



Visioning Workshop

November 28, 2018



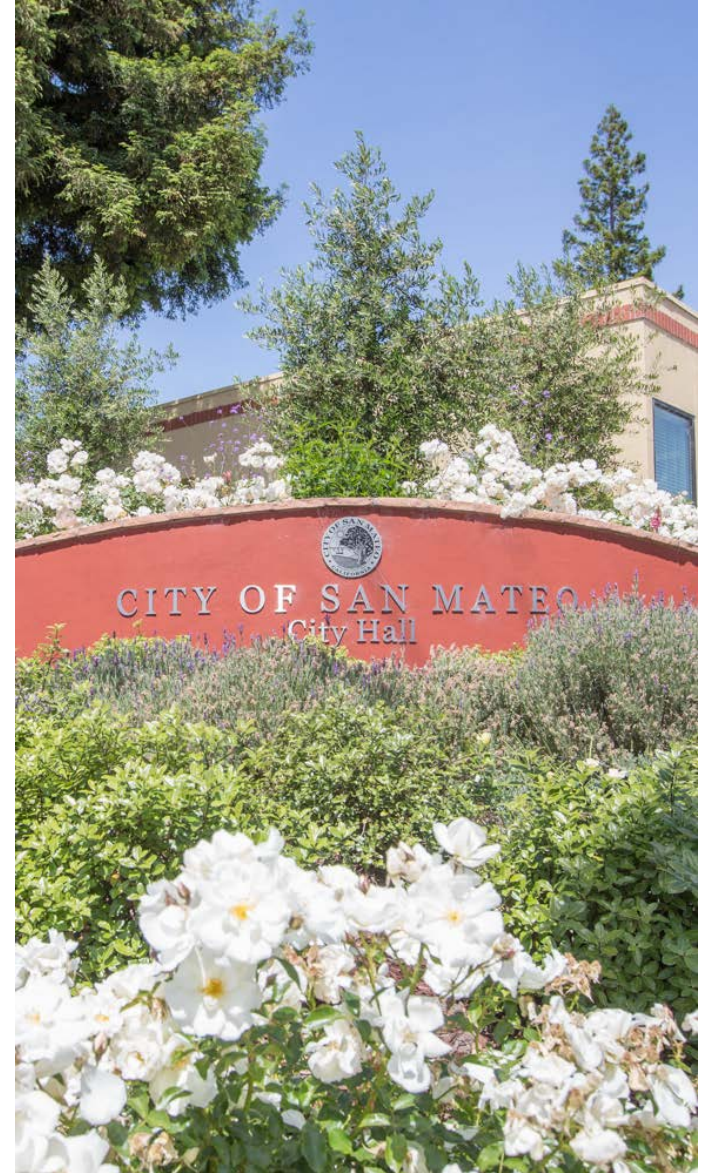
Agenda

- » 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”

