



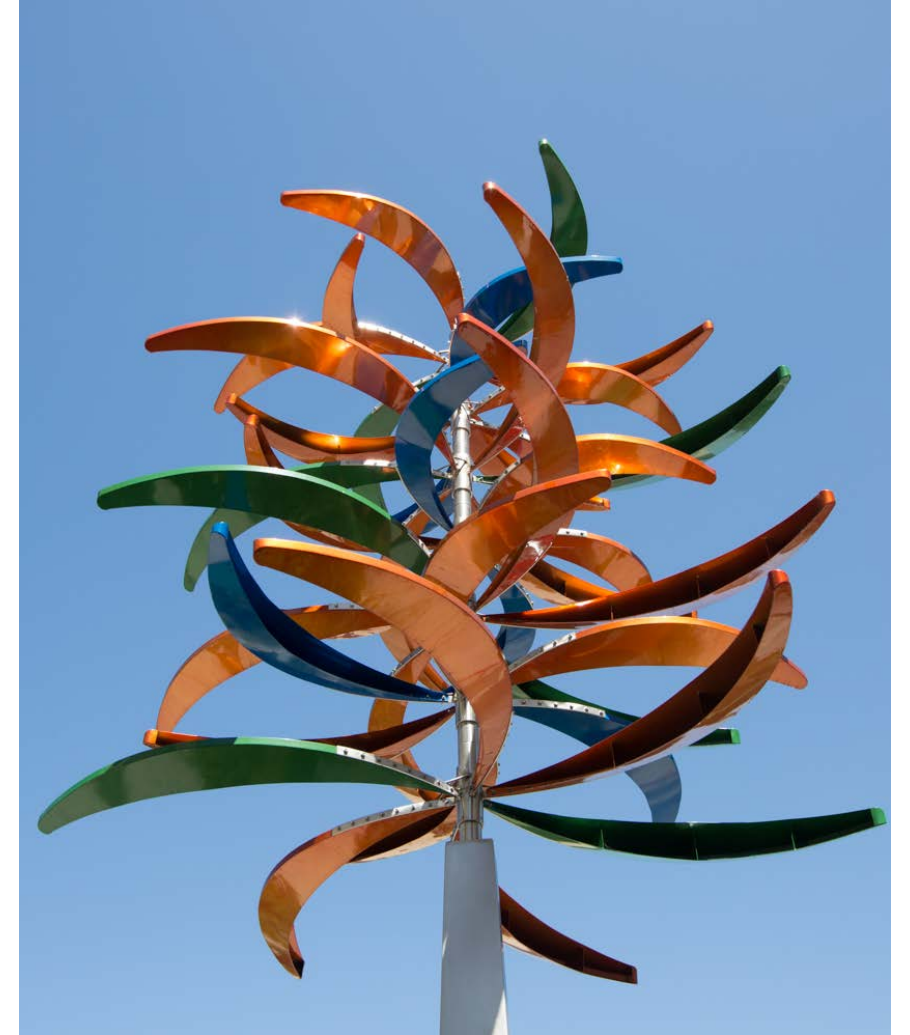
# General Plan Subcommittee Meeting #1

September 24, 2018



# 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”

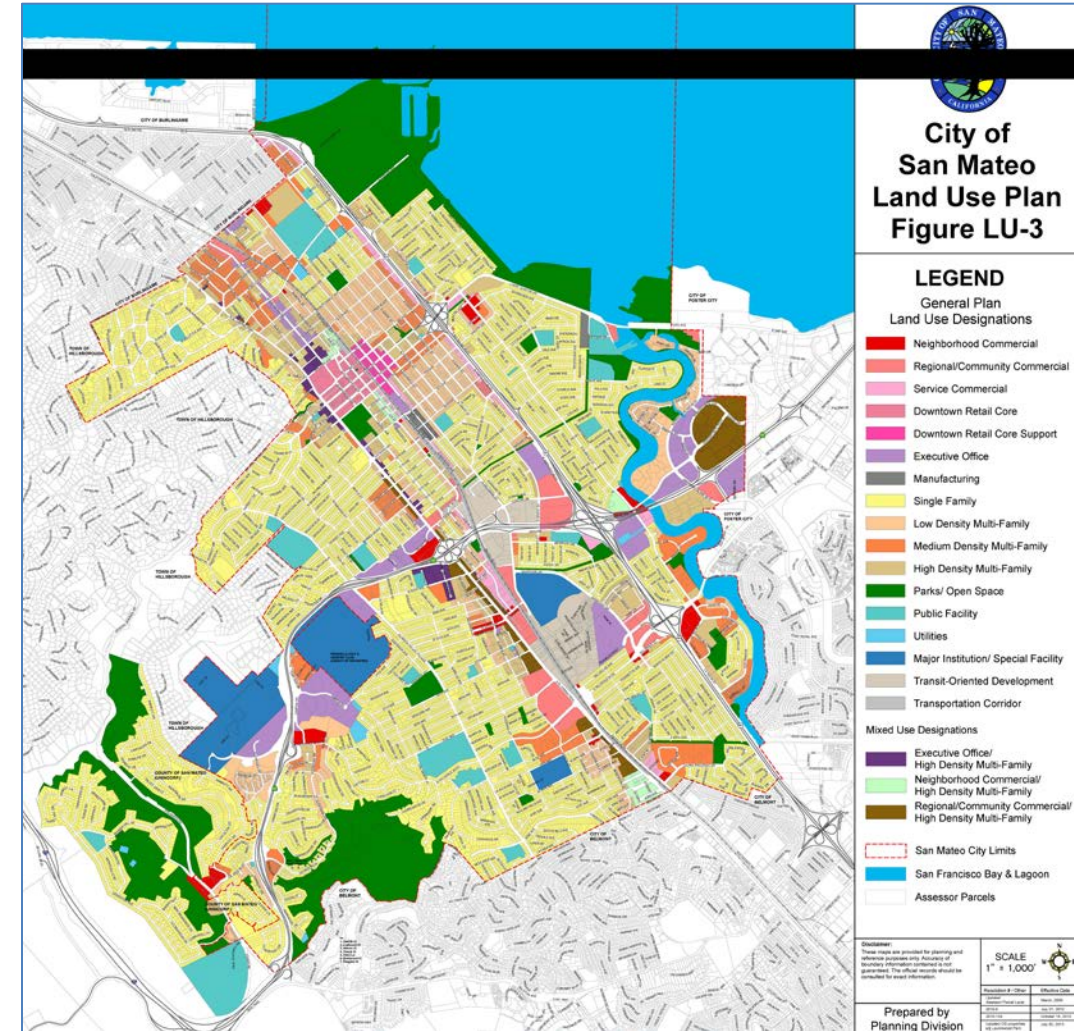
## Required:

- » 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

Task	Estimated Timeframe
Existing Conditions Analysis	May – October 2018
Vision and Goals	October 2018 – January 2019
Land Use and Circulation Alternatives	January 2019 – June 2019
General Plan Policies	June 2019 – November 2019
Draft General Plan	Early 2020
Environmental Impact Report	Early 2020
Final Documents	Summer 2020



# 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: 4<sup>th</sup> 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](http://www.StriveSanMateo.org)







STRIVE SAN MATEO  
GENERAL PLAN 2040

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San Mateo Kicks Off General Plan Update!

**Strive San Mateo Components**

-  VISIONING
-  GENERAL PLAN
-  DOWNTOWN SPECIFIC PLAN
-  ENVIRONMENTAL REVIEW

**What is a General Plan?**

Learn more about this important City document.

[MORE](#)

**Share Your Ideas**

Let us know what you think by providing comments and participating in surveys.

[MORE](#)

**Meetings**


Sep 24, 2018 @ 6:00 PM  
San Mateo Senior Center  
2645 Alameda de las Pulgas

[MORE](#)

**Documents**


Newly uploaded documents for your review.

[MORE](#)



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Meetings  
General Plan Subcommittee

The General Plan Subcommittee (GPS), a Council appointed committee, will supplement the community input provided at public workshops, pop-up events, and online, and will provide feedback and guidance throughout the San Mateo General Plan Update process.

The GPS has three main functions, all of which are of equal importance:


- To provide feedback to City staff and project consultants, with the goal of creating plans that are responsive to neighborhood and community goals, conditions, and aspirations;
- To provide input to the Planning Commission and City Council at key project milestones; and
- To communicate information about the General Plan Update to other San Mateans and to encourage their friends, neighbors, and colleagues to participate in the process.


Even though the GPS includes City Council and Commission members, it is an advisory committee. Its recommendations will be forwarded to the full City Council for consideration and potential action. GPS meetings are open to the public and always include a time to hear from the community.


**Upcoming General Plan Subcommittee Meetings**

Meetings will be posted once date, time, and location have been finalized.

