FUNDING/POLICY UPDATES

• Update on ATP Non-infrastructure Category
  Karl Anderson & Kenneth Kao, MTC

• Next Plan Public Participation Plan
  Ursula Vogler, MTC
Public Participation Plan Overview

- As the Bay Area’s MPO, MTC adopts a Public Participation Plan (PPP) under federal and state law.

- Includes guiding principles and information on how to get involved or request information from MTC.

- Outlines MTC’s engagement process for the regional transportation planning process, among other things.
SB 375 requires a plan to involve the public in the development of the region’s Sustainable Communities Strategy (SCS), which integrates transportation and land-use planning.

Appendix A of the PPP outlines the specific engagement process for the SCS.

Plan Bay Area 2040 outreach strategies:
- Advisory committees
- Local government engagement
- Open houses, workshops, housing forum
- Multi-lingual focus groups with community-based organizations
- Targeted mailings
- Strong web and social media presence (including interactive game)
- News media campaign
Enhance Engagement Efforts

- Next Plan, MTC and ABAG will engage in a major update, and will want to use new and/or non-traditional outreach methods.
- We need your ideas on engagement methods – what works, what doesn’t.
Detailed Schedule for Adoption of PPP: June Approval

- February 2018 -- Collect data/input from MTC/ABAG staff, partners, public
- Mid-March 2018 -- Release Draft PPP for 45-day public comment period
- April 13, 2018 -- Present Draft PPP to Commission
- June 2018 -- Committee/Commission approval*

*If edits to Draft Draft PPP are significant, issue revised Draft PPP for second comment period, seek approval July 2018
Public Participation Plan Survey

- Next: Please begin online survey; we will discuss questions as we go

- Please have mobile devices/laptops ready – we will provide access to wifi

- To access survey, go to:
  https://www.surveymonkey.com/r/PPP_Survey_2018
Q1: How would you like to receive information on MTC’s activities/programs? (please check your top three choices in the boxes below)

- Online at MTC’s website
- Video
- Presentation to your group or community
- Displays at your business or special event
- Brochure, flyer or other printed material
- Map, chart or other visual aid
- Staffed booth or kiosk at a public space
- E-news or social media
- Other
Any method to receive information not mentioned?

Discussion
Q2: What methods would you most likely use to express your views to MTC? (please check your top three choices in the boxes below)

- Online survey or forum
- Focus group (invitation to a small group discussion)
- Mail-in survey
- E-mail comment
- Letter
- Kiosk at a public space
- Public meeting
- Other
Any methods to express your views not mentioned?

Discussion
Q3: Would you be interested in participating in online conversations via blogs, Facebook or other social media platforms?

- Yes
- No
- If no, why?
Q4: Would you participate in alternate meeting types (e.g., booths at farmer’s markets, “pop-up” meetings at malls, etc.)?

- Yes
- No
- If no, why?
Q5: Any Ideas for Public Engagement?

Discussion
Questions or Additional Comments?

Thank you!
Youth for the Environment and Sustainability (YES) 2018 Conference

STAY TAC Meeting
January 24, 2018
YES! Conference 2018

- **Date:** Saturday, February 24, 2017, 9 a.m. – 3 p.m.

- **Location:** Laney College, 900 Fallon Street (right by Lake Merritt BART), Oakland

- Shuttle service provided to areas of region without easy access to BART
YES! Conference Outreach

• Staff currently working with Student Advisory Committee to finalize program
• Targeted outreach includes youth commissions, youth-organizations and science teachers throughout Bay Area
• Approximately 45 session proposals received
Register Now!

- Visit [http://www.sparetheairyouth.org](http://www.sparetheairyouth.org)
- Click “Register now!”
- Download/sign conference waiver
- Using your EventBrite confirmation number, upload waiver to [http://bit.ly/2gU1POc](http://bit.ly/2gU1POc)
- Or bring your signed waiver to the conference
- That’s it!
Questions?
Engaging underserved PEOPLE In Urban Planning
Place IT! Goals

• Build Relationships
• New Audiences
• Change attitudes
• Improve Project Delivery
• Reduce costs
• Reframe Planning
Humanize Planning

• Communication: Storytelling
• Healing
• Empathy
• Meet people where they are physically, socially and mentally

Authentic and Meaningful
Art-Based Planning
Creative & Gentle

- Imagine
- Construct
- Reflect

Transformative!
Play

• Relaxes
• Self-Facilitation
• Inquiry
• Experimentation
• Fun

Photo-type
Objects
Why Objects?

