



Visioning Workshop

November 3, 2018



Agenda

- » Opening Activity
- » **Welcome and Introductions**
- » **Presentation by Consultant**
- » **Clarifying Questions**
- » **Small Group Activity and Reports**



Presentation Outline

- » **General Plan Update Summary**
- » **Key General Plan Issues**
- » **Vision Statement Purpose**
- » **Small Group Exercise Overview**



What is the General Plan?

“Blueprint” for City thru 2040

» Contains community’s “Vision”

- Vision Statement
- Goals, Policies and Programs to implement

» For decision makers and staff

- Serves as guide for future decision making

» For the community

- Documents community interests, balances growth and quality of life



City Council: Engage a broad spectrum of the community



General Plan “Elements”

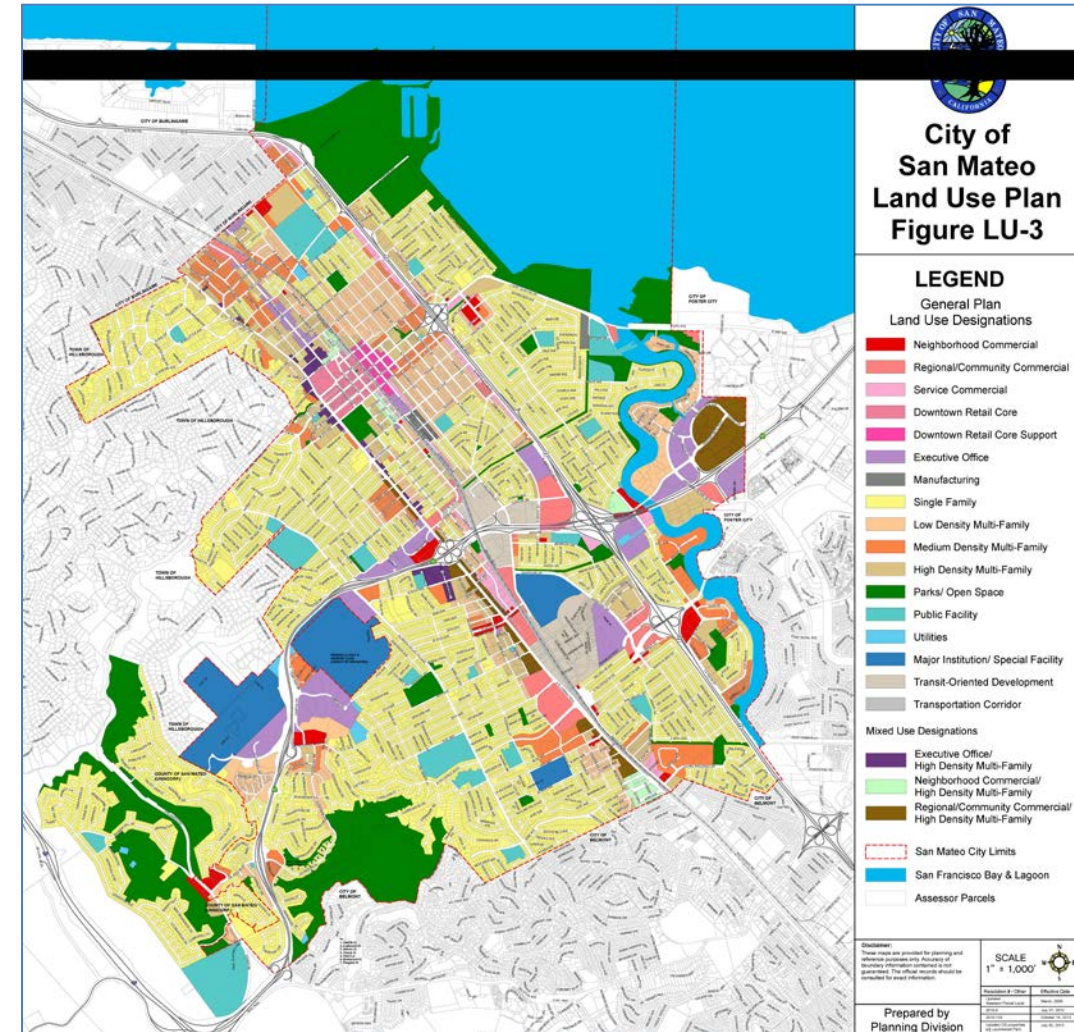
Required:

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

Custom to San Mateo:

- » Urban
Design

Last Updated:
2010

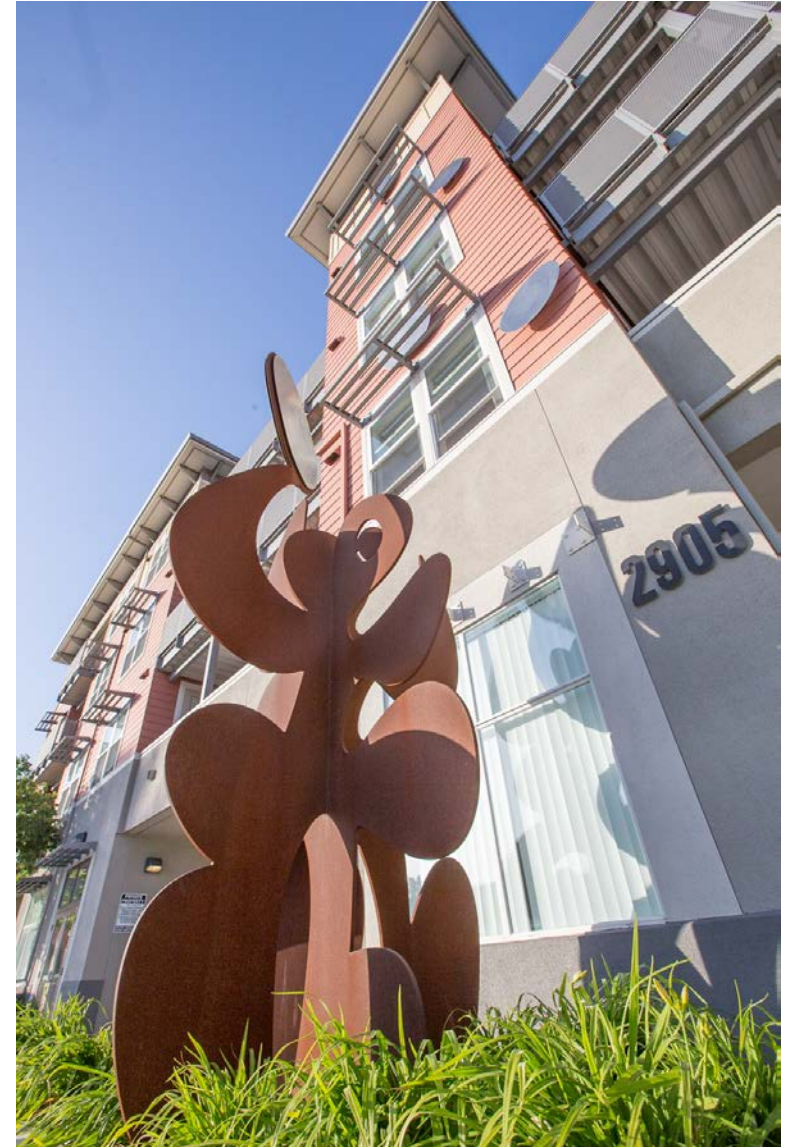


General Plan Update Goals

- » **Engage broad spectrum of the community**
- » **Establish the community's vision for San Mateo in 2040**
- » **Identify major issues to address**
- » **Provide tools to achieve the vision and address issues**
- » **Incorporate objectives from other City planning efforts**
 - 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*)

Challenges

- » **Population**
 - Five generations and growing
- » **Economic Sustainability**
- » **Transportation/Circulation**
- » **Housing Availability and Affordability**