- 6:00 pm – 8:00 pm, September 24, 2018 – General Plan Subcommittee #1: Kick-Off**  
San Mateo Senior Center, 2645 Alameda de las Pulgas, San Mateo
- 6:00 pm – 8:00 pm, October 16, 2018 – General Plan Subcommittee #2: Existing Conditions**  
San Mateo Garden Center (Beresford Park), 605 Parkside Way, San Mateo
- 6:00 pm – 8:00 pm, December 13, 2018 – General Plan Subcommittee Meeting #3**  
TBD, San Mateo

 **Meeting Materials**  
Meeting materials will be posted online the Friday before the meeting.

 **Recordings / Video**  
Forthcoming.

 **Rosenberg's Rules of Order**

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## Share your thoughts!

The City of San Mateo wants your input on the City's future.  
The survey period ends on **Monday, November 5, 2018.**



Upload a photo of what  
you like/dislike about  
San Mateo



Describe San Mateo in  
one word or phrase



Describe your vision for  
San Mateo in 2040



Rank the most  
important issues for the  
General Plan Update



Tell us about yourself



View participation  
results



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## Contact Us



Please send us your thoughts and questions  
about the San Mateo General Plan 2040  
Update.

### Contacts

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Lily Lim, Associate Planner

[llim@cityofsanmateo.org](mailto:llim@cityofsanmateo.org)

City of San Mateo

City Hall

330 West 20th Avenue

San Mateo, CA 94403

Monday to Friday 8 AM - 5 PM

### Telephone & Fax

T: (650) 522-7216

F: (650) 522-7201

## Sign up for our mailing list!

Email address:

[SIGN UP](#)

