



PUBLIC ENGAGEMENT REPORT



Plan
BayArea
2040

REVISED DRAFT
SUPPLEMENTAL
REPORT



Metropolitan
Transportation
Commission



Association
of Bay Area
Governments

JULY 2017

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Plan Bay Area 2040: Public Engagement Report

July 2017



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I. Executive Summary

The Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) began working in 2014 to update Plan Bay Area, the long-term Regional Transportation Plan (RTP) for the San Francisco Bay Area. The update — known as Plan Bay Area 2040 — considers how and where the region should accommodate growth projected for the next 24 years. The Plan is developed to conform to federal and state regulations, including California legislation from 2008 (Senate Bill 375, Steinberg), which requires each of the state’s 18 metropolitan areas to reduce greenhouse gas emissions from cars and light trucks. Under Senate Bill 375, the Bay Area must develop a Sustainable Communities Strategy — a new element of the regional transportation plan — that strives to reach the greenhouse gas (GHG) reduction target established by the California Air Resources Board. The law also requires the region to plan for housing 100 percent of its projected population at all income levels.

Public Engagement a Key Element of Plan Bay Area 2040

A comprehensive program of public involvement activities is a key part of our long-range planning process. Extensive outreach with local government officials is required, as well as a federal Public Participation Plan that details opportunities for the public to be involved in the Plan’s development. Engagement activities include workshops in each county and public hearings on the draft prior to adoption of a final plan.

Thousands of people have participated in public open houses and other public meetings, telephone and internet surveys, and more. The region’s 101 cities and nine counties also participated in the development of the Plan, as did fellow regional agencies, the Bay Conservation and Development Commission and the Bay Area Air Quality Management District. Community-based organizations and advocacy groups representing the diverse interests of the Bay Area were active participants throughout the process, as were some three dozen regional transportation partners. Officials representing Native American Tribes were also consulted (those activities are summarized in a separate report).

This report documents the four phases of public involvement activities:

1. Phase One: Public Participation Plan (2014-15)
2. Phase Two: Goals and Targets (2015)
3. Phase Three: Scenario Planning (2016)
4. Phase Four: Draft Plan Bay Area 2040 (2017)

Following are highlights of activities from the overall engagement effort:

- 27 open houses in the nine Bay Area counties that drew nearly 1,500 participants over the three rounds of open houses (three open houses per county)
- One statistically valid telephone poll in spring of 2016 that reached out to more than 2,000 Bay Area residents from all nine counties and conducted in English, Spanish and Chinese
- Six public hearings to gather input on the plan’s environmental impact report (EIR)
- A regional housing summit attended by some 300 Bay Area public officials, community leaders and interested residents to consider ideas and best practices for alleviating the region’s housing affordability crisis
- Ongoing meetings with local elected officials, local planning directors and officials from congestion management and transit agencies as well as staff from environmental protection agencies, including 10 presentations to elected officials on the Draft Plan (one in every county)

- Partnerships with community-based organizations (CBOs) in low-income communities and communities of color that featured presentations by CBO leaders directly to MTC and ABAG decision makers, 168 completed online surveys ranking planning scenarios and five focus groups with 70 residents to discuss the Draft Plan
- An active web and social media presence, including nearly 167,000 page views by 45,000 unique visitors to the PlanBayArea.org website between July 2014 and December 2016 (62 percent of visitors were new visitors)
- Online “Build a Better Bay Area” survey taken by some 920 participants helped illustrate policy and fiscal tradeoffs associated with three different future growth and transportation scenarios
- Produced nine videos to explain the planning process and challenge facing the region
- Release of the Draft Plan and Draft EIR in March and April of 2017
- Through July 2017, a total of 195 public meetings were conducted for the Plan Bay Area 2040 update

Table 1 shows the number of participants at key public engagement events. Table 2 lists special public workshops at which the Plan was discussed, plus public meetings of ABAG’s and MTC’s policy boards and advisory committees where the Plan was on the agenda through adoption in 2017.

Table 1: Participation in Key Public Engagement Events

| Event | Date(s) | Attendance/ Participants |
|---|--|-----------------------------|
| Spring 2015 Open Houses: Nine open houses around the region | April 29, 2015 through May 28, 2015 | 600 |
| Spring 2016 Open Houses: Nine open houses around the region | May 26, 2016 through June 14, 2016 | 455 |
| Scenario Concepts Special Workshops: Regional Advisory Working Group and Regional Planning Committee | October 6 and October 7, 2015 | 130 |
| Housing Forum: Calling the Bay Area Home: Tackling the Affordable Housing and Displacement Challenge | Saturday, February 20, 2016 | 300 |
| Telephone Survey: Conducted in English, Spanish & Chinese by phoning registered voters in all nine counties | March/April 2016 | 2,048 |
| Build a Better Bay Area Online Quiz: Online survey on three alternative scenarios; <i>Includes 204 responses from surveys conducted by community-based organizations</i> | Data collected between May 26, 2016 and September 16, 2016 | 921 |
| Scoping Meetings on Draft Environmental Impact Report (DEIR): Oakland, San Jose, Santa Rosa | Three scoping meetings: May 26, May 31 and June 2, 2016 | 60 |
| Spring 2017 Open Houses: Nine open houses around the region | May 4, 2017 through May 22, 2017 | 410 |
| Public Hearings on Draft Plan Bay Area 2040 and Draft Environmental Impact Report (DEIR): San Francisco, San Jose and Vallejo | Three public hearings: May 12, May 16 and May 18, 2017 | 55 |
| Community-hosted Focus Groups: Five focus groups in Alameda, Contra Costa, Santa Clara and Solano Counties | Five focus groups: May 2, 2017 through May 18, 2017 | 70 |

Table 2: Plan Bay Area 2040 Public Meetings

| Meeting/Event | Special Workshop or Open House | ABAG/MTC Policy & Advisory Committees with Plan Bay Area 2040 on agenda | Totals |
|--|--------------------------------|---|--------|
| 2014 | | | |
| Public Meeting: Approach to the 2015 Public Participation Plan Update (Oct. 8, 2014) | 1 | | 1 |
| MTC Policy Advisory Council | | 4 | 4 |
| ABAG Regional Planning Committee | | 3 | 3 |
| Regional Advisory Working Group | | 1 | 1 |
| ABAG Administrative/MTC Planning Committee | | 1 | 1 |
| ABAG Executive Board | | 3 | 3 |
| 2015 | | | |
| Spring 2015 Open Houses: all nine counties | 9 | | 9 |
| MTC Policy Advisory Council | | 6 | 6 |
| ABAG Regional Planning Committee | | 2 | 2 |
| Regional Advisory Working Group | | 8 | 8 |
| Plan Bay Area 2040 Performance Working Group | | 6 | 6 |
| Regional Equity Working Group | | 6 | 6 |
| The Bay Area Partnership Board | | 1 | 1 |
| The Partnership Technical Advisory Committee | | 3 | 3 |
| ABAG Administrative/MTC Planning Committee | | 8 | 8 |
| ABAG Executive Board | | 5 | 5 |
| MTC Commission | | 4 | 4 |
| 2016 | | | |
| Housing Forum: Calling the Bay Area Home (Saturday, Feb. 20, 2016) | 1 | | 1 |
| Spring 2016 Open Houses: all nine counties | 9 | | 9 |
| Environmental Impact Report Scoping Meetings: Oakland, San Jose, Santa Rosa | 3 | | 3 |
| MTC Policy Advisory Council | | 8 | 8 |
| ABAG Regional Planning Committee | | 4 | 4 |
| Regional Advisory Working Group | | 7 | 7 |
| Regional Equity Working Group | | 3 | 3 |
| Native American Tribal Consultation | 1 | | 1 |

| Meeting/Event | Special Workshop or Open House | ABAG/MTC Policy & Advisory Committees with Plan Bay Area 2040 on agenda | Totals |
|---|--------------------------------|---|------------|
| The Bay Area Partnership | | 5 | 5 |
| The Partnership Technical Advisory Committee | | 6 | 6 |
| ABAG Administrative/MTC Planning Committee | | 5 | 5 |
| MTC Planning Committee | | 6 | 6 |
| Bay Area Regional Collaborative | | 1 | 1 |
| ABAG Executive Board | | 7 | 7 |
| MTC Commission | | 3 | 3 |
| MTC Commission Workshop | 2 | | 2 |
| ABAG Executive Board/MTC Commission | | 1 | 1 |
| 2017 (through June 2017) | | | |
| Spring 2017 Open Houses: all nine counties | 9 | | 9 |
| Public Hearings on Draft Plan Bay Area 2040 and on Draft Environmental Impact Report (DEIR) | 3 | | 3 |
| Community-Hosted Focus Groups | 5 | | 5 |
| Presentations to Elected Officials (with county Congestion Management Agencies) | 10 | | 10 |
| MTC Policy Advisory Council | | 5 | 5 |
| ABAG Regional Planning Committee | | 1 | 1 |
| Regional Advisory Working Group | | 5 | 5 |
| Regional Equity Working Group | | 3 | 3 |
| Air Quality Conformity Task Force | | 3 | 3 |
| The Partnership Technical Advisory Committee | | 1 | 1 |
| Native American Tribal Consultation | 1 | | 1 |
| ABAG Administrative/MTC Planning Committee | | 4 | 4 |
| ABAG Executive Board | | 1 | 1 |
| ABAG Executive Board/MTC Commission | | 1 | 1 |
| Totals | | | 195 |

II. Public Participation Plan (2014)

The Metropolitan Transportation Commission's public involvement process aims to give the public ample opportunities for early and continuing participation in critical transportation projects, plans and decisions, and to provide full public access to key decisions. Engaging the public early and often in the decision-making process is critical to the success of any transportation plan or program, and is required by numerous state and federal laws, as well as by the Commission's own internal procedures.

MTC's Public Participation Plan (PPP), updated by the Commission every four years in advance of the update to the region's long-range transportation plan, spells out the process for providing the public and interested parties with reasonable opportunities to be involved in the regional transportation planning process. The Public Participation Plan, as well as its Appendix A that is specific to Plan Bay Area 2040, was updated with input from the public, as described below.

A. Public Participation Plan Leads Plan Bay Area Update

In July 2014, MTC and ABAG introduced a general approach for the next update to the region's long-range transportation plan, known as Plan Bay Area 2040. For this planning cycle, the proposed approach was to conduct a limited and focused update of Plan Bay Area, building off the core framework established by the Plan adopted in 2013. One key difference between the 2013 Plan and Plan Bay Area 2040 is that the latter does not require adoption of a Regional Housing Needs Allocation (RHNA), which was required in 2013, and which will be included again in the 2021 update. The RHNA process necessitates a great deal of outreach and planning work that was not needed for Plan Bay Area 2040, slated for adoption in 2017. The proposed approach and tasks for the 2017 update were discussed at a number of meetings and the feedback received helped inform the content and structure of the Public Participation Plan, which was released for public comment in November 2014.

B. Public Engagement on the Public Participation Plan

MTC held an evening public meeting on October 8, 2014, to hear comments and suggestions for improving public engagement. ABAG staff held discussions at their Executive Committee and Regional Planning Committee, as well as at county delegate meetings. Likewise, staff sought ideas from MTC's Policy Advisory Council, the Regional Advisory Working Group, and congestion management agency planning directors. Staff also launched an online survey and comment forum, and surveyed the public at numerous community events around the region.

In response to comments, the Draft Public Participation Plan spotlights the process and significance of various milestones in development of Plan Bay Area 2040, the roles of various agencies, and opportunities for public comment.

MTC released its Draft Public Participation Plan for public comment on November 7, 2014. Revisions to the Draft provided requested clarification or expanded upon public participation opportunities. The final Public Participation Plan was adopted by the Commission as MTC Resolution No. 4174, on February 13, 2015.

C. Key Messages Heard

We received nearly 100 comments, including several from MTC's Policy Advisory Council and the Regional Advisory Working Group. A memo, including a summary of comments and responses as well as the adopted Public Participation Plan, can be found at this link:

<https://mtc.legistar.com/View.ashx?M=F&ID=5284008&GUID=A68319B0-2210-439D-ABA5-A4CAF5CB8584>.

Comments fell into the following themes:

Be Specific — A number of comments asked for more detail in the PPP, including showing more explicitly how public comments are factored into the decision-making process. The 2017 PPP includes strategies directing staff to summarize comments to highlight areas of consensus and areas of disagreement so that Commissioners and the public have a clear understanding of the depth and breadth of opinion on a given issue. The 2017 PPP also calls for meeting minutes that reflect public comments and for staff documentation of how comments are considered in MTC's decisions, as well as information about how public meetings and participation are helping to shape or have contributed to MTC's key decisions and actions. The 2017 PPP also calls for explaining the rationale when outcomes don't correspond to the views expressed.

Localize the Plan Bay Area Message — One theme expressed the need to communicate the plan and related issues via a local framework to explain why Plan Bay Area matters in a given community and/or county.

Involve Under-served Communities — Many noted the importance of taking the time to work with low-income communities and communities of color over the long term to build capacity and allow for more effective participation. The Final Draft PPP calls for continued partnerships with community-based organizations to involve residents in communities that might not otherwise participate. Likewise, based on several comments, the 2017 PPP includes revised language to form a Regional Equity Working Group similar to a panel used during the last process.

More Access to Meetings — A number of commenters asked for better access to meetings, whether in-person or via live and interactive web streaming. Several suggested holding meetings at locations that are convenient and accessible, including by public transit. While the 2017 PPP does not go into great detail on meeting formats or locations, it does call for holding meetings at varied times and locations that are convenient to more residents. It also calls for use of interactive web features.

Evaluate and Improve — Another theme called for evaluation of the previous Plan Bay Area process and reviews of each phase of the upcoming Plan Bay Area public engagement process to identify what is likely to work and what needs to be improved. MTC and ABAG did review each phase of the last Plan Bay Area public process and completed a comprehensive evaluation after the Plan was approved. Those reviews helped shape the 2017 PPP, and we anticipate continuing this practice moving forward.

Specific Plan Bay Area Topics — Many of the comments touched on specific issues to be addressed during the Plan Bay Area update that did not directly relate to public participation. When possible, we explained opportunities in the upcoming Plan Bay Area update to address these concerns.

III. Ongoing Engagement Activities

A. Plan Bay Area 2040 Advisory Structure

Throughout the development of Plan Bay Area 2040, ABAG and MTC regularly consulted with a number of advisory groups to hear from a range of perspectives and get early input. These advisory bodies include a Regional Advisory Working Group, MTC's Policy Advisory Council, and ABAG's Regional Planning Committee. The agencies also conducted a workshop for city managers and top officials from a range of local government and transportation agencies.

Regional Advisory Working Group

In 2014, the Regional Advisory Working Group (RAWG) — an ad hoc regional working group formed in 2010 to advise regional agency staff on the first Plan Bay Area — was called together to meet again to offer insights and comments on Plan Bay Area 2040. The RAWG is a mix of planning staff representatives of local government, county-level congestion management agencies (CMAs), transit agencies, state and regional agencies, and a wide range of stakeholder representatives. Specifically, each county was asked to nominate at least one planning director to attend and participate for the duration of the process. In addition, representatives of various stakeholder groups — including affordable housing, businesses, developers, equity, public health and environmental groups — also participate. All RAWG meetings are open to the public, and anyone attending who wishes to directly participate and comment on the discussion is encouraged to do so.

Beginning in September 2014 through July 2017, the RAWG met a total of 21 times. The working group reviewed and commented on:

- MTC's Public Participation Plan
- Plan Bay Area 2040 process and schedule
- Forecasting methodology
- Goals and targets
- Needs assessment and call for transportation projects
- Methodology for evaluating performance of transportation projects
- Financial assumptions for transportation projects
- Goods Movement, Regional Prosperity and Transit Core Capacity plans
- Housing affordability and displacement of long-time residents
- Alternative long-range planning scenarios
- Preferred housing and transportation investment scenario
- Regional framework for ensuring equity for low-income communities and communities of color
- ABAG's regional housing action agenda
- Compelling case review for low-performing transportation projects
- Employment growth assumptions
- Setting transportation and land use performance targets and indicators
- Priority Development Area assessment
- Vision scenario planning approach
- The Draft Plan and its Action Plan and proposed revisions after public input

Meetings of the Regional Advisory Working Group are open to the public. More information can be found on MTC's website: <http://mtc.ca.gov/about-mtc/what-mtc/mtc-organization/partnership-committees/regional-advisory-working-group>.

MTC Policy Advisory Council

The mission of MTC's 27-member Policy Advisory Council is to advise MTC on transportation policies in the San Francisco Bay Area, incorporating diverse perspectives relating to the environment, the economy and social equity. One of the key topics for the Council has been the development of Plan Bay Area. Through July 2017, the group discussed Plan Bay Area 2040 at 23 of their meetings. The Council provided feedback and commented on setting greenhouse gas emissions reduction targets; MTC's Draft Public Participation Plan; setting transportation and land use performance targets and indicators; housing affordability and displacement of long-time residents; and the scenario planning approach as well as the Draft Plan and its Action Plan. In addition, the Council's Equity and Access Subcommittee participated as part of the Regional Equity Working Group.

All Policy Advisory Council meetings are webcast and archived on MTC's website. Meetings are open to the public. More information is available on MTC's website: <http://mtc.ca.gov/about-mtc/what-mtc/mtc-organization/policy-advisory-council>.

ABAG Regional Planning Committee

The Regional Planning Committee (RPC) is a standing committee of ABAG that hears Bay Area planning issues of regional concern and makes recommendations to the ABAG Executive Board, including development of Plan Bay Area. The Regional Planning Committee is comprised of 36 members, including: a minimum of 18 elected officials from the nine Bay Area Counties; representatives of the four regional agencies; and stakeholders representing business, minorities, economic development, recreation/open space, environment, public interest, housing, special districts, and labor. The Committee meets alternate months during the day at ABAG's offices in San Francisco. Meetings are open to the public. From June 2014 through July 2017, the RPC met 10 times to advise on a range of Plan Bay Area 2040 matters, including the Draft Public Participation Plan; development of performance targets and indicators; an infrastructure needs assessment for priority development areas; and the Draft Plan and its Action Plan.

The Partnership Board

This group of top executives from Bay Area transit operators, county congestion management agencies and public works departments, as well as regional, state and federal transportation, environmental, resource-protection and land use agencies, advises MTC periodically on key planning issues, including Plan Bay Area 2040. Staff level working groups meet occasionally on issues such as local roads, public transit and transportation finance. The Partnership Board met six times on Plan Bay Area 2040 leading up to the release of the Draft Plan in 2017.

The Partnership Technical Advisory Committee

The Partnership Technical Advisory Committee, or PTAC, consists of staff from partnership agencies described above, with whom MTC consults on transportation planning and policy matters. PTAC considered issues related to Plan Bay Area 2040 at three meetings in 2015, six meetings in 2016 and once in 2017. PTAC members also participated in meetings of the Regional Advisory Working Group.

Local, State and Federal Government Engagement

In developing the update to Plan Bay Area, ABAG and MTC strive to promote an open, transparent process that encourages the ongoing and active participation of local jurisdictions, state and federal agencies, and a broad range of interest groups and individuals from the general public.

As noted in the advisory structure above, local government staff and representatives from environmental and resource management agencies -- as well as non-government agencies,

organizations and individuals -- have all been involved in the multi-year planning effort. Planning staffs from both ABAG and MTC have also met directly with local planning directors, public works staff and other key local officials throughout the development of Plan Bay Area 2040. Federal resource protection agencies, land management agencies and freight interests, as well as conservation and historic preservation groups, were notified of opportunities to comment on issues relevant to the development of the Plan and its companion Environmental Impact Report.

In addition, ABAG's Executive Board members convened meetings of local ABAG delegates to share information and hear comments throughout the process. In late 2016, MTC and ABAG staff held briefings for local jurisdictions to present and hear comments on the Draft Preferred Scenario and Investment Strategy. Presentations were made to all county congestion management agencies in fall 2016, and 17 jurisdictions requested one-on-one meetings as well. Elected officials from each Bay Area county also were invited to a presentation by MTC and ABAG staff on the Draft Plan held in each county and hosted by the county congestion management agencies.

Private Sector Involvement

During development of the plan, staff also presented information to private community organizations, freight interests, local nonprofits and technology companies, including the Bay Area Council, San Francisco Planning and Urban Research (SPUR), the Bay Area League of Women Voters, and technology companies such as Google and Facebook.

B. Community-Based Partnerships

MTC contracted with five community-based organizations (CBOs) in 2015 after a competitive procurement process, to seek help from nonprofits in low-income communities and communities of color. The CBO groups participated in an initial round of public open houses and then offered MTC and ABAG advice on best practices for engaging their communities in subsequent phases of developing Plan Bay Area 2040. In 2016, they administered an online survey about future planning scenarios in one of three languages: English, Spanish and Chinese. At a special Listening Session on the draft scenarios in July 2016, the groups also made a presentation to a joint meeting of MTC's Planning and ABAG's Administrative Committee, discussing some of what they had heard from their communities about housing and transportation issues.

And one group, the Rose Foundation — with youth from the New Voices Are Rising Program — presented what they learned in terms of effective communication techniques and engagement in the Plan Bay Area 2040 process to youth from around the region. The presentation was part of a Youth for the Environment and Sustainability, or YES! Conference, sponsored by MTC and the Bay Area Air Quality Management District.



Noah Berger



Noah Berger

The five community organizations are listed below:

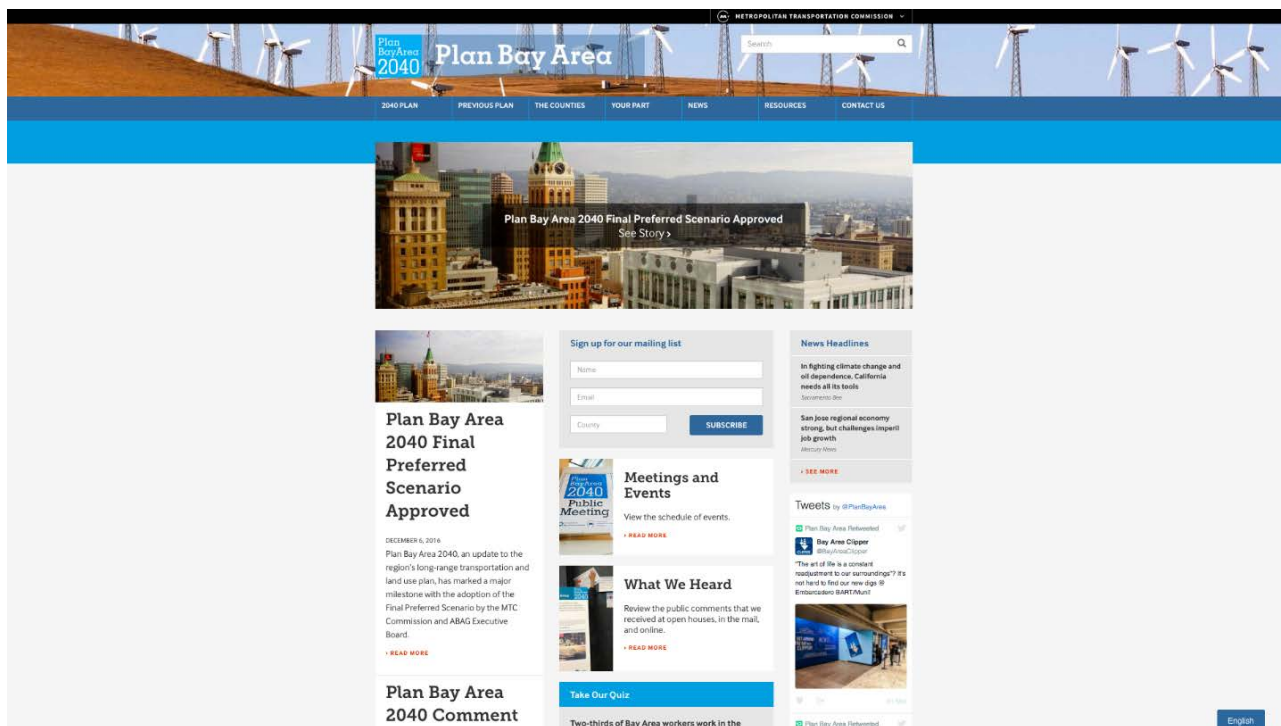
1. Richmond Main Street Initiative (Downtown Richmond and Iron Triangle)
2. Rose Foundation for Communities & Environment, New Voices Are Rising (serves Oakland Youth)
3. Sela Learning (serves Latino Community, Vallejo)
4. Sound of Hope Radio (serves Chinese Community, San Francisco Bay Area)
5. South Hayward Parish (food pantry, Southern Alameda County)

C. PlanBayArea.org Website

In order to assist in and encourage public involvement, a website dedicated to the activities surrounding Plan Bay Area 2040 has been in place for the duration of the update to the Plan. Information related to all phases of the development of Plan Bay Area 2040, as well as information about Senate Bill 375 and the 2013 adopted Plan Bay Area, are all housed on the website: www.planbayarea.org. The website provides one “go-to” information source for Plan Bay Area 2040, as required under SB 375.

The website includes many interactive features, including an online comment forum, maps and videos. Residents can join the Plan Bay Area 2040 mailing list from the website to receive updates about the planning process. The site also provides handy links to the two regional agencies involved in developing the Plan: ABAG and MTC.

The website was updated prior to the release of the Draft Plan in order to be mobile friendly and more accessible to participants who use their smartphones to access information about the Plan.



D. Notifying the Public

In addition to the website, a number of other methods were used to notify the public about public meetings and other opportunities to comment on the development of the Plan. Prior to the evenings or Saturday open houses held in each county, the issues under discussion as part of Plan Bay Area 2040 were on the agendas of many public meetings of the two agencies' policy boards and advisory groups. (See Table 2 for a listing of such meetings.) In advance of the open houses, email blasts were sent to individuals who have asked to be kept informed about the Plan; postcards were mailed to a database list; display ads were purchased in major newspapers around the region; and reporters were briefed about the Plan and news releases sent to local media outlets. Besides outreach to traditional media outlets, ads were purchased on social media sites. Additionally, other organizations and jurisdictions were encouraged to announce the meetings to their constituents and clients.



E. Telephone Poll

Public opinion polling has been a key element of MTC's public involvement efforts in past regional transportation plans. Portions of a telephone survey of 2,048 Bay Area registered voters conducted in early 2016 also touched on issues related to Plan Bay Area 2040. The survey was conducted in English, Spanish and Chinese by phoning registered voters in all nine counties in March and April 2016. The margin of error for the survey was +/- 2.2%.

Notable is the overwhelming support among those surveyed for a regional plan for improving access to housing and transportation while reducing greenhouse gases and helping the economy. Eighty-three (83) percent of respondents said such a plan is important, 9 percent were neutral or did not know, and just 8 percent felt it was not important. When asked which component of the Plan was most important to the Bay Area's future, 58% of respondents selected providing access to housing and transportation for everyone, as shown in the two tables below.

Table 3: Importance of Plan Bay Area 2040

Full text read to respondents:

A long-term strategy for the entire Bay Area is currently being developed. The idea is to successfully plan the region's housing and transportation needs for the next 30 years. This plan is focused on: improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it.

In general, how important do you think it is to establish this type of a regional plan?

