



Planning Directors Forum

Monday, July 31, 2023

10:00 a.m. – 11:30 a.m.

Zoom

<https://us06web.zoom.us/j/82165033315?pwd=QS8zcDlpUkZrQWV4NGhnUHN4WGV1UT09>

AGENDA

1. Welcome/Roll Call (5 mins)

2. Discussion Items

a. Draft 2023 Public Participation Plan (Heather Adamson, AMBAG) (20 mins)

Staff will provide an overview of the Draft 2023 Public Participation Plan (PPP).

Planning Directors are asked to provide comments on the Draft 2023 PPP that is out for public review until August 31, 2023.

b. 2026 Regional Growth Forecast (Heather Adamson, AMBAG and Beth Jarosz, Population Reference Bureau) (30 mins)

AMBAG staff will share present methodology options and the timeline for developing the draft tri-county regional employment, population, and housing forecast. Planning Directors are asked to provide feedback and input on a preferred forecast methodology option.

3. Other Items/Announcements (10 mins)

a. Regional Early Action Planning (REAP) 2.0 Grant Programs Deadlines

b. In Person Planning Directors Meeting

4. Next Steps/Adjourn (5 mins)

Staff Contact

Heather Adamson, AMBAG

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hadamson@ambag.org

**MEMORANDUM**

TO: AMBAG Planning Directors Forum

FROM: Heather Adamson, Director of Planning

SUBJECT: Draft 2023 Public Participation Plan

MEETING DATE: July 31, 2023

RECOMMENDATION:

Staff will provide an overview of the *Draft 2023 Public Participation Plan* (PPP). Planning Directors are asked to provide comments on the Draft 2023 PPP that is out for public review until August 31, 2023.

BACKGROUND/ DISCUSSION:

The federally required 2023 Public Participation Plan is a comprehensive document that guides regional planning agencies and local jurisdictions in the public participation process for the tri-county Monterey Bay region that either receive federal funds or are subject to a federally required action.

AMBAG, as the federally designated Metropolitan Planning Organization (MPO) for the Monterey Bay region, prepares and adopts the Public Participation Plan at least once every four years. The prior Public Participation Plan, the *2019 Monterey Bay Area Public Participation Plan*, was adopted in October 2019 to comply with the Fixing America's Surface Transportation Act (FAST Act) of 2015 legislation. The *2023 Public Participation Plan* will cover the four-year period from 2023-2026 and was developed to adhere to the Infrastructure Investment and Jobs Act/Bipartisan Infrastructure Act (IIJA/BIA) of 2021 and the FAST Act of 2015 legislation and pursuant to changes in the California Government Code 65080 that occurred with the passage of Senate Bill (SB) 375 in 2008.

The 2023 Public Participation Plan emphasizes the transportation decision making process, including the expanded use of visualization techniques and innovative online marketing strategies in public outreach.

AMBAG is required to update the Public Participation Plan every four years. The requirements for the Public Participation Plan under the IJJA/BIA/FAST Act include increased involvement and collaboration with members of the public, decision makers and staff from the local jurisdictions and partner agencies within the region.

Key sections of the *2023 Public Participation Plan* are listed below:

- Public Participation Plan Guiding Principles
- 2023 Public Participation Plan Timeline
- Incorporating Limited-English Proficiency (LEP) Populations into the PPP
- PPP Procedures and Development Process
- Interested Parties and Public Engagement
- Online and Visualization Outreach Strategies

An updated Public Participation Plan is the required guide for all public involvement activities conducted by AMBAG. As such, the PPP contains the procedures, strategies and techniques used by AMBAG for public involvement in all programs and projects that use federal funds.

A number of appendices are included in the 2023 PPP. For example, Appendix G includes the 2050 Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS) Public Involvement Program. This appendix outlines how AMBAG will engage the public and stakeholders throughout the development of the 2050 MTP/SCS.