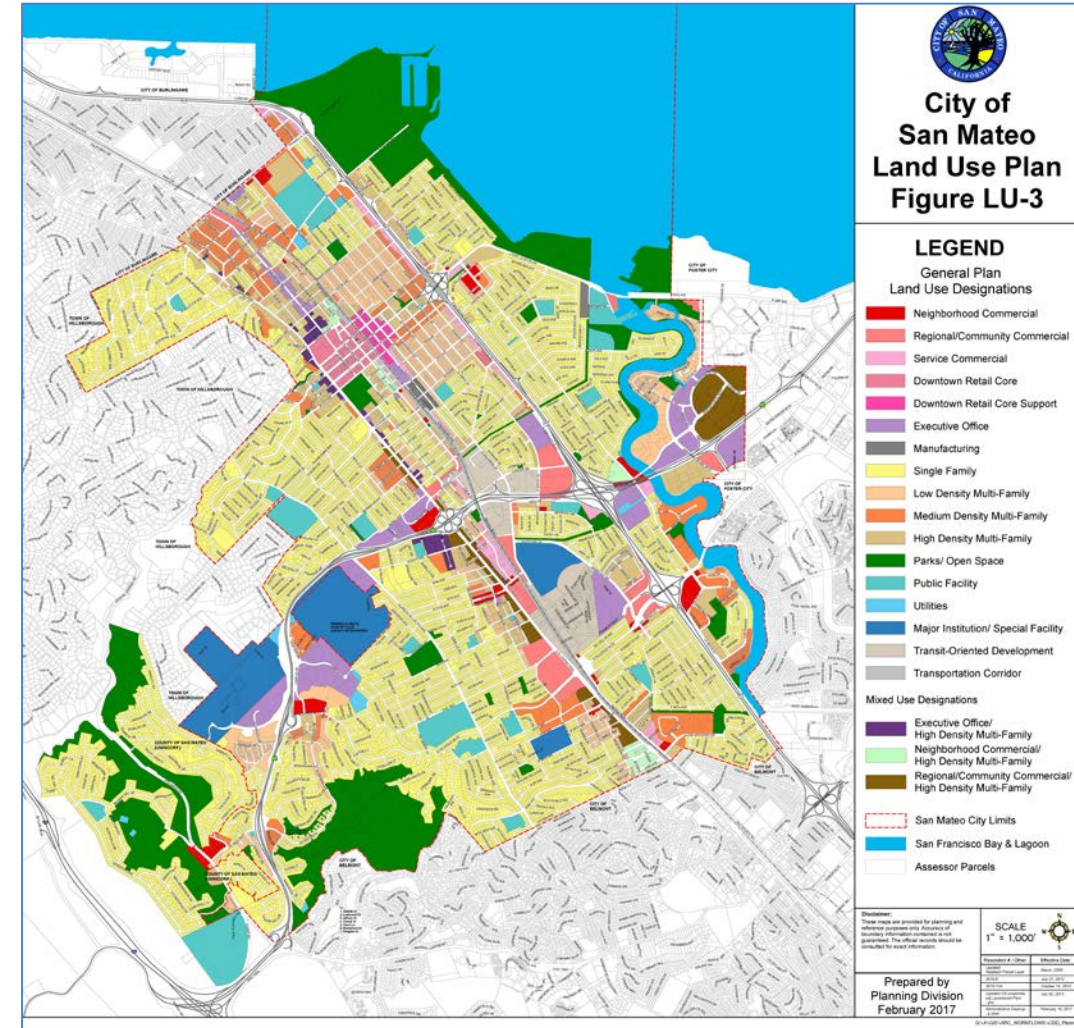
Required:

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

Custom to San Mateo:

- » Urban Design

Last Updated:
2010

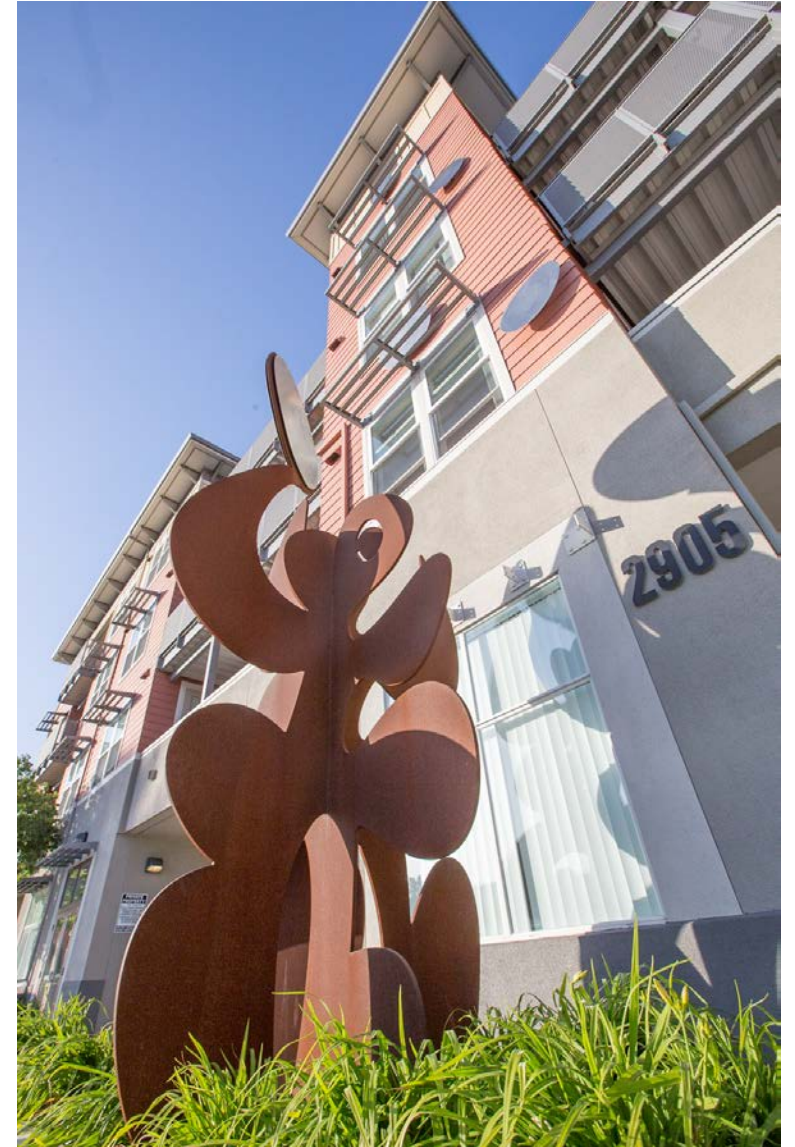


General Plan Update Goals

- » **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

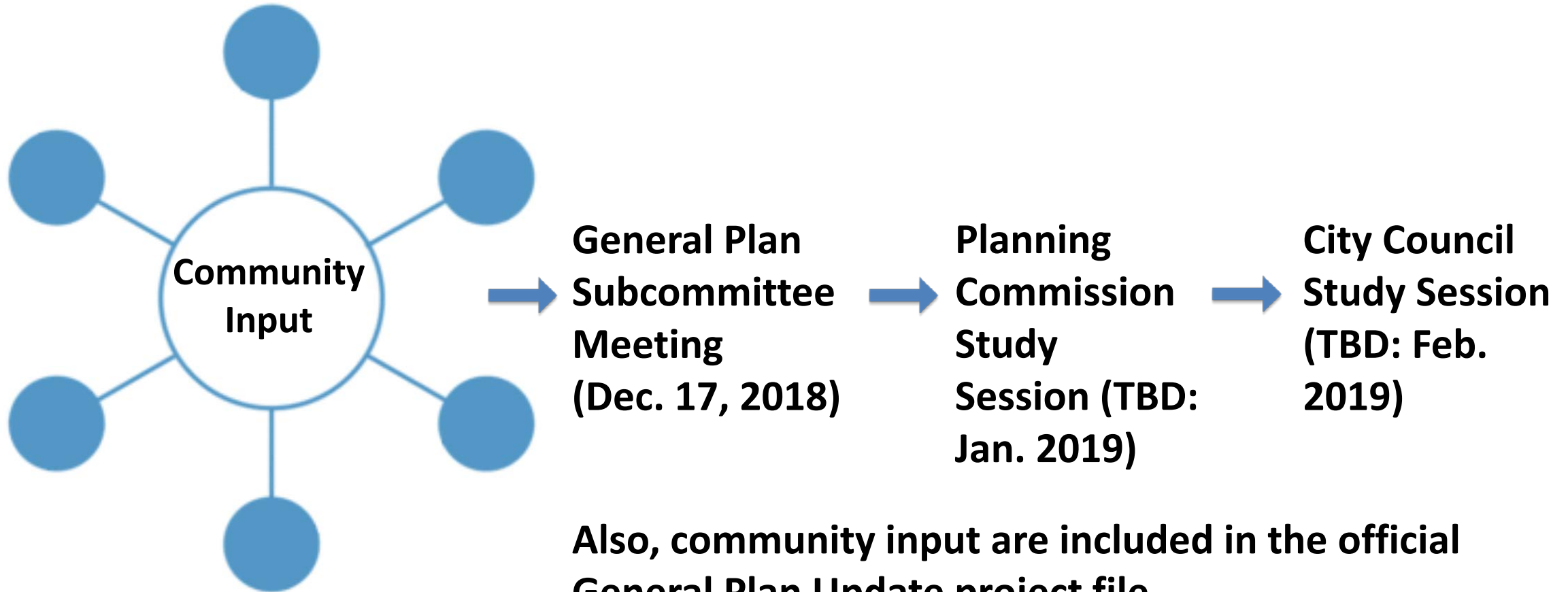


Project Schedule

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



How does community input inform the update effort?