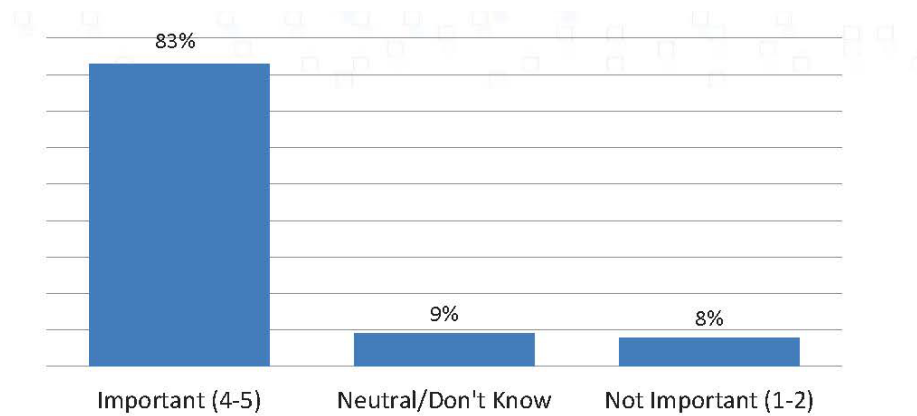
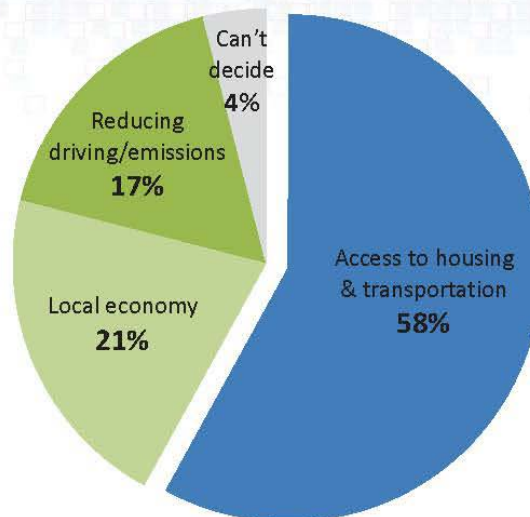


Table 4: Which Part of Plan Bay Area 2040 Is Most important to the Bay Area's Future

Full text read to respondents:

*Which part of the plan is most important to the Bay Area's future:
Improving the local economy,
Reducing driving and greenhouse gases, or
Providing access to housing and transportation for everyone?*



When asked to state if they agreed with particular statements, 72 percent of respondents agreed strongly or somewhat agreed with the statement that local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area. Other statements asked of respondents are shown below.

Table 5: Attitudinal Statements:
Share who agrees strongly or somewhat with each statement

(5 point scale used where 5 meant strongly agree and 1 meant strongly disagree)

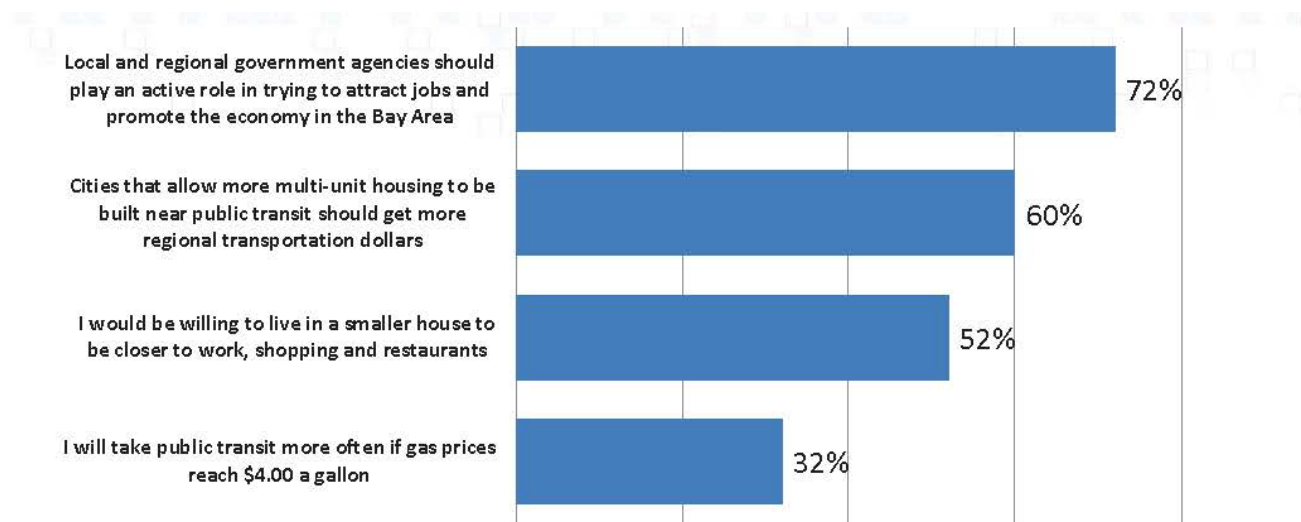


Table 6: Current Perception of Bay Area – Percentage share with rating as excellent or good

Respondents were asked to indicate how well the Bay Area is doing on a range of issues, each of which was rated on a 5-point scale where 5 is excellent and 1 is poor. Percentages below represent share who rated each issue as a 5 or 4.

| ISSUE | % rating excellent/good |
|--|-------------------------|
| Preservation of open spaces and parks | 58% |
| Economic growth and prosperity | 54% |
| Air quality | 54% |
| Quality of public transit services | 29% |
| Upkeep and repair of Bay Area freeways | 23% |
| Upkeep and repair of local roads | 18% |
| Availability of affordable housing | 6% |

F. Goods Movement, Airport, Seaport Engagement

The regional goods movement infrastructure in the Bay Area includes the nation's fifth largest container port (the Port of Oakland) and several specialized seaports; two of the most active air cargo airports in the Western U.S. (San Francisco International Airport and Oakland International Airport); major rail lines and rail terminals; and highways that carry some of the highest volumes of trucks in California. This infrastructure also is of critical importance to the Northern California megaregion. As part of the development of Plan Bay Area 2040, MTC worked with and engaged agencies involved in these modes of transportation. Major seaports and airports in the region (Port of Oakland, Port of San Francisco, San Francisco International Airport and the Santa Clara County Roads and Airports Department) were on the mailing lists to receive updates on the Plan's environmental impact report, as well as information about meetings of the Regional Advisory Working Group -- an ad hoc group formed to advise staff on Plan Bay Area 2040.

MTC produced two reports related to goods movement and freight emissions. Recommendations from both of these freight plans fed into the development of Plan Bay Area 2040.

In partnership with the Bay Area Air Quality Management District, MTC produced a *Freight Emissions Reduction Action Plan*. MTC and the Air District assembled a task force comprised of key partners and local and state stakeholders, and created the *Freight Emissions Reduction Action Plan* over a 16-month period, starting in mid-2015. The task force evaluated several strategies and those deemed to have the best implementation and emissions reduction potential were recommended for small scale implementation. The final *Freight Emissions Reduction Action Plan* was released in October 2016 and is included as a supplemental report to Plan Bay Area 2040.

In partnership with the Alameda County Transportation Commission, MTC developed the *San Francisco Bay Area Goods Movement Plan*. MTC's goods movement research is closely integrated with the Alameda County Transportation Commission's countywide planning effort. The Port of Oakland, located in Alameda County, is the heart of the Bay Area's freight activity. The *San Francisco Bay Area Goods Movement Plan*, released in February 2016, outlines a long-range strategy for moving goods effectively within, to, from and through the Bay Area by roads, rail, air and water. The plan provides specific strategies — projects, programs and policies — focused on goods movement that will inform the long-range Plan Bay Area 2040. The Plan's two-year planning effort included direct outreach to obtain interest group opinions and perspectives at several points through the life of the Goods Movement Plan development. Additionally, Roundtable Meetings served as forums and information-exchange platforms to bring together participants from the Executive Team, Technical Team, interest groups and other interested stakeholders to address plan development and goods movement advocacy. Five roundtables occurred throughout the project. Stakeholders included representatives from the business, environment, social justice and public sectors.

III. Building the Plan

There were many moving parts along the path of developing Plan Bay Area 2040. Early milestones included: goal setting; identification of statutory and voluntary targets; regional forecasts of demographic, transportation and economic trends; financial projections; and identification and evaluation of projects. Later phases included scenario analysis and release of the Draft Plan. The Public Participation Plan spelled out the expected timing for MTC's and ABAG's work in these areas, and all of these topics were discussed at many public meetings of MTC's and ABAG's policy and advisory committees.

A. Goals and Targets (2015)

The first phase of work in late 2014 and 2015 included decisions on policies related to goals and performance targets, as well as development of regional forecasts of demographic, transportation and economic trends in order to inform and guide Plan Bay Area investments and policy decisions. This phase also included identification and assessment of potential transportation projects as well as the analysis of operating and maintenance needs of the region's transportation network.

1. Open House Conversations

A round of public open houses in all nine counties of the San Francisco Bay Region was held in spring 2015 to engage the public on these topics. The open house format with displays encouraged staff and policy board members from both agencies to seek conversation and comments from members of the public.

The open houses were designed consistent with the adopted MTC 2015 Public Participation Plan, and with the following goals in mind:

- Introduce the Plan Bay Area 2040 update process, key milestones and issues under consideration
- Review the linkages between the regional plan and local transportation and land use priorities
- Review and seek comments on the goals and performance framework for the 2040 update
- Conduct the open houses in the evenings at convenient, transit-accessible locations
- Maximize interaction with the public, provide personalized attention and gather as much feedback as possible



Karl Nielsen

Table 7: 2015 Open Houses by County

| County | Date/Time | Venue | Attendance |
|----------------|---|--|------------|
| Alameda | Wednesday, April 29, 2015 7 p.m. to 9 p.m. | Alameda County Fairgrounds Palm Pavilion, 4501 Pleasanton Ave. Pleasanton | 90 |
| Contra Costa | Wednesday, April 29, 2015 7 p.m. to 9 p.m. | Marriott 2355 North Main Street, Walnut Creek | 80 |
| Marin | Thursday, May 28, 2015 5 p.m. to 7 p.m. | Marin County Civic Center Café 3501 Civic Center Drive, 2 nd Floor San Rafael | 80 |
| Napa | Thursday, May 7, 2015 6 p.m. to 8 p.m. | Elks Lodge 2840 Soscol Avenue, Napa | 35 |
| San Francisco | Wednesday, May 13, 2015 7 p.m. to 9 p.m. | Hotel Whitcomb 1231 Market Street, San Francisco | 85 |
| San Mateo | Wednesday, May 6, 2015 7 p.m. to 9 p.m. | San Mateo County Event Center Event Pavilion 1346 Saratoga Drive, San Mateo | 70 |
| Santa Clara | Wednesday, May 6, 2015 7 p.m. to 9 p.m. | Berryessa Community Center 3050 Berryessa Road, San Jose | 65 |
| Solano | Thursday, May 7, 2015 6 p.m. to 8 p.m. | Hilton Garden Inn 2200 Gateway Court, Fairfield | 30 |
| Sonoma | Thursday, May 7, 2015 6 p.m. to 8 p.m. | Friedman Center 4676 Mayette Avenue, Santa Rosa | 65 |
| TOTALS: | | | 600 |

GENERAL OPEN HOUSE FEEDBACK

Plan
BayArea
2040

"Great forum. The setup of having each station accessible at any time with sticky notes to voice personal opinions is a fantastic way to educate the public."

"This was an excellent format for the 1st public workshop. The boards that were customized to each county are great. The interactive exercises (post dots, post-it comments, etc.) were great."

"Hold events closer to transit."

"Where is the presentation?"

Topics at the open houses included:

- Plan Bay Area 101: Conveyed information about the process, schedule and decision milestones.
- Goals and Targets: Participants selected their top three personal priorities from the list of current goals and targets for Plan Bay Area, and they also commented on any missing goals and shared challenges facing their community, as well as potential solutions.
- County Focus: Presented customized, county-based information with socio-economic data, transportation statistics and information on locally nominated Priority Development Areas.
- Transportation: Residents viewed information about major regional transportation projects as well as currently planned local projects and programs, then commented on projects that were missing and shared their greatest mobility challenges and ideas for improving trips.
- Looking Ahead: Detailed how ABAG develops population and economic forecasts; participants shared their greatest concerns about their community and commented on aspects of the future that show promise.
- Live, Work, Play: Attendees plotted their homes, places of work and favorite leisure destinations on a large map of the region.

Some 600 Bay Area residents attended the first series of open houses to kick off the Plan Bay Area 2040 update. Some 60 individuals participated online. A complementary Plan Bay Area Open Forum allowed residents to view the same information and comment online. Open house participants posted their comments on display boards, voted for their personal priorities with respect to goals and targets adopted in the current Plan Bay Area (adopted in 2013), and filled out comment sheets to elaborate on their positions.



What We Heard: Overarching Themes

A summary of what we heard at the open houses and the online comments was presented to the MTC and ABAG policy makers at the June 2015 joint meeting of the MTC Planning Committee and the ABAG Administrative Committee. Materials from that meeting can be found here:

<https://mtc.legistar.com/View.ashx?M=F&ID=3802342&GUID=97A7E96E-84F9-4A15-8C96-1D7D13F94701>

Major themes heard at the open houses and online comments included:

- Transportation system effectiveness ranked as the top priority among current Plan Bay Area goals.
- Adequate housing was a strong second priority for goals; participants are especially concerned about the affordability and availability of housing, and many expressed concern over the potential for displacement of long-time residents.
- Many noted the lack of housing near available jobs and the resulting need to commute long distances to work, often in heavily congested traffic. Many cited the need for more jobs that pay livable wages.
- For transportation, people would like to see more transit alternatives (especially BART), as well as extended hours of transit service. They prioritized efforts to ensure reliability and connectivity of the transportation network as well as the infrastructure needed to support bicycling and walking.
- Some residents requested goals around prioritizing cars, protecting property rights, and improving education. Others expressed concern about the impact of additional housing growth on infrastructure and services as well as on the environment.
- The North Bay counties of Napa, Solano and Sonoma prioritized preservation of agricultural lands and open space as a goal (Solano residents ranked it as the top priority).
- Water supply was the top issue identified by participants as missing from the current goals.
- Some expressed the view that climate protection should be an overall goal and that all the other goals should support this. A few noted that the goals seem rather technical and uninspiring.

Feedback: Prioritizing Goals & Targets



Some felt that all the goals are important; others felt that Climate Protection should be the overall goal with others supporting it. One noted, "These goals don't pull at my heartstrings."

Feedback: Biggest Challenges

We asked: **What are the biggest challenges facing your community?**

- Overwhelmingly across all counties: the **housing shortage** and **housing affordability**
- **Access to jobs, living wage jobs** and **job training for youth**
- Other challenges identified include:
 - **Access to public transit**
 - **Bicycle/pedestrian improvements and safety**
 - **Displacement of low-income residents**
 - **Safety** -- overall and seismic

We asked: **What are your ideas for solving these challenges?**

- **Walkable communities, housing near transit & jobs, affordable housing, and complete streets**
- **Improve public transit, including:**
 - **Adding BART extensions**
 - **More robust, connected public transit systems**
 - **Rights of way and dedicated lanes for transit**
 - **Smaller buses with more service**
- **Building more and safer bike friendly routes**

Feedback: Transportation

We asked: **What projects are missing?**

- **Transit improvements** were overwhelmingly the most noted transportation need :
 - **Transit coordination:** timed transfers, integrated fares
 - **Greater transit affordability**
 - **Increased transit service** (owl service) and expansion (BART, Caltrain, Amtrak)
 - **Shuttles and other feeder bus services**
- **Increased access to safe biking routes and pedestrian amenities**
- **Highway improvements**, particularly to US-101 and I-280
- **Local road maintenance and expansion requests**
- **Parking and park and ride at major transit stations**

We asked: **What are your biggest transportation challenges?**

- Overwhelmingly and across all counties:
 - **Transit reliability and coordination**
 - **Lack of options to driving**
- Other challenges identified included:
 - **Length of commute**
 - **Quality of local roadways**
 - **Bike and pedestrian safety**

Feedback: Looking Ahead

We asked: **What concerns you about the future of your community?**

- Overwhelmingly and across all counties, the **housing shortage** and **housing affordability**
- **Access to quality jobs**
- **Displacement of low-income families**

- **Water supply**
- **Concerns about growth and development** overwhelming services and infrastructure, creating congestion, being incompatible with existing neighborhoods

We asked: **What excites you most about the future of your community?**

- **Walkable communities, complete streets and more housing**
- **Improvements to public transit and increased access to carless transportation**
- Participants also cited the following:
 - **More quality jobs**
 - **Access to open space**
 - **Increased attention to water issues**
 - **Increased bike infrastructure**

2. Adoption of Goals and Performance Targets

In line with the limited and focused nature of this update to Plan Bay Area, the goals and performance targets build upon the foundation of the prior Plan. Performance targets were again used to compare Plan scenarios, highlight tradeoffs between policy goals, analyze proposed investments, and flag issue areas where the Plan may fall short.

The draft staff recommendation for goals and performance targets was extensively informed by the open houses with the general public, as well as by meetings with key stakeholders. Staff worked with the Performance Working Group, whose members include representatives of local governments, transportation agencies, non-profit organizations, and MTC's Policy Advisory Council, to identify suitable measures and targets to address key issue areas. In addition, staff sought feedback directly from the public at each of the county workshops in April and May 2015, which generated valuable information about policy priorities for each Bay Area county.



Staff also worked closely with the Performance Working Group to hear ideas on better ways to assess performance. The project performance assessment identified high- and low-performing transportation investments and helped inform scenario development by identifying regional priorities.

MTC and ABAG approved the goals and nine of 13 performance targets. The remaining four performance targets were approved in November 2015. Please see the supplemental report, *Plan Bay Area 2040: Performance Assessment* for more detailed information.



B. Housing Crisis Demands Special Housing Forum

With the housing crisis a central issue in the Plan Bay Area 2040 update, MTC and the Association of Bay Area Governments (ABAG) teamed up to host a forum, “Calling the Bay Area Home: Tackling the Housing Affordability and Displacement Challenge,” at the Oakland Marriott City Center on Saturday, February 20, 2016. The event brought together some 300 Bay Area residents, social justice advocates, developers, local elected officials, and regional transportation and land use planning agencies, and featured compelling personal accounts from Bay Area residents at risk of losing their homes due to sky-high rents and lack of affordable housing options. The agenda also included a panel with representatives from the faith community, the building industry, academia and local government, as well as break-out discussions organized by sub-region that asked participants to identify their top ideas for alleviating the housing crisis. Lunchtime speakers from Washington, D.C. and Seattle helped to shed light on how other parts of the country are grappling with the challenge of rapidly rising housing costs.

Participants were encouraged to brainstorm their own solutions when they broke off in smaller group sessions by sub-region to tackle more local issues. Although San Francisco, the North Bay, the East Bay, the South Bay and the Peninsula are very different in terms of geography, population and types of employment, their subgroups came up with similar policy changes, including improving tenant rights, preserving existing housing stock, improving the jobs-housing link, finding new sources of funding, and expanding MTC’s [One Bay Area Grant \(OBAG\)](#) funding to incentivize local governments to build more affordable housing.

Suggestions from the forum were considered in developing the alternative planning scenarios, and they also factor into development of some of the policies and action strategies proposed in the Draft Plan.

A recap of the forum, including videos and position papers, is available on the MTC website: <http://mtc.ca.gov/whats-happening/news/february-forum-jumpstarts-conversation-housing-policy>.



Kingmond Young



Kingmond Young

C. Scenario Planning (2016)

With the goals and targets clearly identified, MTC and ABAG moved forward to formulate possible scenarios — combinations of land use patterns and transportation investments — that could be evaluated together to see if (and by how much) they achieve (or fall short of) the performance targets.

1. Draft Scenario Concepts

Scenarios show different options for how the Bay Area can grow and change over time in ways that help us meet our goals for a more prosperous, sustainable, and equitable region. Draft scenario concepts were reviewed as noted below.

Workshops on Concepts Kick-off Scenario Planning

On October 6 and October 7, 2015, ABAG and MTC held two scenario workshops at the Regional Advisory Working Group (RAWG) and ABAG's Regional Planning Committee meetings, respectively, to present and discuss three draft scenario concepts. Some 80 participants attended the RAWG workshop on October 6, representing a mix of staff from local planning agencies, transit operators, natural resource protection agencies, and county congestion management agency staff, as well as leaders from business, building, environmental,



MTC Archives

public health and social justice organizations. A number of members of MTC's Policy Advisory Council also joined the dialogue. Another 50 people attended the October 7 meeting of ABAG's Regional Planning Committee, which included a range of public sector, nonprofit and community representatives, as well as local elected officials.

After a short overview of the Plan Bay Area 2040 scenario development approach, participants at the workshops engaged in small-group discussions to provide feedback on the draft scenario concepts and to suggest housing, jobs and transportation policy strategies that would allow each scenario to be successful in achieving the same Plan Bay Area 2040 goals.

What We Heard About Scenario Concepts

Shown below are some of the highlights of what MTC and ABAG heard at the workshops. A memo to ABAG and MTC policy makers summarizing the scenario development process, along with a comment summary and presentation, can be found at this link:

<https://mtc.legistar.com/View.ashx?M=F&ID=4125614&GUID=6DEA539A-8798-4221-A315-A2EC61692027>

What We Heard from MTC and ABAG Advisors: Regional Advisory Working Group (RAWG) and Regional Planning Committee

Goals and Aspirations for Scenario Planning

- Plan for diverse, inclusive and supportive communities
- Preserve what is unique about each community
- Focus on vibrant downtowns and neighborhoods with clean, safe and attractive streets; more walking and activity on the streets; great parks, schools and lots of services
- Promote equitable community development that brings new life to neighborhoods without displacement
- Plan to improve public health and improve the health of the natural environment

General Comments: Scenario Development Process

- Appreciated ability to provide early input in the scenario process
- Include social equity as a guiding theme in each scenario
- Concern about achieving greenhouse gas (GHG) reduction and housing goals under any scenario
- Concern that policies to promote compact growth could lead to segregation
- Solutions to region's challenges will be different in every city; need scalable solutions
- Provide examples of how the type of development discussed in each scenario concept worked in other regions
- Consider changing demographics (race, age, and lifestyle preferences, such as young people driving significantly less)
- Priorities for unincorporated communities and/or smaller communities are not reflected in the scenarios
- Consider discussing tradeoffs -- what will the region gain and what is the region willing to give up?
- Provide the general public with an opportunity to have a discussion about scenario concepts before scenarios are solidified



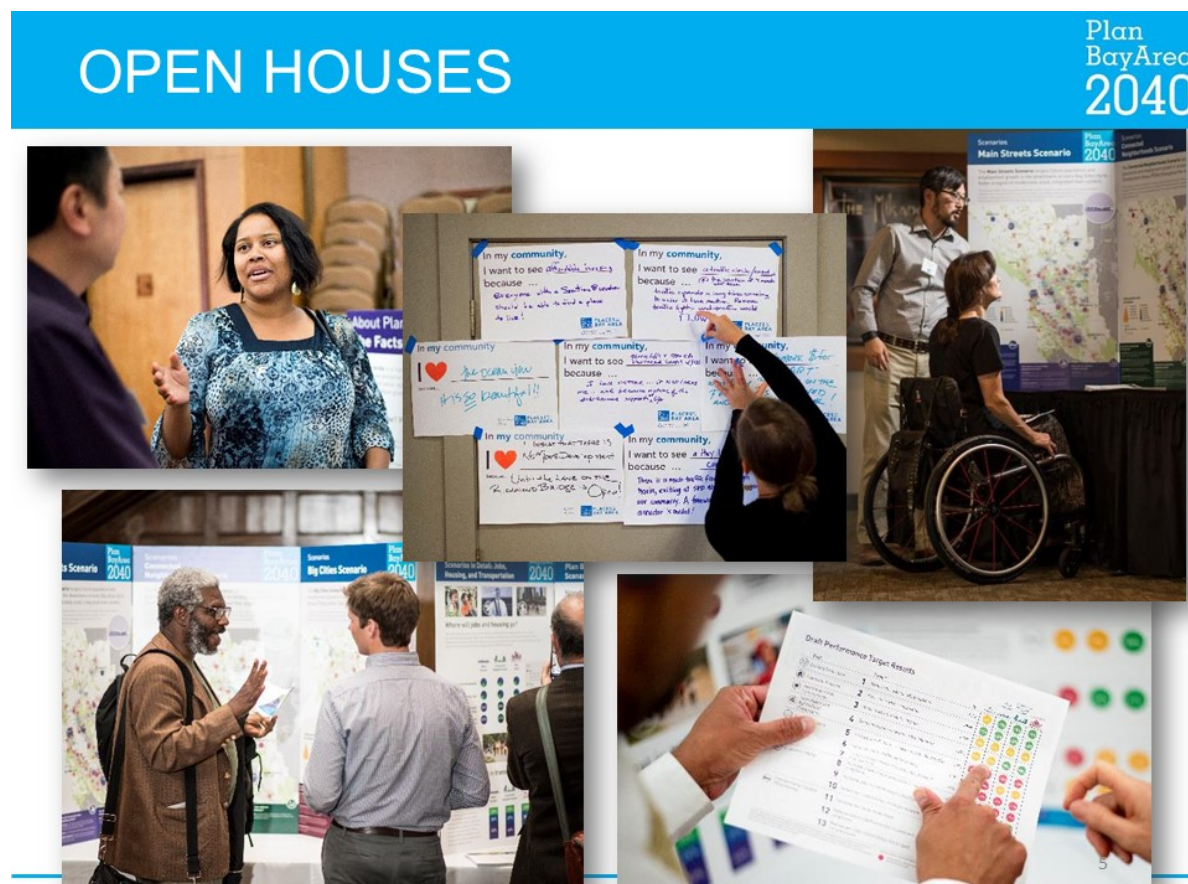
Once refined, these scenario concept narratives provided a framework for the scenario alternatives, released in early 2016, and the focus of a series of open houses that spring.

2. Open Houses Focus on Three Alternative Growth Scenarios

From late May through June, some 1,100 Bay Area residents attended nine open houses hosted by MTC and ABAG or participated in an online survey to tell us what they thought about three alternative planning scenarios. The open house format featured displays and encouraged members of the public to seek conversation and offer comment to ABAG and MTC staff and policy board members. The Marin event also included presentations. Congestion management agencies, Caltrans and other public agencies also participated at the open houses.



Karl Nielsen



The open houses were designed to:

- Update the public on Plan Bay Area 2040 key milestones and issues
- Review and seek comments on three alternative growth scenarios to inform the decision on a preferred scenario
- Review connections between the regional plan and local transportation and land use priorities
- Maximize one-on-one interaction with the public and gather as much feedback as possible

Table 8: 2016 Open Houses by County

| County | Date/Time | Venue | Attendance |
|----------------|---|--|------------|
| Alameda | Thursday, June 2, 2016 6:30 p.m. to 8:30 p.m. | Joseph P. Bort MetroCenter Auditorium 101 8th Street, Oakland | 75 |
| Contra Costa | Thursday, May 26, 2016 6:30 p.m. to 8:30 p.m. | East Bay Center for the Performing Arts 339 11th Street, Richmond | 25 |
| Marin | Saturday, June 4, 2016 8:30 a.m. to 1 p.m. | Corte Madera Community Center 498 Tamalpais Drive, Corte Madera | 125 |
| Napa | Thursday, June 9, 2016 6 p.m. to 8 p.m. | Elks Lodge 2840 Soscol Avenue, Napa | 30 |
| San Francisco | Tuesday, June 14, 2016 6:30 p.m. to 8:30 p.m. | Hotel Whitcomb 1231 Market Street, San Francisco | 65 |
| San Mateo | Wednesday, June 1, 2016 6:30 p.m. to 8:30 p.m. | City of Burlingame Recreation Center, Auditorium 850 Burlingame Avenue, Burlingame | 35 |
| Santa Clara | Thursday, May 26, 2016 6:30 p.m. to 8:30 p.m. | The Tech Museum 201 South Market Street, San José | 40 |
| Solano | Monday, June 13, 2016 6 p.m. to 8 p.m. | Solano County Events Center 601 Texas Street, Fairfield | 40 |
| Sonoma | Monday, June 13, 2016 6 p.m. to 8 p.m. | Luther Burbank Center, Grand Lobby 50 Mark West Springs Road Santa Rosa | 20 |
| TOTALS: | | | 455 |

What We Heard

Open house participants posted comments on display boards, took an online survey and filled out comment sheets to elaborate on their positions. A companion “virtual” open house, dubbed Plan Bay Area Open Forum, allowed those unable to attend a meeting in person to offer comments from the convenience of their computer or mobile device.