Below are key dates for developing the *2023 Public Participation Plan*:

- **June - August 2023:** Present the Draft 2023 Public Participation Plan to Advisory Committees/Councils, Planning Directors Forum, and to the AMBAG Board of Directors
- **June 14, 2023 - August 23, 2023:** 70-Day Public Comment Period
- **August - September 2023:** Prepare the Final 2023 Public Participation Plan
- **October 11, 2023:** AMBAG Board of Directors will be asked to adopt the Final 2023 Public Participation Plan

The Draft 2023 Public Participation Plan is available online at: <https://ambag.org/plans/public-participation-plan>. Planning Directors are asked to provide comments on the Draft 2023 PPP by August 23,2023. Comments should be emailed to Heather Adamson at hadamson@ambag.org.



MEMORANDUM

TO: AMBAG Planning Directors Forum

FROM: Heather Adamson, Director of Planning

SUBJECT: 2026 Regional Growth Forecast: Methodology Options

MEETING DATE: July 31, 2023

RECOMMENDATION:

AMBAG staff will present methodology options and the timeline for developing the draft tri-county regional employment, population, and housing forecast. Planning Directors are asked to provide feedback and input on a preferred forecast methodology option.

BACKGROUND/ DISCUSSION:

Every four years, AMBAG updates its regional forecast for population, housing and employment to support the development of the Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS), Regional Travel Demand Model and other planning efforts.

The regional growth forecast projects the region's population, employment and housing numbers for the tri-county area of Monterey, San Benito, and Santa Cruz counties. The purpose of the regional growth forecast is to show likely changes in employment, population and housing in the region between 2020 and 2050, based on the most current information available. As growth patterns change over time, the forecast is updated on a regular basis to reflect the most current and accurate information available.

This forecast is used to inform regional and local planning projects such as the MTP/SCS, transportation projects, corridor studies, and economic activity analyses. Results from this forecast are used as inputs in the Regional Travel Demand Model to forecast travel patterns. AMBAG has hired Population Reference Bureau (PRB) to assist in the preparation of the Regional Growth Forecast.

The region has seen robust job and housing growth in recent years, despite population

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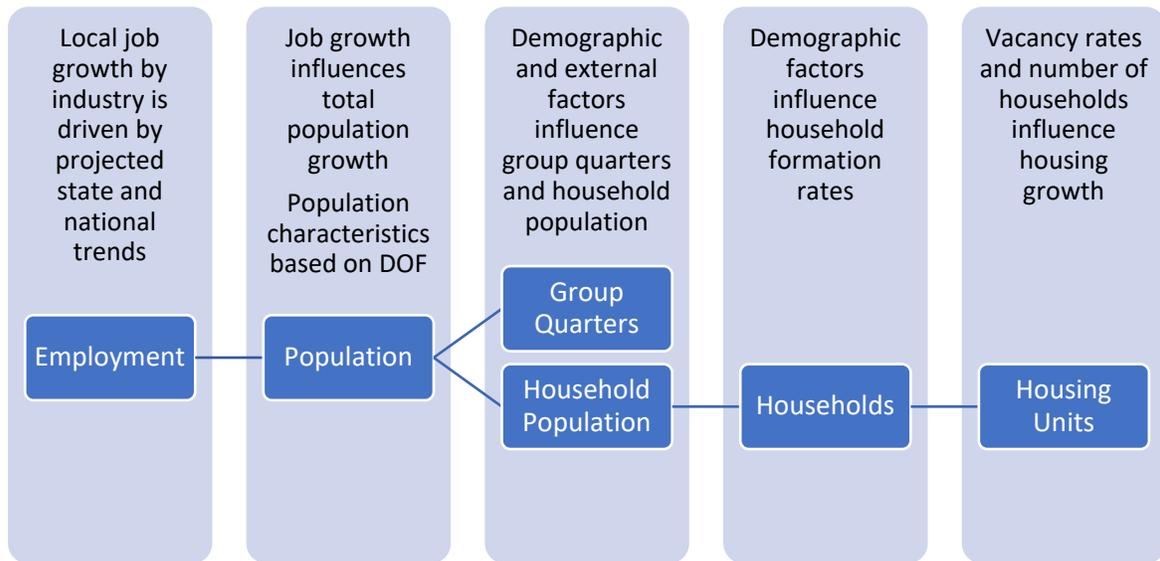
decline. However, rapid job growth and shrinking population trends are not expected to continue long-term. In the 2026 Draft Regional Growth Forecast, we expect slow growth for all three--population, jobs, and housing.

