



AGENDA

REVISED

ADMINISTRATIVE COMMITTEE

Joint Meeting with MTC Planning Committee

Friday, March 9, 2012, 9:00 AM to 10:00 AM

Special Meeting

Location

MetroCenter, 101—8th Street, Auditorium, Oakland, CA

For additional information, please call:
Fred Castro, (510) 464 7913

Agenda and attachments available at:
www.abag.ca.gov

1. **Call to Order**
2. **Plan Bay Area: Winter 2012 Public Outreach and Involvement****
Information. Ellen Griffin, MTC, will summarize key results from public outreach via a telephone survey, focus groups, and community-based organizations.
3. **Release of Draft Preferred Land Use Scenario****
ACTION. Ken Kirkey, ABAG Planning Director, will present the draft Preferred Land Use Scenario for the Sustainable Communities Strategy, including a review of past and future regional trends, key policies and strategies to support sustainable growth, and the distribution of households and employment.
4. **Public Comment**
5. **Adjournment**

Ezra Rapport
Secretary-Treasurer

Committee may act on any item on this agenda. **Attachment included.

Plan BayArea

To: MTC Planning/ABAG Administrative Committees

Date: March 2, 2012

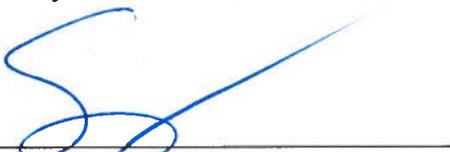
Fr: Executive Director, MTC

Re: Update: Plan Bay Area Winter 2012 Public Outreach and Involvement

January 2012 was a busy time for ABAG and MTC. We solicited input on various land use and transportation investment strategies that will inform how we develop Plan Bay Area over the next few months. Attachment A includes a map and calendar to illustrate the ground we covered in a very compressed timeframe. In all, we conducted:

- 9 public workshops in every Bay Area county that together drew some 1,100 participants, along with a companion “virtual workshop” on OneBayArea.org with 1,300 participants;
- 10 focus groups conducted with community-based organizations with whom we contracted through a competitive procurement to assist with public involvement in low-income communities and communities of color;
- A telephone survey of 1,600 residents (from a mix of random-digit dial, listed and cell phone numbers) that commenced in late November 2011 and wrapped up in January 2012;
- A companion set of four focus groups made up of participants recruited from the poll, with two sessions held in San Francisco and one each in Walnut Creek and Novato.

Staff will present a summary of the Winter 2012 public outreach and involvement activities for Plan Bay Area, focusing on the statistically representative telephone poll as well as results from the focus groups held with community-based organizations (see attached presentation slides). Results from the nine public workshops are posted on the OneBayArea website:
<http://www.onebayarea.org/>



Steve Heminger

Attachments

Attachment A: Map: Plan Bay Area Outreach Meetings, Winter 2012

Attachment B: PowerPoint: Update: Public Outreach and Involvement



- Public Workshop
- Community-Based Focus Group
- Poll Focus Group

BayArea Plan

Outreach Meetings January 2012

S	M	T	W	T	F	S
1	2	3	4 ● 1	5 ● 2	6 ● 3	7 ● 4
8	9 ● 5	10 ● 6	11 ● 7	12 ● 8	13 ● 9	14
15	16	17 ● 10	18 ● 11	19 ● 12	20 ● 13	21
22	23 ● 14	24 ● 15	25 ● 16	26 ● 17	27 ● 18	28
29	30	31 ● 19				

Note: During January 2012, a statistically valid telephone poll was conducted with 1,610 Bay Area residents from all nine counties. Numerous meetings with officials from local jurisdictions have been taking place over this time frame.

PI BayArea Plan

Winter 2012 Public Outreach and Involvement

**MTC Planning Committee & ABAG Administrative Committee
March 9, 2012**

January 2012 Activities

- Telephone Poll (1,610 residents, conducted in English, Spanish and Cantonese)
- Four Focus Groups (recruited from poll)
- Ten Community-Based Focus Groups (150 participants)
- Nine public workshops (one per county, approximately 1,100 participants, comments available on the OneBayArea.org website)
- Ongoing meetings with local planning directors, and officials from congestion management and transit agencies



The logo features the letters 'PI' in a large, blue, stylized font. To the right of 'PI', the words 'BayArea' are written in a bold, black, sans-serif font. Below 'BayArea', the word 'Plan' is written in a large, blue, stylized font, matching the 'PI' characters. A thin blue horizontal line runs across the page, passing behind the 'Plan' text. A thin blue vertical line runs down the left side of the page, passing behind the 'PI' text.

PI BayArea Plan

2012 Telephone Poll & Focus Groups

Key Findings

By Corey, Canapary & Galanis

2012 Plan Bay Area Survey

Telephone survey of Bay Area respondents

- Sample size: 1,610
- Margin of error: +/- 2.44
- Fieldwork conducted November 30, 2011 – January 27, 2012
- Survey conducted in English, Spanish, and Chinese
- Respondents from all 9 Bay Area counties