You can view a presentation to MTC and ABAG policymakers in July 2016 summarizing what we heard from this phase of public engagement (memo, power point presentation, summary of comments by county, correspondence) at this link: <http://planbayarea.org/your-part/your-comments>.

Overall comment themes include:

Housing

- Strong support for more housing of all types, especially for low- and middle-income residents
- Major concern with lack of affordable housing and displacement of long-time residents, particularly in disadvantaged communities

- Suggestions for easing displacement included stronger policies for rent control, protection against evictions, inclusionary zoning and living wages
- A number of participants called for conditioning state or regional funding to ensure cities are approving sufficient low-income housing and adopting strong anti-displacement policies
- Many called for more streamlined approval processes for new housing
- There was support for more robust transit-oriented development and more vibrant, walkable downtowns in cities of all sizes

Transportation

- Widespread support for public transit service — going more places at increased frequencies
- Strong support for increased rail — most notably BART, as well as Caltrain and commuter rail, and enhanced bus service, including bus rapid transit
- Support for electric vehicle charging stations
- Some expressed concern about transit crowding, called for a second Transbay tube
- Major concern about freeway and traffic congestion; many seek relief from long commutes
- Strong support for more robust bicycle and pedestrian facilities to lay the groundwork for a more carless future (though a small number strongly oppose investments in bicycles)

Other Considerations for Scenarios

- Results from the online scenarios survey as of June 20 show strongest support overall for the Big Cities Scenario (47 percent), with Connected Neighborhoods second (30 percent) and Main Streets third (23 percent). At the open houses, many suggested blending the Big Cities and Connected Neighborhoods scenarios.
- Many supported preserving open space and wildlife habitat with urban growth boundaries
- The need to plan for a growing number of older adults was noted, including the need for quality senior housing and associated shuttles and transit
- Some suggested MTC and ABAG consider the “Environment, Equity and Jobs (EEJ) alternative” proposed by social equity advocates
- A few expressed opposition to regional planning and support for private property rights

3. Alternative Scenarios Also Focus of Online Survey and Forum

An online survey, “Build A Better Bay Area,” focused on the three scenarios, while an online comment forum, Plan Bay Area Open Forum, allowed residents to view a virtual open house and comment online.

The Build A Better Bay Area quiz highlighted some of the trade-offs that policy makers grappled with as they considered the elements that should be included in Plan Bay Area 2040’s preferred scenario.

Responses to 10 quiz questions were tied to the three alternative scenarios: Main Streets, Connected Neighborhoods and Big Cities. Quiz questions mirrored the tough decisions facing the Bay Area as we adapt to the challenges of future population growth. The online tool, designed to be taken from any desktop or mobile device, was open to the public between May 26, 2016 and September 16, 2016.

Results from the online tool were reported to the July 2016 joint meeting of MTC’s Planning Committee and ABAG’s Administrative Committee, along with what we heard from the 455 Bay Area residents who attended nine open houses hosted by MTC and ABAG.

#BUILDBETTERBAYAREA QUIZ

Plan
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2040



Table 9: “Build A Better Bay Area” Online Survey: Total Responses by County

| All Bay Area Survey Respondents | |
|------------------------------------|-------------|
| Alameda County | 318 |
| Contra Costa County | 117 |
| Marin County | 39 |
| Napa County | 6 |
| San Francisco | 134 |
| San Mateo County | 47 |
| Santa Clara County | 119 |
| Solano County | 66 |
| Sonoma County | 28 |
| Did not identify a Bay Area county | 47 |
| TOTAL | 921* |

**Includes 204 responses from surveys conducted by community-based organizations. Responses from participants who answered fewer than half of the questions were removed from the final analysis.*

Table 10: “Build A Better Bay Area” Online Survey: Response Breakdown by Scenario

| Respondent | Number of Responses | Main Streets | Connected Neighborhoods | Big Cities |
|---------------------|---------------------|--------------|-------------------------|------------|
| All Bay Area | 921* | 22% | 30% | 47% |
| CBOs | 204 | 28% | 31% | 41% |
| Alameda County | 318 | 23% | 28% | 47% |
| Contra Costa County | 117 | 18% | 35% | 47% |
| Marin County | 39 | 20% | 37% | 43% |
| Napa County | 6 | 22% | 30% | 48% |
| San Francisco | 134 | 19% | 28% | 52% |
| San Mateo County | 47 | 22% | 30% | 49% |
| Santa Clara County | 119 | 25% | 29% | 45% |
| Solano County | 66 | 29% | 26% | 43% |
| Sonoma County | 28 | 15% | 33% | 52% |

**Includes 204 responses from surveys conducted by community-based organizations. Responses from participants who answered fewer than half of the questions were removed from the final analysis.*

4. Community-Based Engagement Utilizes Online Survey

MTC also contracted with five community-based organizations (CBOs) working in low-income communities and communities of color to hear planning priorities from their residents. The CBOs, selected through a competitive process, used the Build a Better Bay Area online quiz to engage residents on the three alternative scenarios.

The final results from the online tool shown in the previous section include 204 responses from surveys conducted by community-based organizations. Representatives from the community organizations attended the July 8, 2016 joint meeting of the ABAG Administrative Committee and MTC Planning Committee to summarize what they heard from their communities.

Listening Session Featured Community-Based Youth Engagement

At the July 2016 Joint Meeting of the MTC Planning and ABAG Administrative committees, the public was encouraged to offer comments on the scenario alternatives under consideration. Youth from one of the five community-based organizations working with MTC to involve under-served communities – New Voices Are Rising – made a special presentation to policy makers. Representatives from three other community groups – Sela Learning, Sound of Hope Radio and South Hayward Parish – also spoke about some of what they had heard from their communities about housing and transportation issues.



5. Selection of Final Preferred Scenario

In September 2016, staff released for public review and comment the Draft Preferred Scenario for Plan Bay Area 2040, integrating both a future growth pattern for jobs and housing and a transportation investment strategy to complement that growth pattern. The Draft Preferred Scenario built on the work over the past year of identifying targets, analyzing projects, comparing scenarios and working with stakeholders.

The Plan Bay Area 2040 Draft Preferred Scenario and Investment Strategy were released at the September 2016 joint meeting of the MTC Planning and ABAG Administrative Committees. Staff also presented the Draft Preferred Scenario and Investment Strategy to a number of different audiences, including MTC advisory committees and working groups, the ABAG Regional Planning Committee and the ABAG Executive Board. Staff also made presentations to local jurisdictions around the region via meetings with planning directors and congestion management agencies in all nine counties. Staff invited individual jurisdictions to meet one-on-one with staff about technical issues related to the household and employment forecasts. In total, ABAG and MTC staff met with 17 jurisdictions, in late September and early October 2016.

The meeting materials for the November 2016 joint meeting include a broad overview of the feedback received at that point on the Draft Preferred Scenario. Staff presented the feedback received so far from Bay Area cities and counties and other local jurisdictions. Additionally, staff prepared a “Frequently Asked Questions” flier about some of the assumptions used in the analysis process. The meeting materials from the November 2016 joint meeting can be found here:

<https://mtc.legistar.com/View.ashx?M=AO&ID=38121&GUID=3ce47189-49af-45ec-af2a-5023d8397ba0&N=MDBfMTetNC0yMDE2X1BsYW5uaW5nX0ZpbmFsX0Z1bGxfUGFja2V0X3JldjI%3d>.

Formal correspondence received since the draft preferred scenario’s release can be viewed online here: <http://www.planbayarea.org/your-part/your-comments>.

Final Preferred Scenario Adopted at Evening Joint Meeting of Two Boards

A Revised Final Preferred Scenario, integrating feedback heard over several months, was adopted by the MTC Commission and ABAG Executive Board at a joint meeting held the evening of November 17, 2016, at the San Francisco offices of MTC and ABAG.

D. Release of Draft Plan Bay Area 2040 (2017)

MTC and ABAG released Draft Plan Bay Area 2040 (Draft Plan) on March 31, 2017, followed by the Draft Environmental Impact Report (DEIR) on April 17, 2017. The formal public comment period for both documents closed on June 1, 2017. The public comment period on the Draft Plan capped off more than three years of dialogue and consultation on this planning effort.

Draft Plan Outreach Overview

With release of the Draft Plan and Draft EIR, 29 outreach events were held, aimed at educating and engaging the public on both documents:

- Nine open houses on the Draft Plan, one in each county. Each open house included five educational or interactive stations, divided by topic area. We solicited input at two of the stations: one dedicated to the Action Plan, and one “activity station” that provided prompts on housing, transportation and economic development, among other topics. Partner agencies also participated in each open house to provide information on local or statewide transportation issues or on the region’s Clean Air Plan. One open house, in Marin County, included a presentation and comment session.
- Three public hearings on the Draft Plan and Draft EIR. A court reporter was present to transcribe comments from the public.
- Five focus groups with community-based organizations (CBOs). Each CBO invited constituents to discuss the Draft Plan, and requested participants take a survey on transportation and housing priorities.
- Ten briefings with elected officials. At county congestion management agency board meetings, as well as before one city council, staff provided an overview of the Draft Plan and answered questions.
- One tribal summit. MTC and ABAG staff provided an overview of the Draft Plan to tribal representatives and answered questions.
- One media briefing, where staff provided an overview of the Draft Plan and answered questions.

All correspondence and comments received during the range of public engagement activities on the Draft Plan are available online, as well as a summary of comments received from the open houses, public hearings, and community focus groups:



<http://www.planbayarea.org/get-involved/your-comments/draft-plan-bay-area-2040-spring-2017>.

At the June 2017 meeting of the Joint MTC Planning Committee with the ABAG Administrative Committee, staff presented a summary of public input from the open houses, public hearings and community focus groups. In all, we received some 700 public comments from this portion of the process (excluding letters, emails and online comments). Following are the main themes presented to the joint committee, divided into five main topics:

[illegible]

- Housing affordability is the overwhelming concern.
- Many would like to preserve current affordable housing stock and also support stronger tenant protections to reduce displacement.
- Others would like to see businesses/employers contribute to affordable housing funds, and not allow developers to be able to buy their way out of building required affordable housing.
- Many called for building new housing on public or city-owned lands, encouraging land trusts for affordable housing, initiating inclusionary zoning and facilitating home sharing.
- Transit-oriented housing near job centers was the most popular type of housing, as most favor more density (a minority oppose any new housing).

[illegible]

- ### *Economic Development*



- Plan Bay Area 2040: Public Engagement Report

- ## Funding

- ## Other Perspectives

- A small number of participants...
 - Question the plan's assumptions and goals
 - Oppose infill development
 - Prefer a hands-off approach to housing and the economy
 - Prefer more emphasis on the needs of drivers

A summary of all the public engagement activities and key themes heard is available online. Included is a memorandum and presentation to MTC and ABAG policy board members, with summaries of key messages heard by county or by community group and of input from Native American Tribal governments. The summary is available at this link:

<https://mtc.legistar.com/LegislationDetail.aspx?ID=3064621&GUID=4582CCCB-03C9-4B4C-935B-8AA2D3A4F34B&Options=&Search=>

3. Open Houses Provide Forum for Discussions on Draft Plan

Open House format selected to:

- **Update** residents on progress of Plan Bay Area 2040
- **Engage** participants on the Draft Plan, through one-on-one conversations
- **Collect** as many comments as possible, especially on the Action Plan



Table 11: 2017 Open Houses by County

| County | Date/Time | Venue | Attendance |
|----------------|---|--|------------|
| Alameda | Thursday, May 4, 2017 6:30 p.m. to 8:30 p.m. | Fremont City Hall, Council Chambers 3300 Capitol Avenue, Fremont | 45 |
| Contra Costa | Wednesday, May 10, 2017 6:30 p.m. to 8:30 p.m. | Embassy Suite Hotel, Contra Costa Room 1345 Treat Boulevard, Walnut Creek | 30 |
| Marin | Saturday, May 20, 2017 8:30 a.m. to 1 p.m. | Mill Valley Community Center 180 Camino Alto, Mill Valley | 80 |
| Napa | Monday, May 15, 2017 6 p.m. to 8 p.m. | Elks Lodge 2840 Soscol Avenue, Napa | 35 |
| San Francisco | Wednesday, May 17, 2017 6:30 p.m. to 8:30 p.m. | Bay Area Metro Center 375 Beale Street, San Francisco | 50 |
| San Mateo | Thursday, May 4, 2017 6:30 p.m. to 8:30 p.m. | Sequoia High School Multi-Purpose Rm. 1201 Brewster Avenue, Redwood City | 35 |
| Santa Clara | Monday, May 22, 2017 6:30 p.m. to 8:30 p.m. | Marriott Hotel, San Jose Ballroom IV-VI 301 South Market Street, San José | 45 |
| Solano | Monday, May 15, 2017 6 p.m. to 8 p.m. | Solano County Events Center 601 Texas Street, Fairfield | 45 |
| Sonoma | Monday, May 22, 2017 6 p.m. to 8 p.m. | Finley Community Center 2060 W. College Avenue, Santa Rosa | 45 |
| TOTALS: | | | 410 |



Open house stations included:



4. Public Hearings on Draft Plan and Draft EIR

Three public hearings were held during which participants were invited to comment and share feedback on the Draft Plan Bay Area 2040 as well as its Draft Environmental Impact Report.

Table 12: 2017 Public Hearings

| Held | Date/Time | Venue | Attendance |
|------------------------------|--|--|------------|
| San Francisco | Friday, May 12, 2017 9:40 am or immediately following the Legislation Committee | Joint MTC Planning Committee with the ABAG Administrative Committee Bay Area Metro Center, 375 Beale St., San Francisco | 9 speakers |
| San Jose/ Santa Clara County | Tuesday, May 16, 2017 6 p.m. to 8 p.m. | Martin Luther King Jr. Library, 150 E. San Fernando St., Room 225, San Jose | 15 |
| Vallejo/ Solano County | Thursday, May 18, 2017 6 p.m. to 8 p.m. | Vallejo Naval and Historical Museum, Hall of History, 734 Marin St., Vallejo | 30 |

The public hearing held in San Francisco was before the Joint MTC Planning Committee with the ABAG Administrative Committee. The remaining two hearings were held in other parts of the region, both in the evening. Over 55 participants attended the hearings.

5. Community-Based Engagement Utilize Focus Groups

As part of the spring 2017 outreach for Plan Bay Area 2040, MTC and ABAG conducted five focus groups with community-based organizations in May 2017. The goal of each focus group was to get feedback on Draft Plan Bay Area 2040 from underrepresented groups around the Bay Area.

At each focus group, an MTC or ABAG staffer provided a brief presentation to familiarize attendees with Draft Plan Bay Area 2040 and introduce specific components of the Action Plan. A facilitated discussion gathered feedback from attendees on the Action Plan, including recommendations for improving the Draft Plan's performance on housing, economic development and resilience issues. At the end of each focus group, attendees filled out a paper survey.

Focus Group Details

| Community Organization/Location | By the Numbers: |
|---|---|
| South Hayward Parish Hayward May 2, 2017 Homeless Population in Hayward | <ul style="list-style-type: none">• 70 total attendees; nearly 100 total survey respondents• Interpretation in Spanish and Mandarin• Over three fourths of survey respondents have lived in Bay Area for more than 15 years• Near unanimous support for developing a regional plan |
| Sound of Hope Radio Sunnyvale May 5, 2017 South Bay Chinese American Residents | |
| Richmond Main Street Richmond May 8, 2017 Workers and Residents of Richmond | Survey Results 97% think it's important to develop a regional plan focusing on improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it. |
| Sela Learning Vallejo May 11, 2017 Workers and Residents of Vallejo | |
| Rose Foundation Oakland May 18, 2017 Students of Oakland and San Francisco | Survey respondents ranked the elements of the Action Plan as follows (with 1 being most important): <ol style="list-style-type: none">1. Housing2. Economic Development3. Resilience |



6. Briefings with Elected Officials

At county congestion management agency board meetings, as well as before one city council, staff provided an overview of the Draft Plan and answered questions at 10 briefings with elected officials. The meeting dates are shown below:

Table 13: Briefings by County with Locally Elected Officials on Draft Plan Bay Area 2040

| County/ Agency | Meeting Date |
|---|----------------|
| Alameda County: Alameda County Transportation Commission | May 25, 2017 |
| Contra Costa County: Contra Costa Transportation Authority | April 19, 2017 |
| Marin County: Transportation Authority of Marin | April 27, 2017 |
| Napa County: Napa Valley Transportation Authority | April 19, 2017 |
| San Francisco: San Francisco County Transportation Authority | April 25, 2017 |
| San Mateo County: City/County Assoc. of Governments | April 13, 2017 |
| Santa Clara County: Santa Clara Valley Transportation Authority | May 4, 2017 |
| Solano County: Solano Transportation Authority | May 10, 2017 |
| Sonoma County: Sonoma County Transportation Authority | May 8, 2017 |
| Santa Clara County: City of Milpitas | June 20, 2017 |

7. Tribal Summit

On Monday, May 8, 2017, ABAG and MTC hosted a meeting with representatives from the Bay Area's Native American tribes at the National Indian Justice Center in Santa Rosa. MTC staff sent invitation letters on April 17, 2017 to the region's Native American tribes, as well as tribes whose ancestral lands are located within the nine Bay Area counties. Representatives from two tribes attended the meeting as well as staff from our partner agencies, including Caltrans, the Transportation Authority of Marin and the Sonoma County Transportation Authority. Staff from the National Indian Justice Center also participated.

After opening remarks delivered by ABAG's Vice President David Rabbitt and MTC's Chair Jake Mackenzie, Matt Maloney, MTC's principal for major projects, presented on Draft Plan Bay Area 2040, its accompanying Environmental Impact Report, the Action Plan and the 2017 Transportation Improvement Program. After the presentation, participants discussed local and regional topics related to housing and transportation and provided feedback on draft Plan Bay Area 2040 documents. A one-page fact sheet listing some key takeaways from the discussion groups can be found as part of the attachments to the meeting packet for the June 2017 meeting of the Joint MTC Planning Committee with the ABAG Administrative Committee.

8. Approval of the Draft Plan and Draft Environmental Impact Report (EIR)

A joint meeting of the full boards of ABAG and MTC to consider recommendations for final approval of the Draft Plan and Draft EIR is slated for Wednesday, July 26, 2017 at 7 p.m. at the Bay Area Metro Center, 375 Beale Street, San Francisco. This report will be finalized to reflect actions taken after this date.

Plan Bay Area 2040: Public Engagement Program

Appendices

Appendix 1: Display Boards, Spring 2015 Open Houses

Station 1: Welcome

Station 2: Plan Bay Area 101

Station 3: Goals and Targets

Station 4: County Focus

Includes transportation, housing, employment statistics and PDA maps by county

Station 5: Transportation

Includes Transportation Improvement Program (TIP) projects by county

Station 6: Looking Ahead

Appendix 2: Display Boards, Spring 2016 Open Houses

Station 1: Welcome

Station 2: About Plan Bay Area 2040

Includes maps of PDAs/PCAs by county

Station 3: Intro to Scenarios

Station 4: Scenarios: Main Streets, Connected Neighborhoods, Big Cities

Includes a focus on scenarios by county

Station 5: Tell Us How You Would #BuildABetterBayArea

Station 6: Activity: Places of the Bay Area

Appendix 3: Build A Better Bay Area Online Quiz, Spring 2016

Screen shots of the online survey

Appendix 4: Program and Display Boards, Housing Forum, February 20, 2016

Calling the Bay Area Home: Tackling the Housing Affordability and Displacement Challenge

Appendix 5: Display Boards, Spring 2017 Open Houses

Station 1: About Draft Plan Bay Area 2040

Station 2: Transportation


Station 3: Housing and Jobs

Includes maps of PDAs/PCAs by county

Station 4: Action Plan

Station 5: Activity Station

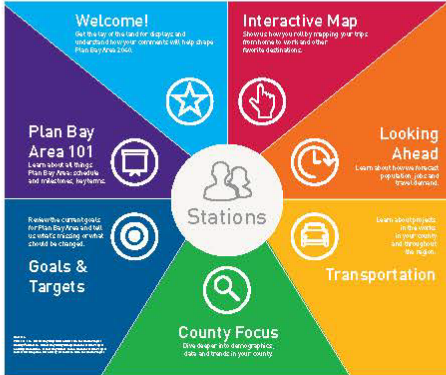
Appendix 1: Display Boards, Spring 2015 Open Houses




Welcome!

Thank you for attending this **Plan Bay Area 2040** Open House. The Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC), along with local agencies and your local elected officials, value your ideas and encourage questions.

Your Guide to This Open House





What If I Have Questions?

Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG) staff are stationed around the room to answer questions you may have during the open house. Any question that we cannot answer in person will be logged and posted with a response on the PlanBayArea.org website within five working days of this open house.

What happens with my comments?


Public comments that are collected during this open house will help inform staff recommendations and, ultimately, the final decisions about Plan Bay Area 2040 made by members of MTC and ABAG. All key information in the development of Plan Bay Area 2040, MTC and ABAG staff will incorporate feedback heard at open houses like this one, as well as our online forum and any emailed or mailed comments, for members of ABAG and MTC to consider.

What to Expect in 2015



| Spring 2015 | June/July 2015 | September 2015 |
|--|--|--|
| <p>Today MTC and ABAG conduct open houses to solicit public input, and request public comments from our online forum and via email and mail.</p> <p>Spring/Summer 2015 MTC issues call for transportation project to county Congestion Management Agencies (CMAA), California and transit operators.</p> <p>We Are Here</p> | <p>June 12, 2015 Joint Meeting of MTC's Planning and ABAG's Administrative Councils. MTC and ABAG staff will provide a summary of comments heard at the spring public open houses.</p> <p>July 10, 2015 Joint Meeting of MTC's Planning and ABAG's Administrative Councils. MTC and ABAG staff will offer recommendations for goals and related targets to measure performance of goals, and gather additional comments and direction from policymakers.</p> | <p>September 11, 2015 MTC and ABAG staff will seek approval from MTC's Planning and ABAG's Administrative Councils of any additional revisions to goals and performance targets.</p> <p>September 17, 2015 ABAG's Executive Board will consider proposed Plan Bay Area 2040 Goals.</p> <p>September 22, 2015 MTC Commission will consider proposed Plan Bay Area 2040 Goals and Targets.</p> <p>September 30, 2015 Call for projects closes.</p> |

PLAN BAY AREA 101

The Facts



Plan Bay Area is a roadmap to help Bay Area cities and counties preserve the character of our diverse communities while adapting to the challenges of future population growth.


Priorities a driving regional economy by helping communities to plan for future job growth, as well as related housing and transportation needs.

Empower local cities and counties in their decision-making around how housing by providing housing demand forecasts.


Support strategic transportation investments to decrease traffic congestion, improve transit options and reduce station built local and regional.

Did You Know? Plan Bay Area...

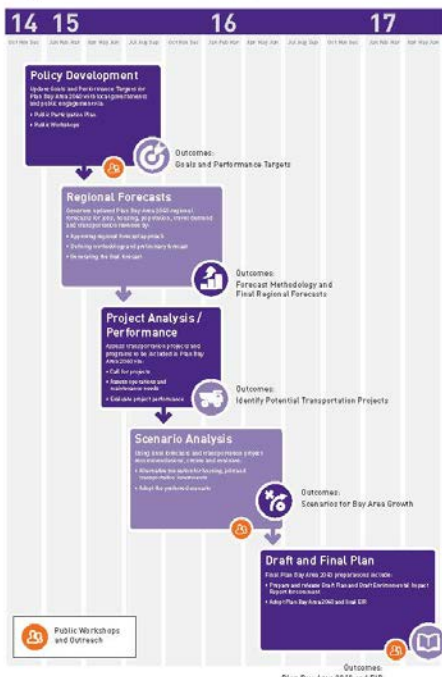
- Is a roadmap for transportation and land-use planning in the nine Bay Area counties.
- Is a long-range plan that looks out over 20-plus years but is updated every four years.
- Is based on local planning efforts that have taken place in communities around the Bay Area.
- Is a transportation investment plan with a requirement to consider population and housing needs when prioritizing funding or developing transportation policies.
- Sets goals that include reducing greenhouse gas emissions, providing adequate housing for all of the region's projected population, preserving open space and improving public health and safety.
- Does not replace local general plans or community-specific plans.
- Does not interfere with local land-use authority.
- Prioritizes making our transportation network operate more efficiently by funding aging railcar and bus replacement, road rehabilitation, express lane implementation and the like.
- Includes projected population and housing levels for the Bay Area's 101 cities and unincorporated areas.
- Provides a strategy for meeting the region's future housing needs in Priority Development Areas (PDAs), which are locally designated areas within existing communities that have been identified and approved by local cities or counties for future growth.

PLAN BAY AREA 101

Key Milestones



Key Milestones 2014-2017



Policy Development
Update Goals and Performance Targets for Plan Bay Area and align with regional and state policy goals.
• Public Review
• Public Workshop
• Public Hearing

Regional Forecasts
Develop regional forecasts and regional forecasts for each county, including forecasts for employment, population, and housing.
• Regional Forecasting
• Regional Forecasting
• Regional Forecasting

Project Analysis/Performance
Analyze transportation projects and projects in the Plan Bay Area 2040.
• Public Review
• Public Workshop
• Public Hearing

Scenario Analysis
Develop scenarios and transportation projects and projects in the Plan Bay Area 2040.
• Public Review
• Public Workshop
• Public Hearing

Draft and Final Plan
Draft Plan Bay Area 2040 and related documents.
• Public Review
• Public Workshop
• Public Hearing

Public Workshops and Outreach

Outcomes:
Goals and Performance Targets
Forecast Methodology and Final Region of Forecasts
Identify Potential Transportation Projects
Scenario for Bay Area Growth
Plan Bay Area 2040 and EIR

GOALS & TARGETS for Plan Bay Area

Plan BayArea 2040

Our Goals and Targets

Beginning in 2010, the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) engaged a broad spectrum of participants in order to make Plan Bay Area's goals and targets as meaningful as possible in measuring the Plan's performance. After months of discussion and debate reflecting input from local jurisdictions, equity, environment and business advocates, and members of the community, together MTC and ABAG assembled a list of preferred goals and targets.

Plan Bay Area charts a course that accommodates future growth while fostering an innovative, prosperous and competitive economy; preserves a healthy and safe environment; and allows all Bay Area residents to share the benefits of our vibrant communities and well-maintained transportation network.

Check out the current goals and targets of Plan Bay Area below. Use three dots to indicate your top three personal priorities for these goals. List your other ideas on the accompanying board.



Climate Protection

- Reduce greenhouse gas emissions from cars and light-duty trucks by 15% per capita by 2020.



Adequate Housing

- Plan for housing sufficient to house 100% of the Bay Area's future workers and residents from all income levels, without displacing current low-income residents.



Healthy and Safe Communities

- Improve air quality and reduce exposure to toxic and cancer-causing particulates across the Bay Area.
- Reduce injuries and fatalities from all collisions (including bike and pedestrian) by 50%.
- Increase the average time Bay Area residents spend walking or biking for transportation each day to 15 minutes per person per day.



Open Space and Agricultural Preservation

- Direct the region's growth to occur inside the established urban growth boundaries, protecting open space and agricultural land.



Equitable Access

- Provide accessibility of housing, jobs and transportation for all Bay Area residents, particularly low-income and lower-middle-income Bay Area residents.



Economic Vitality

- Grow economic productivity in the Bay Area by 2% annually.



Transportation System Effectiveness

- Maintain the Bay Area's transportation system in good repair.
- Boost the share of trips taken without a car across the Bay Area by 15%.
- Reduce vehicle miles traveled (VMT) per capita by 15%.