Methodology

PRB has prepared three forecast methodologies for AMBAG’s consideration. All methodologies would use the latest data from sources including data from the California Department of Finance (DOF), California Employment Development Department, Caltrans, U.S. Bureau of Labor Statistics, and U.S. Census Bureau. Option 2 would also include birth and death data from the California Department of Public Health and U.S. Centers for Disease Control and Prevention.

Option 1: Employment-Driven Method

The first option is to continue using the employment-driven forecast modeling framework that AMBAG has used for the past three MTP/SCS cycles. The modeling framework is illustrated in the figure below.



Employment: Employment growth by industry is driven by projected national and statewide trends for all industries in the region using a shift-share model.

Population: Employment growth trends influence population growth. The forecast of total population is based on historical trends in the ratio of population to employment in AMBAG region.

Projections of demographic characteristics (i.e., population by age, sex, and race/ethnicity) in the 2022 RGF rely on a proportional approach based on

demographic projections from the California Department of Finance (DOF).¹

Household Population and Households: Demographic factors (e.g., age, sex, race/ethnicity) and external factors (e.g., major group quarters facilities like colleges and universities, correctional facilities, etc.) influence the household population and household formation rates (i.e., the number of people per household).

Housing Units: Housing projections are driven by the household population projection, demographic characteristics of the household population (age, sex, race/ethnicity), household formation rates, and housing vacancy rates.

Advantages of this approach:

- Consistent with prior AMBAG MTP/SCSs.

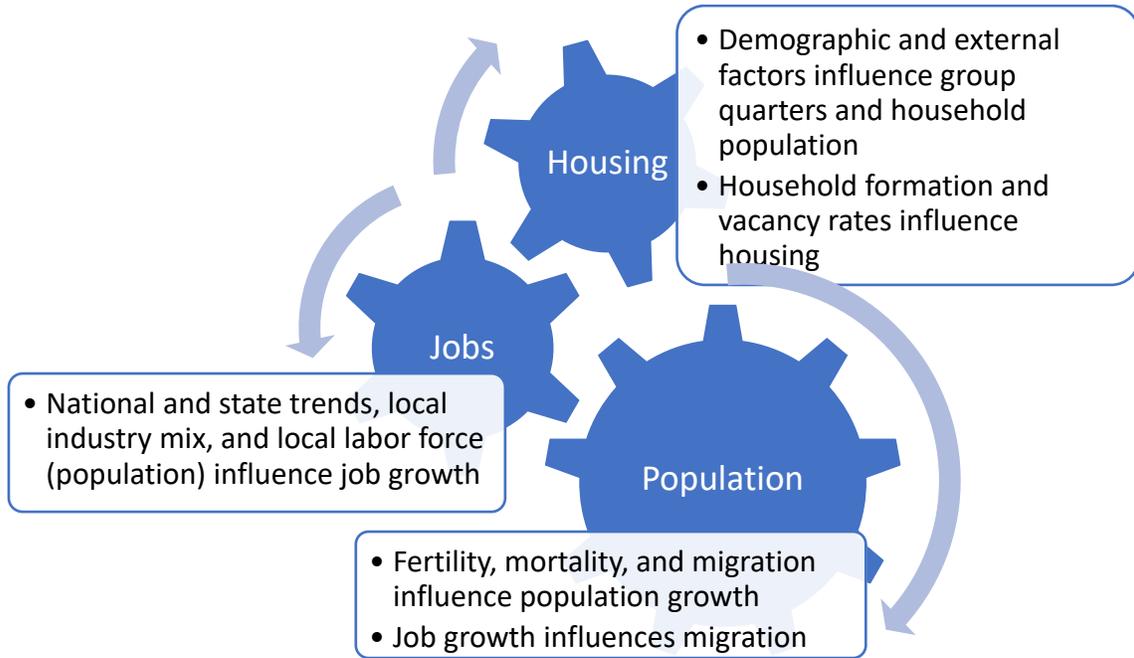
Disadvantages of this approach:

- Weak linkage (only one direction from jobs to population) between population and jobs forecast.
- Relies on DOF for demographic detail.