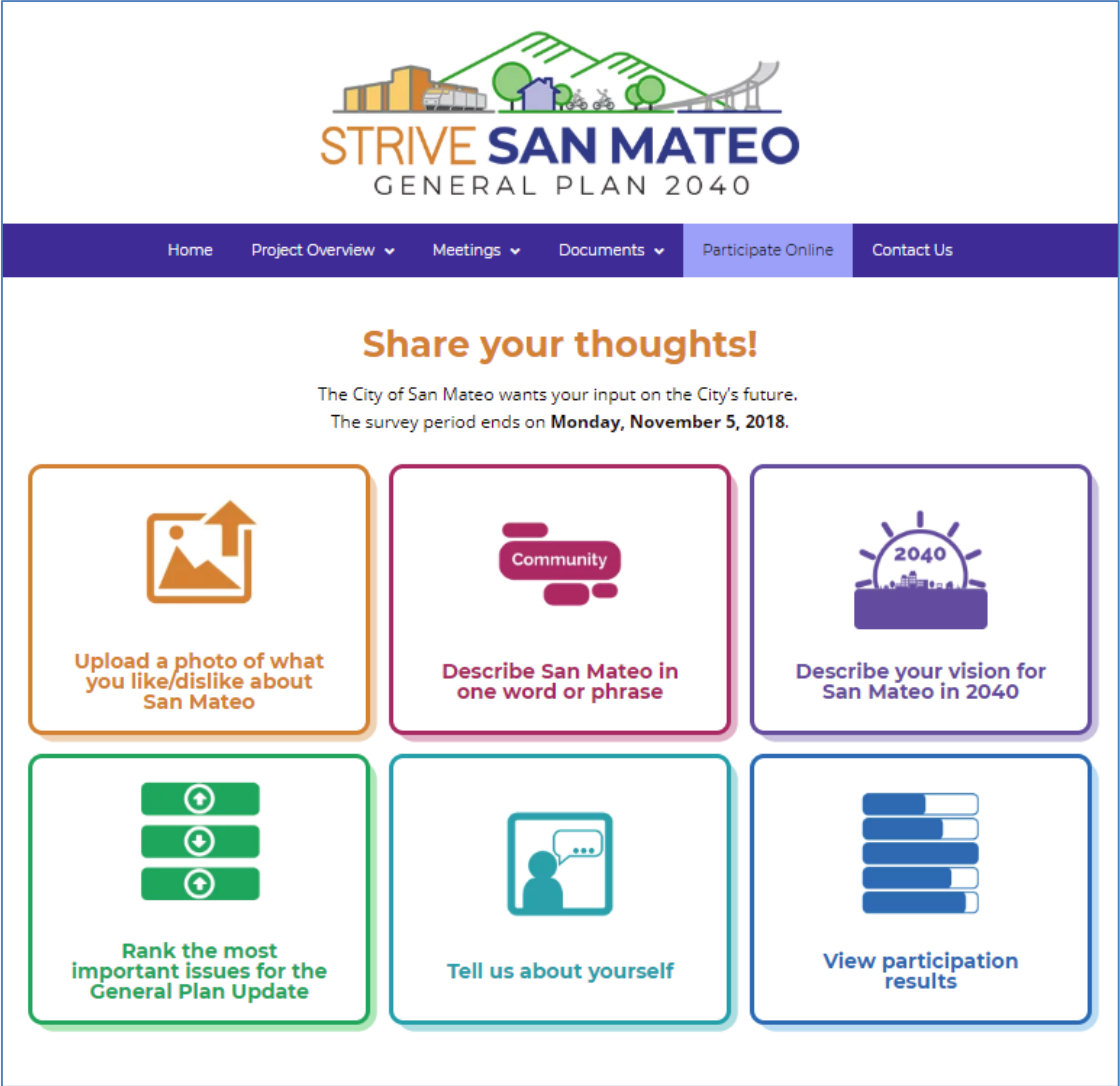
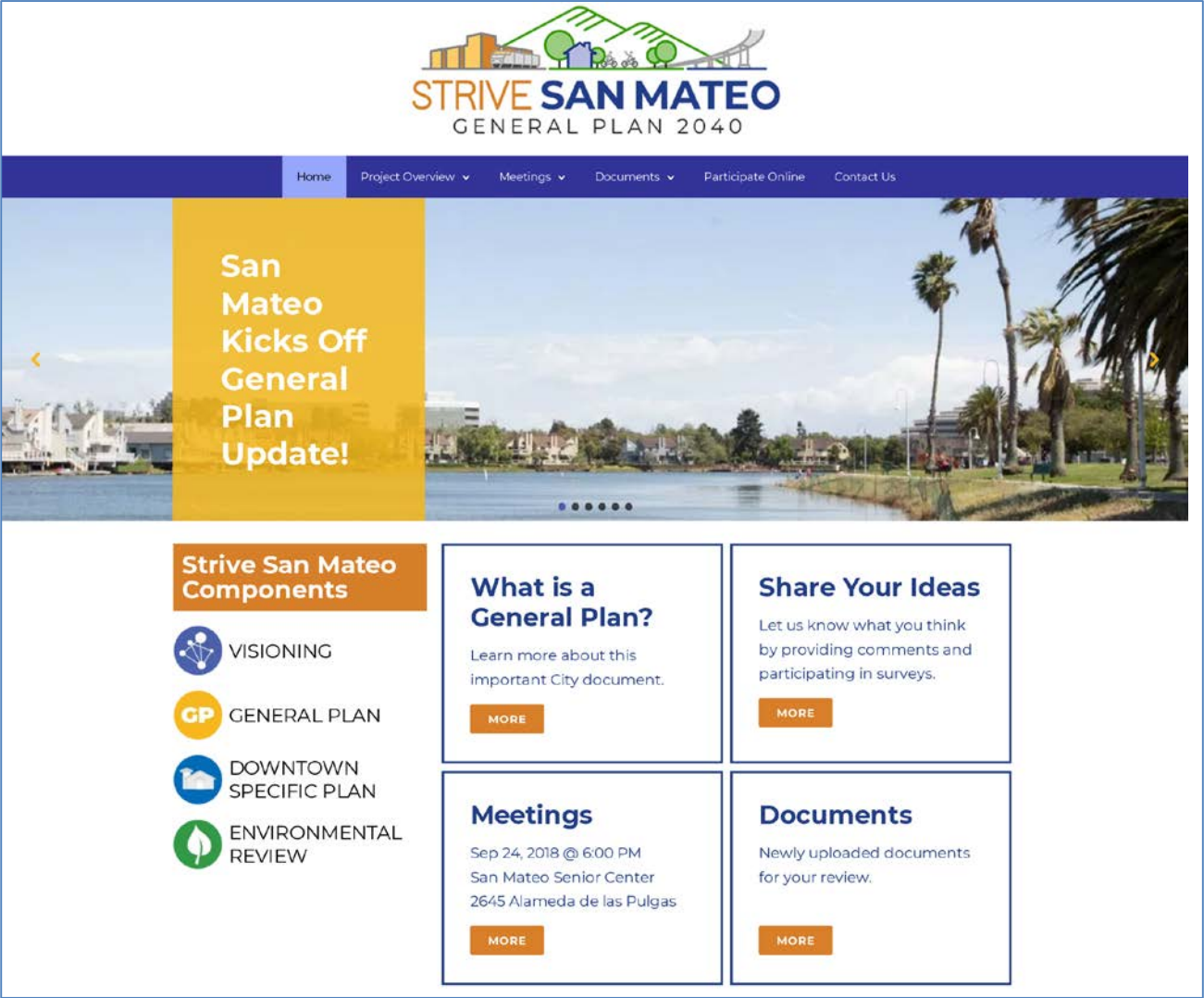


Public Engagement

- » **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



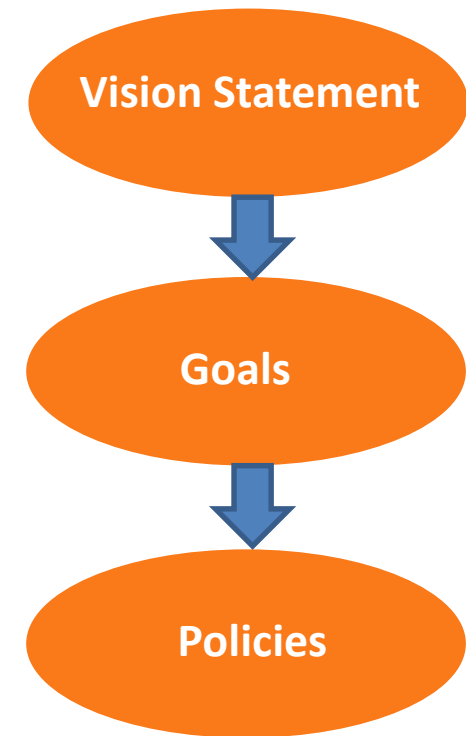
General Plan Subcommittee Meetings

- » 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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