Four (4) Focus Groups

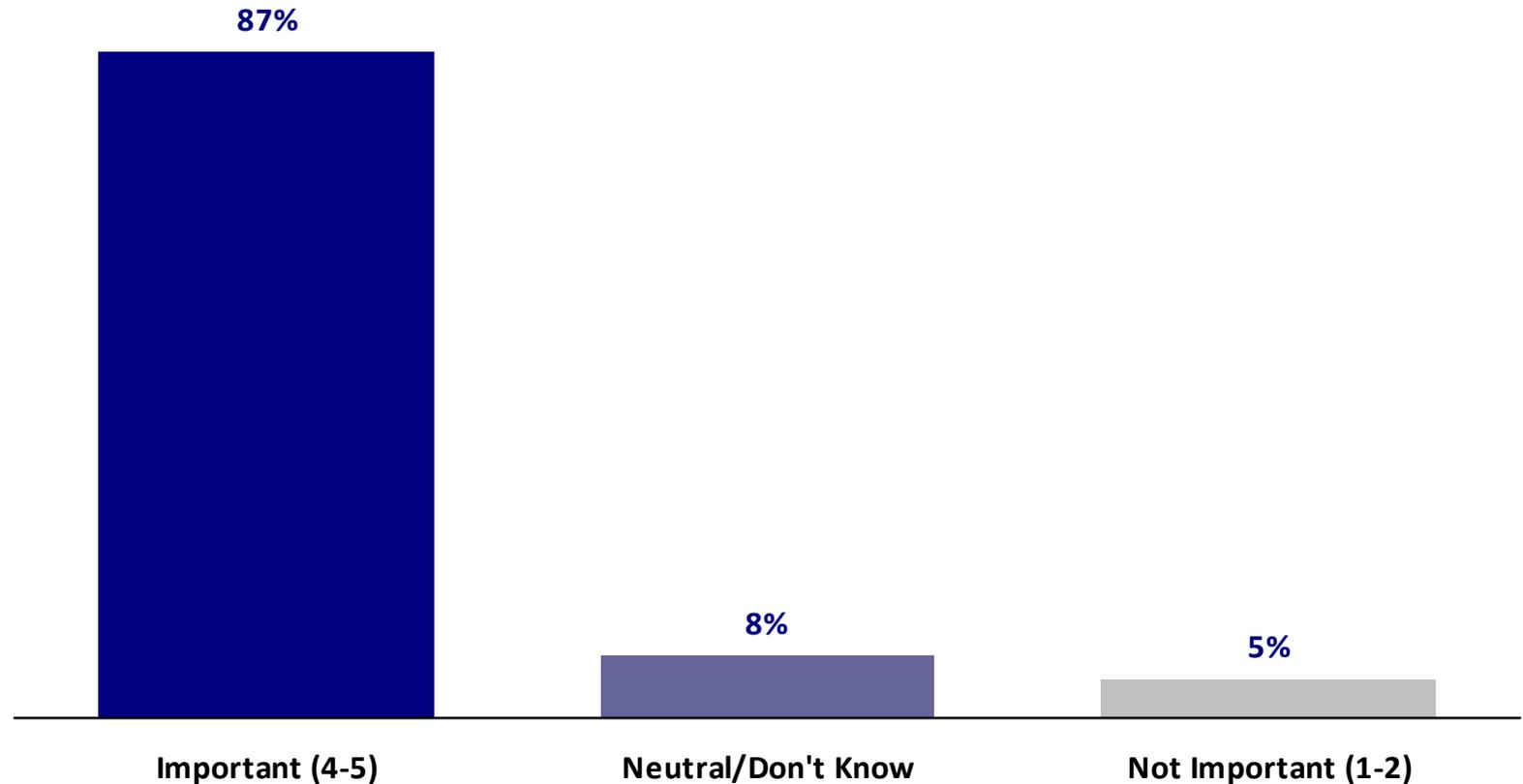
- Held January 24, 2012-January 26, 2012
- Groups held in Walnut Creek, Novato, and San Francisco
- Mix of urban, suburban, and rural Bay Area residents
- Respondents from throughout Bay Area (8 of 9 counties)

All work conducted by Corey, Canapary & Galanis

Importance of Plan Bay Area

When asked for an initial assessment, 87% of respondents believe a regional plan like Plan Bay Area is important.

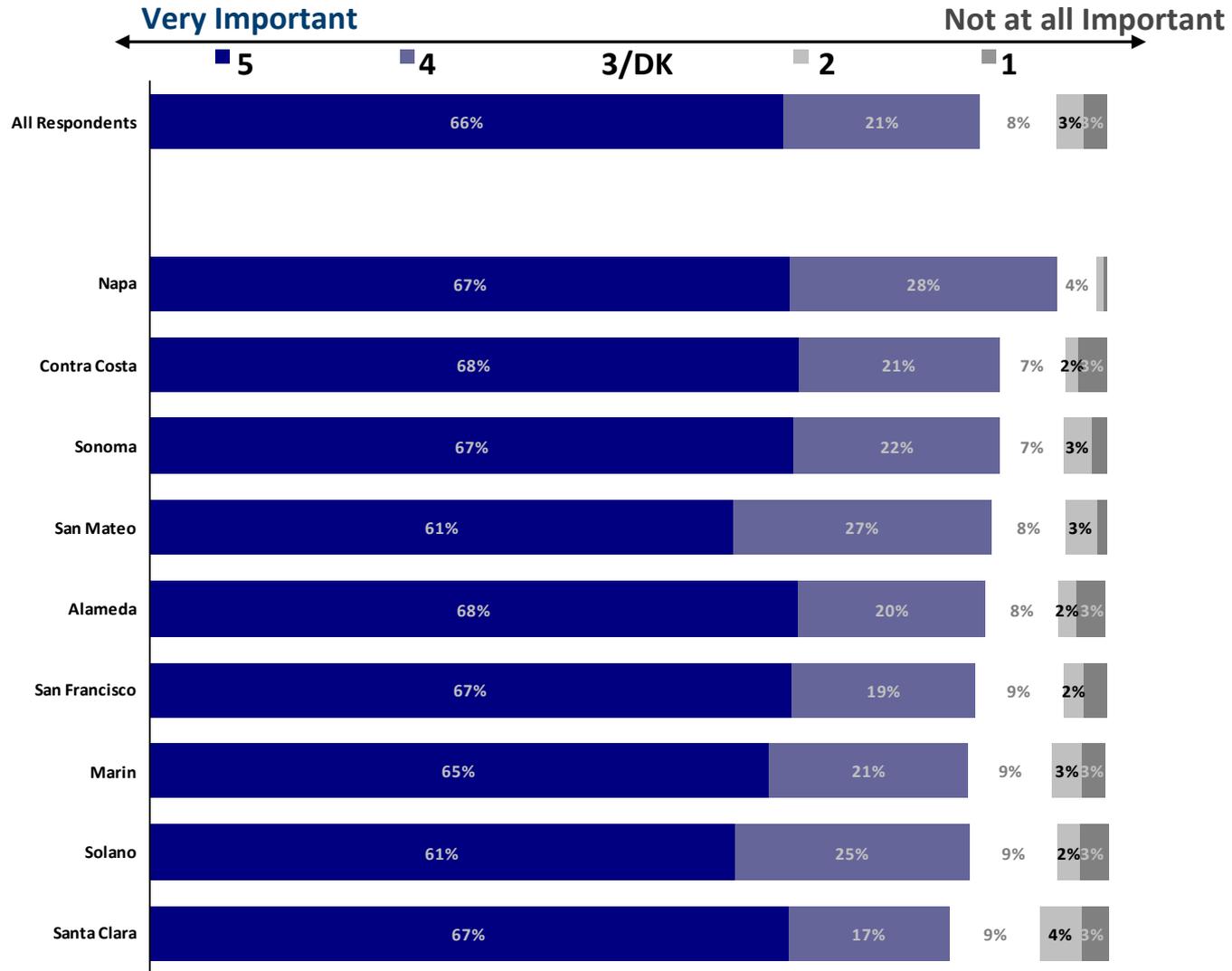
In general, how important do you think it is to establish this type of a regional plan? Use a 5-point scale where '5' is Very Important and '1' is Not at all Important.