Source: Metropolitan Transportation Commission

GOALS & TARGETS Community Input

Plan BayArea 2040

Your Voice Matters

Thanks to public comments from across the Bay Area, the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) modified Plan Bay Area's goals and targets to reflect what we heard. Because of public input, Plan Bay Area currently:



Includes the strength of our economy as a measure of success.



Contains the goal that we're working to preserve open space and agricultural land.



Promotes the health and safety of communities by encouraging biking and walking.

Tell Us What You Think

During the current strategic update of Plan Bay Area 2040, we're looking to you to help chart the path for your community in this vital planning process. Over the next six months, we're updating the goals and targets of Plan Bay Area 2040. Here are upcoming opportunities for you to weigh in specifically on the update of the goals and targets for Plan Bay Area 2040.

| Spring 2015 | June/July 2015 | September 2015 |
|--|--|---|
| Today's Open House Submit your comments or questions about Plan Bay Area's goals and targets as MTC and ABAG conduct open houses and request public comments from our online forum and via email and mail. | June 12, 2015 Attend the joint meeting of MTC's Planning and ABAG's Administrative Committees to weigh in as MTC and ABAG staff provides summary of comments heard at spring public open houses. | September 11, 2015 Attend the joint meeting of MTC's Planning and ABAG's Administrative Committees to weigh in as the committees recommend goals and related targets to measure performance of goals. |
| | July 10, 2015 Attend the joint meeting of MTC's Planning and ABAG's Administrative Committees to weigh in as MTC and ABAG staff offer recommendations for goals and related targets to measure performance of goals and gather additional comments and feedback from policymakers. | September 17, 2015 Attend a meeting of ABAG's Executive Board as they consider proposed Plan Bay Area 2040 goals. |
| | | September 22, 2015 Attend a meeting of the MTC Commission as they consider proposed Plan Bay Area 2040 goals and targets. |



Want to make these meetings easier to attend? You can find more meetings and more info at PlanBayArea.org.

GOALS & TARGETS Feedback

Plan BayArea 2040

Is there anything missing from these goals?

What are the biggest challenges facing your community? The Bay Area?

What are your ideas for solving these challenges?

COUNTY FOCUS PDAs Across the Region

Plan BayArea 2040

Development That Fits Your Community

Priority Development Areas (PDAs) are locally designated areas within existing communities that provide local development opportunities, and are easily accessible to transit, jobs, shopping and services. Cities and towns across the Bay Area all have unique characteristics we love and want to preserve. That's why no two PDAs are the same, and all reflect the specific goals, values and character of the communities that created them. PDAs help preserve the character of our diverse Bay Area communities while adapting to the challenges of future population growth.

ALAMEDA COUNTY



Shoreline Commerce PDA. Shoreline Commerce PDA is a new PDA located in the Shoreline Commerce area. The PDA was locally designated in July 2015.

ALAMEDA COUNTY



Shoreline Commerce PDA. Shoreline Commerce PDA is a new PDA located in the Shoreline Commerce area. The PDA was locally designated in July 2015.

CONTRA COSTA COUNTY



Shoreline Commerce PDA. Shoreline Commerce PDA is a new PDA located in the Shoreline Commerce area. The PDA was locally designated in July 2015.

MARIN COUNTY



Shoreline Commerce PDA. Shoreline Commerce PDA is a new PDA located in the Shoreline Commerce area. The PDA was locally designated in July 2015.

NAPA COUNTY



Shoreline Commerce PDA. Shoreline Commerce PDA is a new PDA located in the Shoreline Commerce area. The PDA was locally designated in July 2015.

SAN FRANCISCO COUNTY



Shoreline Commerce PDA. Shoreline Commerce PDA is a new PDA located in the Shoreline Commerce area. The PDA was locally designated in July 2015.

SANTA CLARA COUNTY



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SANTA CLARA COUNTY



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SAN MATEO COUNTY



Shoreline Commerce PDA. Shoreline Commerce PDA is a new PDA located in the Shoreline Commerce area. The PDA was locally designated in July 2015.

SOLANO COUNTY



Shoreline Commerce PDA. Shoreline Commerce PDA is a new PDA located in the Shoreline Commerce area. The PDA was locally designated in July 2015.

SONOMA COUNTY



Shoreline Commerce PDA. Shoreline Commerce PDA is a new PDA located in the Shoreline Commerce area. The PDA was locally designated in July 2015.

[illegible]

Atlanta | Austin | Berkeley | Boston | Chicago | Cincinnati | Dallas | Denver | Detroit | Fort Worth | Houston | Indianapolis | Jacksonville | Kansas City | Las Vegas | Little Rock | Los Angeles | Louisville | Madison | Miami | Milwaukee | Minneapolis | New York | New Orleans | New York City | New York City



DIVERSITY: 12.4% of Alameda County residents are African-American, 22.7% are Latino, 28.2% are Asian, and 52% are White.



During the period of excessive growth across the Bay Area over the last half

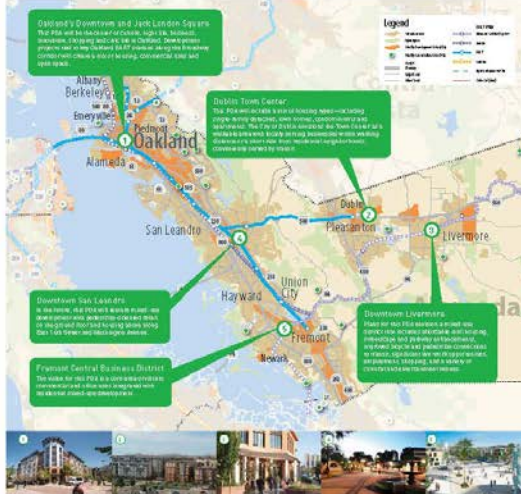
Source: California Housing Finance Development Authority Industry Analysis Board



25 years ago



Priority Development Areas (PDAs)
Priority Development Areas (PDAs) are locally designed areas within existing urban areas that provide built development opportunities, and are easily accessed from transit, etc., and a good land service.

[illegible][illegible][illegible]

DIVERSITY: 9.6% of Contra Costa County residents are African-American, 15.9% are Asian, 26.9% are Latino, and 47.9% are White.

COUNTY FOCUS PDAs in Contra Costa

Plan
BayArea
2040

Locally Nominated Priority Development Areas and Priority Conservation Areas

Located across from San Francisco and Marin County, Contra Costa County has grown to be the third most populous area in the Bay Area region; the county's natural beauty and its strategic location between the San Francisco Bay and California's Central Valley have long attracted residents and businesses. New jobs and housing are expected to cluster along the county's major transit thoroughfares, including San Pablo Avenue in the western part of the county, and around the ten BART stations in Contra Costa County. Contra Costa is home to 36 locally nominated PDAs and 14 PCAs.

Priority Development Areas (PDAs)

Priority Development Areas (PDAs) are locally designated areas with existing connections that provide and develop a mix of uses, and are early targets for transit, jobs, housing and services.

Priority Conservation Areas (PCAs)

Priority Conservation Areas (PCAs) are locally designated areas for which there are a broad range of opportunities to preserve and enhance natural resources, including open space, agriculture, and other natural resources. The purpose of designating Priority Conservation Areas is to highlight areas with potential for natural resource preservation and to encourage local communities to take action to protect these resources.

A Map of Contra Costa County PDAs



COUNTY FOCUS Contra Costa Housing

Plan
BayArea
2040

What Housing is Being Built?

Housing reflects the unique values and lifestyles of a community. Factors that influence types of housing include General Plans, zoning, population growth, household size, job availability, access to transportation, income and the cost of living.



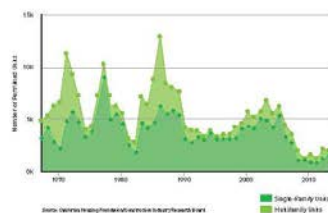
Single-Family Homes Remain Primary Housing Choice in Contra Costa County

During the period of explosive growth across the Bay Area over the last half-century, most new units were single-family homes. This trend continues in Contra Costa County, with 88 percent of new housing permitted as detached single-family homes. Other parts of the region, by contrast, are shifting more toward multi-family homes, including apartments and duplexes in Priority Development Areas.

1,955
housing units permitted in Contra Costa County in 2013. Of these...

370
(20%) were multifamily

Historical Trends for Housing Growth in Contra Costa County



70%
of permits are now for multifamily homes across the Bay Area, compared to

40%
25 years ago

COUNTY FOCUS Marin County Today

Plan
BayArea
2040



What are the current trends in Marin County?

Understanding what's happening in Marin County now helps us recognize what issues may become most important as we plan for the future. Here's a brief snapshot of Marin County and some key issues to consider for its communities as we update Plan Bay Area.



TRANSPORTATION: Local pavement conditions remain a challenge in some areas.



DIVERSITY: 2.4% of Marin County residents are African American, 0.4% are Asian, 15.5% are Latino, and 72.7% are White, and 3.5% are multiple or other races.

COUNTY FOCUS PDAs in Marin County

Plan
BayArea
2040

Locally Nominated Priority Development Areas and Priority Conservation Areas

Located north of San Francisco and south of Sonoma County, Marin County is recognized for its natural and agricultural landscapes, which support local farming and ranching, tourism, recreation, wildlife habitat, and water supply. More than 50 percent of the county is protected open space and the Marin Agricultural Land Trust and the Marin County Department of Parks and Open Space have worked for decades to protect and preserve the county's scenic landscape. Plan Bay Area will support continued protection of the many Priority Conservation Areas in Marin County.

Priority Development Areas (PDAs)

Priority Development Areas (PDAs) are locally designated areas with existing connections that provide and develop a mix of uses, and are early targets for transit, jobs, housing and services.

Priority Conservation Areas (PCAs)

Priority Conservation Areas (PCAs) are locally designated areas for which there are a broad range of opportunities to preserve and enhance natural resources, including open space, agriculture, and other natural resources. The purpose of designating Priority Conservation Areas is to highlight areas with potential for natural resource preservation and to encourage local communities to take action to protect these resources.

Marin County is home to 2 locally nominated PDAs and 14 PCAs.

A Map of Marin County PDAs



COUNTY FOCUS Marin Housing

Plan
BayArea
2040

What Housing is Being Built?

In Marin County — and across the Bay Area — the type of housing being permitted and constructed is changing. Factors that influence these shifts include population growth, household size, job availability, access to transportation and the cost of living.



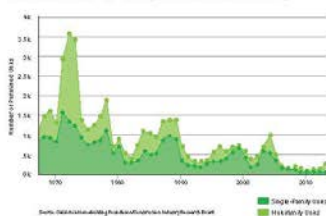
Slow Housing Growth in Marin County

Unlike much of the Bay Area, which experienced expansive growth over the last half-century, Marin County has retained its rural character. Some focused growth in Marin County, particularly in San Rafael, has shifted toward multifamily homes, which range from duplexes to apartment buildings. Novato recently passed an innovative "Junior Accessory Unit" ordinance making it easier for homeowners to create new rental units within their single family homes. The city also negotiated with the local water and sanitary districts much lower water and sewer hook-up fees, removing a major barrier to creating more second units.

302
housing units permitted
in Marin County in 2013.
Of these...

212
(70%) were multifamily
(Source: California Department of Housing and Community Development, 2014)

Historical Trends for Housing Growth in Marin County



70%
of permits are now
for multifamily homes
across the Bay Area,
compared to

40%
25 years ago
(Source: California Department of Housing and Community Development, 2014)

COUNTY FOCUS Napa County Today

Plan
BayArea
2040



What are the current trends in Napa County?

American Canyon | Calistoga | Napa | St. Helena | Yountville

Understanding what's happening in Napa County now helps us recognize what issues may become most important as we plan for the future. Here's a brief snapshot of Napa County and some key issues to consider for these communities as we update Plan Bay Area.



TRANSPORTATION: Local pavement conditions remain a challenge in some areas.



DIVERSITY: 20% of Napa County residents are African-American, 6% are Asian, 32.4% are Latino, 55.5% are White, and 2.7% are other or multiple races.

COUNTY FOCUS PDAs in Napa County

Plan
BayArea
2040

Locally Nominated Priority Development Areas and Priority Conservation Areas

Napa County is internationally acclaimed for its wine-making and the picturesque Napa Valley wine region is a major draw for visitors to the San Francisco Bay Area. The valley is bounded by rolling hills, and the Napa River empties into San Pablo Bay through the narrow Marin Island Strait. Napa County has strong policies to protect agricultural uses and to protect farmland, vineyards and open space. Accordingly, more than 90 percent of unincorporated county land falls within these designations. The county seeks to continue to protect this land and encourage recreation through its new Priority Conservation Areas. Most agricultural development is clustered in the four cities and one town situated by Highway 29, which parallels the Napa River in the western part of the county.

Napa County is home to 2 locally nominated PDAs and 9 PCAs.

A Map of Napa County PDAs



COUNTY FOCUS Napa County Housing

Plan
BayArea
2040

What Housing is Being Built?

Housing reflects the unique values and lifestyles of a community. Factors that influence types of housing include General Plans, zoning, population growth, household size, job availability, access to transportation, income and the cost of living.



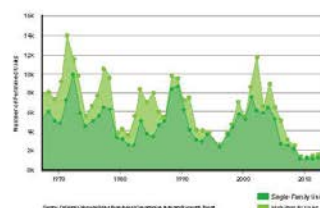
Slow Housing Growth in Napa County

Unlike much of the Bay Area, which experienced expansive growth over the last half-century, Napa County has retained its rural character. Some focused growth in Napa County has shifted toward multifamily homes, which range from duplexes to apartment buildings. Most new multifamily housing is in Priority Development Areas, and most of the units permitted today will be constructed in the next few years.

237
housing units permitted
in Napa County in 2013.
Of these...

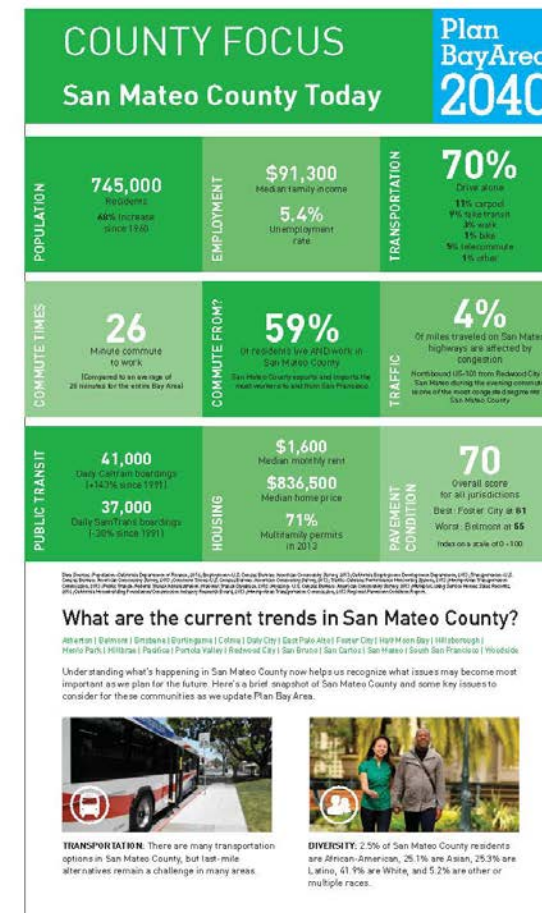
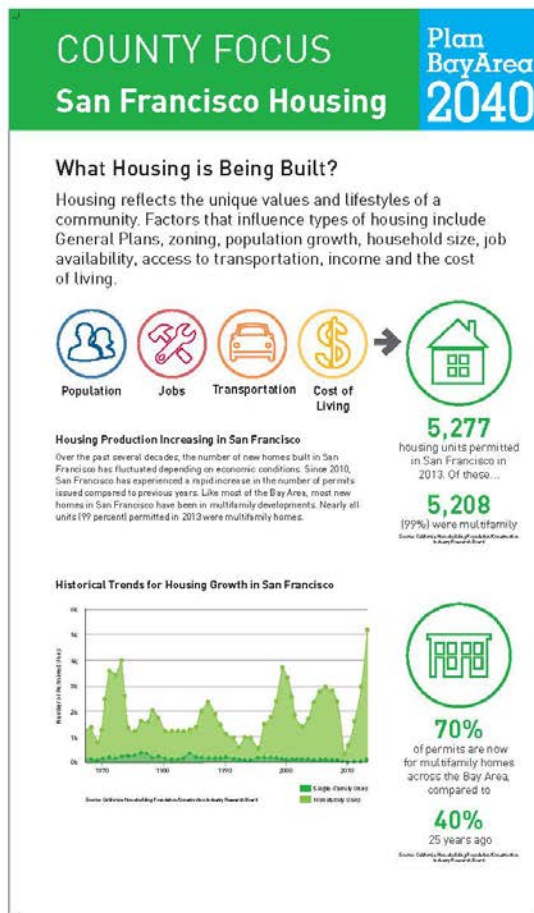
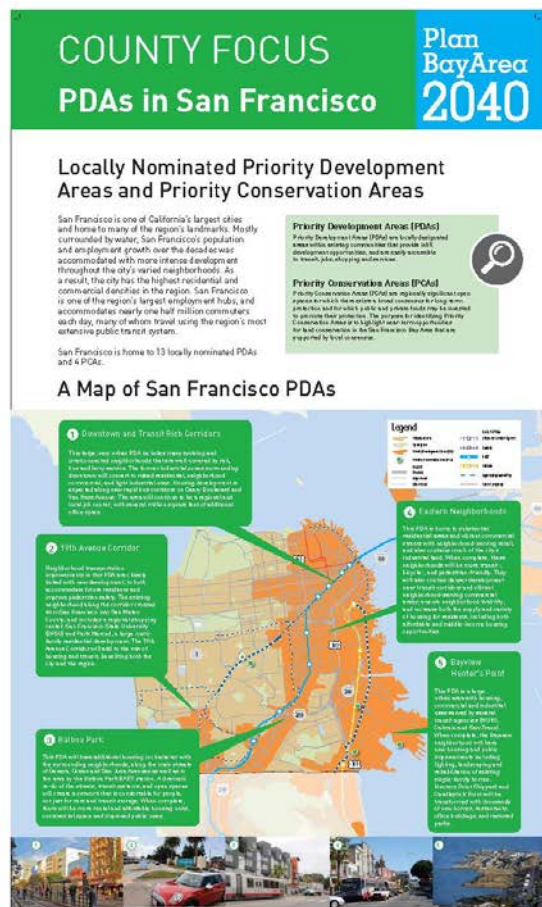
140
(59%) were multifamily
(Source: California Department of Housing and Community Development, 2014)

Historical Trends for Housing Growth in Napa County



70%
of permits are now
for multifamily homes
across the Bay Area,
compared to

40%
25 years ago
(Source: California Department of Housing and Community Development, 2014)



COUNTY FOCUS PDAs in San Mateo

Plan BayArea 2040

Locally Nominated Priority Development Areas and Priority Conservation Areas

San Mateo County is strategically located between San Francisco and Silicon Valley. The Coast Range divides the county into two distinct parts: the bay-side and coast. Nearly percent of development in the county is located on the bay-side. The communities along the bay-side of the Peninsula are home to Fortune 500 headquarters, globally significant firms and research entities as well as many charming town centers and residential neighborhoods. Jobs and housing growth is expected to concentrate in bay-side communities, which will reduce growth pressures on the coast and allow the county to retain its agricultural, scenic and natural resource areas in the hills and coastside.

San Mateo County is home to 28 locally nominated PDAs and 7 PDAs.

Priority Development Areas (PDAs)
Priority Development Areas (PDAs) are locally designated areas where growth and development are encouraged. PDAs are used to guide growth and development in a way that is consistent with the county's goals and objectives. The purpose of designating Priority Development Areas is to encourage growth and development in areas that are suitable for growth and development.

Priority Conservation Areas (PCAs)
Priority Conservation Areas (PCAs) are locally designated areas where growth and development are discouraged. PCAs are used to guide growth and development in a way that is consistent with the county's goals and objectives. The purpose of designating Priority Conservation Areas is to encourage growth and development in areas that are suitable for growth and development.

A Map of San Mateo County PDAs

1 Downtown San Mateo
This PDA is located in the heart of San Mateo County and is one of the most densely populated areas in the county. It is home to many Fortune 500 headquarters and research entities. The PDA is characterized by its high density and diverse mix of land uses, including residential, commercial, and industrial.

2 Downtown Redwood City
This PDA is located in the heart of Redwood City and is one of the most densely populated areas in the county. It is home to many Fortune 500 headquarters and research entities. The PDA is characterized by its high density and diverse mix of land uses, including residential, commercial, and industrial.

3 Village of Belmont
This PDA is located in the heart of Belmont and is one of the most densely populated areas in the county. It is home to many Fortune 500 headquarters and research entities. The PDA is characterized by its high density and diverse mix of land uses, including residential, commercial, and industrial.

COUNTY FOCUS San Mateo Housing

Plan BayArea 2040

What Housing is Being Built?

Housing reflects the unique values and lifestyles of a community. Factors that influence types of housing include General Plans, zoning, population growth, household size, job availability, access to transportation, income and the cost of living.

Population **Jobs** **Transportation** **Cost of Living**

Multifamily Homes Grow as Primary Housing Choice in San Mateo County
During the period of expansive growth across the Bay Area over the last half-century, most new units were single-family homes. Some parts of the region, by contrast, are shifting more toward multifamily homes, including apartments and duplexes in Priority Development Areas. This is the trend in San Mateo County, with 71 percent of new housing permitted as multifamily homes.

1,190 housing units permitted in San Mateo County in 2013. Of these...
840 (71%) were multifamily

Historical Trends for Housing Growth in San Mateo County

70% of permits are now for multifamily homes across the Bay Area, compared to
40% 25 years ago

COUNTY FOCUS Santa Clara County Today

Plan BayArea 2040

| | | |
|--|--|--|
| POPULATION 1.9M Residents 191% increase since 1950 | EMPLOYMENT \$92,000 Median family income 6.8% Unemployment rate | TRANSPORTATION 76% Of all trips 11% carpool 31% solo driver 2% walk 2% bike 5% transit/multimodal 1% other |
| COMMUTE TIMES 25 Minute commute to work Compared to an average of 23 minutes for the entire Bay Area | COMUTE FROM? 88% Of residents live AND work in Santa Clara County Santa Clara County is the most densely populated county in the San Francisco Bay Area | TRAFFIC 5% Of miles traveled on Santa Clara County highways are affected by congestion Southbound I-580 from Guerneville to San Jose during the evening commute is one of the most congested places in the San Francisco Bay Area |
| PUBLIC TRANSIT 119,000 Daily ridership (+3.3% since 1991) 41,000 Daily commuter boardings (+42% since 1991) | HOUSING \$1,577 Median monthly rent \$725,000 Median home price 76% Multifamily permits in 2013 | PAVEMENT CONDITION 69 Overall score for all jurisdictions Best: Los Angeles 77 Worst: San Jose 42 Index on a scale of 0-100 |

What are the current trends in Santa Clara County?
Campbell | Cupertino | Gilroy | Los Altos | Los Altos Hills | Los Gatos | Milpitas | Mountain View | Morgan Hill | Menlo Park | San Jose | Santa Clara | San Jose | Sunnyvale | Tulelake | Union City

Understanding what's happening in Santa Clara County now helps us recognize what issues may become most important as we plan for the future. Here's a brief snapshot of Santa Clara County and some key issues to consider as we update Plan Bay Area.

TRANSPORTATION: There are many transportation options in Santa Clara County, but last-mile alternatives remain a challenge in many areas.

DIVERSITY: 24% of Santa Clara County residents are African American, 26.9% are Latino, 32.3% are Asian, 34.7% are White, and 3.6% are multiple or other races.

COUNTY FOCUS PDAs in Santa Clara

Plan BayArea 2040

Locally Nominated Priority Development Areas and Priority Conservation Areas

Santa Clara County is the home of Silicon Valley and the birthplace and now global capital of the high-technology revolution. Today, with over 1.8 million residents and 100,000 jobs, Santa Clara County is the most populous and job-rich county in the San Francisco Bay Area.

Santa Clara County is home to 42 locally nominated PDAs and 17 PDAs.

Priority Development Areas (PDAs)
Priority Development Areas (PDAs) are locally designated areas where growth and development are encouraged. PDAs are used to guide growth and development in a way that is consistent with the county's goals and objectives. The purpose of designating Priority Development Areas is to encourage growth and development in areas that are suitable for growth and development.

Priority Conservation Areas (PCAs)
Priority Conservation Areas (PCAs) are locally designated areas where growth and development are discouraged. PCAs are used to guide growth and development in a way that is consistent with the county's goals and objectives. The purpose of designating Priority Conservation Areas is to encourage growth and development in areas that are suitable for growth and development.

A Map of Santa Clara County PDAs

1 Downtown San Jose
This PDA is located in the heart of San Jose and is one of the most densely populated areas in the county. It is home to many Fortune 500 headquarters and research entities. The PDA is characterized by its high density and diverse mix of land uses, including residential, commercial, and industrial.

2 Downtown San Jose
This PDA is located in the heart of San Jose and is one of the most densely populated areas in the county. It is home to many Fortune 500 headquarters and research entities. The PDA is characterized by its high density and diverse mix of land uses, including residential, commercial, and industrial.

3 Campbell/Gilroy Redevelopment Area
This PDA is located in the heart of Campbell and Gilroy and is one of the most densely populated areas in the county. It is home to many Fortune 500 headquarters and research entities. The PDA is characterized by its high density and diverse mix of land uses, including residential, commercial, and industrial.



Housing reflects the unique values and lifestyles of a community. Factors that influence types of housing include General Plans, zoning, population growth, household size, job availability, access to transportation, income and the cost of living.



During the period of expansive growth across the Bay Area over the last half-century, most new units were single-family homes. Some parts of the region, by contrast, are shifting more toward multifamily homes, including apartments and duplexes in Priority Development Areas. This is the trend in Santa Clara County, with 78 percent of new housing permitted as multifamily homes.

6,009
[76%] were multifamily
Source: U.S. Census Bureau, Housing and Vacancy Survey

Figure 1 is a line graph showing the number of people per 100,000 in the United States from 1970 to 2010, categorized by race/ethnicity. The Y-axis represents the 'NUMBER OF PEOPLE PER 100,000' ranging from 0 to 250. The X-axis represents years from 1970 to 2010. The legend indicates three groups: 'People Per 100,000' (dark green), 'White' (light green), and 'Black' (dark green). The graph shows that the White population has generally decreased over time, while the Black population has increased, particularly after 1980.



70%
of permits are now
for multifamily homes
across the Bay Area,
compared to

40%
25 years ago



| | | | | | |
|----------------|---|---------------|---|-----------------------|--|
| POPULATION | <p>424,000 Residents 215% increase since 1990</p> | EMPLOYMENT | <p>\$63,500 Median family income</p> <p>8.4% Unemployment rate</p> | TRANSPORTATION | <p>76% Drive alone</p> <p>14% carpool 3% take transit 2% walk 1% bike 4% telecommute 1% other</p> |
| COMMUTE TIMES | <p>29 Minute commute to work (Compared to a range of 20 minutes for the entire Bay Area)</p> | COMMUTE FROM? | <p>63% Of residents' last 400 work in Solano County Island County residents originate the most traffic in and from Eastern Contra Costa County</p> | TRAFFIC | <p>1% Of miles traveled on Solano County highways are affected by congestion</p> |
| PUBLIC TRANSIT | <p>4,000 Daily Solano riders boardings</p> <p>3,000 Daily FAST boardings (+152% since 1991)</p> | HOUSING | <p>\$1,145 Median monthly rent</p> <p>\$293,000 Median home price</p> <p>35% Multi-family permits in 2013</p> | PAVEMENT CONDITION | <p>64 Overall score for all jurisdictions Best: Dixon at 77 Worst: Vallejo at 49 Index on a scale of 0 - 100</p> |

Benicia | Dixon | Fairfield | Rio Vista | Suisun City | Vacaville | Vallejo

Understanding what's happening in Solano County now helps us recognize what issues may become most important as we plan for the future. Here's a brief snapshot of Solano County and some key issues to consider for these communities as we update Plan Bay Area.