¹ The demographic characteristics projections would be based on a forecast released by DOF in 2021. DOF is planning to publish a revised forecast in summer 2023 but the update was not available at the time of writing.

Option 2: Cohort Component Population Growth

The second option implements a cohort component model for the population forecast that uses birth, death, and migration information to predict future population. The modeling framework is illustrated in the figure below.



Employment: Employment growth by industry is driven by projected national and statewide trends for all industries in the region using a shift-share model with input from the population model through the working-age population forecast.

Population: Fertility, mortality, and migration trends influence population growth. Employment forecast influences migration levels.

Household Population and Households: Same as Option 1.

Housing Units: Same as Option 1.

Advantages of this approach:

- Consistent with other California COGs.
- Allows closest linkages between model components.
- Produces detailed demographic characteristics without relying on a forecast update from DOF.

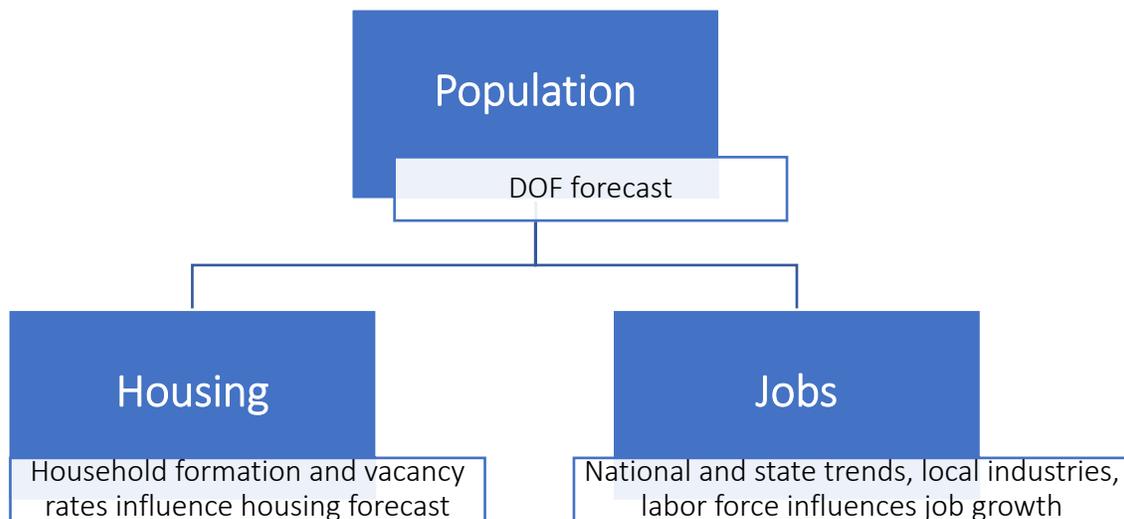
Disadvantages of this approach:

- Slightly more labor-intensive.

Note: Prior testing by PRB (for 2022 RGF) has shown this approach to produce similar results to Option 1.

Option 3: DOF Forecast

The third option is to use DOF’s forecast for population characteristics. The modeling framework is illustrated in the figure below.



Employment: Employment growth by industry is driven by projected national and statewide trends for all industries in the region using a shift-share model with input from the population model through working-age population forecast.

Population: Use DOF forecast as published.

Household Population and Households: Same as Option 1.

Housing Units: Same as Option 1.

Advantages of this approach:

- Saves consulting time.

Disadvantages of this approach:

- No local input on population forecast.
- Weak linkage (only one direction from population to jobs) between population and jobs forecast.

- DOF forecast release date is uncertain.
- DOF forecast for small counties varies widely between releases.

Timeline

- Summer/early Fall 2023 – Select a method and produce preliminary draft forecast
- Fall 2023 – Complete draft regional growth forecast
- Early 2024 – Begin subregional allocation

Next Steps

The next steps in the process include selecting a methodology for the tri-county regional growth forecast of jobs, population, and housing and disaggregating the tri-county regional forecast at both the county- and jurisdiction-level. A draft of the regional forecast will be ready for review and discussion in October 2023. AMBAG will continue to work closely with local jurisdictions and gather information to ensure that the most current local data is incorporated into the forecast and to ensure consensus on the process.