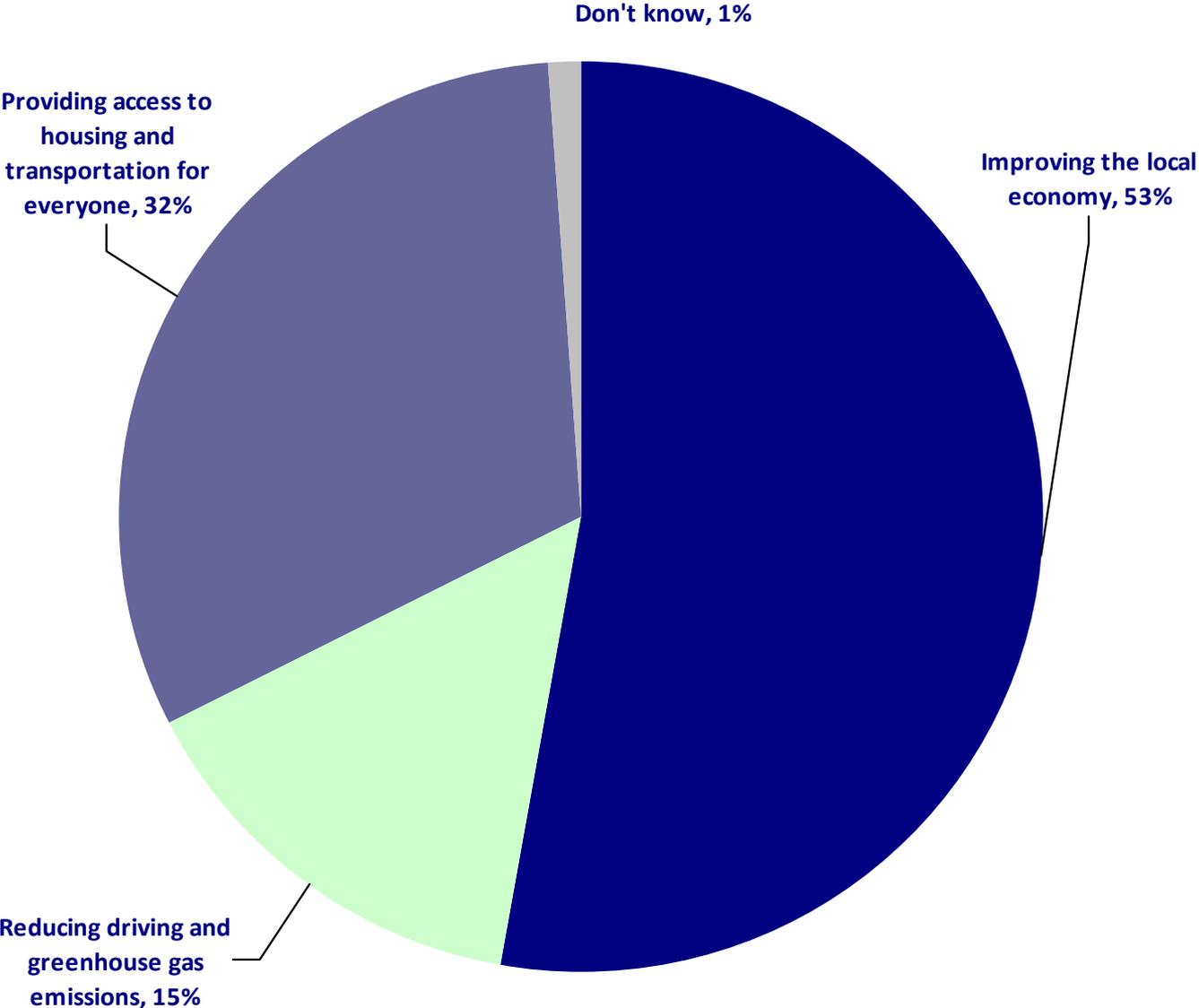
Plan Bay Area – By County

Level of importance by individual county remains fairly high as well, ranging from 84% (in Santa Clara) to 95% (in Napa).

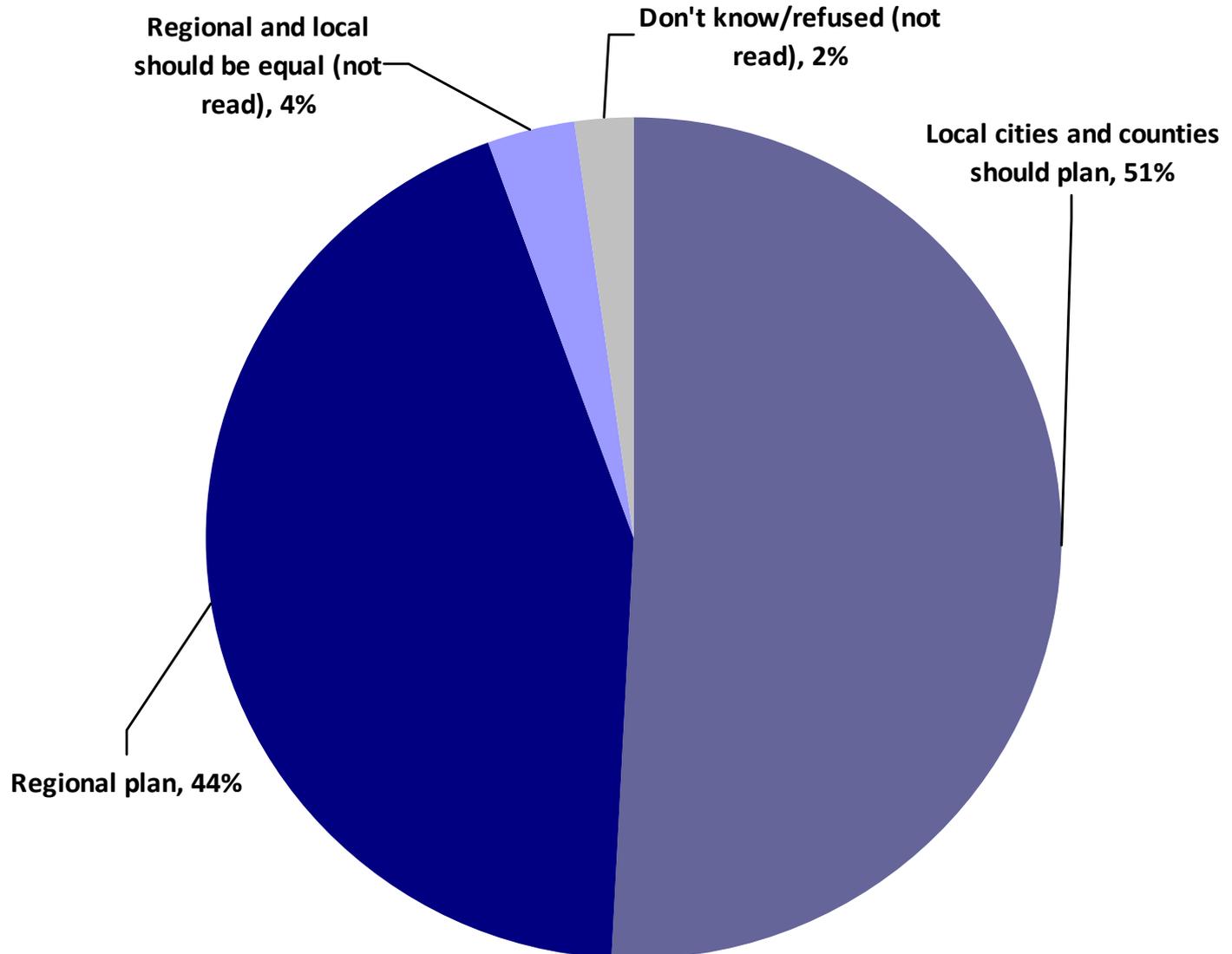
A long-term strategy for the entire Bay Area is currently being developed. The idea is to successfully plan the region's housing and transportation needs for the next 30 years. This plan is focused on: improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it. In general, how important do you think it is to establish this type of a regional plan?