TRANSPORTATION: Local pavement conditions remain a challenge in some areas.



DIVERSITY: 14.3% of Solano County residents are Asian, 13.7% are African-American, 24.5% are Latino, 40.5% are White, and 7% multiple or other races.



Salinas County has the distinction of containing nearly one-half of the San Francisco Bay Area's important farmland and more than one-half the region's wetlands. The Sacramento River flows along the southeastern portion of Salinas County emptying into the Sacramento-San Joaquin River Delta - the largest estuary on the West Coast - and continues into the Suisun Bay. Salinas County's historical growth was in part attributable to military bases. The county's location between the metropolitan centers of San Francisco and Sacramento and its lower land prices relative to other parts of the region made it an attractive place for increased housing development in response to the demand for lower cost housing.

Priority Development Areas (PDAs)
Priority Development Areas (PDAs) are locally designated areas within existing commercial districts that can be developed primarily for retail, and are easily accessible to transit, job, shopping and services.

Priority Conservation Areas (PCAs)
Priority Conservation Areas (PCAs) are regularly designated areas for which there exists a formal commitment for long protection and for which public and private funds may be in various state programs. The purpose for designating a Conservation Area is to highlight and help administer the conservation in the designated Priority Conservation Area.

Solano County is home to 11 locally nominated PDAs and 5 POCs.

1 Downtown Vacaville

This PFA, which was being completed at the time of the 2008 earthquake, is a partnership of several state departments and local agencies. The project includes a new bridge, a new bridge approach, and a new bridge approach. The project also includes a new bridge approach, a new bridge approach, and a new bridge approach.

2 Downtown Suisun City

The project for the PFA, which was being completed at the time of the 2008 earthquake, is a partnership of several state departments and local agencies. The project includes a new bridge, a new bridge approach, and a new bridge approach. The project also includes a new bridge approach, a new bridge approach, and a new bridge approach.

3 Fairfield/Yacaville Train Station

The PFA, which was being completed at the time of the 2008 earthquake, is a partnership of several state departments and local agencies. The project includes a new bridge, a new bridge approach, and a new bridge approach. The project also includes a new bridge approach, a new bridge approach, and a new bridge approach.

Legend

- State Route
- SR 99
- SR 205
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- SR 500



Housing reflects the unique values and lifestyles of a community. Factors that influence types of housing include General Plans, zoning, population growth, household size, job availability, access to transportation, income and the cost of living.



During the period of expansive growth across the Bay Area over the last half-century, most new housing units were single-family homes. This trend continues in Solano County, with 65 percent of new housing permitted as detached single-family homes. Other parts of the region, by contrast, are shifting more toward multifamily homes, including apartments and duplexes in Priority Development Areas.

Percentage of Population

Year

Single-Family Houses

| Year | Percentage of Population |
|------|--------------------------|
| 1970 | 15% |
| 1975 | 25% |
| 1980 | 45% |
| 1985 | 25% |
| 1990 | 65% |
| 1995 | 25% |
| 2000 | 30% |
| 2005 | 35% |
| 2010 | 10% |



70%
of permits are now
for multifamily homes
across the Bay Area,
compared to

40%
25 years ago

COUNTY FOCUS

Sonoma County Today

Plan BayArea 2040

POPULATION

490,000

Residents

252% increase since 1980

EMPLOYMENT

\$61,000

Median family income

6.7%

Unemployment rate

TRANSPORTATION

76%

Drive alone

85% carpool

25 take transit

8% walk

1% bike

7% telecommute

1% other

COMMUTETIMES

25

Minute commute to work

(Compared to an average of 28 minutes for the entire Bay Area)

COMMUTE FROM?

84%

Of residents live AND work in Sonoma County

Sonoma County residents work in the most sectors than any other county in the region

TRAFFIC

4%

Of miles traveled on Sonoma County highways are affected by congestion

Southbound I-580 from Santa Rosa to Petaluma during the late morning commute is one of the most congested segments in Sonoma County

PUBLIC TRANSIT

25,000

Daily Golden Gate Transit boardings (5.7 million 1990)

8,000

Daily Sonoma County Transit boardings (1.1 million 1990)

4,000

Daily Sonoma County Transit boardings (4.4 million 1990)

HOUSING

\$1,172

Median monthly rent

\$433,250

Median home price

71%

Multifamily permits in 2013

PAVEMENT CONDITION

54

Overall score for all jurisdictions

Best: Windsor at 70

Worst: Petaluma at 46

Index on a scale of 0-100

What are the current trends in Sonoma County?

Crowdsourcing | Census | Headcount | Petaluma | Robbers Park | Sebastia | Sonoma | Windsor

Understanding what's happening in Sonoma County now helps us recognize what issues may become most important as we plan for the future. Here's a brief snapshot of Sonoma County and some key issues to consider for these communities as we update Plan Bay Area.

TRANSPORTATION: There are many transportation options in Sonoma County, but local pavement conditions remain a challenge in some areas.

DIVERSITY: 1.4% of Sonoma County residents are African-American, 3.1% are Asian, 25.2% are Latino, 65.8% are White, and 3.7% are multiple or other races.

COUNTY FOCUS

PDAs in Sonoma

Plan BayArea 2040

Locally Nominated Priority Development Areas and Priority Conservation Areas

Sonoma County is the largest and northernmost county in the San Francisco Bay Area. The geographic makeup of the county is very diverse as it contains coastal areas, redwood forests and oak woodlands, rivers, wetlands and bays, vineyards, grasslands, and small farms. Urban development in Sonoma County is concentrated primarily within cities along the U.S. 101 corridor, which has been supported by voter-approved urban growth boundaries and other policies that encourage separation between cities and scenic landscapes to maintain the county's rural character and economy.

Sonoma County is home to 12 locally nominated PDAs and 14 PCAs.

Priority Development Areas (PDAs)

Priority Development Areas (PDAs) are specific geographic areas within Sonoma County that are designated for development. They are used to guide development patterns, protect natural resources, and ensure a high quality of life for residents.

Priority Conservation Areas (PCAs)

Priority Conservation Areas (PCAs) are specific geographic areas within Sonoma County that are designated for conservation. They are used to protect natural resources, maintain scenic views, and preserve the county's rural character.

A Map of Sonoma County PDAs

COUNTY FOCUS

Sonoma Housing

Plan BayArea 2040

What Housing is Being Built?

Housing reflects the unique values and lifestyles of a community. Factors that influence types of housing include General Plans, zoning, population growth, household size, job availability, access to transportation, income and the cost of living.

Population

Jobs

Transportation

Cost of Living

Multifamily Homes Grow as Primary Housing Choice in Sonoma County

During the period of expansive growth across the Bay Area over the last half century, most new housing units were single-family homes. Some parts of the region, by contrast, are shifting more toward multifamily homes, including apartments and duplexes in Priority Development Areas. This is the trend in Sonoma County, with 71 percent of new housing permitted as multifamily homes.

1,027 housing units permitted in Sonoma County in 2013. Of these:

732 [71%] were multifamily

Historical Trends for Housing Growth in Sonoma County

70% of permits are now for multifamily homes across the Bay Area, compared to **40%** 25 years ago

TRANSPORTATION The Bay Area

Plan
BayArea
2040

Planning Delivers Big Returns: Bridges and Highways

- 1 Benicia-Martinez Bridge: New Northbound Span
- 2 Caldecott Tunnel Fourth Bore
- 3 Carquinez Bridge: New Westbound Span
- 4 Cordelia Truck Scales Replacement on I-80
- 5 Devil's Slide Tunnels on Highway 1
- 6 Doyle Drive Replacement
- 7 Golden Gate Bridge Movable Median Barrier
- 8 I-580 Truck Climbing Lane, Eastbound
- 9 I-680 Carpool/Express Lanes
- 10 San Francisco-Oakland Bay Bridge East Span
- 11 SR-12 Jameson Canyon Widening
- 12 SR-4 Widening (Contra Costa County)
- 13 SR-237 Express Lanes
- 14 US-101 HOV Lanes (Sonoma County)



TRANSPORTATION The Bay Area

Plan
BayArea
2040

Planning Delivers Big Returns: Public Transit Projects

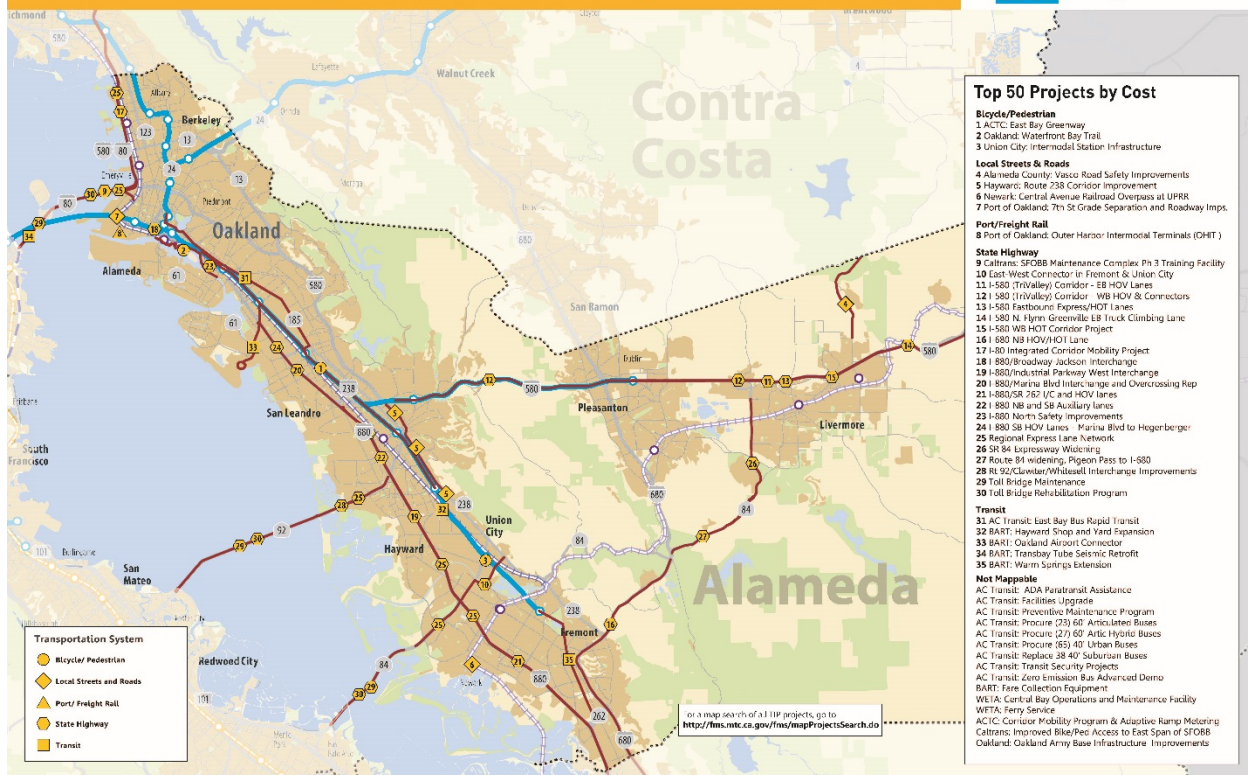
- 1 AC Transit Bus Rapid Transit
- 2 Altamont Corridor Express (ACE) Positive Train Control
- 3 BART-OAK Connector
- 4 BART Railcar Procurement Program (BART Train Control Renovation)
- 5 BART Warm Springs Extension, the first part of the extension to San Jose
- 6 East Contra Costa BART Extension (eBART)
- 7 Caltrain Modernization/Positive Train Control
- 8 Fairfield/Vacaville Train Station
- 9 San Francisco Bay Ferry: SF Ferry Terminal/Berthing Facilities
- 10 San Francisco Central Subway
- 11 San Francisco Transbay Transit Center
- 12 Sonoma Marin Area Rail Transit (SMART)



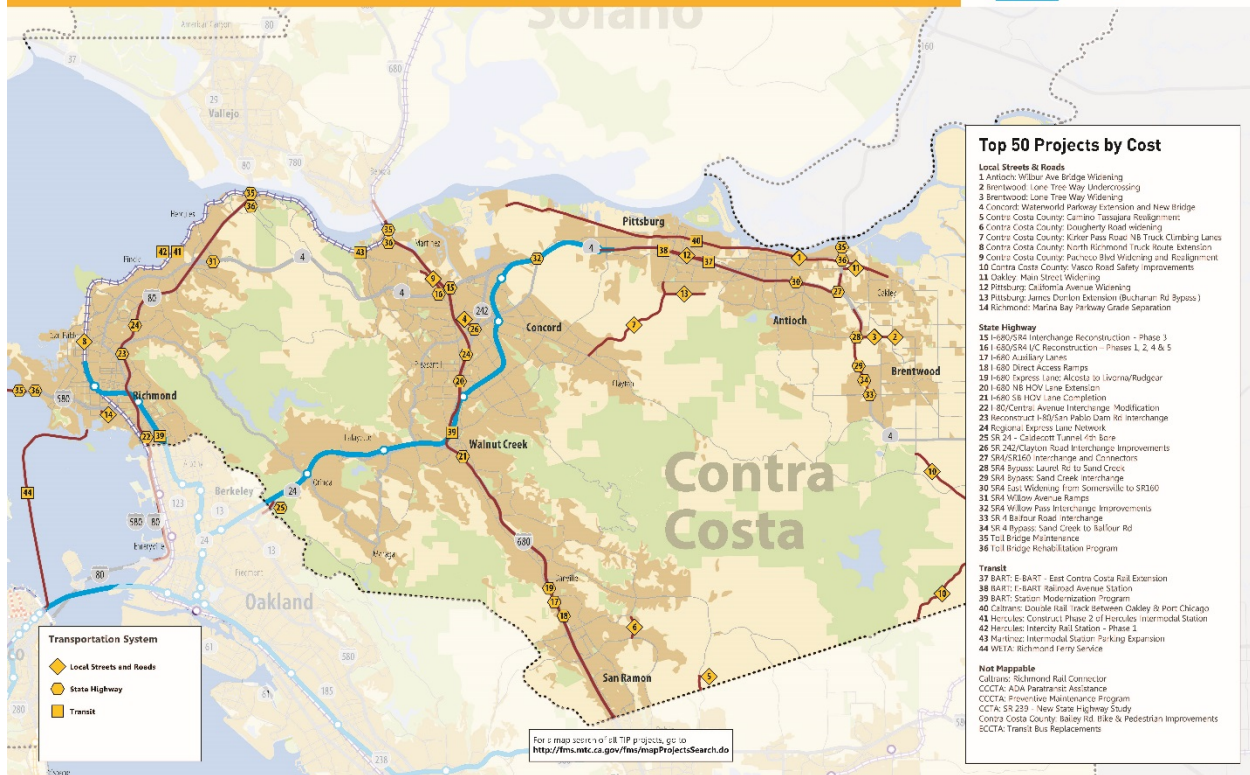
Other Programs

- 1 511 Traveler Information
- 2 Bay Trail
- 3 Bikeshare - Regional Bicycle Sharing Program
- 4 Climate Initiatives Program
- 5 Clipper
- 6 Freeway Performance Initiative
- 7 Regional Streets & Roads Program
- 8 Safe Routes to School
- 9 Transit-Oriented Affordable Housing Program (TOAH)

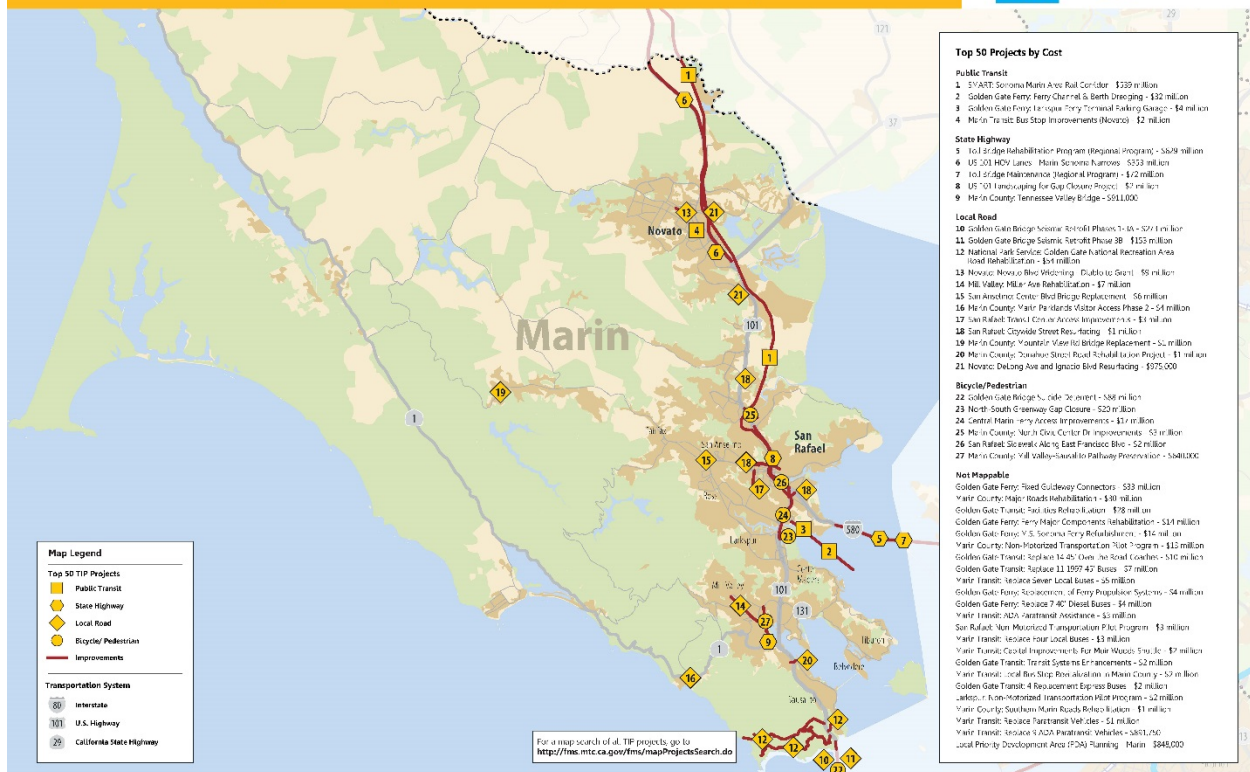


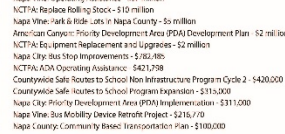
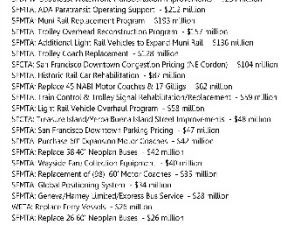


Contra Costa County: Transportation Improvement Program



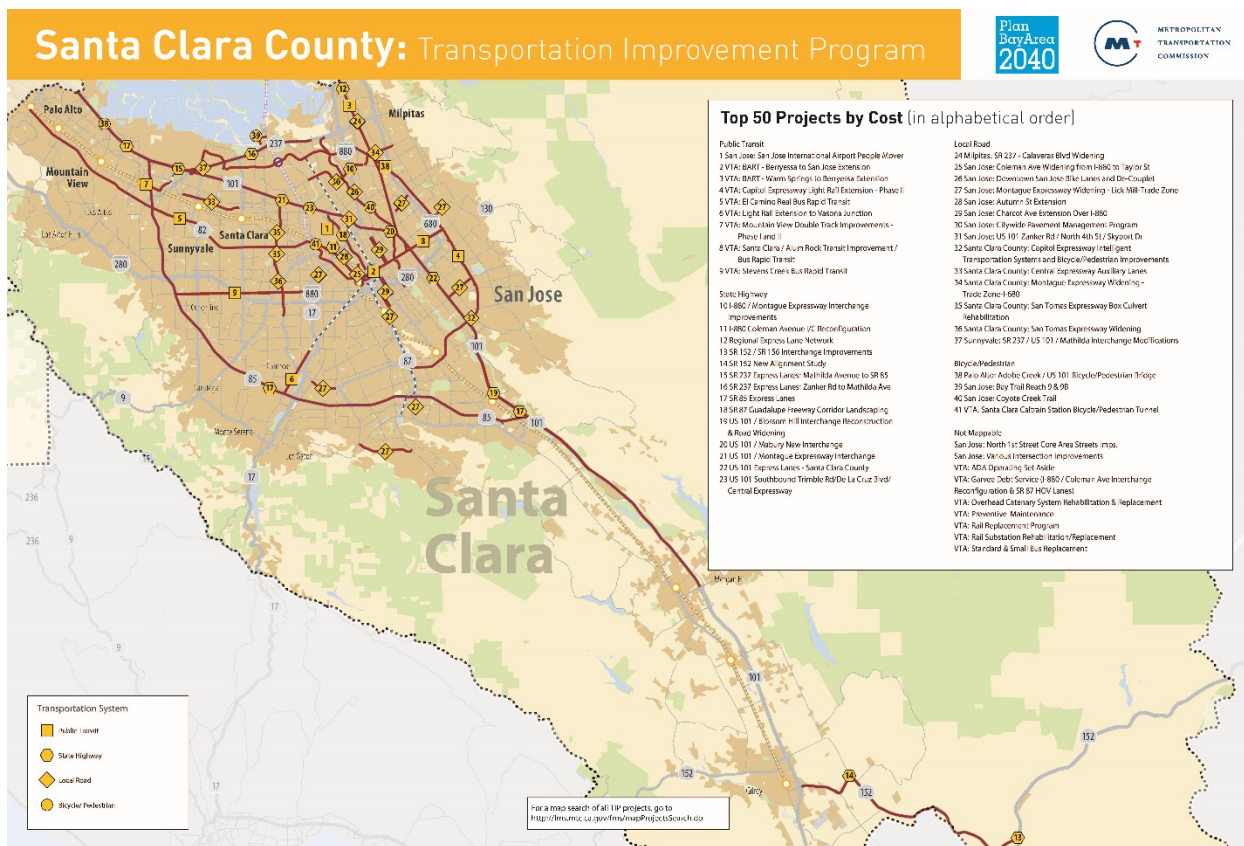
Marin County: Transportation Improvement Program



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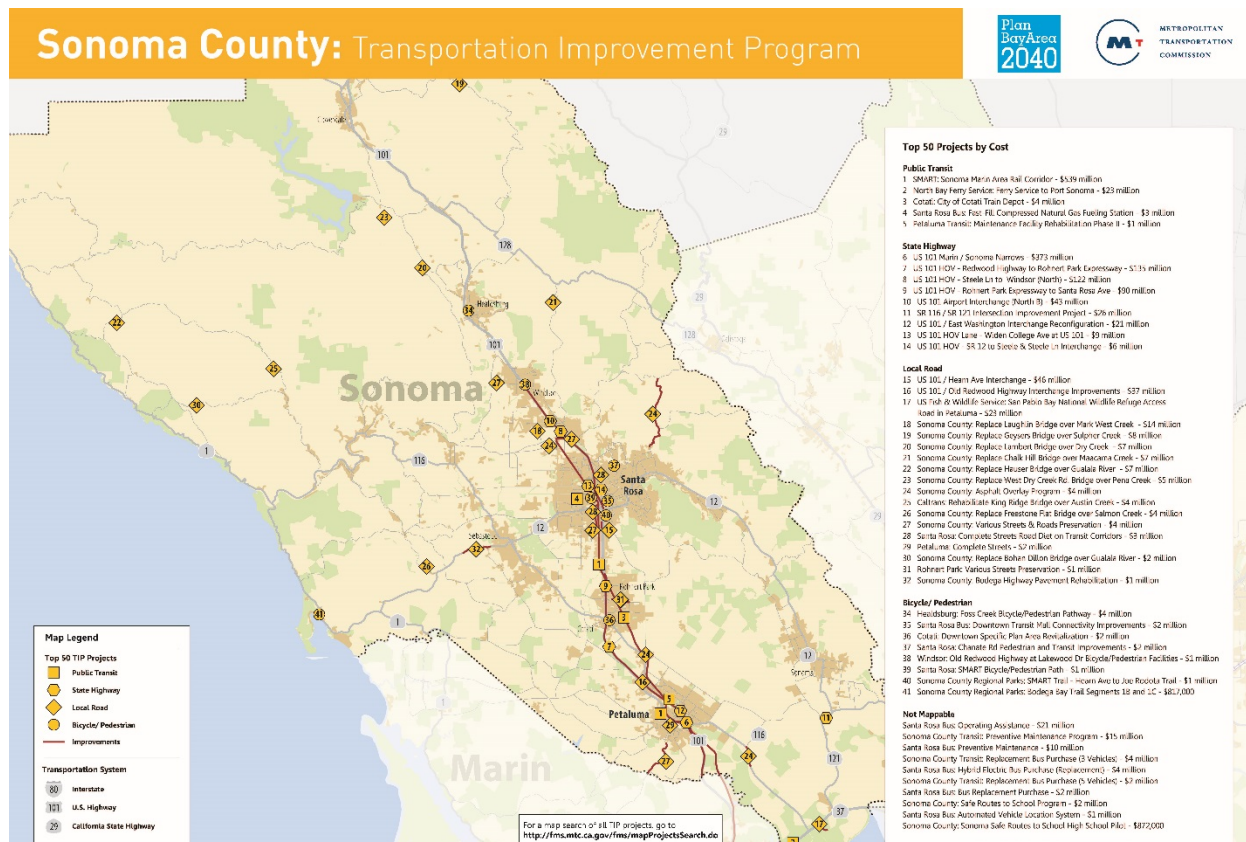


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LOOKING AHEAD Understanding the Future

Plan
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2040

To plan for how best to invest in transportation and housing in the future, local agencies, regional agencies, private businesses and community organizations need information on what to expect—



Who will live in the Bay Area and where?



Where will they work?



What kinds of jobs and incomes will be available?

How Does ABAG Develop Forecasts and Estimates?

The regional forecast is a cooperative effort between the research team at the Association of Bay Area Governments (ABAG), the modeling team at the Metropolitan Transportation Commission (MTC), and local jurisdictions. The chart below details the key stages of the forecast process.



Plan Bay Area 2040 Key Milestones

- The forecast methodology will be developed by Summer 2015.
- The preliminary regional forecast will be released by Fall 2015.
- The final regional forecast will be adopted by Winter 2016.

Alternative Scenarios Developed

- Working with local cities and counties and other stakeholders, ABAG and MTC will develop three alternative scenarios that examine the benefits and impacts of different policies, land use distributions, and transportation investments.
- Scenarios will be released in Fall 2015.
- The preferred scenario will be adopted by Spring 2016.

LOOKING AHEAD How We Forecast

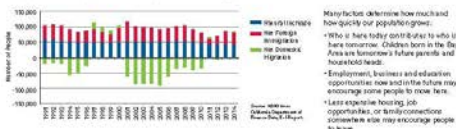
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Population Forecasts

How Does Our Population Change?



Bay Area Components of Population Change

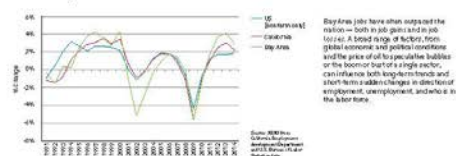


Economy Forecasts

Why Does the Local Economy Change?



Rate of Employment Change in the U.S., California, and the Bay Area



LOOKING AHEAD How We Forecast

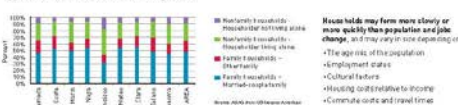
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Household Estimates

What Factors Influence How Households Form?