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**





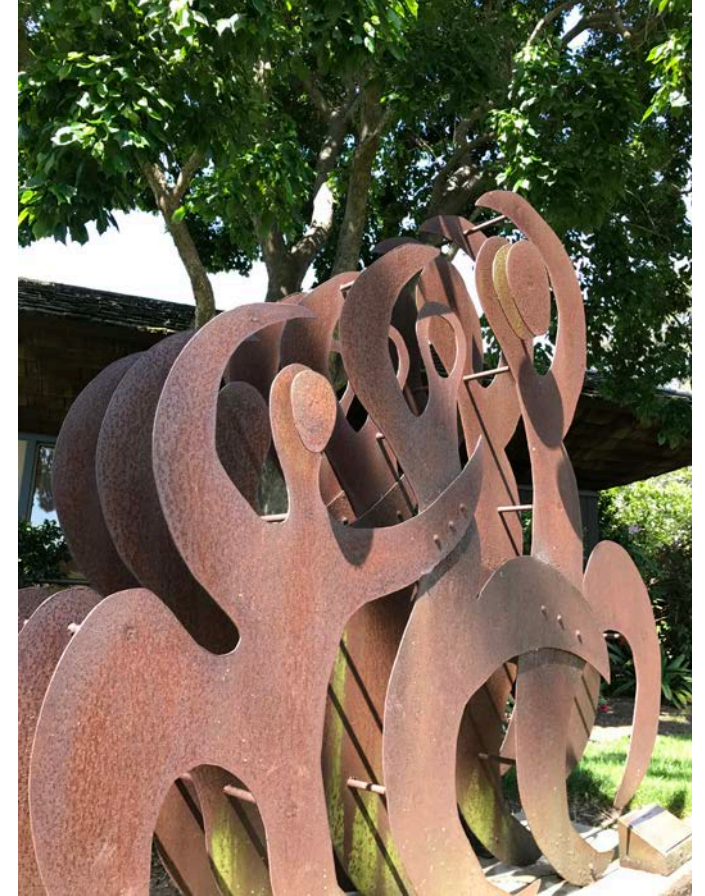
# General Plan Subcommittee Meetings

- » 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



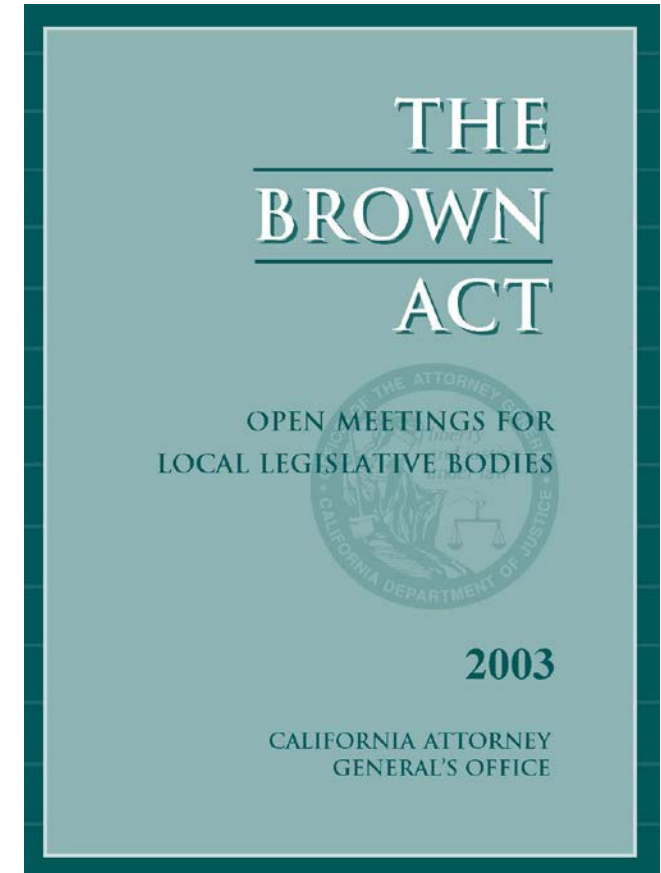
# Role of Chair and Vice-Chair

- » **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?**

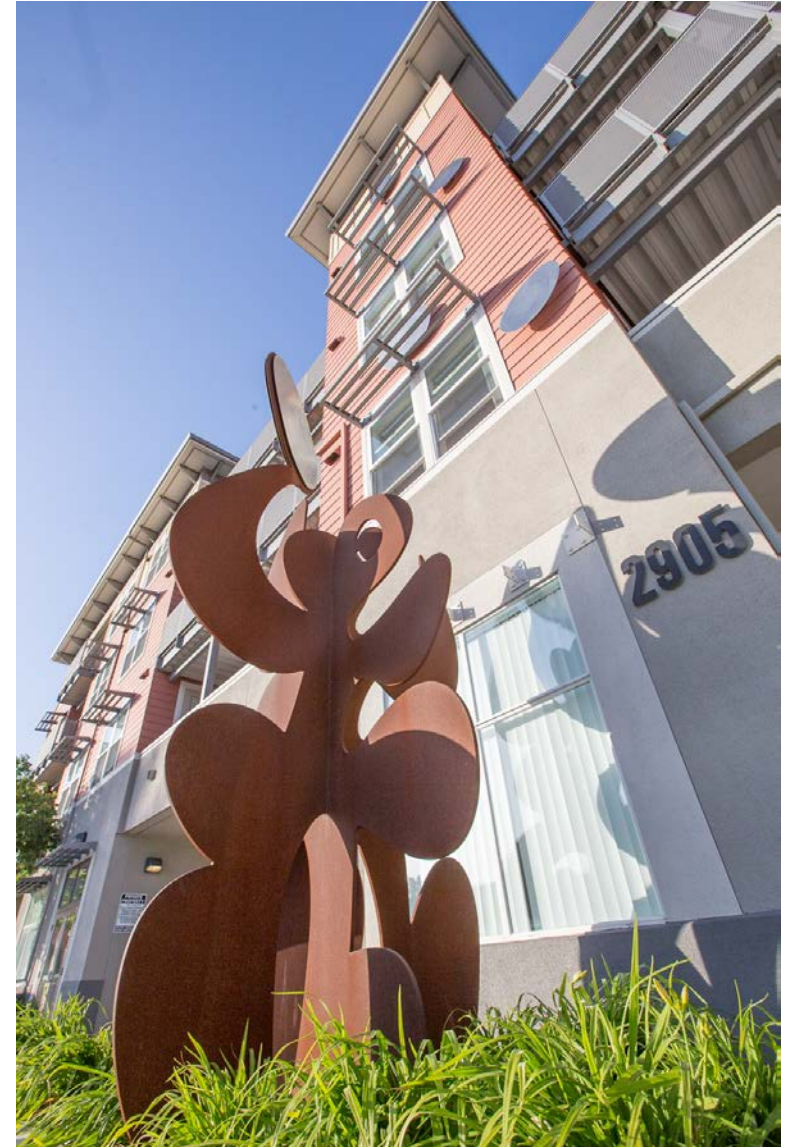
## **Public Comment: Subcommittee Organization**





# Key General Plan Issues

- » **Current/Pipeline Projects & Projected Growth**
- » **Transportation/Circulation Issues**
- » **Housing Availability & Affordability Issues**