Objects allow us to think beyond words, broaden our communication and creative options!
Ice Breaker: Ask a Simple, Meaningful, Reflective Prompt!

Not opinions!
15 Minute Ice Breaker
Build Your?

• Favorite childhood memory
• First time you realized you were different (minority, LGBTQ)
Why Build?

- Unlocks physical Knowledge
- Discover attachment to Place
- Creates spatial Knowledge
- Transforms intangible to Tangible

Participants realize they are the experts of their our environments!
Chinese Youth
Build your favorite Childhood Memory
Housing: Build your first memory of shelter, or belongings
When was the first time you realized you were different?
UCLA: When was the first time you realized you were Latino?
Tell Your Story in a Minute
Problem Solving
"In 6th Grade I didn’t want to play football so I went into the bathroom and cried. I saw my tears and wanted to cut off my eyelashes"

Minneapolis

Embrace Pain
Mother and Daughters bonding through planning
Empathy

Bonding through storytelling
Give the Community their Power
Realization: “I didn’t know what I know until I built it”
Validate

• Who are we!
• Where do we come from?
• What do we have in Common?

Now we are ready to collaborate!
Collaboration (15 Mins.)

- How our ideas impact each other!
- Power of Diversity (age, race, income)
- Self-Facilitation
- Generate Innovation

Stronger Together!
Collaborative Prompts:

<table>
<thead>
<tr>
<th>Place-Based</th>
<th>Issue-Based</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street</td>
<td>Health</td>
</tr>
<tr>
<td>City</td>
<td>Economic Development</td>
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<tr>
<td>Bike</td>
<td>Sustainability</td>
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<td>Park</td>
<td>Gender</td>
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<td>Housing</td>
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</tbody>
</table>
1-2 minute team presentation
Planning Storytelling:

- Pick a date/time and tell us what you are doing?
- The model/plan has life

Gives the Plan Life
Improve Senior Mobility
Improve the Streets of Boyle Heights
Phoenix: Light Rail Station for folks with Disabilities
Empathy!
Build Your Ideal Latino Community in South St. Paul
GAY UTOPIA
Synthesis Group Activity:

- Interpret what was Built/Said
- List ideas
- Common Themes

Collaboration Creates Innovation
New Media Documentation

• Articles/Blogs
• Videos: YouTube/Video
• Twitter/Instagram
Envisioning Communities through Interactive Models

Open House
Brea General Plan
Reimagine the Bronx River
Plaza Latina Market

DISEÑA SU PARQUE IDEAL

DESIGN YOUR IDEAL PARK
San Francisco: Reimagine Columbus Avenue
Application: Creating a Park in Tijuana
Women transforming Pershing Square
Planning in Rural Mexico
Teaching Children
ELA Station Area Planning
Planning along the River
Data Collection

• Planners provide the quantitative data
• Participants provide the qualitative experience

Comprehensive Outreach
Individual Benefits

• Why planning/place matters to you?
• Targets new audiences (youth, women, LGBTQ, and Immigrants)
• Integrates Planning into the everyday fabric of communities
• Inspires Participation
Community Benefits

• Increase Planning Capacity
• Build Trust
• Underscore Values
• Create Leadership
• Self Determination
Place IT!
500 Workshops
90 Interactive Models
8,000 participants

San Jose Day of the Dead
Projects:

- Eugene: Latino Access to Parks
- LA City: Mobility Plan
- Bakersfield: High Speed Rail
- NYC Health Department
- Ontario: Street Guild lines
- Charlotte: Homelessness
- SF Mission District Urban Design*
Clients:

• Women
• Men of Color
• Non-Planners