Visioning Workshop
November 28, 2018
Agenda

» Opening Activity
» Welcome and Introductions
» Presentation
» 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

» Changing Population
  • Five generations and growing

» Economic Sustainability

» Transportation/Circulation

» Housing Availability and Affordability
Outreach to Diverse Groups

» Invite and encourage participation from broad San Mateo community

» Engage community leaders

» Go to specialty events, places of worship and other gathering places

» Leverage contacts through partner organizations

» Translate outreach materials
## Project Schedule

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How does community input inform the update effort?


Also, community input are included in the official General Plan Update project file.
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
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 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*
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?
Next Steps:
Vision Statement Process

» Sept – Nov 2018: Online Community Engagement
» Oct 25: Youth Vision Workshop
» Nov 3: Community Vision Workshops
» Nov 26 - Dec 2: Visioning Neighborhood Meetings
» Dec 17: General Plan Subcommittee Meeting
» Early 2019: Planning Commission and City Council (study session meetings)
Tell a friend!

**Help PLAN our City’s Future!**

Community input is important and helps shape future policies affecting housing, transportation, open space, sustainability and other issues that are central to our community.

**Share your ideas online or come to a meeting!**

*The City wants to hear from you!*

Offer your ideas from any digital device at StriveSanMateo.org

*¡Ayúdenos a PLANEAR el Futuro de la Ciudad!*

Comparta sus ideas desde cualquier dispositivo electrónico en StriveSanMateo.org

**Everyone** is encouraged to participate and share your perspective.

Please come to one of the following Joint Neighborhood Meetings:

**Monday, November 26, 2018 (7:00 PM – 8:30 PM)**
San Mateo Police Station
200 Franklin Pkwy, San Mateo, CA 94403

**Wednesday, November 28, 2018 (7:00 PM – 8:30 PM)**
Main Library (Oak Room)
55 W 3rd Avenue, San Mateo CA 94402

**Saturday, December 1, 2018 (1:30 PM – 3:00 PM)**
Parkside Elementary School
1685 Eisenhower St, San Mateo, CA 94403

**Sunday, December 2, 2018 (1:30 PM – 3:00 PM)**
King Center
725 Monte Diablo Ave, San Mateo, CA 94401

**Join the discussion!**

Meetings are co-sponsored by City of San Mateo and SMUHA.
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