# Existing and Projected Population

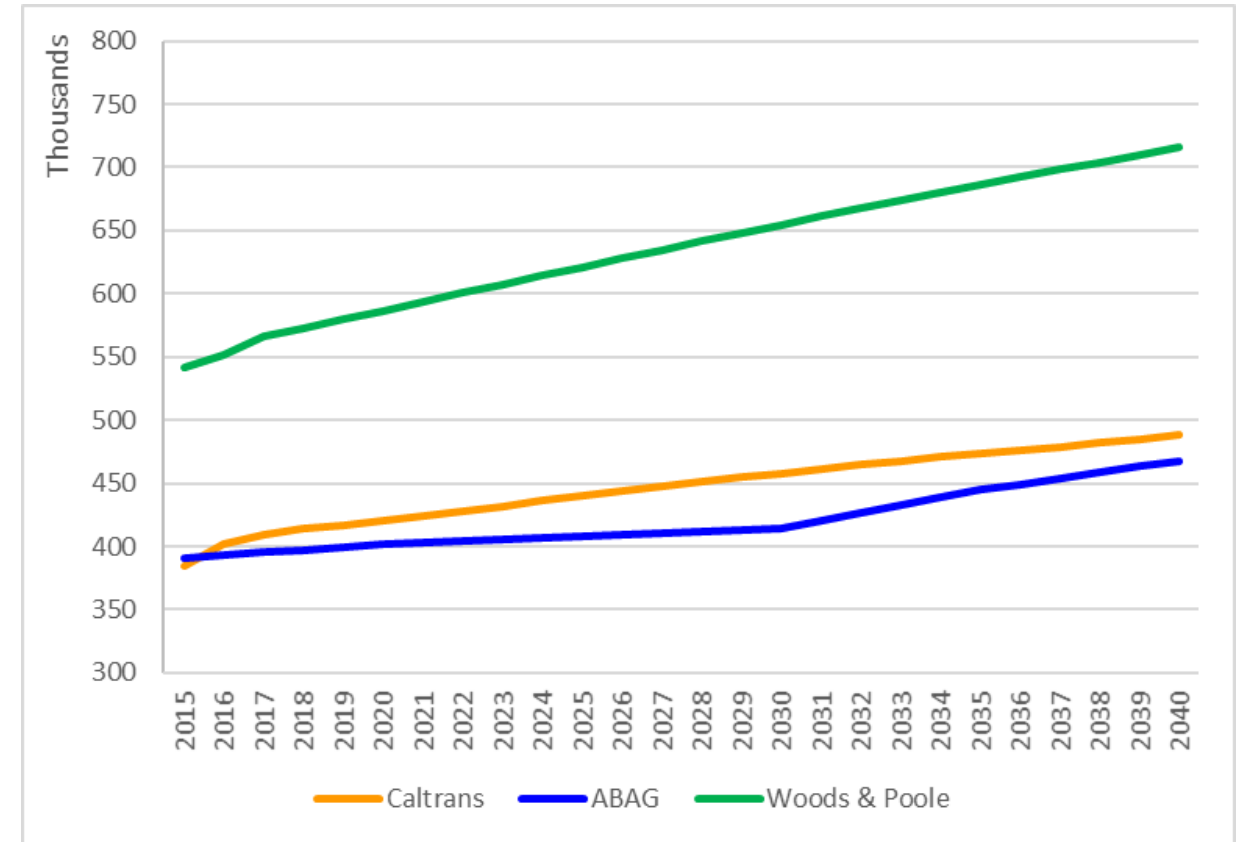
## Population Projections, ABAG

Geography	2015	Estimated 2040	% Growth	Avg. Annual
City of San Mateo	105,020	132,507	26.2%	1.0%
San Mateo County	757,145	917,160	21.1%	0.8%
Bay Area	7,461,400	9,299,100	24.6%	0.9%