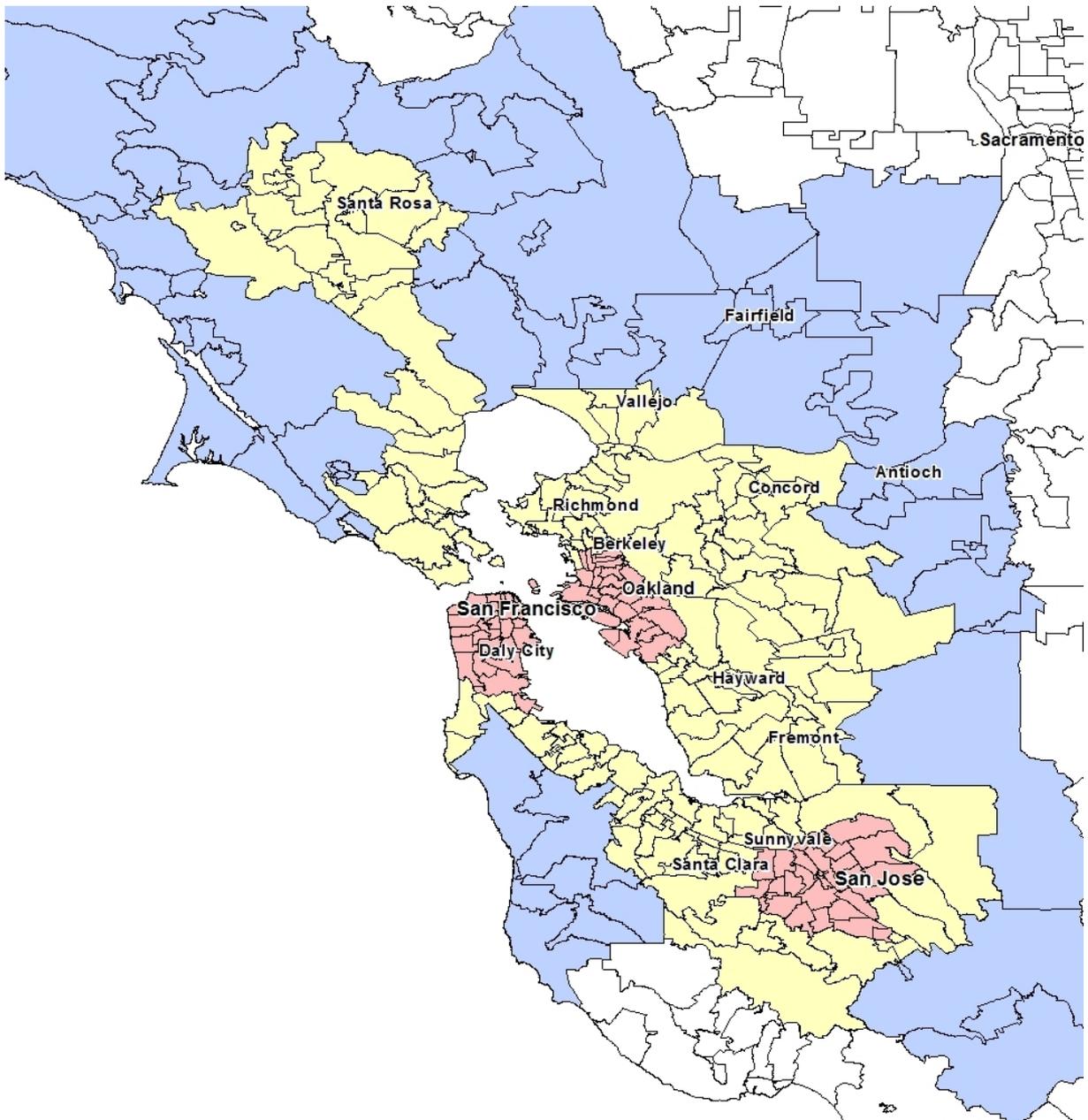


Most Important Components



Local vs. Regional Planning for Development





Urban – Primarily the urban areas of San Francisco, Oakland, and San Jose

Suburban – Areas immediately outside urban areas

Urban Boundary/Rural – Areas in outer geographic band of the Bay Area, including areas such as northwest Marin County, eastern Alameda County, and southern Santa Clara County

Local vs. Regional Planning for Development

	Local	Regional	Mix
By Area Type (Based on ZIP Code)			
Urban	48%	46%	4%
Suburban	49%	45%	4%
Rural	61%	35%	3%

	Local	Regional	Mix
By County			
Napa	72%	25%	<1%
Marin	66%	29%	2%
Sonoma	57%	38%	3%
San Mateo	56%	42%	2%
Solano	54%	37%	6%
Contra Costa	52%	46%	2%
Santa Clara	48%	44%	6%
Alameda	47%	47%	2%
San Francisco	44%	48%	3%