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

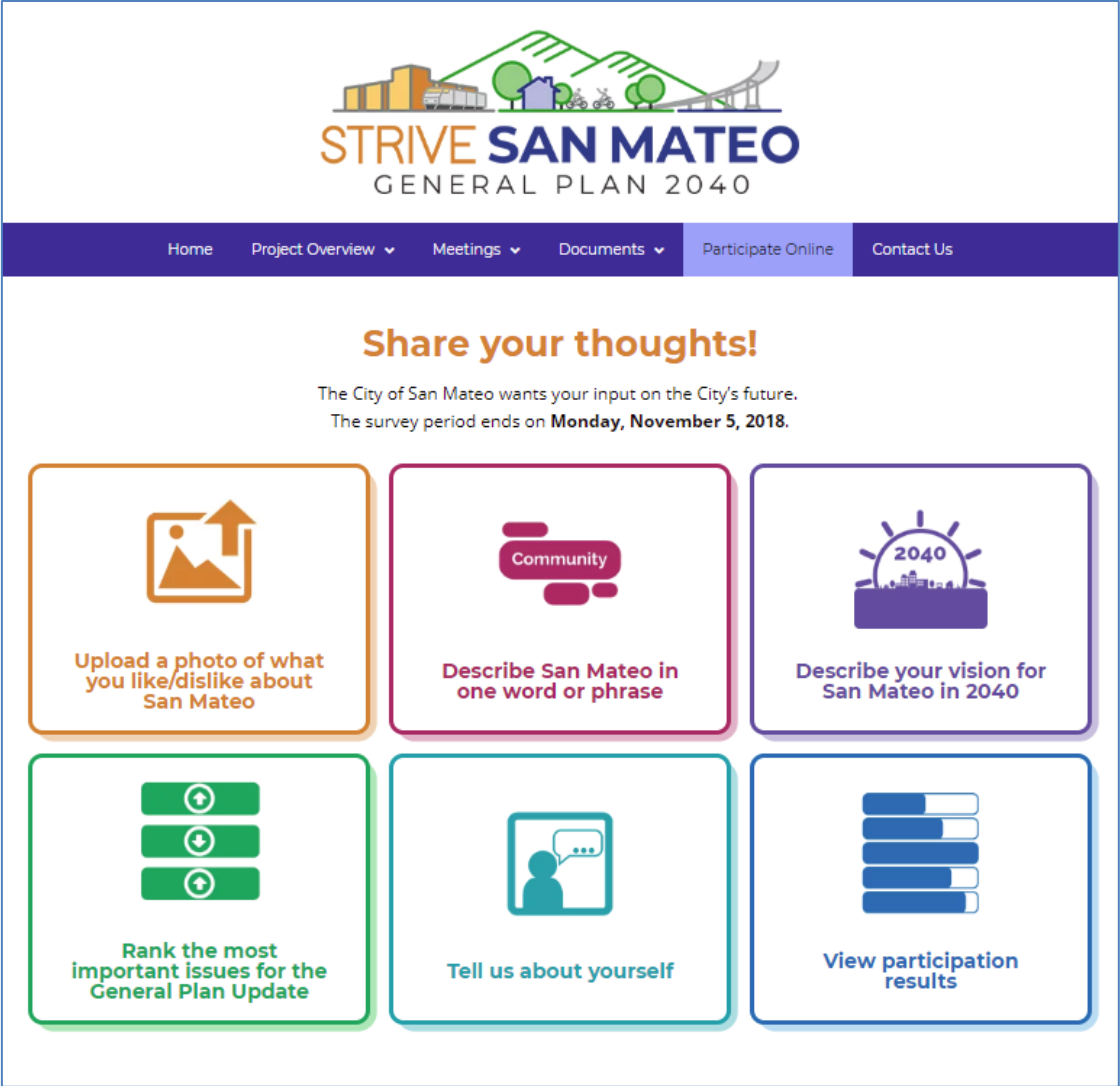
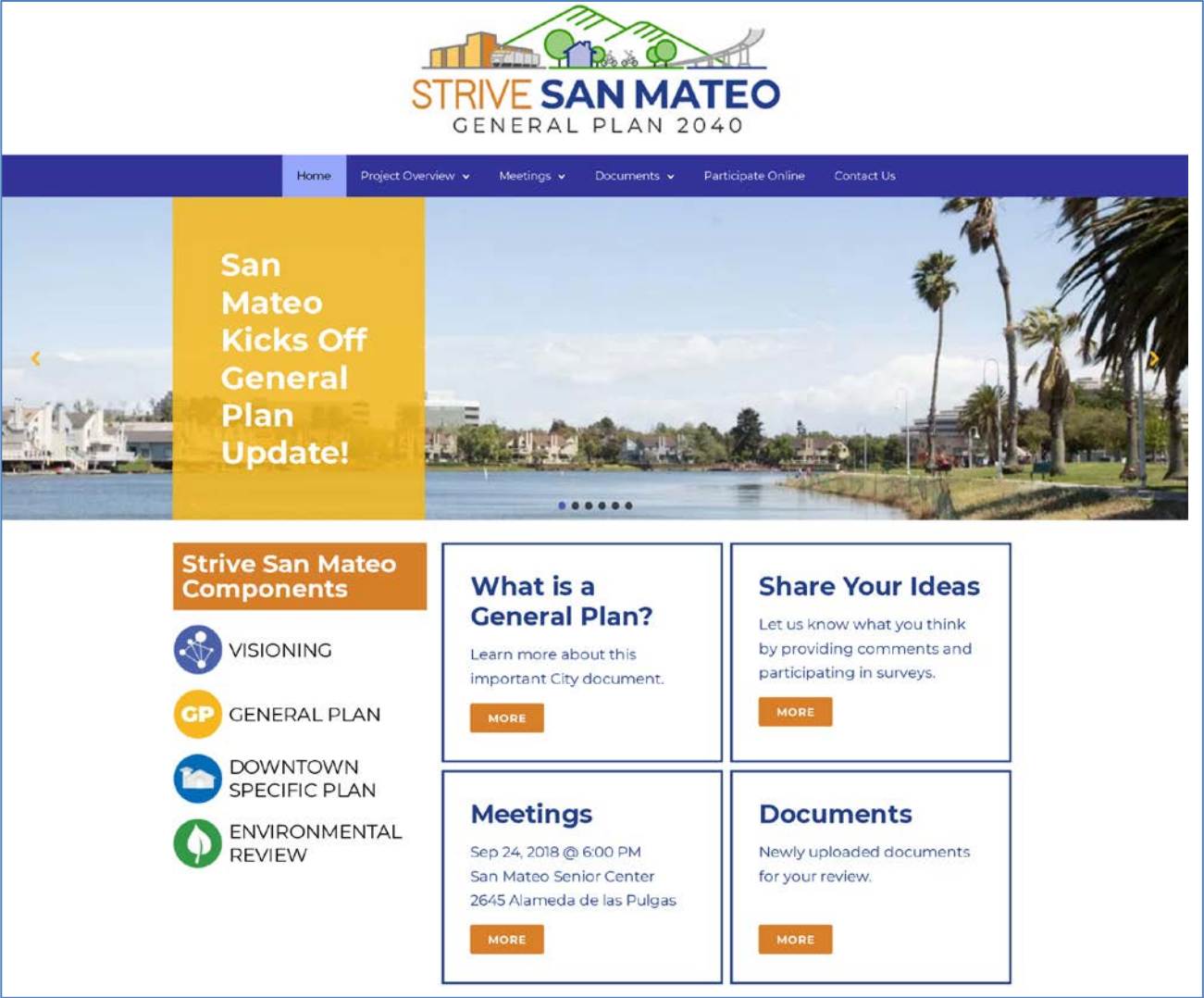


