

DATE: February 22, 2013

TO: ABAG Administrative Committee

FROM: Ezra Rapport, Executive Director

RE: Plan Bay Area Messaging

Key Messages

As Plan Bay Area advances toward adoption and public workshops approach, ABAG board members and staff are likely to engage in increased discussion about the plan with community members and other stakeholders. A key to moving the plan forward is developing a set of consistent but flexible messages to articulate the purpose, approach, and benefits of this plan. To help facilitate discussion, this memo suggests a handful of “messages” as starting points. This builds upon considerable work over the course of the SCS by the ABAG and MTC communications teams, as well as public feedback to date. The background resource material for outreach included as an attachment should provide an additional resource regarding messaging.

1. *Tackles problems that require regional solutions:* housing; air quality; traffic; jobs, economic development; open space preservation
2. *Plans for a vibrant and healthy region to our children and grandchildren:* better air quality; fewer greenhouse gas emissions; more housing options; better infrastructure; better access to jobs; access to open space and recreation
3. *Helps create healthy communities:* people walk more and live near shops, transit and local parks—these are the kinds of neighborhoods the plan will help create
4. *Makes us a more competitive region:* an adopted plan helps us attract private sector investment and compete for federal and state funding
5. *Provides more housing and transportation choices:* greater variety of multi-family and single family housing in places with transit access, better walking conditions, and local services
6. *Preserves open spaces and natural resources:* by developing in existing downtowns, main streets and neighborhoods, we don’t need to develop on open spaces or in places that over utilize our water supply, energy resources, and road capacity
7. *More efficient use of taxes through smart investments:* makes the most of existing infrastructure; uses a performance-based (not interest-group based) approach to transportation investments; coordinates location of future housing and jobs with major transportation investments

8. *Created by local jurisdictions, not the top down agency:* Priority Development Areas were created by local governments; ABAG and MTC are made up of your locally-elected officials; land use and transportation strategies linked to local input and priorities; different kinds of investments and development are envisioned for different parts of the region

Spring 2013 SCS Engagement and Outreach

Over the past several months, MTC and ABAG staff have been analyzing housing, employment and transportation components of Plan Bay Area and readying a draft document for release in March. That action will spur elected official briefings and a third and final round of public meetings, polling and community engagement that are scheduled to take place before and after the release of the draft document.

There will be a total of four separate types of meetings conducted between now and the final adoption of the SCS this summer.

1. Elected Official Briefings
2. County wide workshops – Open House/Formal Hearing
3. Focus group meetings hosted by CBOs
4. Hearings on the draft EIR

1. Elected Official Briefings

Pursuant to SB 375, there should be at least two information meetings in each county (depending on population) within the region on the SCS for the purpose of presenting the draft SCS to elected officials and solicit and consider their input and recommendations. The elected official briefings will take place before or during CMA meetings. The schedule of the meetings is as follows:

Schedule of Elected Official Briefings

Sonoma County: [April 8th](#), 2:30 p.m.

Sonoma County Transportation Authority

Meeting Site: 2550 Ventura Avenue, Santa Rosa

Contact: Janet Spilman, Deputy Director, Planning and Public Outreach, 707/565-5373;

jspilman@sctainfo.org

Solano County: [April 10th](#), 6 p.m.

Solano Transportation Authority

Meeting Site: Solano County Government Center, 675 Texas Street, 6th Floor, Room 6004, Fairfield (Membership 7 city Mayors and County Supervisor)

Contact: Bob Macaulay, Director of Planning, 707-424-6006; rmacaulay@sta-snci.com

San Mateo County: [April 11th](#) @ 6:30 p.m.

San Mateo CMA/ C/CAG

Meeting Site: 1250 San Carlos Avenue, San Carlos

Contact: Sandy Wong, Executive Director, 650/599-1406 ; slwong@smcgov.org

Contra Costa County: [April 17th](#), 6 p.m.
Contra Costa Transportation Authority
Meeting Site: 2999 Oak Road, Suite 110, Walnut Creek
Contact: Martin Englemann, Deputy Executive Director, Planning, 925/256-4729; email:

Napa County: [April 17th](#), 1:30 p.m.
Napa County Transportation and Planning Agency
Meeting Site: 625 Burnell Street, Napa (new address)
Contact: Danielle Sinclair-Schmitz, Environmental Analyst/Coordinator, 707/259-5968;
dsinclair@nctpa.net