Local vs. Regional Planning for Development

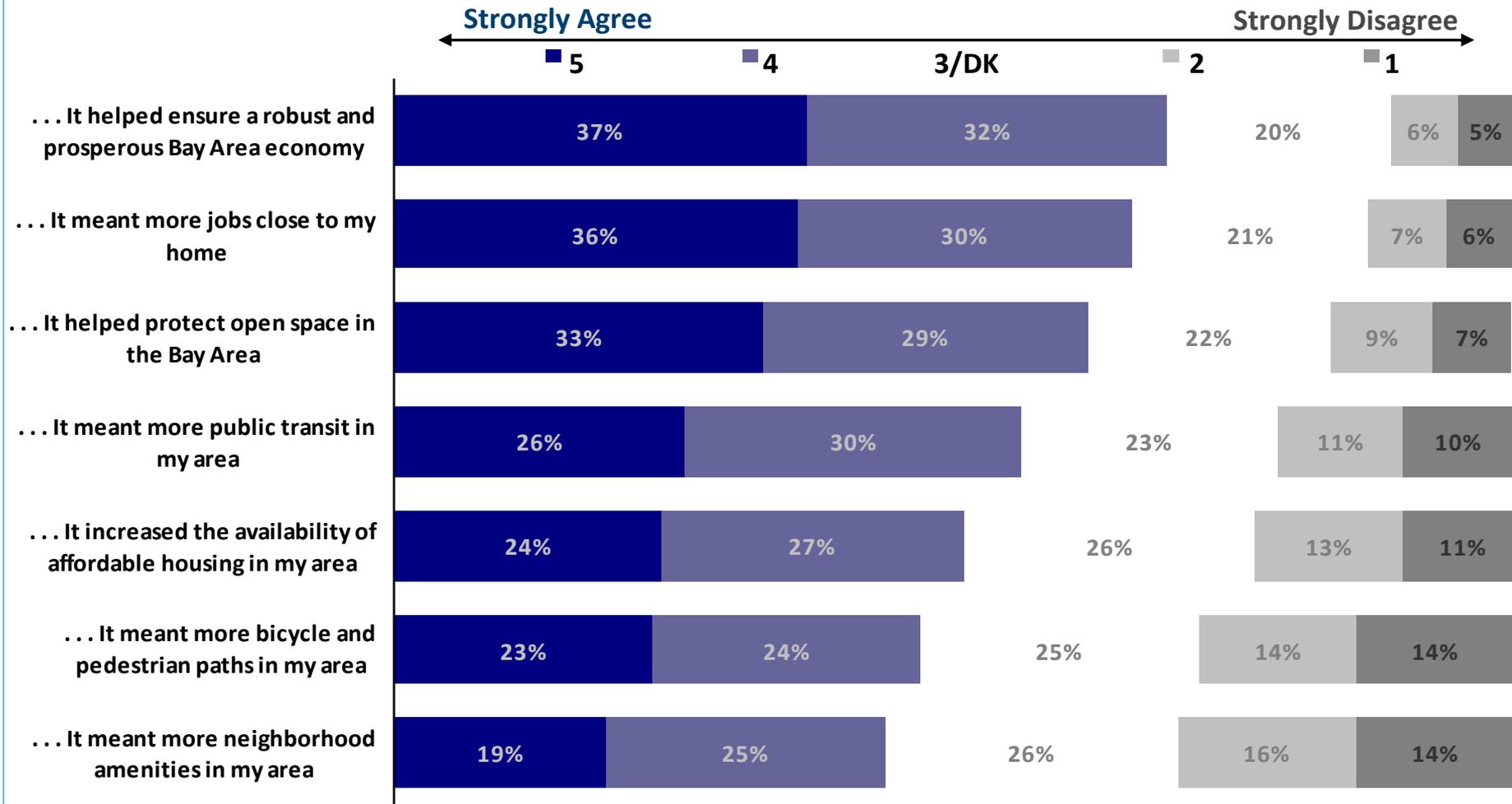
Residents are split on who should guide housing and commercial development in the Bay Area.

Some key reasons respondents oppose a regional plan:

- Concern that regional planning would be done at a state or national level (lack of familiarity with MTC/ABAG)
- Fearful of losing local character of cities and towns (concerns about a cookie cutter approach)

Housing Density Tradeoffs

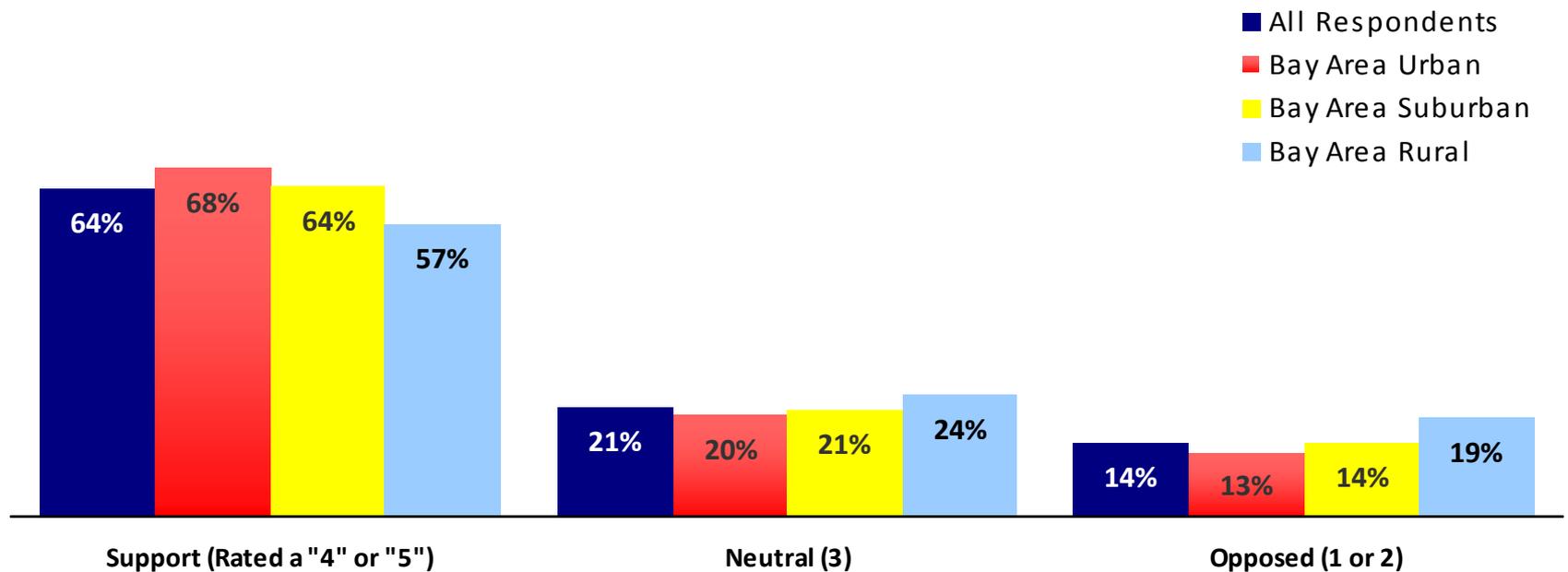
I would be willing to accept more homes and traffic in my community if...