Types of Households in the Bay Area

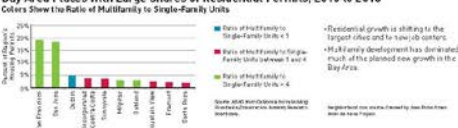


Geographic Distribution

Where Will We Live and Work?



Bay Area Places with Large Shares of Residential Permits, 2010 to 2013



LOOKING AHEAD Projections Over Time

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2040

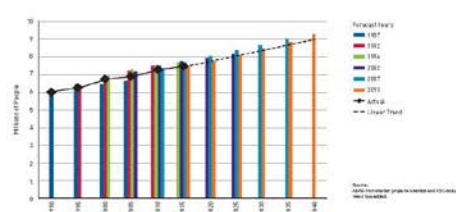
How Well Can We Forecast the Future?

The Association of Bay Area Governments (ABAG) has been conducting forecasts of the region's population and employment for decades.

The graphs below show past projections compared to actual trends for population and employment in the Bay Area. As you can see, our forecasts for future population were closer to the mark than were the employment forecasts.

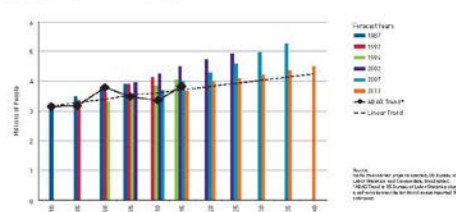
Past Population Projections Compared to Actual Trends

This graph shows ABAG's past population projections came close to the region's actual population numbers.



Past Employment Projections Compared to Actual Trends

Because employment is more sensitive to economic cycles, it is much harder to predict a long-term trend. ABAG's predictions have tended to be optimistic.



Cyclical and structural changes can shift a long-term trajectory. A forecast is a planning tool that is recalibrated often.

LOOKING AHEAD Feedback

Plan
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2040

What concerns you about the future of your community?

What possibilities most excite you?

Appendix 2: Display Boards, Spring 2016 Open Houses

Station 1: Welcome

Station 2: About Plan Bay Area 2040

Includes maps of PDAs/PCAs by county

Station 3: Intro to Scenarios

Station 4: Scenarios: Main Streets, Connected Neighborhoods, Big Cities

Includes a focus on scenarios by county

Station 5: Tell Us How You Would #BuildABetterBayArea

Station 6: Activity: Places of the Bay Area



Welcome!

Thank you for attending this **Plan Bay Area 2040** Open House. The Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC), along with local agencies and your local elected officials, value your ideas and encourage questions.

Your Guide to This Open House



- Places of the Bay Area**
Participate in the Places of the Bay Area activities.
- Welcome!**
Get the lay of the land for Bay Area and understand how your comments will help shape Plan Bay Area 2040.
- About Plan Bay Area**
Learn about all things Plan Bay Area, including and upcoming key items.
- Stations**
- Build A Better Bay Area**
Check out our online quiz and give us feedback.
- Scenarios**
Review the scenarios in detail, with a focus on your county.
- Intro to Scenarios**
Learn how regional forecasts are used to shape future patterns for housing, jobs and transportation.



What If I Have Questions?

Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG) staff are stationed around the room to answer questions you may have during the open house. Any question that we cannot answer in person will be logged and posted with a response on the PlanBayArea.org website within five working days of this open house.

What happens with my comments?

Public comments like those collected during this open house will help inform staff recommendations and, ultimately, the final decisions about Plan Bay Area 2040 made by members of MTC and ABAG. All key milestones in the development of Plan Bay Area 2040, MTC and ABAG staff will summarize the input heard at open houses like this one, as well as our online forum and any emailed or mailed comments, for members of ABAG and MTC to consider.

What to Expect in 2016 and Beyond



| Late 2015/ Early 2016 | Spring/ Summer 2016 | Early 2017 |
|--|---|---|
| Scenario Development <ul style="list-style-type: none"> Develop updated Plan Bay Area 2040 regional forecasts for jobs, housing, population, land use and transportation needs. Assess transportation plans to be included in Plan Bay Area 2040. Create preliminary scenario concepts for housing, jobs and transportation. Local jurisdictions may be asked to review and approve preliminary scenario concepts for housing and transportation investments. | Preferred Scenario Selection <ul style="list-style-type: none"> Review scenarios and regional forecasts. Conduct public engagement via open houses and online forum. Present summary of public comments, July 2016. Adopt preferred scenario based on public input and technical analysis, September 2016. | Draft Plan and Draft EIR <ul style="list-style-type: none"> Review Draft Plan Bay Area 2040 and Draft EIR and submit report for public review. Conduct public workshop to collect input on Draft Plan Bay Area 2040 and Draft EIR. Adopt Plan Bay Area 2040 and Draft EIR, July 2017. |

About Plan Bay Area The Facts

Plan Bay Area 2040

Plan Bay Area is a roadmap to help Bay Area cities and counties preserve the character of our diverse communities while adapting to the challenges of future population growth.



Promotes a strong regional **economy** by helping communities to plan for future job growth, as well as related housing and transportation needs.



Empowers local cities and counties in their decision-making around new **housing** by providing housing demand forecasts.



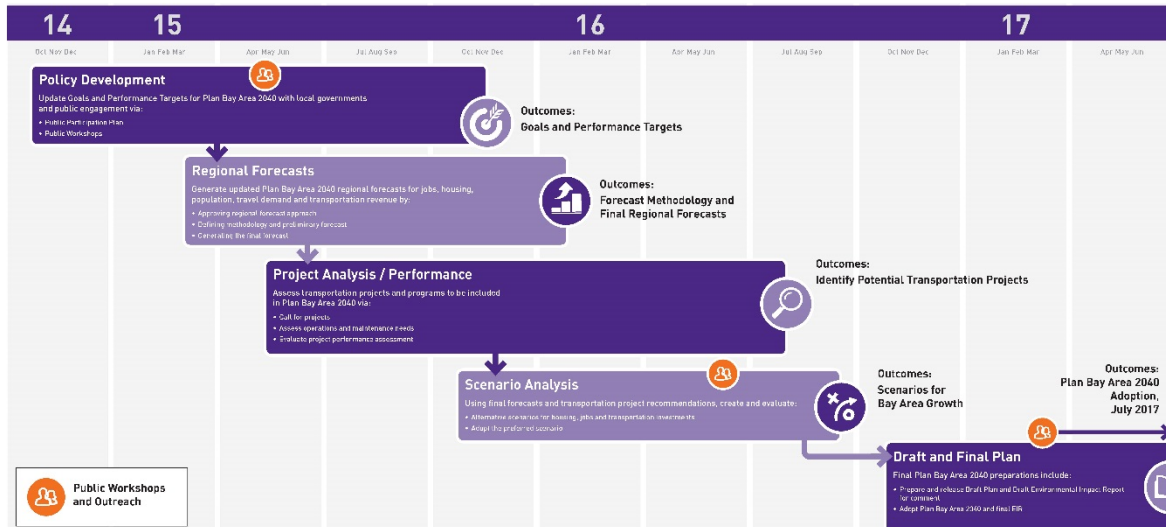
Supports strategic **transportation** investments to decrease traffic congestion, improve transit options and reduce pollution both locally and regionally.

Did You Know? Plan Bay Area...

- 1 Is a roadmap for transportation and land-use planning in the nine Bay Area counties.
- 2 Is a long-range plan that looks out over 20-plus years but is updated every four years.
- 3 Is based on local planning efforts that have taken place in communities around the Bay Area.
- 4 Is a transportation investment plan with a requirement to consider population and housing needs when prioritizing funding or developing transportation policies.
- 5 Sets goals that include reducing greenhouse gas emissions, providing adequate housing for all of the region's projected population, preserving open space and improving public health and safety.
- 6 Does not replace local general plans or community-specific plans.
- 7 Does not interfere with local land-use authority.
- 8 Prioritizes making our transportation network operate more efficiently by funding aging railcar and bus replacement, road rehabilitation, express lane implementation and the like.
- 9 Includes projected population and housing levels for the Bay Area's 101 cities and unincorporated areas.
- 10 Provides a strategy for meeting much of the region's future housing needs in Priority Development Areas (PDAs), which are locally designated areas within existing communities that have been identified and approved by local cities or counties for future growth.

About Plan Bay Area Key Milestones 2014 - 2017

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About Plan Bay Area

PDA/PCA Map

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Local Communities Lay Foundation for Growth

- Plan Bay Area 2040's vision for the future builds on planning work local communities have been doing over the past decade or more. The foundation for the plan is the 188 locally adopted Priority Development Areas (PDAs) and 165 Priority Conservation Areas (PCAs) in the nine-county Bay Area.
- PDAs are areas where amenities and services can be developed to meet the day-to-day needs of residents in a pedestrian-friendly environment served by transit.
- Growth and investments in Plan Bay Area are targeted to the PDAs to help them become "Complete Communities," based in large part on local aspirations and community context.
- PCAs are areas of regional significance that have broad community support and are in need of protection. They provide important agricultural, natural resources, scenic, cultural, recreational, and/or ecological values.
- Regional agencies are working with state agencies and funding entities to protect PCAs through purchase of land or conservation easements with willing landowners.



About Plan Bay Area

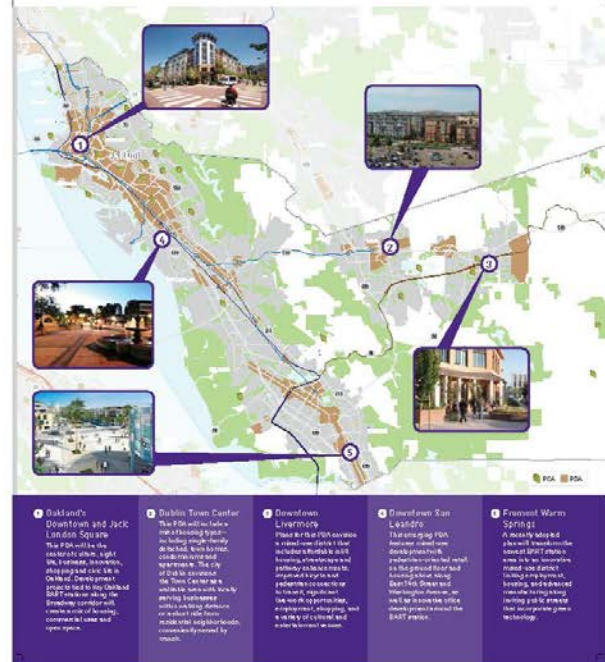
PDAs and PCAs in Alameda County

Plan
BayArea
2040

Locally Adopted Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs)

Alameda County is home to the city of Oakland, one of the largest cities in the region, the Port of Oakland, one of the country's busiest container ports; nineteen BART stations; historic downtowns and main streets; and an enviable park system. Below are five examples of the 43 locally adopted PDAs in Alameda County.

A Map of Alameda County PDAs and PCAs



About Plan Bay Area

PDA and PCAs in Contra Costa County

Plan BayArea 2040

Locally Adopted Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs)

Located across the Bay from San Francisco and Marin County, Contra Costa County has grown to be the third most populous county in the Bay Area region, the county's natural beauty and its strategic location between the San Francisco Bay and California's Central Valley have long attracted residents and businesses. New jobs and housing are expected to cluster along the county's major transit thoroughfares, including San Pablo Avenue in the western part of the county, and around the ten BART stations in Contra Costa County. Below are five examples of the 39 locally adopted PDAs in Contra Costa County.

A Map of Contra Costa County PDAs and PCAs

1 Old Town Pinole
This historic town has been a center of commerce and industry since the mid-19th century. The area is characterized by its historic architecture and its proximity to the San Francisco Bay.

2 El Cerrito - San Pablo Area
This area is characterized by its historic architecture and its proximity to the San Francisco Bay. It is a major transit corridor and is expected to see significant growth.

3 Central Richmond
This area is characterized by its historic architecture and its proximity to the San Francisco Bay. It is a major transit corridor and is expected to see significant growth.

4 Pleasant Hill - El Cerrito Area
This area is characterized by its historic architecture and its proximity to the San Francisco Bay. It is a major transit corridor and is expected to see significant growth.

5 Downtown Walnut Creek
This area is characterized by its historic architecture and its proximity to the San Francisco Bay. It is a major transit corridor and is expected to see significant growth.

About Plan Bay Area

PDA and PCAs in Marin County

Plan BayArea 2040

Locally Adopted Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs)

Located north of San Francisco and south of Sonoma County, Marin County is recognized for its natural landscape, which supports local farming and ranching, tourism, recreation, wildlife habitat, and outdoor supply. More than 50 percent of the county is protected open space and the Marin Agricultural Land Trust and the Marin County Department of Parks and Open Space have worked for decades to protect these areas. Below are five examples of the 12 locally adopted PDAs in Marin County.

A Map of Marin County PDAs and PCAs

1 San Rafael Transit Center
This PDA is located in the heart of San Rafael, a major transit hub. It is expected to see significant growth and is a major transit corridor.

2 Unincorporated Marin County
This PDA is located in the heart of Marin County, a major transit hub. It is expected to see significant growth and is a major transit corridor.

About Plan Bay Area

PDA and PCAs in Napa County

Plan BayArea 2040

Locally Adopted Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs)

Napa County is internationally renowned for its wine-making and the picturesque Napa Valley wine region is a major draw for visitors to the San Francisco Bay Area. The valley is surrounded by rolling hills, and the Napa River empties into San Pablo Bay through the narrow Marin Strait. Napa County has strong policies to protect agricultural uses and to protect farmlands, wetlands, and open space. Accordingly, more than 70 percent of unincorporated county land falls within these designations. The county seeks to continue to protect these lands and encourage recreation through its own Priority Conservation Areas. Most non-agricultural development is clustered in the four cities and one town connected by Highway 29, which parallels the Napa River in the western part of the county. Below are highlights of the two locally adopted PDAs in Napa County.

A Map of Napa County PDAs and PCAs

1 Downtown Napa and Sunset Gateway Corridor
This PDA is located in the heart of Napa, a major transit hub. It is expected to see significant growth and is a major transit corridor.

2 Artisanian Canyon
This PDA is located in the heart of Napa County, a major transit hub. It is expected to see significant growth and is a major transit corridor.

About Plan Bay Area

PDA and PCAs in San Francisco

Plan BayArea 2040

Locally Adopted Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs)

San Francisco is one of California's largest cities and home to many of the region's landmarks. Mostly surrounded by water, San Francisco's population and employment growth over the decades was accommodated with more intense development throughout the city's varied neighborhoods. As a result, the city has the highest residential and commercial densities in the region. San Francisco is one of the region's largest employment hubs, and accommodates nearly one-half million commuters each day, many of whom travel using the region's most extensive public transit system. Below are five examples of the 12 locally adopted PDAs in San Francisco.

A Map of San Francisco PDAs and PCAs

1 Downtown and Transit Hub
This PDA is located in the heart of San Francisco, a major transit hub. It is expected to see significant growth and is a major transit corridor.

2 Financial District
This PDA is located in the heart of San Francisco, a major transit hub. It is expected to see significant growth and is a major transit corridor.

3 Downtown
This PDA is located in the heart of San Francisco, a major transit hub. It is expected to see significant growth and is a major transit corridor.

4 City Center
This PDA is located in the heart of San Francisco, a major transit hub. It is expected to see significant growth and is a major transit corridor.

5 Downtown
This PDA is located in the heart of San Francisco, a major transit hub. It is expected to see significant growth and is a major transit corridor.

About Plan Bay Area

PDA and PCAs in San Mateo County

Plan BayArea 2040

Locally Adopted Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs)

San Mateo County is strategically located between San Francisco and Silicon Valley. The Coast Range divides the county into two distinct parts: the bay-side and coast. Ninety percent of development in the county is located on the bay-side. The communities along the bay-side are home to Fortune 500 headquarters, globally significant firms and research facilities as well as many charming town centers and residential neighborhoods. Jobs and housing growth is expected to concentrate in bay-side communities, which will reduce growth pressures on the coast and allow the county to retain its agricultural, scenic and natural resources in the hills and eastside. Below are three examples of the 22 locally adopted PDAs in San Mateo County.

A Map of San Mateo County PDAs and PCAs

1 Downtown San Mateo

This PDA is located in the heart of San Mateo County's high-density urban core. It is a vibrant, walkable community with a mix of residential, commercial, and cultural uses. The PDA is bounded by the San Mateo River to the north and the San Mateo Peninsula to the south. It is a major employment and residential hub for the county.

2 Downtown Redwood City

This PDA is located in the heart of Redwood City, a major employment and residential hub for the county. It is a vibrant, walkable community with a mix of residential, commercial, and cultural uses. The PDA is bounded by the San Mateo River to the north and the San Mateo Peninsula to the south.

3 Villages of Belmont

This PDA is located in the heart of Belmont, a major employment and residential hub for the county. It is a vibrant, walkable community with a mix of residential, commercial, and cultural uses. The PDA is bounded by the San Mateo River to the north and the San Mateo Peninsula to the south.

About Plan Bay Area

PDA and PCAs in Santa Clara County

Plan BayArea 2040

Locally Adopted Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs)

Santa Clara County is the heart of Silicon Valley and the birthplace of the high-tech industry. Today, with over 1.8 million residents and 700,000 jobs, Santa Clara County is the most populous and job-rich county in the San Francisco Bay Area. Below are three examples of the 42 locally adopted PDAs in Santa Clara County.

A Map of Santa Clara County PDAs and PCAs

1 Mountain View/Hayward Station

This PDA is located in the heart of Mountain View, a major employment and residential hub for the county. It is a vibrant, walkable community with a mix of residential, commercial, and cultural uses. The PDA is bounded by the San Mateo River to the north and the San Mateo Peninsula to the south.

2 Downtown San Jose

This PDA is located in the heart of San Jose, a major employment and residential hub for the county. It is a vibrant, walkable community with a mix of residential, commercial, and cultural uses. The PDA is bounded by the San Mateo River to the north and the San Mateo Peninsula to the south.

3 Campbell Central Redevelopment Area

This PDA is located in the heart of Campbell, a major employment and residential hub for the county. It is a vibrant, walkable community with a mix of residential, commercial, and cultural uses. The PDA is bounded by the San Mateo River to the north and the San Mateo Peninsula to the south.

About Plan Bay Area

PDA and PCAs in Solano County

Plan BayArea 2040

Locally Adopted Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs)

Solano County has the distinction of containing nearly one-half of the San Francisco Bay Area's important farmland and more than one-half the region's wetlands. The Sacramento River flows along the southeastern portion of Solano County, emptying into the Sacramento-San Joaquin River Delta – the largest estuary on the West Coast – and continues into the Suisun Bay. Solano County's historical growth was in part attributable to military bases. With its location between the metropolitan centers of San Francisco and Sacramento and its lower land prices, relative to other parts of the region, the county has been an attractive place for lower-cost housing development in recent decades. Below are three examples of the 11 locally adopted PDAs in Solano County.

A Map of Solano County PDAs and PCAs

1 Downtown Vacaville

This PDA is located in the heart of Vacaville, a major employment and residential hub for the county. It is a vibrant, walkable community with a mix of residential, commercial, and cultural uses. The PDA is bounded by the San Mateo River to the north and the San Mateo Peninsula to the south.

2 Fairfield-Vacaville Train Station

This PDA is located in the heart of Fairfield, a major employment and residential hub for the county. It is a vibrant, walkable community with a mix of residential, commercial, and cultural uses. The PDA is bounded by the San Mateo River to the north and the San Mateo Peninsula to the south.

3 Downtown Suisun City

This PDA is located in the heart of Suisun City, a major employment and residential hub for the county. It is a vibrant, walkable community with a mix of residential, commercial, and cultural uses. The PDA is bounded by the San Mateo River to the north and the San Mateo Peninsula to the south.

About Plan Bay Area

PDA and PCAs in Sonoma County

Plan BayArea 2040

Locally Adopted Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs)

Sonoma County is the largest and northernmost county in the San Francisco Bay Area. The geographic makeup of the county is very diverse: it contains coastal areas, redwood forests, oak woodlands, vineyards, and farmland. Urban development in Sonoma County is concentrated primarily within the U.S. 101 corridor, which has been supported by voter-approved urban growth boundaries and other policies that encourage separation between cities and scenic landscapes to maintain the county's rural character and economy. Below are three examples of the 12 locally adopted PDAs in Sonoma County.

A Map of Sonoma County PDAs and PCAs

1 Downtown Windsor

This PDA is located in the heart of Windsor, a major employment and residential hub for the county. It is a vibrant, walkable community with a mix of residential, commercial, and cultural uses. The PDA is bounded by the San Mateo River to the north and the San Mateo Peninsula to the south.

2 Downtown Santa Rosa

This PDA is located in the heart of Santa Rosa, a major employment and residential hub for the county. It is a vibrant, walkable community with a mix of residential, commercial, and cultural uses. The PDA is bounded by the San Mateo River to the north and the San Mateo Peninsula to the south.

3 Central Petaluma

This PDA is located in the heart of Petaluma, a major employment and residential hub for the county. It is a vibrant, walkable community with a mix of residential, commercial, and cultural uses. The PDA is bounded by the San Mateo River to the north and the San Mateo Peninsula to the south.

Intro to Scenarios

Looking Ahead

Plan BayArea 2040

Why Scenarios?

In order to understand where we and future residents will live, where we will work, and how we will get around, planners at MTC and AGAD have generated regional forecasts for:

Jobs

Housing

Population

Travel Needs

Funding for Transportation Improvements

To help us understand how these forecasts might play out over time—and to ensure we're meeting the goals and targets you helped us identify for Plan Bay Area 2040—we are looking at three scenarios for future growth. Each scenario shows us a different combination of **Housing Development**, **Commercial Growth** and **Transportation Investments**.

What are the Scenarios?

Main Streets Scenario

places future population and employment growth in the downtowns in all Bay Area cities. This scenario would expand high-occupancy toll lanes and increase highway tolls. It would also encourage some development on land that is currently undeveloped.

Connected Neighborhoods Scenario

places future population and employment growth in recommended cities and provides increased access to the region's major rail services, such as BART and Caltrain. It would place most of the growth in areas that cities determine as having room for growth, with some additional growth in the biggest cities. There would be no development on open spaces outside the urban footprint.

Big Cities Scenario

concentrates future population and employment growth within the Bay Area's three largest cities: San Jose, San Francisco and Oakland. Transportation investments would go to the transit and freeways serving these cities. There would be no development on open spaces outside the urban footprint.

What Happens Next?

Based on public input, a "preferred scenario" will be constructed from the three alternatives described above. This will form the foundation for Plan Bay Area 2040, to be adopted in Summer 2017. **So tell us, which scenario, or elements of a scenario, will help create a Bay Area we can be proud to leave to future generations?**

Intro to Scenarios

Creating Complete Communities

Plan BayArea 2040

One of the key goals of Plan Bay Area 2040 is to encourage and support local governments in building "complete communities." The planning principles behind complete communities are not new—in fact, they represent a return to development patterns common to older cities and towns throughout the world. The flexibility offered by complete, compact communities will prepare the Bay Area to adapt to a growing and changing population, fluctuating economic trends, and the uncertain effects of climate change.

Complete communities are places that:

- Provide choices:** a range of housing options provides for residents with different needs
- Encourage accessibility:** residents can walk, bike, or take transit for short trips and for commuting
- Offer connections:** residents are easily linked to jobs, health care, parks, services, and amenities
- Promote health:** residents see a high quality of life
- Improve social and economic equity:** residents of all incomes and backgrounds have access to opportunity

The diagram below explores some of the features that need to be incorporated into the land use pattern as local governments implement Plan Bay Area 2040. The specific policies and strategies selected for each topic will depend on the underlying land use pattern and investment strategy selected.

INCREASING HOUSING CHOICES & AFFORDABILITY

Local housing agencies should encourage a variety of housing types, including single-family detached, townhomes, duplexes, triplexes, fourplexes, and multi-unit apartment buildings. They should also encourage the development of new housing types, such as accessory dwelling units (ADUs) and small lot multi-unit developments. Local agencies should also encourage the development of affordable housing, including affordable rental units and affordable homeownership programs.

EXPANDING ECONOMIC & MIXED-USE PROSPERITY

Local agencies should encourage the development of a mix of uses, including residential, commercial, and employment. They should also encourage the development of new economic development areas, including small business districts and innovation districts. Local agencies should also encourage the development of mixed-use developments, which combine residential, commercial, and employment uses.

PROVIDING LOCAL SERVICES & AMENITIES

Local agencies should encourage the development of local services and amenities, including parks, libraries, community centers, and local businesses. They should also encourage the development of new services and amenities, such as co-working spaces and shared mobility services.

BUILDING RESILIENT COMMUNITIES

Local agencies should encourage the development of resilient communities, which are able to withstand and recover from natural disasters and other shocks. They should also encourage the development of communities that are inclusive and equitable, providing opportunities for all residents.

IMPROVING AIR QUALITY

Local agencies should encourage the development of communities that are low-carbon and sustainable, reducing greenhouse gas emissions and improving air quality. They should also encourage the development of communities that are healthy and vibrant, providing opportunities for physical activity and social interaction.

Scenarios

Main Streets Scenario

Plan BayArea 2040

The Main Streets Scenario targets future population and employment growth in the downtowns of every Bay Area city to foster a region of moderately sized, integrated town centers.

This scenario offers the most dispersed growth pattern, meaning cities outside of the region's largest — Oakland, San Jose and San Francisco — are likely to see higher levels of growth. In this scenario, more growth will occur in currently undeveloped areas outside of Priority Development Areas (PDAs) than the other two scenarios.

How will we travel around the Bay Area?

This scenario expects that future urban form will encourage a mix of transportation modes, including walking, biking, and transit. It also expects that future urban form will encourage a mix of transportation modes, including walking, biking, and transit.

How will we accommodate population growth?

This scenario expects that future urban form will encourage a mix of housing types, including single-family detached, townhomes, duplexes, triplexes, fourplexes, and multi-unit apartment buildings. It also expects that future urban form will encourage a mix of housing types, including single-family detached, townhomes, duplexes, triplexes, fourplexes, and multi-unit apartment buildings.

How will we address climate change?

This scenario expects that future urban form will encourage a mix of low-carbon and sustainable development, reducing greenhouse gas emissions and improving air quality. It also expects that future urban form will encourage a mix of low-carbon and sustainable development, reducing greenhouse gas emissions and improving air quality.

Scenarios

Connected Neighborhoods Scenario

Plan BayArea 2040

The Connected Neighborhoods Scenario targets future population and employment growth in locally adopted Priority Development Areas (PDAs) throughout the region.

This scenario emphasizes growth in medium-sized cities with access to the region's major rail services. Outside of PDAs, this scenario will see modest infill development and no growth outside the urban footprint on currently undeveloped land. This scenario builds on the adopted Plan Bay Area 2013.

How will we travel around the Bay Area?

This scenario expects that future urban form will encourage a mix of transportation modes, including walking, biking, and transit. It also expects that future urban form will encourage a mix of transportation modes, including walking, biking, and transit.

How will we accommodate population growth?

