TO: MTC Planning Committee/ABAG Administrative Committee DATE: March 6, 2015

FR: MTC Executive Director/ABAG Executive Director

RE: May 2015 Plan Bay Area Open Houses — Proposed Approach

With adoption of the 2015 Public Participation Plan in February, our focus shifts to the anticipated launch of the update to Plan Bay Area via a series of Open Houses for members of the public slated for May 2015. Some overall context is important before honing in on specifics for this first round, however. We anticipate three rounds of public workshops, meeting at least the minimum requirements for three in each of the more populous southern counties and one in each of the four northern counties with under 500,000 population. Recognizing that meetings capture only a small segment of the public, we propose to enhance our engagement activities to include telephone surveys, online surveys and comment opportunities, "pop up" meetings at public gathering places (parks, farmer's markets, street festivals, etc.), and partnerships with community-based organizations and local agencies.

This memo outlines a recommended format for the May Open Houses, and lists some other planned public engagement opportunities for this initial phase of the Plan Bay Area update.

***May 2015 Open Houses***

**Goals**:

- Build awareness for the pending focused update to Plan Bay Area
- Introduce the public to the planning 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 update, which will build off the 2013 Plan

**Format and Logistics**:

- A series of nine open houses (one per county) with display stations, each staffed with MTC/ABAG staff who can answer questions on the subject matter, as well as staff from congestion management agencies and local jurisdictions.
- Open Houses will be held in the evenings (Mondays through Thursdays from 7 p.m. to 9 p.m.) or Saturdays (from 10 a.m. to noon) in early May 2015. We will seek large venues that are centrally located in the community and are accessible to persons with disabilities and near public transportation. Multiple meetings will be held on the same night. See Attachment 1 for a list of suggested communities for this initial round of meetings.
- Participants will visit each station and ask questions, offer comments.
- All requests for accommodations on accessibility of materials (due to language barrier or disability) will be accommodated with advance notice.

*Proposed Open House Stations:*

1. Welcome Table – Offer an orientation to the meeting and facility.

2. Key Milestones for Updating Plan Bay Area – Staff would be available to explain process and key tasks related to the update.

3. Goals and Targets – Display proposed goals and targets; staff available to take comments, suggestions, answer questions.

4. Forecasting Future Growth – Information available about the approach to forecasting population growth and housing needs. Staff available to answer questions.

5. Transportation Projects – MTC, CMA and transit agency staff at this table, which will feature regional and county transportation programs projects in the adopted Plan Bay Area (project lists would be customized to reflect each county). Staff also would take suggestions for additional projects.

6. Local Planning Priorities in (NAME OF COUNTY) – Displays would be customized for each county, with background on local PDAs and other city and county land use priorities, planning efforts and best practices. Staff available to answer questions, including from local jurisdictions when possible.

7. Partner Agencies – invite Caltrans and other interested agencies to participate to discuss the California Transportation Plan and inter-regional travel issues.

*Role for Board Members*
MTC Commissioners and ABAG Executive Board members would circulate throughout the room, talking to participants and listening to the conversations at the display stations.

**Complementary Public Participation Strategies**
The Public Participation Plan calls for a wide range of strategies to engage the public beyond evening or weekend meetings. MTC and ABAG will utilize the following strategies in this initial phase:

- Interactive website with online polling and online discussion forums
- Virtual meeting for those unable to attend one of the open houses
- Begin engagement with community-based organizations
- Native American Tribal Outreach
- Ongoing technical advisory committees (Regional Advisory Working Group, MTC's Policy Advisory Council, ABAG's Regional Planning Committee, Regional Equity Working Group)
- Meetings with local government
- Presentations to civic groups

We welcome your comments and suggestions on the proposed approach.

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| Steve Heminger | Ezra Rapport |

**Attachment 1:**

**Suggested Meeting Locations for May 2015 Open Houses**

*Meeting Location/Venues:* SB375 requires at least three meetings with the public in counties with a population over 500,000: Alameda, Contra Costa, San Francisco, San Mateo and Santa Clara Counties) and one meeting in other counties (Marin, Napa, Solano, Sonoma).

*Scheduling:* Meetings will be held in the evenings or on Saturdays. Dates will be coordinated with MTC Commissioners and ABAG Executive Board to maximize attendance of elected officials.

| | COUNTY | Recommended City | CITIES WHERE WE MET FOR 2013 PLAN OUTREACH |
|---|---|---|---|
| Required: | Alameda | Oakland/MetroCenter | Oakland, Berkeley, Dublin, Fremont |
| | Contra Costa | Concord or Walnut Creek | Concord, Richmond, Walnut Creek |
| | San Francisco | San Francisco | San Francisco |
| | San Mateo | San Mateo or Foster City | San Mateo, San Carlos, Foster City |
| | Santa Clara | San Jose | Mountain View and San Jose |
| Optional: | Marin | San Rafael | San Rafael each time |
| | Napa | Napa | City of Napa each time |
| | Solano | Fairfield | Fairfield and Vallejo |
| | Sonoma | Santa Rosa | Santa Rosa each time |