approach that will ultimately produce the most well-rounded and effective plan.

Next, we request that the cost analysis nomenclature be updated. A specific strategy may have no cost to the public sector and still have cost to the private sector. In some instances, we may support the policy despite the added regulatory cost, while in other cases believe it is not justified. In either case, the cost to the private sector should be quantified and disclosed.

Finally, we believe meaningful changes are needed to the current method for developing sustainable community strategies under SB 375 and look forward to partnering on this effort to revisit and reform this important process.

Thank you again for your hard work in making PBA 2050 the complete package it is today.

Sincerely,

Jim Wunderman
President & CEO
Bay Area Council

Paul Campos
Senior Vice President of
Governmental Affairs &
General Counsel
BIA Bay Area

Cynthia Murray
President & CEO
North Bay Leadership
Council

Rosanne Foust
President & CEO
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Cc: Chair Alfredo Pedroza