



**Plan** BayArea

Community-Based Outreach

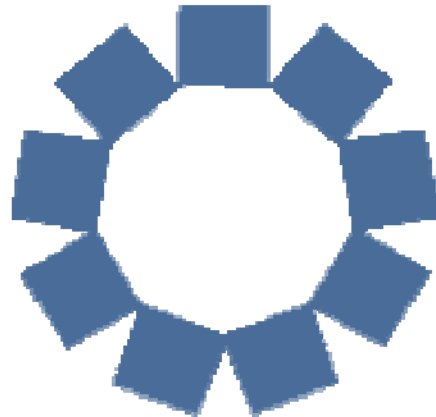
**Spring 2011**

# San Francisco Bay Area

- **Nine counties**
- **101 cities and towns**
- **19th largest economy**
- **Current Population = 7 million**
- **Population in 2040 = 9 million**



# Four Regional Government Agencies





BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

## **Bay Area Air Quality Management District**

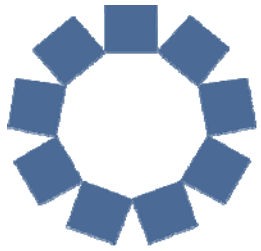
- **First regional air pollution control agency in the country (1955)**
- **Protects and improves air quality and the climate**
- **Works to create a healthier breathing environment**



# Bay Conservation and Development Commission

## **Bay Conservation and Development Commission**

- **Created in 1965 to address public concern about the San Francisco Bay**
- **Made up of appointees from local government and state and federal agencies**
- **Regulates filling and dredging in the Bay**
- **Works to preserve its shoreline and wildlife**



# **Association of Bay Area Governments**

## **Association of Bay Area Governments**

- **Formed in 1961 as a collaboration of the Bay Area's cities, towns and counties**
- **Plans for the region's future housing needs**
- **Works with other regional governments to help build complete communities**



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

## **Metropolitan Transportation Commission**

- **Created in 1971**
- **Transportation planning, coordinating and financing agency for the nine-county San Francisco Bay Area**
- **Is the regional transportation planning agency, a state designation**
- **Is the region's metropolitan planning organization (MPO), a federal designation**
- **Updates the Regional Transportation Plan**
- **Oversees state and federal grant requests from local agencies for transportation projects**

## What is Plan Bay Area

**Senate Bill 375 – requires region to create a Sustainable Communities Strategy to:**

- Decrease transportation-related greenhouse gas emissions
- Accommodate all needed housing growth within the region's borders

## The Plan Bay Area Challenge: How Would You Plan for Growth in the Bay Area?

**The Bay Area is expected to grow by 30 percent over the next 25 years. Where should new development occur to support the population growth – in already urbanized areas or on undeveloped, “greenfield” land at the region’s edges?**

## Question 1:

How Should the Bay Area Grow?

**Which land-use pattern would you most support?**

Three growth patterns shown on the next slide are increasingly denser levels of development in urbanized areas.

**Pick one of the following three:**

## Question 1: (continued)

### How Should the Bay Area Grow?

- **Current Plans**

I want more housing and jobs in already urbanized areas near public transit, with some growth on undeveloped lands at the edges of the region and beyond, as being planned now by cities and regional agencies.

- **More Urban**

I want a lot more of the growth directed in already urbanized areas and a lot less growth on undeveloped lands at the edges of the region and beyond.

- **Most Urban**

I want most of the growth within already urbanized areas, with very little to no growth on undeveloped lands at the edges of the region and beyond.

## Question 2:

What are Your Top Transportation Investment Priorities?

**On the next slide are six categories of potential transportation investments, each with a few options under each category.**

**Select a total of six (6) from any of the categories** that best reflect your top transportation investment priorities. Depending on your preference, you may check all or no boxes under any category, but no more than six in all.

**Pick six from the following list of priorities:**

## Question 2: (continued)

### **Improve Current Transit Service**

- More frequent service on transit routes with high ridership
- More frequent service on existing routes
- More transit service to connect housing and jobs

### **Make Better Use of the Current Transportation Network**

- Increase funding to maintain freeways (for example, resurface roadways, fill potholes)
- Increase funding to maintain local streets and roads
- Increase funding to repair or purchase new buses, train cars, tracks, etc.
- Make freeways more efficient through ramp meters and other technologies
- Increase funding for most effective transit services

### **Expand Roadways**

- Widen freeways paid for with existing sources of funds
- Widen freeways by charging new tolls on motorists who drive alone
- Widen major local roadways

### **New Transit Service to New Destinations**

- Expand commuter rail services such as BART, Caltrans and Capital Corridor
- Expand ferry service
- Expand express bus and local bus services

## Question 2: (continued)

### **Improve Current Bicycle and Pedestrian Routes**

- Add more bike paths/bike lanes
- New or widened sidewalks
- Improve safety of streets and intersections
- Improve bicycle and pedestrian safety around neighborhood schools

### **Offer Financial Incentives**

- Invest more transportation funds to support cities that build new housing near transit that is affordable for Bay Area residents with limited income
- Offer financial incentives to cities that take on more growth and more multi-unit housing (such as apartments, condos, lofts, and townhouses) near transit
- Offer financial incentives to cities that preserve agricultural lands and open space

## Question 3:

What Initiatives Would You Most Support?

- **Choose your top three (3) transportation policy strategies that you most support to help our region reduce emissions from cars and trucks and improve the environment.**

**Pick three of the following six:**

## Question 3: (continued)

- **New Requirements for Employers:** For example, allowing employees to work from home at least one day per week; or allowing employees to pay for commuting costs (for example, transit tickets) with pre-tax dollars.
- **Changing Your Driving Habits to Conserve Fuel and Reduce Harmful Emissions:** For example, reduce maximum speeds to 55 miles per hour on Bay Area freeways; or educate drivers on how to drive to conserve fuel and reduce emissions (drive at even speeds, remove heavy objects from car's trunk).
- **Electric Vehicles:** For example, subsidize the purchase/lease of electric vehicles and hybrids in the Bay Area; or increase availability of electric vehicle chargers.
- **Pricing Parking:** For example, charge for parking at work sites to discourage commuters from driving; or charge higher parking rates during busy periods to free up more spaces and reduce the number of cars circling the block.
- **Other Pricing Strategies:** For example, charge tolls on new express lanes; or charge a new fee based on the number of miles you drive each year.
- **Economic Strategies:** For example, implement economic development strategies to protect existing jobs; or preserve ware house and industrial sites and create new jobs.

## Question 4:

**What is the one thing in your neighborhood or community that you would most like to change?**

## Question 5:

**What one thing in the Bay Area would you most like to change?**

## Question 6:

**What is the one thing in your neighborhood or community that you would most like to keep?**

## Question 7:

**What one thing in the Bay Area would you most like to keep?**

Please indicate your race/ethnicity  
(select all that apply):

- White
- Hispanic/Latino
- Asian Indian
- American Indian/Alaskan  
Native
- Black/African American
- Japanese
- Filipino
- Chinese
- Vietnamese
- Other Asian/Pacific Islander
- Other Race

# Please Indicate Your Age:

Under 25

45-64

25-44

Over 65

Please Indicate What County You Live in:

Alameda

San Mateo

Contra Costa

Santa Clara

Marin

Solano

Napa

Sonoma

San Francisco

Other

If you would like to receive updates from MTC, please provide us with the following contact information:

- **Name**
- **Address**
- **City/State/Zip**
- **Email**
- **Telephone**



## OneBayArea

For more information on Plan Bay Area,  
visit the **One Bay Area** website at:

<http://www.onebayarea.org/>