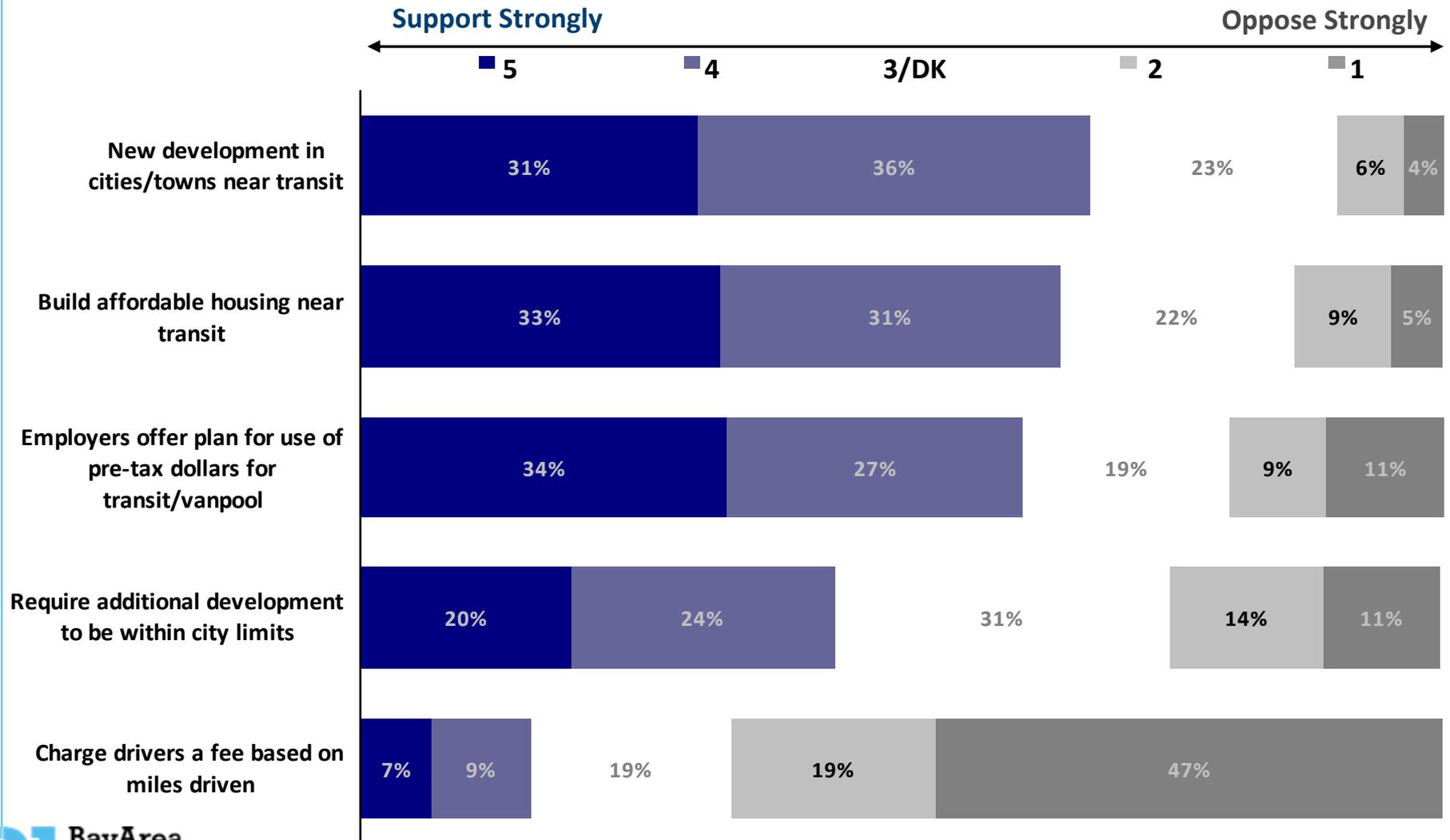
Reducing Driving & Greenhouse Gases

Reducing driving as a way to decrease greenhouse gas emissions is supported by almost two-thirds (64%) of respondents overall

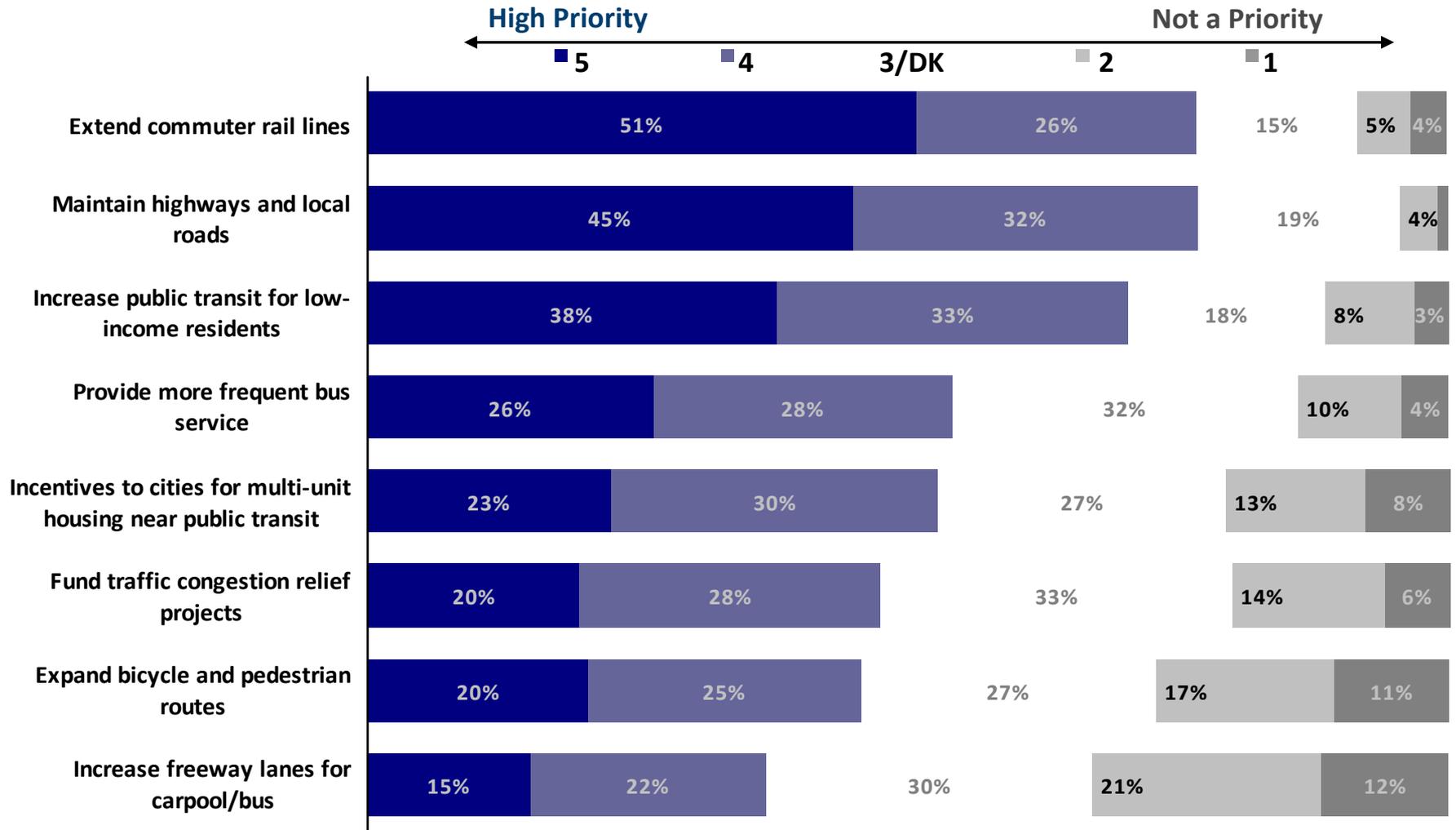
The Bay Area Plan also focuses on reducing driving as a way to decrease greenhouse gas emissions in the Bay Area. How strongly do you support or oppose this policy?