San Francisco: [April 23](#), 11 a.m.
San Francisco County Transportation Authority
Meeting Site: 100 Van Ness Ave., 26th Floor, San Francisco
Contact: Tilly Chang, Deputy Director for Planning, 415-522-4832 and Liz Brisson, 415/522-4838

Alameda County: [April 25](#), 2:30 pm (on agenda [@3:15](#))
Alameda County Transportation Commission
Meeting Site: 1333 Broadway, Suite 200, Oakland
Contact: Beth Walukas, Manager of Planning, Deputy Director, 510/ 3502326;
bwalukas@accma.ca.gov

Marin County: [April 25](#), Briefing/comment at pre-meeting 5-6:30 (7:00 pm board mtg)
Transportation Authority of Marin (TAM)
Meeting Site: 750 Lindero Street, Suite 200, San Rafael
Contact: Linda Jackson, Planning Manager, 415/226-0825; ljackson@tam.ca.gov

Santa Clara: [May 2](#), 5:30 p.m.
Santa Clara Valley Transportation Authority
Meeting Site: 3331 North First Street, Building B1, San Jose
Contact: John Sighamony, Senior Planner, VTA, 408/321-5767; e-mail john.sighamony@vta.org

2. County wide workshops – Open House/Formal Hearing

The spring 2013, public meetings, polling and community engagement will be the third series of outreach efforts. We are combining the third workshop and the formal hearing on the draft SCS in one event. This final round will satisfy the outreach requirements of SB 375. On December 14, 2012, this joint Open House/Formal Hearing format was recommended to the MTC Planning Committee and ABAG Administrative Committee for consideration and approval.

Schedule for Open House/Formal Hearings

April 8th

Sonoma County
Napa County

April 11th

San Francisco County

April 22nd

Solano County

Contra Costa County

April 29th

Marin County

April 30th

San Mateo County

May 1st

Alameda County (tentative)

Santa Clara County (tentative)

3. Focus group meetings hosted by CBOs

MTC entered into agreements with a group of CBOs at the beginning of the public participation process to engage communities of concern in the development of the SCS. They will hold focus groups in the communities they serve on the following dates:

- South Hayward Parrish, Hayward, February 7, 2013, 7:00 to 9:00 pm
- Housing Leadership Council and Peninsula Conflict Resolution Center, Redwood Shores, March 6, 2013, 6:60 to 8:30 pm
- Dixon Family Services, Dixon, March 7, 2013, 12:30 to 2:30 pm
- KBBF, Santa Rosa, March 12, 2013, 6:00 to 8:00 pm
- Richmond Main Street, Richmond, March 14, 2013, time TBD
- San Jose Downtown Association, San Jose, March 19, 2013, 2:00 to 4:00 pm
- Grassroots Leadership Network of Marin, Marine Jose, March 21, 2013, 12:00 to 2:00 pm
- Chinatown CDC, March 26, 2013, San Francisco, time TBD

The following CBO meetings are yet to be scheduled:

VIVO (Santa Clara County)

POWER (San Francisco)

One Spanish-language CBO workshop will also be held – date/location TBD

4. Hearings on the draft EIR

There will be a total of three hearings on the draft EIR around the region to present the findings and respond to questions regarding the draft document. The schedule is as follows:

Schedule for draft EIR Hearings

Marin

Tuesday, April 16 at 10 a.m.

Embassy Suites Hotel

Novato/Larkspur Room

101 McInnis Parkway, San Rafael

Alameda

Tuesday, April 16 at 7 p.m.

MetroCenter Auditorium

101 8th Street, Oakland

Santa Clara

Wednesday, April 17 at 1 p.m.

MLK, Jr. Library

Room 225/229

150 E. San Fernando Street, San Jose

Plan Bay Area - Overall Milestones

March 22	Release of Draft Plan Bay Area (begin 55-day comment period)
March 29	Release of Draft Plan Bay Area Environmental Impact Report (begin 45-day comment period)
April – May	Various comment opportunities
May 16	Close of Comment Period (Draft Plan, DEIR)
Late May	Present summary of comments
Late June	Adoption of Draft Plan, DEIR and conformity analysis, either at separate ABAG and MTC meetings or a joint meeting