# Existing and Projected Employment

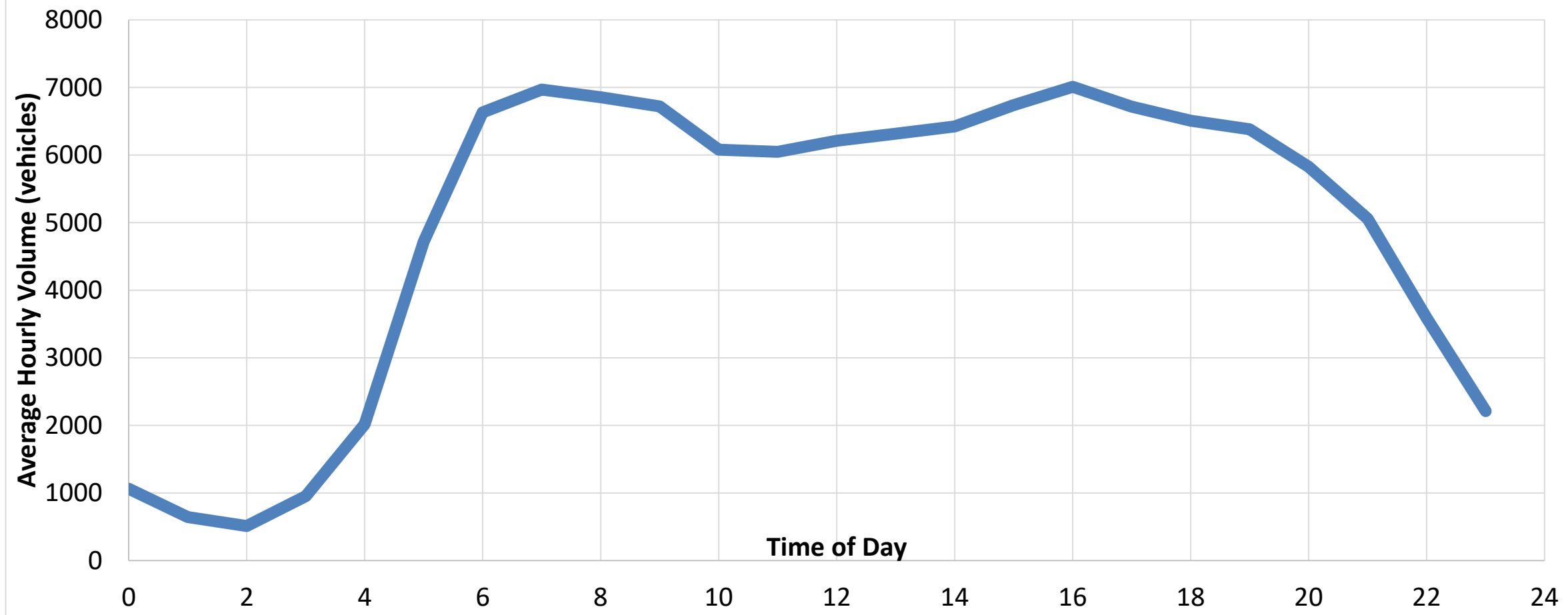
- » **Between 77,000-150,000 new jobs in San Mateo County by 2040**
- » **Additional 1.3 million new jobs in Bay Area by 2040**