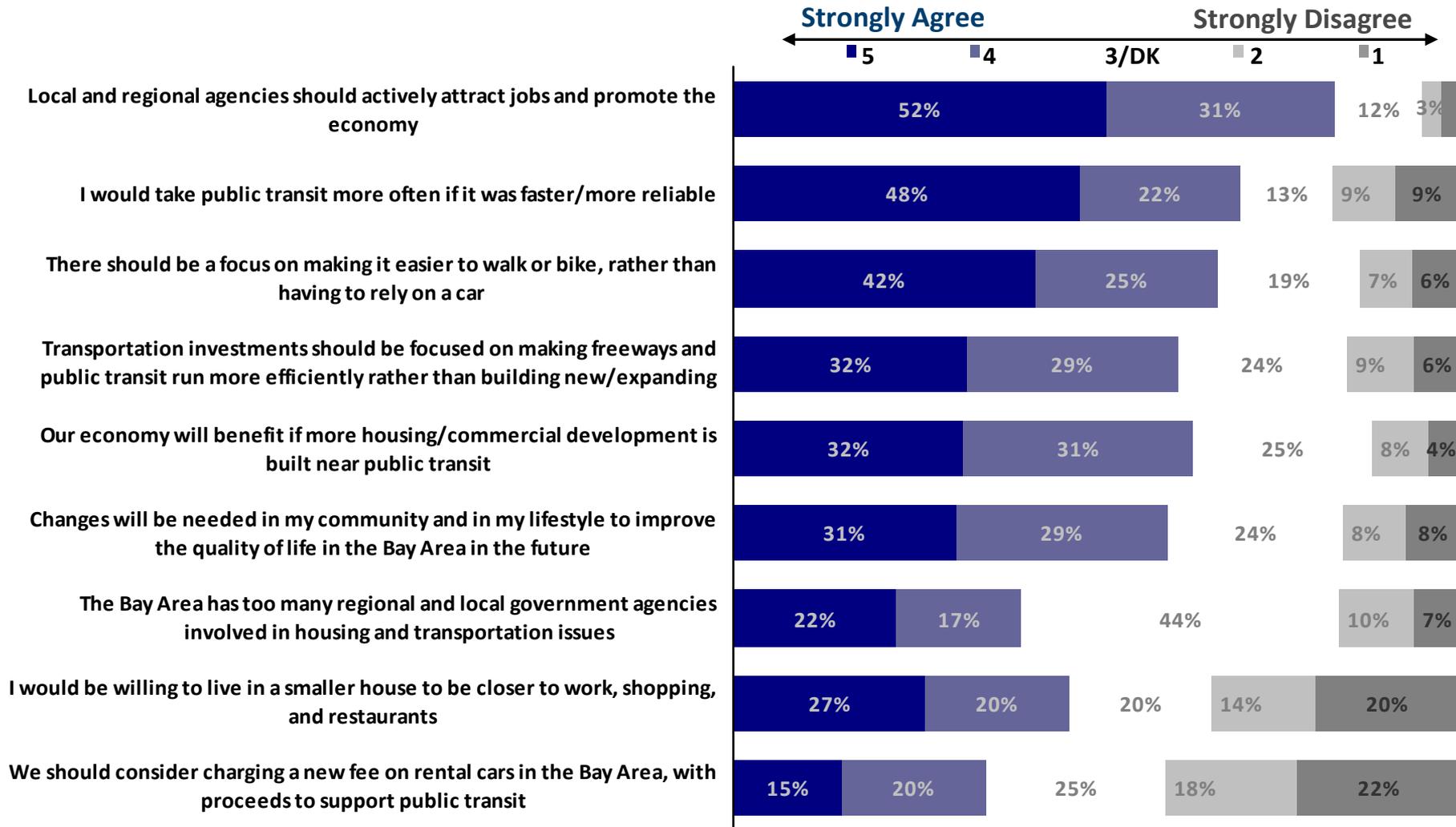
Greenhouse Gas Reduction Strategies



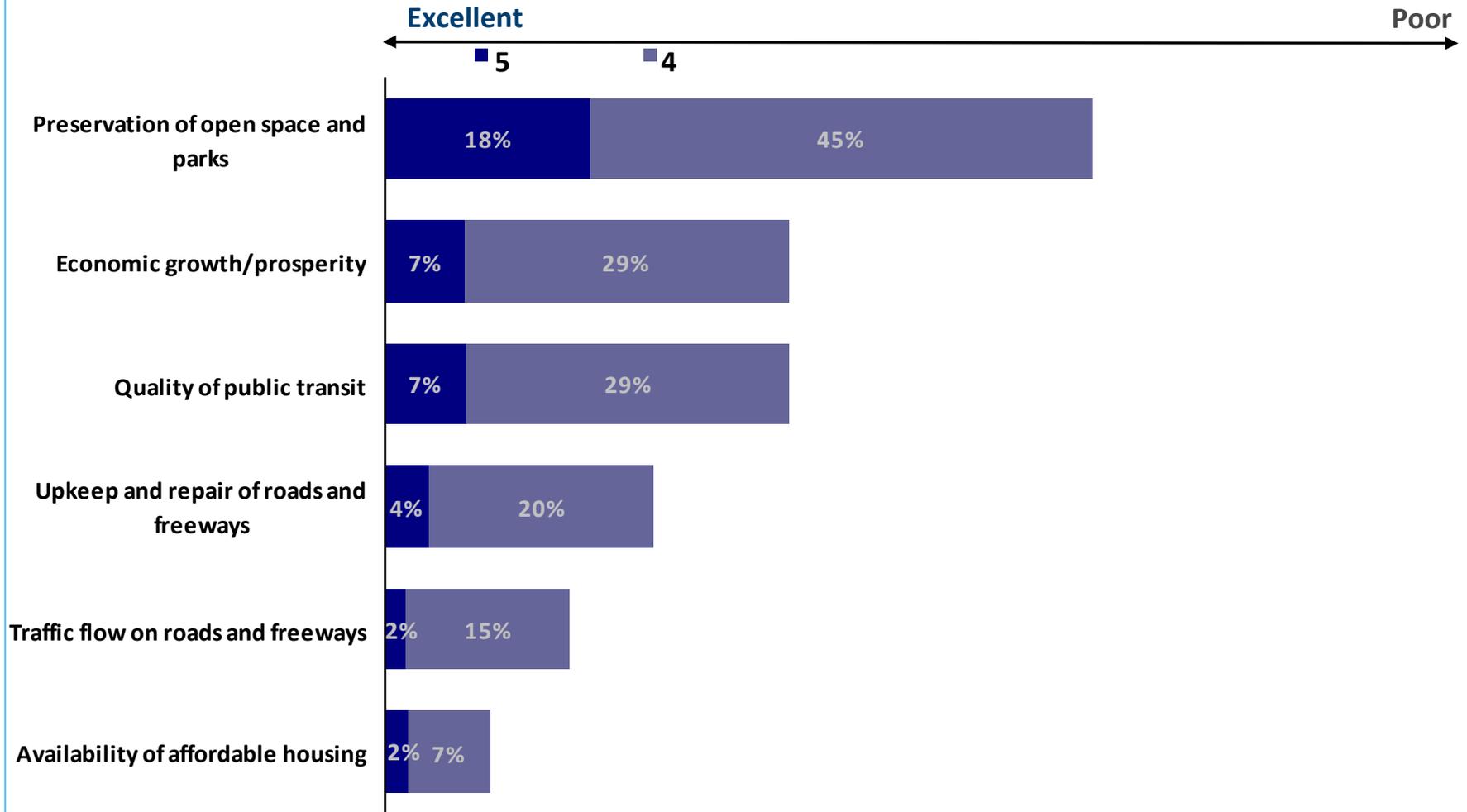
Transportation Funding Priorities



Attitudinal Statements



Rating Current Attributes of Bay Area



Focus Groups Community-Based Organizations

- **Engage low-income communities and communities of color in key questions facing ABAG and MTC in adopting preferred Scenario for Plan Bay Area.**
- **Second Round of Meetings (first meetings were conducted in Spring 2011).**
- **Questions consistent with subject matter covered in public workshops and poll.**

Community-Based Organizations (CBOs)

Location	Organization(s)
Martinez	Monument Community Partnership & Opportunity West
Oakland	South Hayward Parish & Just Cause Causa Justa
San Mateo	Housing Leadership Council & Peninsula Conflict Resolution Center
San Jose	San Jose Downtown Association
Santa Rosa	KBBF Radio
Dixon	Dixon Family Services
San Jose	Vietnamese Voluntary Foundation (VIVO)
San Francisco	POWER
San Rafael	Grassroots Leadership Network of Marin
San Francisco	Chinatown Community Development Center

Community-Based Organizations Transportation Investments

Priorities

1. More transit service for low-income riders
2. More frequent bus service
3. Extend commuter rail lines (BART and Caltrain)
4. Financial incentives to cities to build multi-unit housing near transit



Key Comments

- We need discounted fares, especially for youth.
- Reliable, safe bus service is key, but we also need more rail options.
- Housing near transit is important, but cities need to provide housing options for residents of all income levels.

Community-Based Organizations Policies to Curb Driving, Emissions

Priorities

1. Expand Safe Routes to Schools/ Pedestrian Network
2. Encourage “Smart Driving”
3. Increase Vanpool incentives
4. Complete Regional Bicycle Network



Key Comments

- We would use transit more if it were more reliable, safer, better connected, and affordable.
- Parking surcharges, fees were not popular.
- Telecommuting and electric vehicles viewed as beneficial to middle class, but not low-income residents.

Community-Based Organizations Transit Sustainability

Priorities

1. Fixed-price monthly pass good on all systems
2. More frequent and faster transit
3. Better-timed connections
4. Better on-time performance



Key Comments

- We need transit that is affordable, with one fare card for the entire region.
- Our transit needs to be cleaner and safer, with more courteous staff.
- Make our connections work better for local and intermodal systems.
- Signs and real-time info are sorely needed.