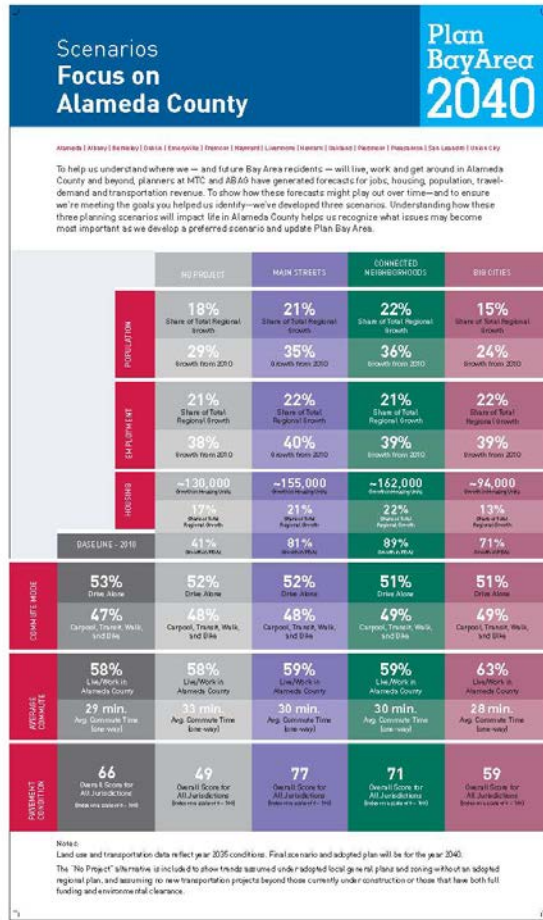
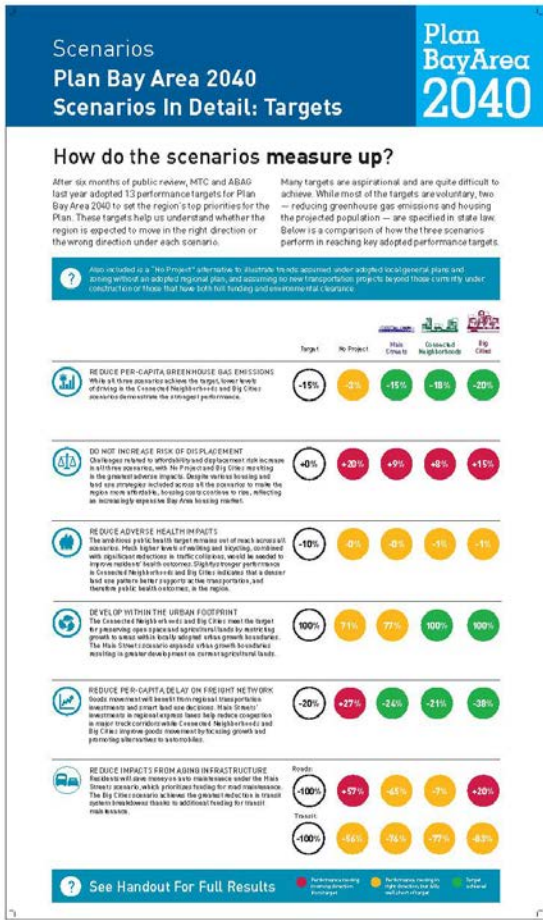
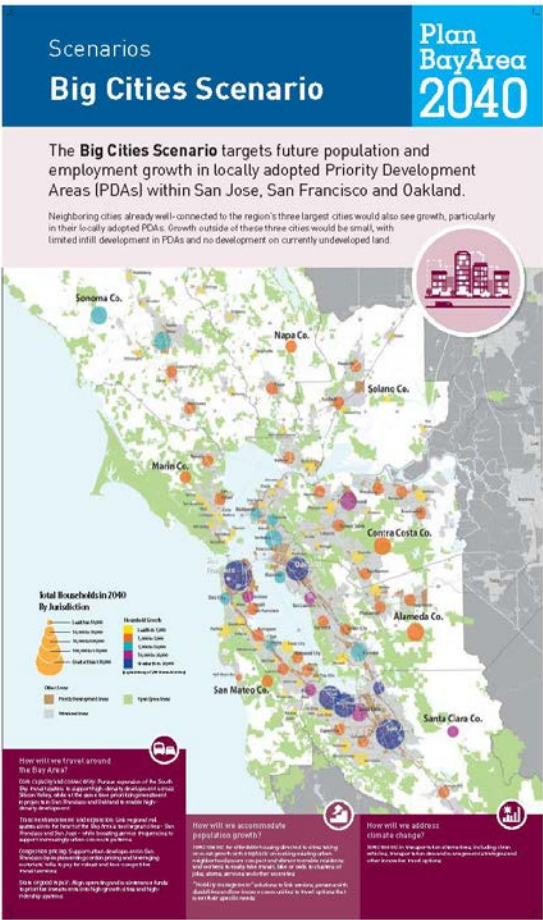
This scenario expects that future urban form will encourage a mix of housing types, including single-family detached, townhomes, duplexes, triplexes, fourplexes, and multi-unit apartment buildings. It also expects that future urban form will encourage a mix of housing types, including single-family detached, townhomes, duplexes, triplexes, fourplexes, and multi-unit apartment buildings.

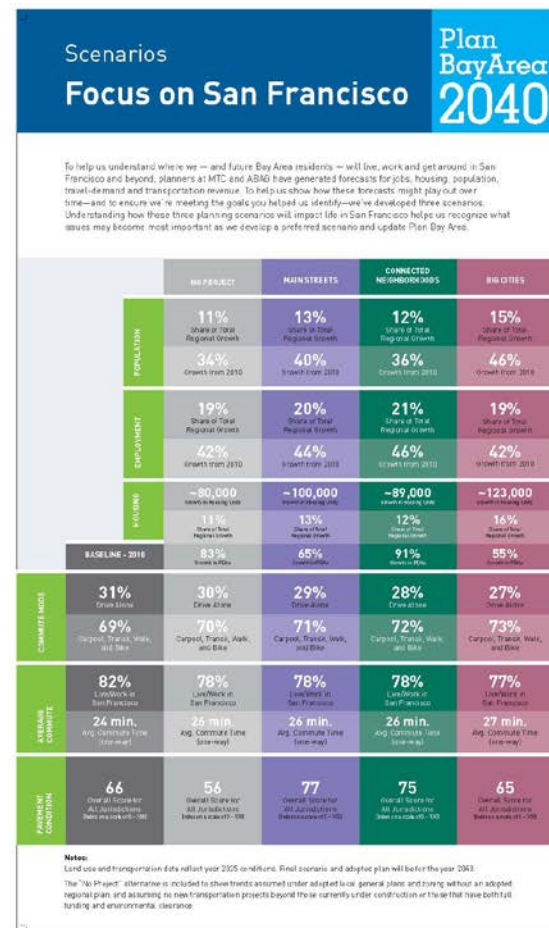
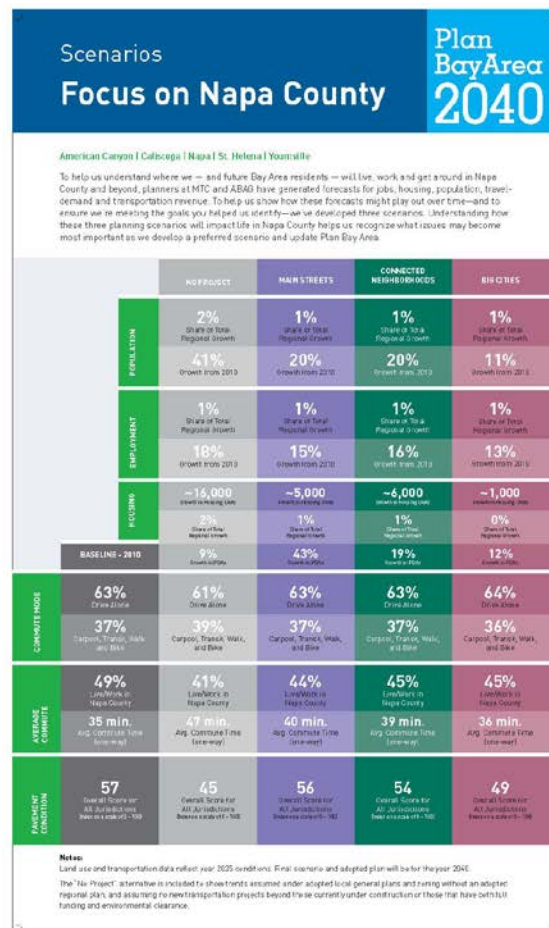
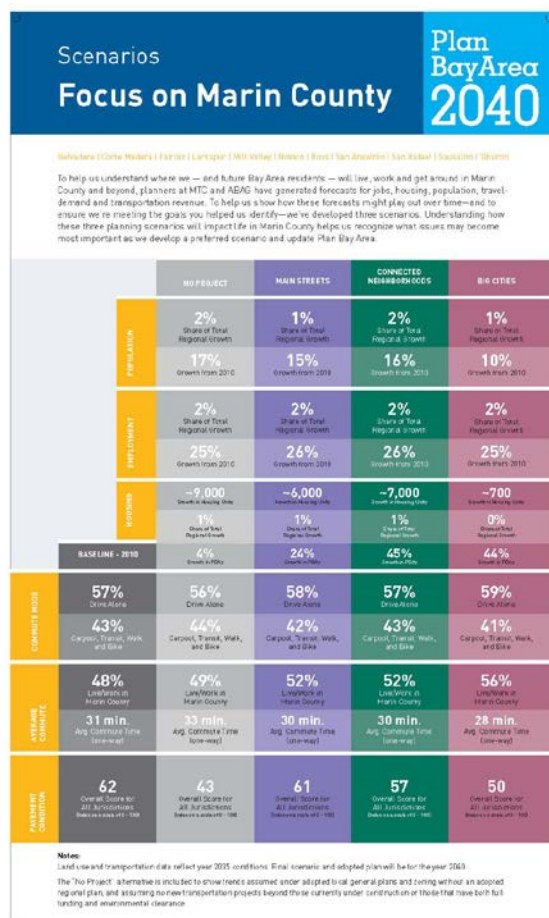
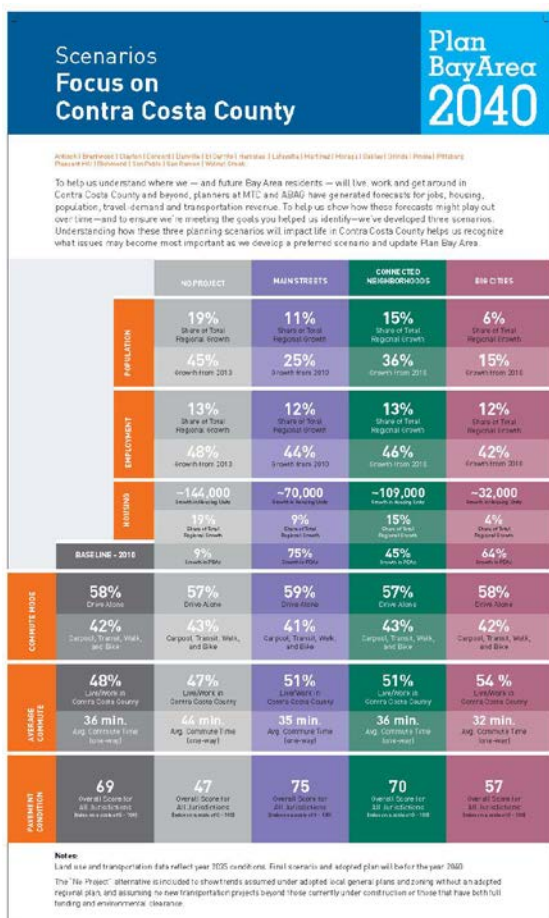
How will we address climate change?

This scenario expects that future urban form will encourage a mix of low-carbon and sustainable development, reducing greenhouse gas emissions and improving air quality. It also expects that future urban form will encourage a mix of low-carbon and sustainable development, reducing greenhouse gas emissions and improving air quality.

Plan Bay Area 2040: Public Engagement Report

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Plan
Bay Area
2040

| | NO PROJECT | MAIN STREETS | CONNECTED NEIGHBORHOODS | BID CITIES |
|---|--|--|--|--|
| POPULATION | 7% Share of Total Regional Growth 25% Growth from 2010 | 8% Share of Total Regional Growth 29% Growth from 2010 | 7% Share of Total Regional Growth 25% Growth from 2010 | 7% Share of Total Regional Growth 23% Growth from 2010 |
| EMPLOYMENT | 5% Share of Total Regional Growth 17% Growth from 2010 | 5% Share of Total Regional Growth 20% Growth from 2010 | 5% Share of Total Regional Growth 18% Growth from 2010 | 5% Share of Total Regional Growth 18% Growth from 2010 |
| EXPENSE | -48,000 Health-Linking Living Costs 6% Share of Total Regional Growth | -58,000 Health-Linking Living Costs 8% Share of Total Regional Growth | -46,000 Health-Linking Living Costs 7% Share of Total Regional Growth | -45,000 Health-Linking Living Costs 6% Share of Total Regional Growth |
| BASELINE - 2018 | 23% Drive Alone | 54% Drive Alone | 69% Drive & Walk | 46% Drive Alone |
| 59% | 58% | 57% | 56% | 55% |
| Drive Alone | Drive Alone | Drive Alone | Drive Alone | Drive Alone |
| 41% | 43% | 43% | 46% | 45% |
| Carpool, Transit, Walk, and Bike | Carpool, Transit, Walk, and Bike | Carpool, Transit, Walk, and Bike | Carpool, Transit, Walk, and Bike | Carpool, Transit, Walk, and Bike |
| 48% | 47% | 47% | 47% | 47% |
| Live/Work in San Mateo County | Live/Work in San Mateo County | Live/Work in San Mateo County | Live/Work in San Mateo County | Live/Work in San Mateo County |
| 27 min. | 28 min. | 28 min. | 28 min. | 29 min. |
| Avg. Commute Time (Am-6pm) | Avg. Commute Time (Am-6pm) | Avg. Commute Time (Am-6pm) | Avg. Commute Time (Am-6pm) | Avg. Commute Time (Am-6pm) |
| 70 | 53 | 76 | 73 | 63 |
| Overall Score for All Jurisdictional Areas (Am-6pm) | Overall Score for All Jurisdictional Areas (Am-6pm) | Overall Score for All Jurisdictional Areas (Am-6pm) | Overall Score for All Jurisdictional Areas (Am-6pm) | Overall Score for All Jurisdictional Areas (Am-6pm) |



| | NO. PEDESTRIANS | MAIN STREETS | CONNECTED NEIGHBORHOODS | BIG CITIES |
|---|--|---|---|---|
| POPULATION | 20% Share of Total Regional Growth Growth: 1985-2010 | 25% Share of Total Regional Growth 1985-2010 | 27% Share of Total Regional Growth 1985-2010 | 52% Share of Total Regional Growth 1985-2010 |
| | 29% Share of Total Regional Growth Growth: 1985-2010 | 28% Share of Total Regional Growth 1985-2010 | 28% Share of Total Regional Growth 1985-2010 | 30% Share of Total Regional Growth 1985-2010 |
| EMPLOYMENT | 41% Growth: 1985-2010 | 39% 1985-2010 | 39% 1985-2010 | 42% 1985-2010 |
| HOUSING | -137,000 Increase in Housing Units | -194,000 Increase in Housing Units | -211,000 Increase in Housing Units | -442,000 Increase in Housing Units |
| | 18% Share of Total Regional Growth 1985-2010 | 26% Share of Total Regional Growth 1985-2010 | 28% Share of Total Regional Growth 1985-2010 | 59% Share of Total Regional Growth 1985-2010 |
| BASELINE - 2010 | 34% Walkable & Bikeable | 51% Walkable & Bikeable | 92% Walkable & Bikeable | 73% Walkable & Bikeable |
| 64% Drive Alone | 61% Drive Alone | 62% Drive Alone | 59% Drive Alone | 58% Drive Alone |
| | 39% Carpool, Transit, Walk, and Bike | 38% Carpool, Transit, Walk, and Bike | 41% Carpool, Transit, Walk, and Bike | 42% Carpool, Transit, Walk, and Bike |
| 86% Live within 10 Miles of Santa Clara County | 89% Live within 10 Miles of Santa Clara County | 88% Live within 10 Miles of Santa Clara County | 89% Live within 10 Miles of Santa Clara County | 83% Live within 10 Miles of Santa Clara County |
| 22 min. Avg. Commute Time (one-way) | 23 min. Avg. Commute Time (one-way) | 24 min. Avg. Commute Time (one-way) | 26 min. Avg. Commute Time (one-way) | 28 min. Avg. Commute Time (one-way) |
| 67 Overall Score for All Jurisdictions (one-way) | 45 Overall Score for All Jurisdictions (one-way) | 75 Overall Score for All Jurisdictions (one-way) | 69 Overall Score for All Jurisdictions (one-way) | 56 Overall Score for All Jurisdictions (one-way) |

Plan
BayArea
2040

| | NO PROJECT | MAIN STREETS | CONNECTED NEIGHBORHOODS | BIG DREAMS |
|-----------------|---|--|--|--|
| POPULATION | 10% Share of Total Regional Growth 58% Growth from 2010 | 10% Share of Total Regional Growth 59% Growth from 2010 | 5% Share of Total Regional Growth 28% Growth from 2010 | 1% Share of Total Regional Growth 7% Growth from 2010 |
| EMPLOYMENT | 3% Share of Total Regional Growth 32% Growth from 2010 | 3% Share of Total Regional Growth 34% Growth from 2010 | 3% Share of Total Regional Growth 33% Growth from 2010 | 3% Share of Total Regional Growth 32% Growth from 2010 |
| WATERSHED | -85,000 Acreal Urban Footprint (sq. mi.) 11% Share of Total Regional Growth 8% Urban Density | -84,000 Acreal Urban Footprint (sq. mi.) 11% Share of Total Regional Growth 12% Urban Density | -38,000 Acreal Urban Footprint (sq. mi.) 5% Share of Total Regional Growth 4% Urban Density | -1,000 Acreal Urban Footprint (sq. mi.) 0% Share of Total Regional Growth 11% Urban Density |
| BASELINE - 2010 | | | | |
| | 58% Drive Alone | 57% Drive Alone | 59% Drive Alone | 60% Drive Alone |
| | 42% Carpool, Transit, Walk, and Bike | 43% Carpool, Transit, Walk, and Bike | 41% Carpool, Transit, Walk, and Bike | 40% Carpool, Transit, Walk, and Bike |
| | 46% Livability in Suburban County 35 min. Avg. Commute Time (one-way) | 43% Livability in Suburban County 34 min. Avg. Commute Time (one-way) | 44% Livability in Suburban County 40 min. Avg. Commute Time (one-way) | 53% Livability in Suburban County 30 min. Avg. Commute Time (one-way) |
| | 65 Over all Scores for All Jurisdictions (Average of all 100) | 38 Over all Scores for All Jurisdictions (Average of all 100) | 59 Over all Scores for All Jurisdictions (Average of all 100) | 44 Over all Scores for All Jurisdictions (Average of all 100) |



| | WHEELERS | MAIN STREETS | CONNECTED NEIGHBORHOODS | BIG DRES |
|--|---|--|--|--|
| POPULATION | 12% Share of Total Regional Growth 59% growth since 2010 | 9% Share of Total Regional Growth 48% growth since 2010 | 10% Share of Total Regional Growth 51% growth since 2010 | 2% Share of Total Regional Growth 11% growth since 2010 |
| EMPLOYMENT | 6% Share of Total Regional Growth 38% growth since 2010 | 6% Share of Total Regional Growth 36% growth since 2010 | 5% Share of Total Regional Growth 34% growth since 2010 | 6% Share of Total Regional Growth 38% growth since 2010 |
| HOUSING | -100,000 household building loss 13% Share of Total Regional Growth 12% growth since 2010 | -76,000 household building loss 10% Share of Total Regional Growth 79% growth since 2010 | -80,000 household building loss 11% Share of Total Regional Growth 85% growth since 2010 | -7,000 household building loss 1% Share of Total Regional Growth 69% growth since 2010 |
| BASELINE - 2010 | 66% Carpool, Transit, Walk and Bike | 64% Carpool, Transit, Walk and Bike | 63% Carpool, Transit, Walk and Bike | 67% Carpool, Transit, Walk and Bike |
| 73% Livability in Savannah County | 71% Livability in Savannah County | 74% Livability in Savannah County | 72% Livability in Savannah County | 81% Livability in Savannah County |
| 31 min. Avg. Commute Time (one-way) | 37 min. Avg. Commute Time (one-way) | 32 min. Avg. Commute Time (one-way) | 36 min. Avg. Commute Time (one-way) | 26 min. Avg. Commute Time (one-way) |
| 51 Over all Score for All Jurisdictions (one-way) - 100 | 35 Over all Score for All Jurisdictions (one-way) - 100 | 47 Overall Score for All Jurisdictions (one-way) - 100 | 45 Overall Score for All Jurisdictions (one-way) - 100 | 40 Overall Score for All Jurisdictions (one-way) - 100 |

Appendix 3: Build A Better Bay Area Online Quiz, Spring 2016

Screen shots of the online survey



Plan Bay Area 2040

Build a Better Bay Area Quiz

Take this quick quiz to tell us how you would #BuildABetterBayArea!

Your voice is needed to shape how your community looks in 2040!

START

Read More Below

Step out of your daily routine and think about how you want to get around the Bay Area over the next 25 years. Where should new housing go? What transportation investments and housing policies should we prioritize now to build a better Bay Area for future generations?

The #BuildABetterBayArea quiz is a fun and interactive tool that can help you guide Plan Bay Area 2040, an integrated, long-range transportation, land use and housing plan.

Quiz questions mirror the tough decisions facing the Bay Area as we adapt to the challenges of future population growth.

After completing the quiz, submit your responses and invite your friends to participate, too.

Click here to get started.

START

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Plan BayArea 2040

To make sure we get the most out of your feedback, please answer a few demographic questions before getting started with the #BuildABetterBayArea quiz:

NEXT

Answer 10 quick questions to tell us how you would #BuildABetterBayArea!

Your input to these questions will help guide our current planning process for Plan Bay Area 2040, an integrated, long-range transportation, land use and housing plan.

MTC and ABAG have developed three scenarios to analyze and communicate the effects of different combinations of housing, land use and transportation strategies:



Main Streets



Connected Neighborhoods



Big Cities

Quiz questions mirror the tough decisions facing the Bay Area about how we should best #BuildABetterBayArea over the next 25 years.

MTC and ABAG developed this quiz as an educational tool to help residents learn more about the three planning scenarios. These scenarios have been created to analyze and communicate the effects of different combinations of housing, land use and transportation strategies under Plan Bay Area.

In addition to resident feedback via public workshops on Plan Bay Area scenario planning and all other comments received by MTC and ABAG's public outreach efforts, quiz answers will help guide our current planning process for Plan Bay Area 2040.

Your answers to the following 10 questions will help us refine these scenarios.

START THE QUIZ

Transportation Investments



How we invest our transportation dollars now will make a difference in what our communities will look like and how we will get around the Bay Area in 2040. Likewise, transportation policies we put in place now to protect the environment by reducing per person greenhouse gas emissions from cars and light-duty trucks will make for a cleaner, healthier Bay Area for future generations.

CONTINUE

Read More Below

To help us understand your priorities for our transportation future, please respond to the following 5 policy statements. Your answers will help inform how we meet our goal of a prosperous, sustainable and equitable Bay Area in the future.

CONTINUE

1 Transportation investments should focus on expanding freeways rather than improving transit lines and transit services. 

1

1 = Disagree

2

3

3 = Agree

NEXT QUESTION

Questions Remaining



2 Any new tolls (bridge tolls, express lane tolls, etc.) should prioritize funding for new freeway capacity rather than expanded public transit. 

1

1 = Disagree

2

3

3 = Agree

NEXT QUESTION

Questions Remaining



3 We should expand transit services and biking/walking options to serve new housing built across the Bay Area rather than improving these services in areas where people already live and work. i

1

1 = Disagree

2

3

3 = Agree

NEXT QUESTION

Questions Remaining

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|----|
| - | 1 | 2 | 3 | 4 | 5 | - | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|----|

4 Maintaining the region's current public transit infrastructure should be a top priority for the Bay Area, rather than dedicating funding to extend transit services to new areas. i

1

1 = Disagree

2

3

3 = Agree

NEXT QUESTION

Questions Remaining

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|----|
| - | 1 | 2 | 3 | 4 | 5 | - | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|----|

5 Maintaining the region's current local streets and highways should be a top priority for the Bay Area, rather than dedicating funding to building new ones. i

1

1 = Disagree

2

3

3 = Agree

NEXT QUESTION

Questions Remaining

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|----|
| - | 1 | 2 | 3 | 4 | 5 | - | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|----|

Housing Policy Priorities



How we address the Bay Area's housing shortage now will have an impact on what our communities will look like in 2040, particularly as we plan for regional population and job growth over the next 25 years.

CONTINUE

Read More Below

Thoughtful housing policies will help to meet the current and anticipated demand of a growing region and will take into account issues like affordability, access to public transit, and ensuring a cleaner, healthier Bay Area for future generations.

To help us understand your housing policy priorities, please respond to a series of 5 policy statements. Your answers will help inform how we meet our goals for a prosperous, sustainable and equitable Bay Area in the future.

CONTINUE

6 San Jose, San Francisco and Oakland should take on more of the region's anticipated population growth and receive a larger share of the region's total transportation funding.



1

1 = Disagree

2


3

3 = Agree

NEXT QUESTION

Questions Remaining

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|----|
| - | 1 | 2 | 3 | 4 | 5 | - | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|----|

7 Some new housing should be built on land that is currently undeveloped rather than only in existing communities. 

1

1 = Disagree

2


3

3 = Agree

NEXT QUESTION

Questions Remaining

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|----|
| - | 1 | 2 | 3 | 4 | 5 | - | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|----|

8 We should encourage nearly all new housing to be built near jobs and amenities (such as transit or entertainment). 

1

1 = Disagree

2


3

3 = Agree

NEXT QUESTION

Questions Remaining

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|----|
| - | 1 | 2 | 3 | 4 | 5 | - | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|----|

9 Nearly all new housing should be built solely in residential neighborhoods rather than near transit, jobs or entertainment. 

1

1 = Disagree

2


3

3 = Agree

NEXT QUESTION

Questions Remaining

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|----|
| - | 1 | 2 | 3 | 4 | 5 | - | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|----|

10 Nearly all new employment centers should be built within the downtowns of larger cities rather than across the Bay Area. 

1

1 = Disagree

2

3

3 = Agree

SEE RESULTS

Questions Remaining

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|----|
| - | 1 | 2 | 3 | 4 | 5 | - | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|----|

Appendix 4: Program and Display Boards, Housing Forum, February 20, 2016

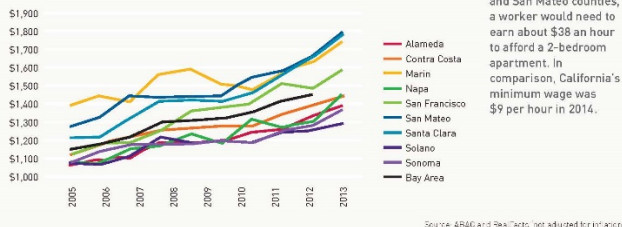
Calling the Bay Area Home: Tackling the Housing Affordability and Displacement Challenge

Program:



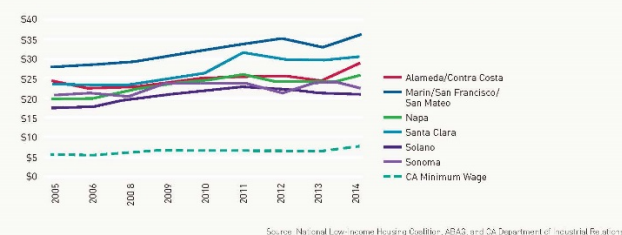
Rents in the Bay Area continue to increase due to a booming economy and chronic under-production of housing affordable to low- and moderate-income households.

Figure 5: Median Monthly Rent 2005-2014



Low wages, high rents and lack of funding for affordable housing leaves few choices for many lower-wage households. Either they spend a higher share of their limited income on rent, double up with other families, live in sub-standard housing, or move out of their neighborhoods.

Figure 6: What You Need to Earn To Afford a 2-Bedroom Unit At Market-Rate



Calling the Bay Area Home: Tackling the Housing Affordability and Displacement Challenge

February 20, 2016

Thank you for joining us to talk about the challenges of housing affordability and displacement risk occurring throughout the Bay Area.

Today, we come together as a region, not only to identify the challenges before us, but also to seek solutions.