Jobs Projections for the County of San Mateo



# 2018 US 101 Congestion

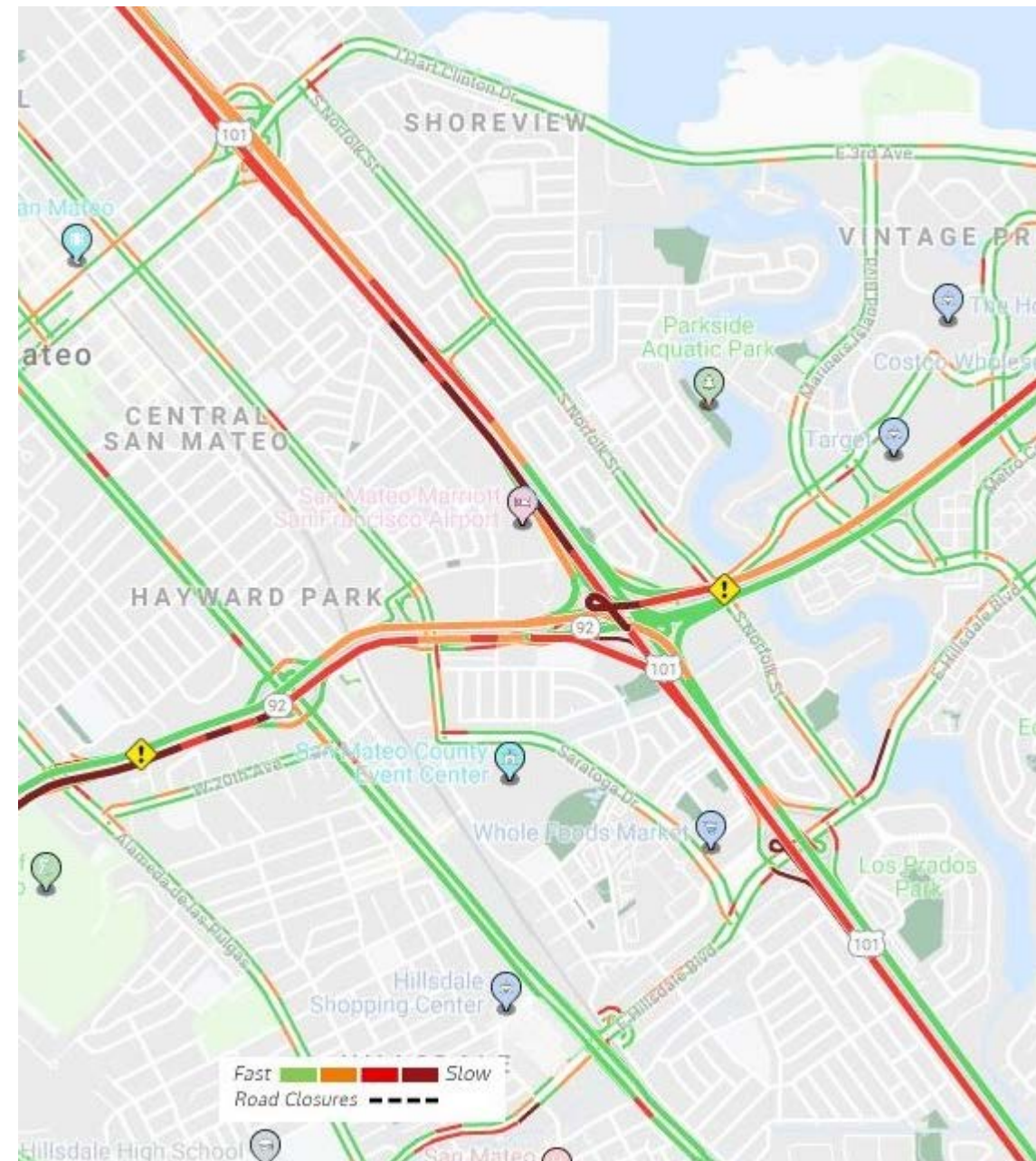
US 101 Northbound Hourly Volume





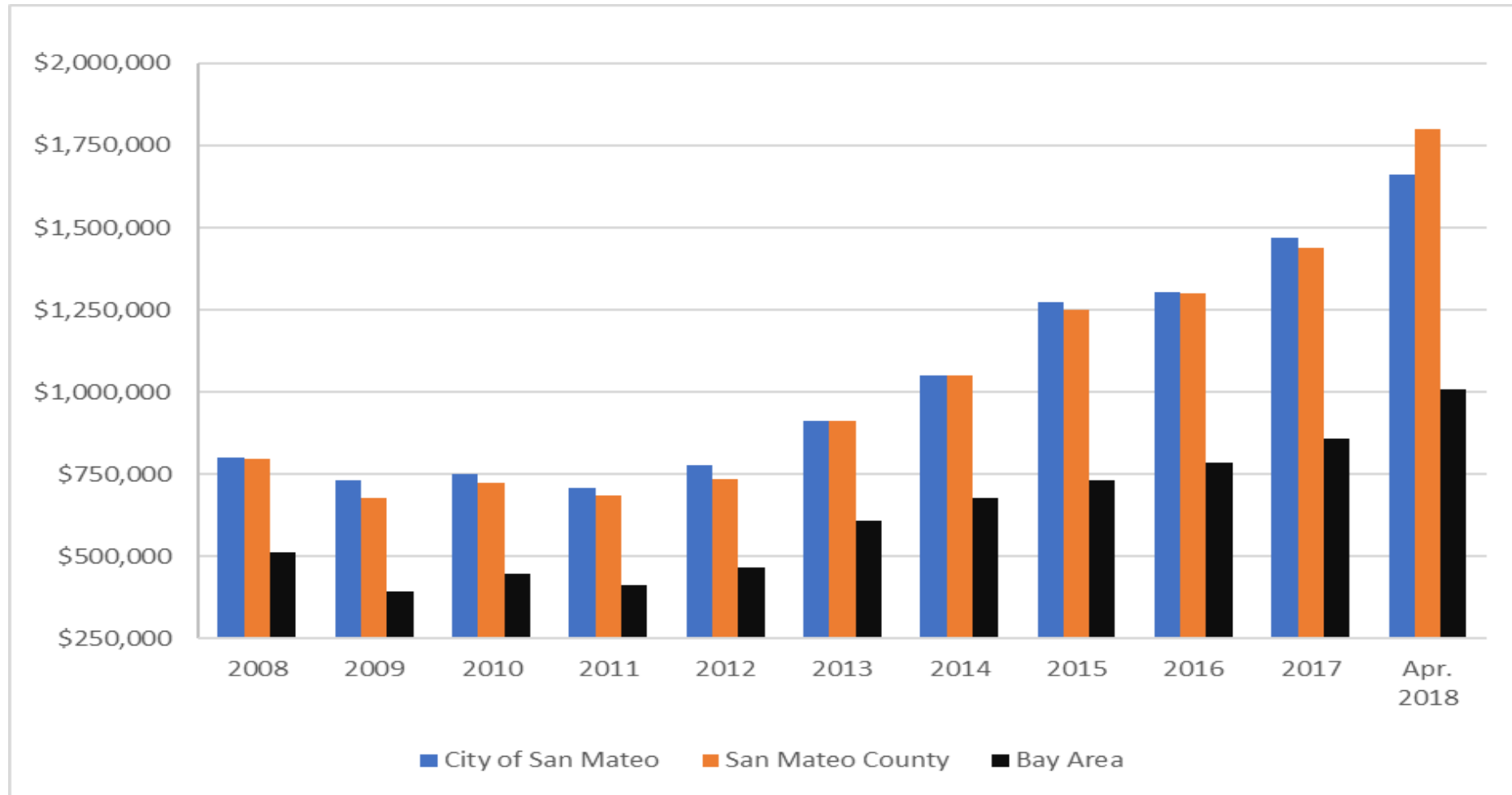
# Congestion on City Streets

- » **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**



