



**Calling all
students and
families!**

Join the

Plan Bay Area 2050 Video Challenge

Help Shape the Future of the Bay Area!

We want to hear what's most important to YOU about the health of our environment, as well as how we get around, where we live, and what kind of jobs will be available in the future.

This brochure will help you learn more about the 35 strategies included in the Draft Plan Bay Area 2050. After you read about the strategies, pick your favorite one and tell us on video why it's your favorite and how it might improve your life, your community, our region or the environment now or in 2050.

Focus Areas

Plan Bay Area 2050 has four key focus areas:

- Housing
- Economy
- Transportation
- Environment

Plan Bay Area 2050's Strategies

The strategies are policies that can be implemented over the next 30 years to address future challenges and make the Bay Area more affordable, connected, diverse, healthy and vibrant for all by 2050!

On the next page, you can read all of the strategies, which are organized into 11 themes that fall under the four focus areas. The description of each strategy will give you an idea of what each policy aims to accomplish.

What is Plan Bay Area 2050?

Plan Bay Area 2050 is a plan to improve the lives of everyone who lives, works, plays and goes to school in the San Francisco Bay Area.

The plan includes 35 bold strategies that advance equity and resilience in order to guide how the Bay Area grows over the next 30 years. While that seems like a long time from now, we will begin to work toward a better future today for YOU — the next generation!

The Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) have developed the Draft Plan Bay Area 2050 over the past three years.

Theme

Transportation Strategies

Maintain & Optimize the Existing System

- **Restore, operate and maintain the existing system.** Focus on ensuring that our existing transportation network of roads and transit is well maintained.
- **Support community-led transportation enhancements in Equity Priority Communities.** Provide funding in communities with low incomes for transportation improvements they support.
- **Enable a seamless mobility experience.** Make it easier to pay for and plan transit trips across the Bay Area, such as with mobile apps.
- **Reform regional transit fare policy.** Create one standard fare policy for all the transit agencies in the Bay Area.
- **Implement per-mile tolling on congested freeways with transit alternatives.** Charge drivers who drive on congested freeways instead of taking available transit along the same route.
- **Improve interchanges and address highway bottlenecks.** Temporarily reduce traffic congestion by improving freeway interchanges and addressing bottlenecks.
- **Advance other regional programs and local priorities.** Continue to fund regional programs like Clipper and 511, as well as other transportation projects and programs that are important to the Bay Area's cities and counties.

Create Healthy and Safe Streets

- **Build a Complete Streets network.** Build streets that safely serve everyone, whether they're walking, bicycling or driving.
- **Advance regional Vision Zero policy through street design and reduced speeds.** Create a policy for the Bay Area to allow for lower speed limits and to promote safer design of streets and roads.

Build a Next-Generation Transit Network

- **Enhance local transit frequency, capacity and reliability.** Make sure that buses and trains arrive more frequently and reliably and can carry more passengers.
- **Expand and modernize the regional rail network.** Improve rail services to better connect communities.
- **Build an integrated regional express lane and express bus network.** Encourage travel by bus and carpooling by building more Express Lanes and an Express Bus network across the Bay Area.

Theme

Environment Strategies

Reduce Risks from Hazards

- **Adapt to sea level rise.** Protect communities most at-risk from sea level rise.
- **Provide means-based financial support to retrofit existing residential buildings.** Provide funds to those in need to help retrofit all kinds of homes against earthquakes, wildfires or to make them more energy efficient.
- **Fund energy upgrades to enable carbon neutrality in all existing commercial and public buildings.** Provide funds to make improvements to public and commercial buildings so they reduce the amount of harmful greenhouse gas emissions they release into the environment as much as they can.

Expand Access to Parks and Open Space

- **Maintain urban growth boundaries.** Focus new developments within communities that already exist to protect natural lands.
- **Protect and manage high-value conservation lands.** Protect natural and agricultural lands that are important to conserve.
- **Modernize and expand parks, trails and recreation facilities.** Improve and expand parks, trails and recreation facilities.

Reduce Climate Emissions

- **Expand commute trip reduction programs at major employers.** Expand programs to reduce car trips for people who work for big companies.
- **Expand clean vehicle initiatives.** Increase clean vehicle programs to expand access to fuel-efficient/electric vehicles and chargers.
- **Expand transportation demand management initiatives.** Expand bikeshare, carshare and vanpool programs to discourage people from driving alone.

Theme

Housing Strategies

Protect and Preserve Affordable Housing

- **Further strengthen renter protections beyond state law.** Have Bay Area-wide policies to protect renters.
- **Preserve existing affordable housing.** Ensure that homes that are currently affordable remain affordable.

Spur Housing Production for Residents of All Income Levels

- **Allow a greater mix of housing densities and types in Growth Geographies.** Mix different types of homes together in select places, like apartments with townhomes or duplexes with single-family homes.
- **Build adequate affordable housing to ensure homes for all.** Build more affordable housing to ensure that all Bay Area residents have a home.
- **Integrate affordable housing into all major housing projects.** Be sure to include affordable housing in home construction projects.
- **Transform aging malls and office parks into neighborhoods.** Convert old malls or office parks into communities with shops and housing for people of all income levels.

Create Inclusive Communities

- **Provide targeted mortgage, rental and small business assistance to Equity Priority Communities.** Provide funding assistance for mortgage and rent payments and to small businesses in communities with more limited incomes.
- **Accelerate reuse of public and community-owned land for mixed-income housing and essential services.** Make it faster to add homes for people of all incomes and essential services on public and community lands.

Theme

Economy Strategies

Improve Economic Mobility

- **Implement a statewide universal basic income.** Provide a \$500 monthly payment to all Bay Area households.
- **Expand job training and incubator programs.** Provide job training programs and incubators for entrepreneurs to launch new businesses in communities with limited incomes.
- **Invest in high-speed internet in underserved low-income communities.** Provide high-speed internet in communities that don't have it.

Shift the Location of Jobs

- **Allow greater commercial densities in Growth Geographies.** Build more shops and office buildings near transit.
- **Provide incentives to employers to shift jobs to housing-rich areas well served by transit.** Provide incentives for employers to move jobs closer to communities with a lot of homes and closer to transit.
- **Retain and invest in key industrial lands.** Protect industrial lands that are important to the Bay Area's economy.



Photo: Ben Botkin

Join the Plan Bay Area 2050 Video Challenge

- ▶ Create a video to tell us which Plan Bay Area 2050 strategy you like and how it will benefit you and your community.
- ▶ You could win one of three \$100 gift cards to an electronics store!*

We want to hear what's most important to YOU.

To join the Challenge, visit:

SpareTheAirYouth.org/PBAVideoChallenge

*If you are under 18 years of age, you need your parents'/guardians' permission to submit a video to the Plan Bay Area 2050 Video Challenge.