Public Engagement

- » **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: StriveSanMateo.org



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



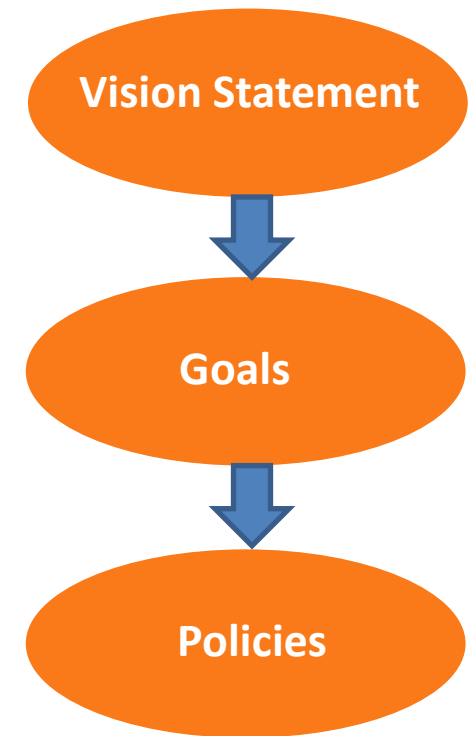
General Plan Subcommittee Meetings

- » 8 meetings planned over 2 years
- » 2 hours per meeting
- » Meetings are open to the public
- » Meeting materials are available online the Friday before the meeting
- » Every meeting includes public comment
- » Meetings are recorded



General Plan Vision Statement

- » **Describes the future of San Mateo as you would like it to be in 2040**
- » **Expresses shared community values**
- » **Relates to all topics in the General Plan**
- » **Guides preparation of General Plan goals and policies**



From Vision to Policy: Example

» Vision Statement

“Everyone in San Mateo has access to many convenient ways to get around town.”

» Goal (desired outcome)

Increased Transit Ridership

» Policy (one of potentially multiple directives to achieve the goal)

Work with employers to expand shuttles to Caltrain



Vision Statement Process

- » **September – November 2018: Online Community Engagement**
- » **October 25: Youth Vision Workshop**
- » **November 3: Community Vision Workshops**
- » **December 17: General Plan Subcommittee Meeting**
- » **January 2019: Planning Commission and City Council review**



Small Group Exercise

- » **Create statements that describe the kind of community your group wants San Mateo to be**
- » **Six separate themes to consider**
- » **Group Reports**
 - Identify common ground
 - Note areas of diverging opinions



Themes

- » **Circulation**
- » **Jobs and Economy**
- » **Community Life and Public Health**
- » **Sustainability**
- » **Housing**
- » **Parks and Public Spaces**
- » ***Other***



Questions?



