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

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<th>Task</th>
<th>Estimated Timeframe</th>
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<td>Existing Conditions Analysis</td>
<td>May – October 2018</td>
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<td>Vision and Goals</td>
<td>October 2018 – January 2019</td>
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<td>Land Use and Circulation Alternatives</td>
<td>January 2019 – June 2019</td>
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<td>General Plan Policies</td>
<td>June 2019 – November 2019</td>
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<td>Draft General Plan</td>
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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?