Today's Program

8:30 am Registration

9:00 am Opening Remarks

Fred Blackwell, CEO, The San Francisco Foundation

Libby Schaaf, Oakland Mayor and MTC Commissioner

Julie Pierce, ARAC President, MTC Commissioner and Clayton Councilmember

David Campos, Supervisor, City and County of San Francisco and MTC Commissioner

Setting the Stage With Personal Experiences
Melissa Jones, North Bay Organizing Project, Forestville

Reyna Gonzalez, Faith in Action, San Mateo

Theola Polk, East Bay Housing Organizations, Oakland

9:30 am Opening Panel

Moderator: Dave Cortese, Santa Clara County Supervisor, MTC Chair, and ARAC Executive Board

Carol Galante, Faculty Director, Turner Center for Housing Innovation, U.C. Berkeley

Claudia Cappio, Oakland Assistant City Administrator

Bob Glover, Executive Officer, Building Industry Association

Jennifer Martinez, Executive Director, Faith in Action Bay Area

Questions from the audience

10:30 am Break - Move into Group Discussions

10:45 am Group Discussions

11:45 am Lunch/

Perspectives from Outside the Region

Nela Richardson, Chief Economist, Redfin

Robert Feldstein, City of Seattle, Director of the Office of Policy & Innovation

12:45 pm Reports Back from Group Discussions

1:15 pm Wrap-up: Fred Blackwell, CEO, The San Francisco Foundation

1:30 pm Close



The Bay Area's Housing Affordability and Displacement Challenge

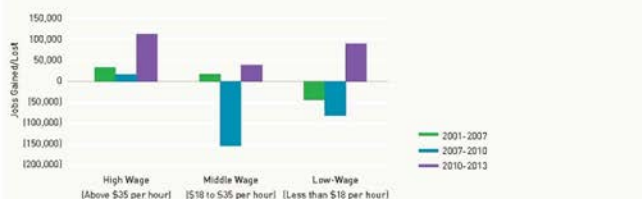
The Bay Area continues to add jobs and residents even as housing construction consistently lags demand. Dramatic swings in job creation during boom and bust cycles continue to expose the region's workers and economy to financial uncertainty.

Figure 1: Jobs, Housing and Population Trends 1991-2013



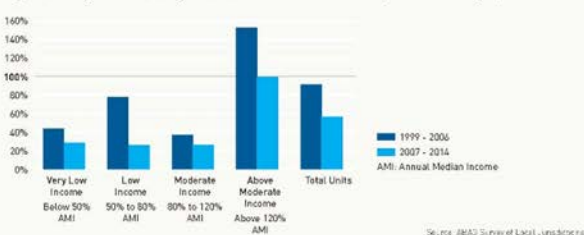
The Bay Area is failing to retain and grow middle-wage jobs that can provide economic opportunities to low-wage workers. Stagnant wages in a growing number of low-wage jobs further reduces affordability and economic self-sufficiency for more than 1 million low-income households.

Figure 2: Job Growth and Loss by Income Category 2001-2013



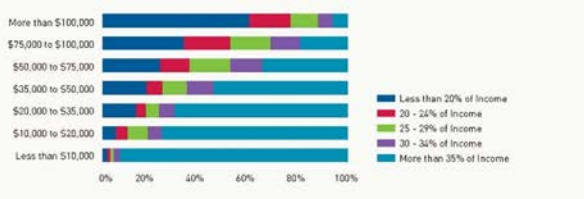
The Bay Area continues to under-produce housing affordable to very low, low and moderate income households. Dwindling public resources for housing limits local, regional and state response to growing displacement risk and demand for affordable housing.

Figure 3: Regional Housing Needs Allocation Permitted by Income Category 1999-2014

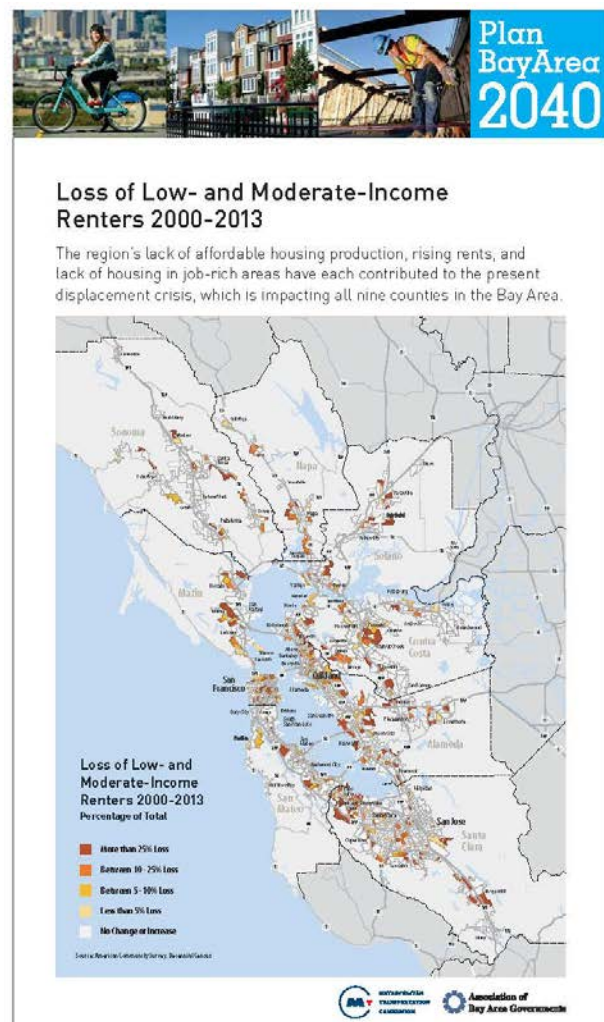
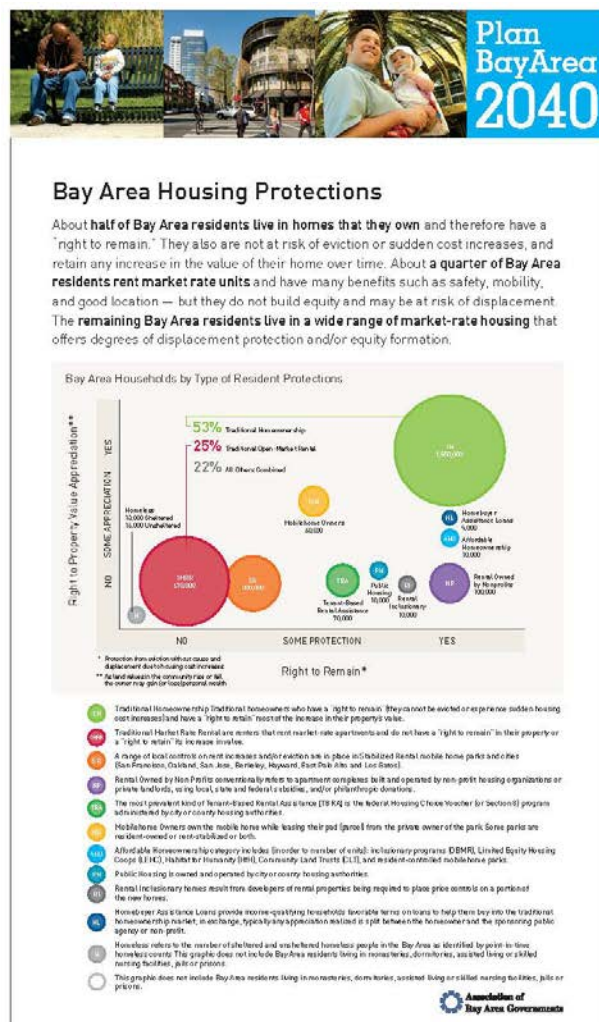


Low-income households spend a large share of their income on housing. More than half the households earning less than \$50,000 are rent-burdened; i.e., they spend more than a third of their income on housing.

Figure 4: Share of Household Income Spent on Housing, by Income Level 2013



Display Boards:





We Want to Hear From You!

What strategies do you think can increase housing affordability and decrease displacement risk in your neighborhood?

What measures can do the same across multiple jurisdictions in the Bay Area, which range from rural and suburban to dense urban?

Handout:



The displacement pressure facing many Bay Area communities, and the interest of elected officials in this issue, provides an impetus for a more extensive regional discussion and action. To better inform that discussion, below are some of the factors triggering displacement in the Bay Area.

| | |
|--|---|
|  | <p>Declining wages: Between 2010 and 2013, inflation-adjusted wages declined across all income categories in the Bay Area, with middle- and low-wage workers experiencing the sharpest declines, at close to 5%.</p> |
|  | <p>Global investment in housing: The concentration of major knowledge-based companies and a high quality of life have made the region's housing a valuable commodity at a global level.</p> |
|  | <p>Lagging housing production: Housing production usually lags employment recovery, but the gap has increased substantially in the current economic cycle. Between 2010 and 2014, the region added 270,000 more people but only 38,300 more units.</p> |
|  | <p>Barriers to development: Complex regulatory requirements, local opposition to development, and lack of adequate infrastructure investments prevent housing development from catching up with demand.</p> |
|  | <p>Declining public resources: Dissolution of redevelopment agencies, declining state and federal support for housing, and lack of regional tools has undermined the ability of local jurisdictions to address housing affordability on their own.</p> |




Appendix 5: Display Boards, Spring 2017 Open Houses

Station 1: About Draft Plan Bay Area 2040

Station 2: Transportation

Station 3: Housing and Jobs

Includes maps of PDAs/PCAs by county

Station 4: Action Plan

Station 5: Activity Station

Thank you for attending this Open House to learn more about **Draft Plan Bay Area 2040**. The Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG), along with local agencies and your local elected officials, value your ideas and encourage your questions.

What to Expect in 2017

Work on Plan Bay Area 2040 began with the adoption of MTC's Public Participation Plan in February 2015. Open houses later that spring focused on goals and targets for the plan. In 2016, we developed alternative planning scenarios and selected a preferred set of land use and transportation scenarios. Here is a look at our progress in 2017.

Spring 2017

March 31

- Released Draft Plan Bay Area 2040 for public comment.

April 17

- Released Draft Environmental Impact Report (EIR) for public comment.

May

- Released Draft Air Quality Conformity Analysis for the Draft Plan and Amended TIP on May 1.
- Holding open houses on Draft Plan Bay Area 2040 in all nine Bay Area counties and three public meetings on the Draft Plan and Draft EIR throughout the month.

We Are Here

Summer 2017

June 1

- Closed public comment for Draft Plan Bay Area 2040, Draft EIR and Draft Transportation-Air Quality Conformity Analysis.

June

- A summary presentation of all public comments collected from open houses, online comment, email and mailed letters to members of ABAG and MTC.

July

- Adoption of Plan Bay Area 2040 and Final EIR.

What If I Have Questions?

MTC and ABAG staff are stationed around the room to help answer your questions. Any question we cannot answer in person will be logged and answered with a response on PlanBayArea.org within 10 working days of this open house.

Draft Plan Bay Area 2040 is a roadmap to help Bay Area cities and counties preserve the character of our diverse communities while adapting to the challenges of future population growth.



Promotes a strong regional economy by helping communities plan for future job growth, as well as related housing and transportation needs.



Empowers local cities and counties in their decision-making around new housing by providing housing demand forecasts.



Supports strategic transportation investments to manage traffic congestion, improve transit options and reduce pollution both locally and regionally.

Did You Know? Draft Plan Bay Area 2040...

1. Is a transportation and land use roadmap for future growth in the nine Bay Area counties.

2. Is a long-range plan that looks out over 20-plus years but is updated every four years.

3. Is based on local planning efforts that have taken place in communities around the Bay Area.

4. Is a transportation investment plan that considers population and housing needs when prioritizing funding or developing transportation policies.

5. Sets goals that include reducing greenhouse gas emissions, providing housing for individuals at all income levels, preserving open space, mitigating displacement risk and enhancing economic competitiveness.

6. Includes household, employment and transportation revenue forecasts.

7. Does not interfere with local land use authority nor replace local general plans.

Provides a strategy for meeting much of the region's future housing needs in Priority Development Areas (PDAs), which are locally designated areas within existing communities that have been identified and approved by local cities or counties for future growth.

8. Prioritizes making our transportation network more efficient by funding aging railcar and bus replacement, road rehabilitation, etc.

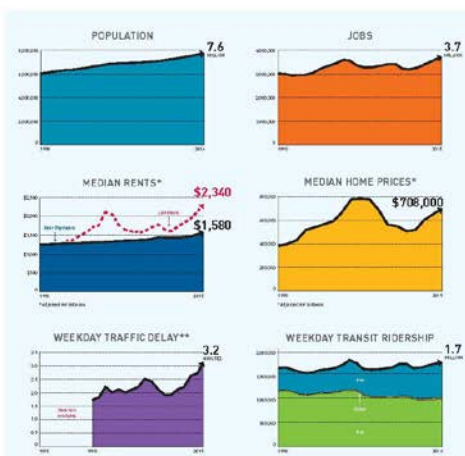
9. Helps protect open space through locally identified Priority Conservation Areas (PCAs).

10.

A Snapshot of the Bay Area's "Vital Signs"

For 25 years, the Bay Area has seen steady population growth coupled with "boom-and-bust" jobs cycles. Population and employment are now at their highest levels ever. Over the past two-plus decades, home prices and list rents have fluctuated significantly and are now at or near record levels. Freeway congestion delay per commuter and weekday rail ridership are also currently at record levels.

Plan Bay Area 2040 addresses these challenges with a focus on urgent regional needs. The plan projects household and employment growth in the Bay Area over the next 24 years, provides a roadmap for accommodating expected growth and connects it all to a transportation investment strategy that strives to move the Bay Area toward regional goals for the environment, economy and social equity.



Sources: Vital Signs: U.S. Census Bureau, 1990-2015; California Employment Development Department, 1990-2015; Zillow, 1997-2015; U.S. Census Bureau/American Community Survey, 1990-2015; rail ridership: 1994-2015; Metropolitan Transportation Commission, 1990-2015; Federal Transit Administration, 1991-2014.

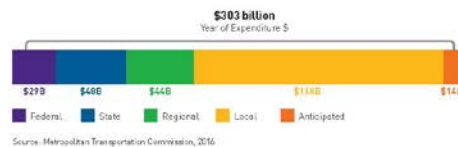
For more information and the latest data, go to vitalsigns.mtc.ca.gov.

Moving the Bay Area Forward

Strategic investments in the Bay Area's transportation system increase operating efficiencies, improve maintenance and modernize the existing system while supporting smart land use decisions throughout the region.

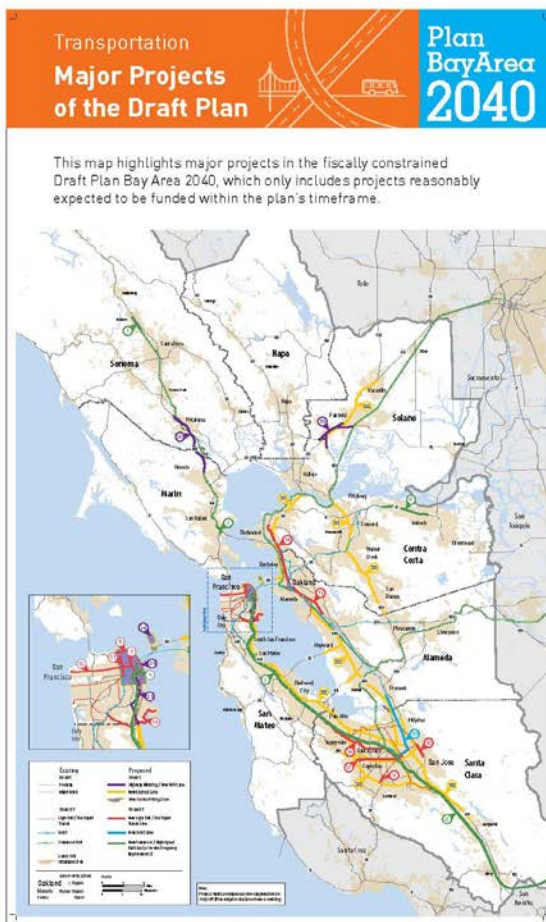
Plan Bay Area 2040 details a regional transportation investment strategy based on a projected \$303 billion in expected revenues from combined federal, state, regional and local sources over the next 24 years. What differentiates the Bay Area from other regions is the significant share of local and regional funding for transportation purposes. Approximately two-thirds of forecasted revenues are from dedicated local sales tax programs, bridge tolls and transit fares.

Combining Our Resources



Directing Our Revenues

Of the \$303 billion in expected revenues, 90% of available funds are directed to operate, maintain and modernize the existing transportation network. This leaves only 10% of funding for system expansion such as rail extensions or new highway lanes.



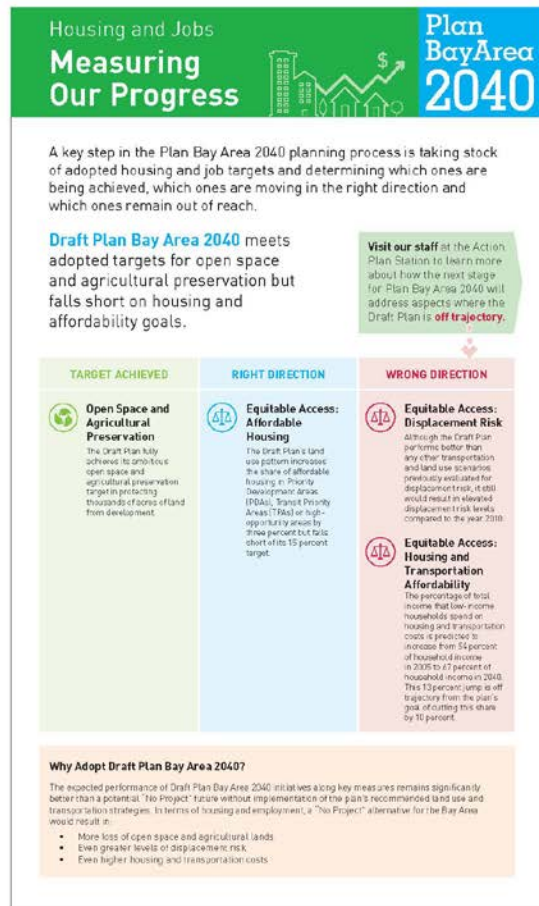
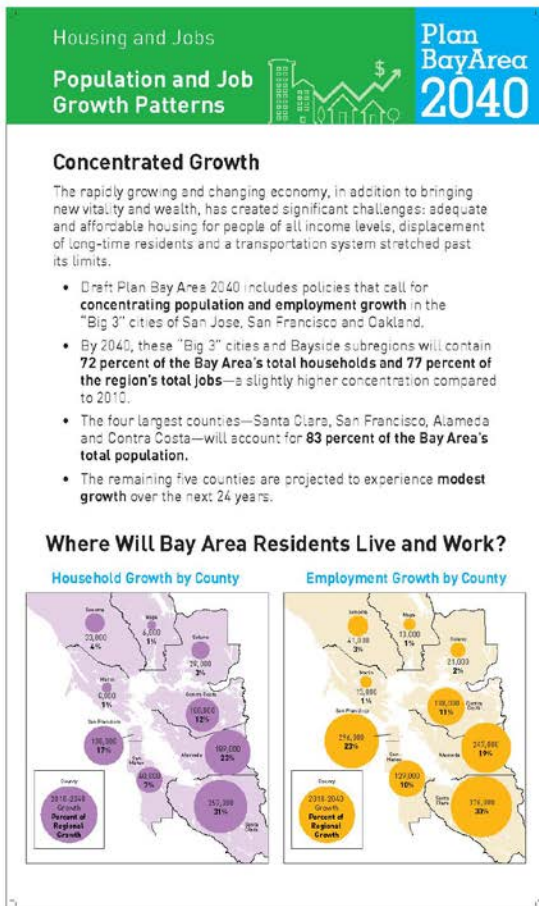
Transportation Major Project Descriptions

Plan BayArea 2040

The following major projects are included in the fiscally constrained Draft Plan, which only lists projects expected to be funded within the plan's timeframe.

| | | | | | | |
|--|--|---|--|---|--|--|
| 1 SMART Extension to Windsor Extends Contra Costa Area Rapid Transit (SMART) from the existing County Airport Station to Windsor. | 2 SMART Extension to Lakeview Extends Contra Costa Area Rapid Transit (SMART) from the existing County Airport Station to Lakeview. | 3 Caltrain Extension Extends Caltrain from the existing San Jose Station to the new downtown San Jose Station. | 4 vBART (Phase 1) Constructs a new commuter rail line (vBART) from the existing San Francisco Station to the new downtown San Jose Station. | 5 Caltrain Electrification Upgrades the existing Caltrain line between San Francisco and San Jose from diesel to electric. | 6 High-Speed Rail Implements the Bay Area segment of California High-Speed Rail, which will ultimately connect San Francisco to Los Angeles and Anaheim. | 7 Central Subway Extends San Francisco's Muni T Third Street from the existing Market Street Station to the new downtown San Jose Station. |
| 8 Embarcadero Streetscar Extension Extends San Francisco's Muni Streetscar from the existing Embarcadero Station to the new downtown San Jose Station. | 9 Vasara Light Rail Extension Extends Santa Clara Valley's light rail from the existing San Jose Station to the new downtown San Jose Station. | 10 Capitol Expressway Light Rail Extension Extends Santa Clara Valley's light rail from the existing San Jose Station to the new downtown San Jose Station. | 11 San Jose Bus Rapid Transit (BRT) Implements a new bus rapid transit line from the existing San Jose Station to the new downtown San Jose Station. | 12 Berry Bus Rapid Transit (BRT) Implements a new bus rapid transit line from the existing San Jose Station to the new downtown San Jose Station. | 13 San Jose Bus Rapid Transit (BRT) Implements a new bus rapid transit line from the existing San Jose Station to the new downtown San Jose Station. | 14 San Jose Bus Rapid Transit (BRT) Implements a new bus rapid transit line from the existing San Jose Station to the new downtown San Jose Station. |
| 15 East Bay Bus Rapid Transit (BRT) Implements a new bus rapid transit line from the existing San Jose Station to the new downtown San Jose Station. | 16 East Bay Bus Rapid Transit (BRT) Implements a new bus rapid transit line from the existing San Jose Station to the new downtown San Jose Station. | 17 East Bay Bus Rapid Transit (BRT) Implements a new bus rapid transit line from the existing San Jose Station to the new downtown San Jose Station. | 18 BART Extension to Fremont Extends BART from the existing San Jose Station to the new downtown San Jose Station. | 19 BART Extension to San Jose Extends BART from the existing San Jose Station to the new downtown San Jose Station. | 20 U.S. 101 Marin-Sonoma Narrows (Phase 2) Implements a new toll road from the existing San Jose Station to the new downtown San Jose Station. | 21 U.S. 101 and I-805 HOV lanes in San Francisco Converts existing HOV lanes to HOV 2+ lanes in San Francisco. |
| 22 New Express Lanes Converts existing HOV lanes to express lanes, or carpools with two or more people, to travel faster. | 23 Superior San Francisco Competition Pricing Implements a new toll road from the existing San Jose Station to the new downtown San Jose Station. | 24 Measure 5000 Implements a new toll road from the existing San Jose Station to the new downtown San Jose Station. | | | | |





Action Plan

Taking Action on Housing

Plan BayArea

2040

Regional agencies lack the tools, resources and authority to directly address issues of housing production, affordability and displacement. The Action Plan outlines strategies that rely on continued partnerships with cities and counties to pursue more ambitious policy solutions at the state, regional, and local levels.

| Proposed Housing Actions | Timeframe |
|---|-----------|
| Advance funding and legislative solutions for housing generated by CASA, a newly created multi-sector blue-ribbon committee, in coordination with ABAG's Regional Planning Committee. | 2 years |
| Continue recent housing successes based on the One Bay Area Grant (OBAG) model to align funding priorities with housing performance and expand direct investment in affordable housing. | 4 years |
| Spur housing production at all income levels and invest directly in affordable housing potentially through transportation funding sources, including planning grants, and new regional revenues for housing, continue to evaluate Priority Development Area performance. | 2-4 years |
| Prioritize long-range transportation projects that support more housing by measuring how proposed projects perform in supporting housing goals. | 4 years |
| Strengthen housing policy leadership by expanding technical assistance for local jurisdictions, including guidance on implementing state housing law and best practices for housing preservation and community stabilization. | 2 years |
| Close data gaps for housing by continuing to collect, analyze and disseminate information about housing opportunity sites, zoning, development trends and policy actions taken by local governments. | 1-4 years |

Action Plan

Add Your Ideas For Housing

Plan BayArea

2040

We Want to Hear From You!

What ideas are we missing?

What ideas do you have to improve the Bay Area's housing crisis?

Add your ideas on Post-it notes here.

Action Plan

Taking Action on Economic Development

Plan BayArea

2040

Creating a more affordable region also requires a Bay Area economy with greater economic opportunity and mobility for all the region's residents and jurisdictions. The Action Plan recommends expanding regional economic development while also increasing middle-wage jobs, preserving infrastructure and increasing affordable transportation access to job centers.

| Proposed Economic Development Actions | Timeframe |
|---|-----------|
| Coordinate regional economic solutions and increase funding for economic development by creating a new Bay Area Economic Development District and implementing the Comprehensive Economic Development Strategy. | 1-2 years |
| Strengthen middle-wage job career paths for goods movement by implementing recommendations in the Megaregional Goods Movement Cluster Study. | 1-4 years |
| Increase transportation access to growing job centers via capital improvements recommended in the Core Capacity Transit Study, advancement of planning for a second Transbay Tube for BART and continued evaluation of options for reducing transportation costs for lower-wage workers. | 2-4 years |
| Preserve existing infrastructure by advocating for and securing new revenue for transportation, continue focusing on "fix it first" investments. | 1 year |
| Preserve and enhance industrial lands through designating new Priority Production Areas to encourage local jurisdictions to plan for space needed for manufacturing, distribution and repair. | 2-4 years |

Action Plan

Add Your Ideas For Economic Development

Plan BayArea

2040

We Want to Hear From You!

What ideas are we missing?

What ideas do you have to improve economic development for the Bay Area?

Add your ideas on Post-it notes here.

Action Plan

Taking Action on Climate Resiliency

Plan BayArea

2040

In response to emerging and increasingly pressing threats—from sea level rise and flooding to major earthquakes—facing Bay Area communities, ecosystems and economies, the Action Plan recommends expanding existing efforts and developing creative funding solutions to implement resiliency projects.

What is Resiliency?

Resilient communities are adaptable, with the ability to bounce back stronger after a disaster. Being resilient means combining aspects of environmental sustainability, hazard mitigation, economic strength, risk management, emergency preparedness and strong social connections to build a better community, with or without a disaster.

Proposed Climate Resiliency Actions

Timeframe

| | |
|---|-----------|
| Develop a regional governance strategy so we have a framework for managing and coordinating projects that address sea level rise. | 2-4 years |
| Provide stronger policy leadership and guidance on resilient housing policies for earthquake, flooding and fire. Strengthen infrastructure guidelines to ensure services can be provided under a variety of conditions. | 1-4 years |
| Create new funding sources for climate change adaptation and resilience to retrofit existing infrastructure and protect against flooding, earthquakes and environmental hazards. | 1-4 years |
| Establish a resilience technical team to share best practices and grant opportunities for climate adaptation and natural hazard mitigation. Integrate resilience planning into Priority Development Areas. | 1-2 years |
| Expand the Bay Area's natural infrastructure by preserving and expanding natural features that reduce flood risk, strengthen biodiversity, enhance air quality and improve access to public space. | 1-4 years |
| Establish an advanced mitigation program to strengthen conservation efforts by coordinating multiple infrastructure projects in advance of project approval. | 1-4 years |

Action Plan

Add Your Ideas For Resiliency

Plan BayArea

2040

We Want to Hear From You!

What ideas are we missing?

What ideas do you have to promote resiliency within the Bay Area?

Add your ideas on Post-it notes here.