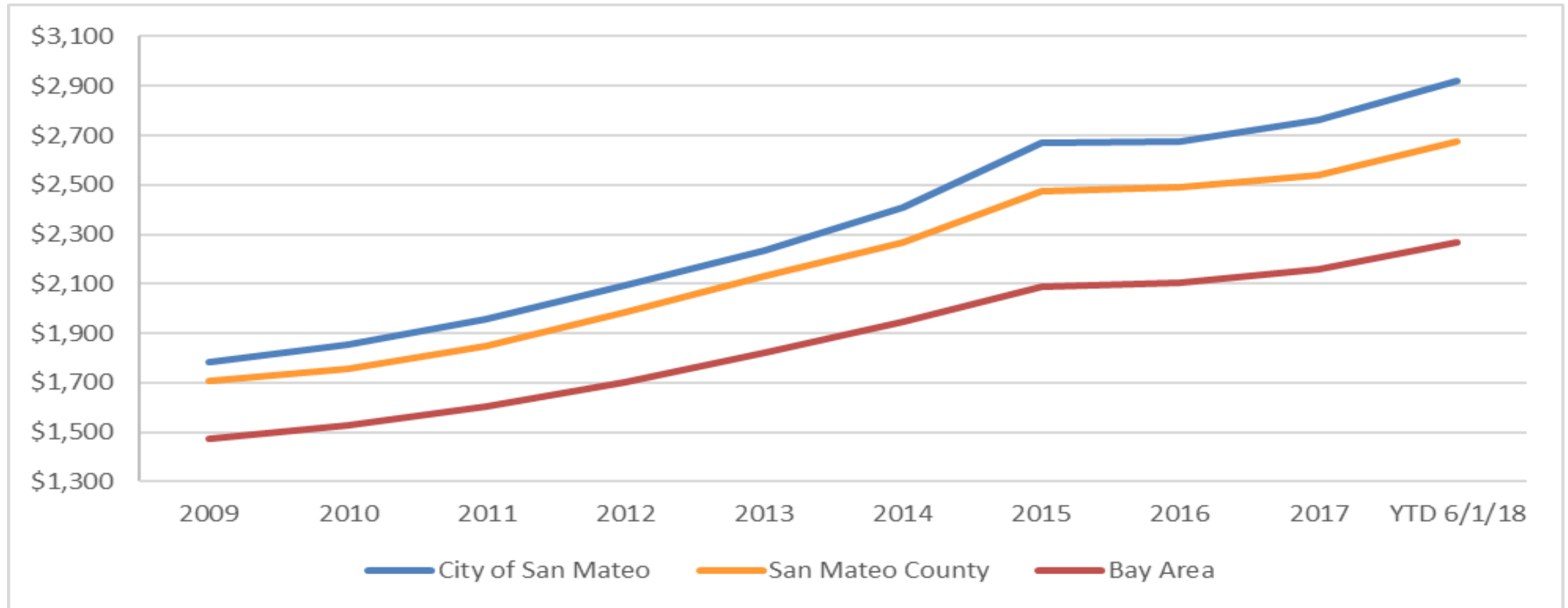
# Housing Affordability

## » Single Family Median Home Sales Price (2008-2018)



# Housing Affordability

## » Multi-family Monthly Rent



# **Subcommittee Questions?**

## **Public Comment: Key General Plan Issues**





