

# DRAFT BLUEPRINT STRATEGIES

## OBJECTIVES



## TRANSPORTATION STRATEGIES

### 1. Maintain and Optimize Existing Infrastructure



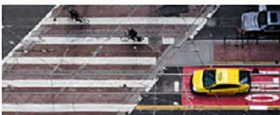
**Operate and Maintain the Existing System.** Commit to operate and maintain the Bay Area's roads and transit infrastructure, while ensuring that all Priority Development Areas have sufficient transit service levels.

**Enable Seamless Mobility with Unified Trip Planning and Fare Payments.** Develop a unified platform for trip planning and fare payment to enable more seamless journeys.

**Reform Regional Transit Fare Policy.** Streamline fare payment and replace existing operator-specific discounted fare programs with an integrated fare structure across all transit operators.

**Implement Per-Mile Tolling on Congested Freeways with Transit Alternatives.** Apply a per-mile charge on auto travel on select highly-congested freeway corridors where transit alternatives exist, with discounts for carpoolers, low-income residents, and off-peak travel, with excess revenues reinvested into transit alternatives in the corridor.

### 2. Create Healthy and Safe Streets



**Build a Complete Streets Network.** Enhance streets to promote walking, biking, and other micromobility through sidewalk improvements and 7,000 miles of bike lanes or multi-use paths.

**Advance Regional Vision Zero Policy through Street Design and Reduced Speeds.** Reduce speed limits to 25 to 35 miles per hour on local streets and 55 miles per hour on freeways, relying on design elements on local streets and automated speed enforcement on freeways.

### 3. Enhance Regional and Local Transit



**Advance Low-Cost Transit Projects.** Complete a limited set of transit projects that performed well in multiple futures and require limited regional dollars to reach fully-funded status.

**Build a New Transbay Rail Crossing.** Address overcrowded conditions during peak commute periods and add system redundancy by adding a new Transbay rail crossing connecting the East Bay and San Francisco.

## OBJECTIVES



## ECONOMIC STRATEGIES

### 4. Improve Economic Mobility



**Expand Childcare Support for Low-Income Families.** Provide a 50 percent childcare subsidy to low-income households with children under 5, enabling more parents with young children to remain in (or to enter) the workforce.

**Create Incubator Programs in Economically-Challenged Areas.** Fund pre-incubation services or technical assistance for establishing a new business, as well as access to workspaces, and mentorship and financing in disadvantaged communities.

**Retain Key Industrial Lands through Establishment of Priority Production Areas.** Implement local land use policies to protect key industrial lands identified as Priority Production Areas, including preservation of industrial zoning.

### 5. Shift the Location of Jobs



**Allow Greater Commercial Densities in Growth Geographies.** Allow greater densities for new commercial development in select Priority Development Areas and select Transit-Rich Areas to encourage more jobs to locate near public transit.

**Assess Transportation Impact Fees on New Office Developments.** Apply expanded county-specific fees on new office development that reflects associated transportation impacts.

**Assess Jobs-Housing Imbalance Fees on New Office Developments.** Apply a regional jobs-housing linkage fee to generate funding for affordable housing when new office development occurs in job-rich places, thereby incentivizing more jobs to locate in housing-rich places.

## OBJECTIVES



## HOUSING STRATEGIES

### 6. Spur Housing Production and Create Inclusive Communities



**Allow a Greater Mix of Housing Types and Densities in Growth Areas.** Allow a variety of housing types at a range of densities to be built in Priority Development Areas, select Transit-Rich Areas, and select High-Resource Areas.

**Reduce Barriers to Housing Near Transit and in Areas of High Opportunity.** Reduce parking requirements, project review times, and impact fees for new housing in Transit-Rich and High-Resource Areas, while providing projects exceeding inclusionary zoning minimums even greater benefits.

**Transform Aging Malls and Office Parks into Neighborhoods.** Transform aging malls and office parks into mixed-income neighborhoods by permitting new land uses and significantly reducing development costs for eligible projects.

### 7. Protect, Preserve, and Produce More Affordable Housing



**Fund Affordable Housing Protection, Preservation and Production.** Raise an additional \$1.5 billion in new annual revenues to leverage federal, state, and local sources to protect, preserve and produce deed-restricted affordable housing.

**Require 10 to 20 Percent of New Housing to be Affordable.** Require at least 10 percent to 20 percent of new housing developments of 5 units or more to be affordable to low-income households, with the threshold defined by market feasibility as well as access to opportunity and public transit.

**Further Strengthen Renter Protections Beyond State Legislation.** Building upon recent tenant protection laws, limit annual rent increases to the rate of inflation, while exempting units less than 10 years old.

## OBJECTIVES



## ENVIRONMENTAL STRATEGIES

### 8. Reduce Risks from Hazards



**Adapt to Sea Level Rise.** Protect shoreline communities affected by sea level rise, prioritizing areas of low costs and high benefits and providing additional support to vulnerable populations.

**Modernize Existing Buildings with Seismic, Wildfire, Drought, and Energy Retrofits.** Adopt new building ordinances and incentivize retrofits to bring existing buildings up to higher seismic, wildfire, water and energy standards, providing means-based subsidies to offset impacts.

### 9. Reduce Our Impact on the Environment



**Maintain Urban Growth Boundaries.** Using urban growth boundaries and other existing environmental protections, confine new development within areas of existing development or areas otherwise suitable for growth, as established by local jurisdictions.

**Protect High-Value Conservation Lands.** Provide strategic matching funds to help conserve high-priority natural and agricultural lands, including but not limited to Priority Conservation Areas.

**Expand the Climate Initiatives Program.** Expand MTC's Climate Initiatives Program, which includes investments in transportation demand management and electrification incentive programs, while simultaneously working with the Air District and the State to reduce greenhouse gas emissions for other transportation sectors.



# ADVANCING EQUITY WITH BOLD STRATEGIES

As a cross-cutting issue of Plan Bay Area 2050, staff has worked to weave equity into every single strategy for the Draft Blueprint.



**AFFORDABLE**



Consistent regional means-based discounts for fares and tolls.



**CONNECTED**



Service frequency increases in both high-ridership corridors and in currently-undeserved PDAs.



**DIVERSE**



Emphasis on growth in High-Resource Areas to address the legacy of race-based exclusion.



**HEALTHY**



Prioritization of retrofit assistance and sea level rise infrastructure in lower-income communities.



**VIBRANT**



Incubator programs and childcare support designed to enable greater economic mobility.

## TELL US WHAT YOU THINK!

MTC and ABAG will hold public workshops all around the Bay Area later in 2020 and invite you to help shape the Plan Bay Area 2050 Blueprint. We want to find out what you – and your family, friends, and neighbors – have to say about the 25 proposed strategies and how these strategies could influence the way we will live, work and travel in the Bay Area over the next generation.

MTC and the ABAG Executive Board are scheduled to adopt a Final Blueprint in fall 2020. We look forward to hearing from you!

Visit [planbayarea.org](http://planbayarea.org) to learn more or to check the schedule of public workshops. You can also follow MTC BATA on social media.

**SPRING**

- Release Draft Blueprint Outcomes and Growth Pattern

**SUMMER**

- Revise Strategies for Final Blueprint
- Stakeholder and Public Workshops

**FALL**

- Adopt Final Blueprint
- Advance to Environmental Impact Report (EIR)

**WINTER**

- Environment Analysis



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