Agenda

» Call to Order
  • Welcome and Overview of Tonight’s Meeting
  • Overview of Meeting Procedures
  • Subcommittee Self-Introductions

» Public Comment: Items Not on the Agenda

» Subcommittee Organization
  • Project Overview, Schedule, & Public Involvement Opportunities
  • Subcommittee Role and Brown Act Requirements
  • Subcommittee Questions
  • Public Comment
  • Election of Chair and Vice-Chair
  • Subcommittee Discussion

» Key General Plan Issues
  • Briefing Book
  • Subcommittee Questions
  • Public Comment
  • Subcommittee Discussion
GP Subcommittee Meeting Procedures

» Meetings are recorded
» Meetings begin with roll call and brief project overview
» Public comment periods
  • Items not on the agenda
  • Agenda items
  • Speakers will have time limits
» Subcommittee comments and discussion
  • Only on agenda items
Subcommittee Introductions

» Affiliation with other City governing bodies/committees

» I love San Mateo’s….

» I wish San Mateo…
Public Comment:

Items Not on the Agenda
Presentation Outline

» General Plan 101
» General Plan Update Project Goals
» Project Schedule and Future Meetings
» Opportunities for Public Involvement
» General Plan Subcommittee Role
» Brown Act Requirements
» Key General Plan Issues
What is the General Plan?

“Blueprint” for Growth & Development

» Establishes community vision & supporting goals, policies & actions

» Provides consistent direction for future development

» Balances growth and quality of life

» Documents baseline environmental conditions
General Plan “Elements”

Required:
» Land Use
» Circulation
» Housing
» Conservation, Open Space, Parks & Recreation
» Safety
» Noise

Custom to San Mateo:
» Urban Design

Last Updated: 2010
General Plan Update Goals

» Engage broad spectrum of the community
» Establish the community’s vision for San Mateo in 2040
» Identify major issues (i.e. housing, transportation/circulation, etc.)
» Explore and identify opportunities and ways to address major issues
» Identify and provide tools to implement community’s vision

» Incorporate objectives from other city efforts such as:
  • Sustainable Streets Plan
  • Rail Corridor Plan and Bay Meadows Specific Plan implementation
  • Clean Water Program
  • Pedestrian Master Plan
  • Downtown Plan Update
  • Bicycle Master Plan Update
  • Climate Action Plan Update (will begin soon)
## Project Schedule

<table>
<thead>
<tr>
<th>Task</th>
<th>Estimated Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Conditions Analysis</td>
<td>May – October 2018</td>
</tr>
<tr>
<td>Vision and Goals</td>
<td>October 2018 – January 2019</td>
</tr>
<tr>
<td>Land Use and Circulation Alternatives</td>
<td>January 2019 – June 2019</td>
</tr>
<tr>
<td>General Plan Policies</td>
<td>June 2019 – November 2019</td>
</tr>
<tr>
<td>Draft General Plan</td>
<td>Early 2020</td>
</tr>
<tr>
<td>Environmental Impact Report</td>
<td>Early 2020</td>
</tr>
<tr>
<td>Final Documents</td>
<td>Summer 2020</td>
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</tbody>
</table>
Future Meetings

» October 16 – GP Subcommittee #2
» October 25 – Youth Workshop
» November 3 – Community Vision Workshop
» December 13 – GP Subcommittee #3
» 2019 and 2020 GP Subcommittee Meetings – Proposal: 4th Wednesday of the month
Public Engagement Process

» Community Workshops (including Youth)
» Bus Tour
» Open House
» Pop-up and Neighborhood Events
» Series of Online Engagement Exercises
» Social Media
» General Plan Subcommittee Meetings
» City Council and Planning Commission Meetings
Website: www.StriveSanMateo.org
Website: www.StriveSanMateo.org

Website launched last Wednesday

Over 150 views

More than 10 people have used online tools
Outreach to Diverse Groups

» Engage community leaders
» Go to specialty events, places of worship, and other gathering places
» Leverage contacts through partner organizations
» Translate outreach materials
» Invite and encourage participation from broad San Mateo community
General Plan Subcommittee Role

- Act as a sounding board for City staff and consultants to create a document that is responsive to the community
- Provide comments at key project milestones
- Communicate information about the General Plan Update to other community members
- Encourage everyone to participate
General Plan Subcommittee Meetings

» 8 meetings planned over the next 2 years
» 2 hours per meeting
» Meetings are open to the public
» Meeting materials will be available online the Friday before the meeting
» Every meeting will include public comment periods
» Meetings will be recorded
Role of Chair and Vice-Chair

» Guide the progress of the meeting
» Make sure everyone gets a chance to share their views & no one dominates
» Ensure meetings stick to the Agenda & that enough time is allocated to each item
» Ensure opportunity for public input & Subcommittee discussions
Brown Act Requirements

» Ensure equitable public participation in government decision-making

» Meeting Notice and Agenda must be posted

» Meetings are open to the public

» Opportunity for public comments at every meeting

» Serial/group email prohibited – subcommittee discussions must take place at public meetings
Subcommittee Questions?

Public Comment: Subcommittee Organization
Key General Plan Issues

» Current/Pipeline Projects & Projected Growth
» Transportation/Circulation Issues
» Housing Availability & Affordability Issues
# Existing and Projected Population

## Population Projections, ABAG

<table>
<thead>
<tr>
<th>Geography</th>
<th>2015</th>
<th>Estimated 2040</th>
<th>% Growth</th>
<th>Avg. Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of San Mateo</td>
<td>105,020</td>
<td>132,507</td>
<td>26.2%</td>
<td>1.0%</td>
</tr>
<tr>
<td>San Mateo County</td>
<td>757,145</td>
<td>917,160</td>
<td>21.1%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Bay Area</td>
<td>7,461,400</td>
<td>9,299,100</td>
<td>24.6%</td>
<td>0.9%</td>
</tr>
</tbody>
</table>
Existing and Projected Employment

» Between 77,000-150,000 new jobs in San Mateo County by 2040

» Additional 1.3 million new jobs in Bay Area by 2040
2018 US 101 Congestion

![Graph showing US 101 Northbound Hourly Volume](image-url)
Congestion on City Streets

» Cut-through traffic on local streets is increasing because of:
  • Increased congestion
  • Rise of mobile mapping apps

» Cut-through traffic is most prevalent at major east-west connectors to San Mateo Bridge
Housing Affordability

Housing Affordability

» Multi-family Monthly Rent
Subcommittee Questions?

Public Comment: Key General Plan Issues