Community-Based Organizations Complete Communities

Priorities

1. Safer neighborhoods,
(via lighting and other
infrastructure
improvements)
2. Better schools



Key Comments

- Improve the quality of communities for current residents; avoid displacement.
- Affordable housing is needed for moderate, low and very low income populations.
- Communities need access to open space, medical facilities, good schools as well as transit and jobs.

Community-Based Organizations How Should We Grow?

Priorities

1. More affordable housing near transit for transit-dependent residents, but keep the character of existing single-family neighborhoods.
2. More affordable housing in communities with a strong job base.



Key Comments

- Avoid segregating neighborhoods with “affordable” homes on one side of town.
- Urban residents supported more growth and better connections between housing, jobs, shops.
- Those in less urban communities stressed maintaining character of their community.

Continuing Public Involvement

- Mar – May 2012** **Outreach to local elected officials**
- Summer 2012** **Web-based comment opportunities; meetings with local officials**
- Late 2012** **Release Draft Plan Bay Area for Comment**
- **Public Workshops**
- **Public Hearings**
- **Informational Meetings for Elected Officials**
- Spring 2013** **MTC/ABAG adopt Plan Bay Area**

ASSOCIATION OF BAY AREA GOVERNMENTS

Representing City and County Governments of the San Francisco Bay Area



ABAG

To: ABAG Administrative Committee

From: Ezra Rapport, ABAG Executive Director *P. Jones for ER*

Subject: Plan Bay Area: Release of Draft Preferred Land Use Scenario

Date: March 2, 2012

At the Joint MTC Planning and ABAG Administrative Committee meeting on March 9, 2012, staff will present the draft Preferred Land Use Scenario for Plan Bay Area. The Scenario will include jobs, population and housing distribution by 2040 for the region, counties, cities and priority development areas. The draft Preferred Land Use Scenario will provide an overview of past and projected trends: how the region grew over the past thirty years and expected economic and demographic trends; housing access and production challenges; and the relationship of housing, employment centers and transportation infrastructure.

The draft Preferred Land Use Scenario has been developed to demonstrate how the Bay Area's diversity of communities and natural resource areas can retain and enhance their unique qualities and characteristics supported by a strong, globally competitive economy with housing opportunities located in proximity to job centers and transit services.