



## MEMORANDUM

DATE December 10, 2018  
TO General Plan Subcommittee  
FROM Julia Klein, Principal Planner, and Charlie Knox, Principal (PlaceWorks)  
RE General Plan Subcommittee Meeting #3 – Monday, December 17, 2018

### Packet Materials

The meeting materials for the General Plan Subcommittee meeting of Monday, December 17, 2018 include the following, which are attached to this memorandum:

- Meeting Agenda
- Attachment 1 – Memorandum (this document)
- Attachment 2 – Draft General Plan Vision Statement
- Attachment 3 – Public Outreach Visioning Comments
- General Plan Subcommittee Meeting #3 Presentation

### Background

At the beginning of the General Plan Update effort, the City Council directed City staff and consultant team to engage the broader San Mateo community with outreach to community members who may not have participated in planning efforts before.

During the visioning phase, staff and the consultant team, led by PlaceWorks, conducted several community workshops/meetings to engage the community in discussions about a vision for San Mateo in 2040. These meetings were intentionally held on different days of the week, at different times, and in different locations in an effort to provide as many opportunities as possible for people to attend in person and participate:

1. Youth Workshop - Thursday, October 25, 2018 (9:45 am – 1:45 pm) in City Hall and Polar Creek
2. Community Workshop - Saturday, November 3, 2018 (10:00 am – 12:00 pm) in the Recreation Center at Central Park
3. Community Workshop - Saturday, November 3, 2018 (2:30 pm- 4:30 pm) in the Cafeteria at Hillsdale High School
4. Community Meeting - Monday, November 26, 2018 (7:00 pm – 8:30 pm) in the EOC Room at the San Mateo Police Station
5. Community Meeting - Wednesday, November 28, 2018 (7:00 pm – 8:30 pm) in the Oak Room at the San Mateo Main Library
6. ESL Academy Workshop - Thursday, November 29, 2018 (9:00 am – 12:00 pm) at City Hall

7. Community Meeting – Saturday, December 1, 2018 (1:30 pm – 3:00 pm) at Parkside Elementary School
8. Community Meeting – Sunday, December 2, 2018 (1:30 pm – 3:30 pm) in the Recreation Center at Martin L. King Center
9. Spanish Language Community Meeting – Sunday, December 2, 2018 (4:30 pm – 6:00 pm) in Koss Hall at the Congregational Church of San Mateo

In planning for these meetings, staff reached out to community leaders, local school districts, non-profits, and others to promote the meetings and encourage participation. Staff also worked with:

- Representatives for the Youth In Government Day to partner on the Youth Workshop;
- Local adult school to partner on the ESL Academy Workshop;
- San Mateo United Homeowners Association (SMUHA) on four neighborhood meetings; and the
- Congregational Church of San Mateo for the Spanish language community meeting.

The meetings were well attended (between 20 to 80 attendees per meeting), with some attendees indicating that this was the first meeting of this type they had attended (this included the majority of the attendees at the ESL Academy Workshop and the Spanish Language meeting). Most workshop attendees actively participated in only one event, and only a few of the online entries were not unique. In addition, several General Plan Subcommittee members attended some of the visioning workshops and meetings. Subcommittee members did not participate in these meetings and were observers only.

Staff posted flyers at City facilities, asked local stores to post flyers, and also asked community leaders and others to help advertise the events. Some meeting attendees shared how they heard about the meetings, which included a variety of sources such as schools, City website, project website, email listserv, social media, store flyers, newspaper, word of mouth, church, flyers at city facilities, neighborhood representatives, Library Foundation, door knock, and others.

During each workshop/meeting, a member of the General Plan Update team shared information about the General Plan effort, the purpose of a Vision Statement, how community visioning fits into the broader update effort, and the importance of getting input from the broader San Mateo community. Specific key points included:

- The General Plan Update effort is a multi-year community planning effort.
- Community input is vital in helping to shape the vision for San Mateo in 2040.
- Staff is working with community partners to try different ways of reaching the broader San Mateo community; including hearing from people who may not have participated in community planning before.

- The City is interested in getting input from residents (both property owners and renters), business owners, employees, and others who contribute to the quality of life in San Mateo.
- Community input from multiple sources includes input provided during the General Plan visioning workshops/meetings, online survey, public comment letters, etc.
- Consultant PlaceWorks will review all community input, organize (and translate any materials submitted in a language other than English), and compile common themes and present the information to the General Plan Subcommittee, Planning Commission and City Council for their review.
- Community input during the visioning phase will be forwarded to the General Plan Subcommittee at the December 17 meeting, and to the Planning Commission and City Council at future study sessions in early 2019.
- The General Plan Subcommittee, Planning Commission and City Council meetings are open to the public and meeting dates/times will be posted once they are scheduled. We continue to request that people sign up to receive updates of future meetings.

#### General Plan Subcommittee Feedback on Draft Visioning Statements

At Subcommittee Meeting #3, the General Plan team will provide a presentation on the visioning outreach effort and discuss the draft Vision Statement and the extent to which it successfully articulates a consensus view of the long-term goals, priorities and values of the community.

GPS members are asked to:

1. Review the draft Vision Statement, which will be presented to the Planning Commission and City Council at future study session meetings in January/February 2019.
2. Consider whether the draft Vision Statement appropriately expresses the common themes of community input.
3. Discuss and provide feedback that the Subcommittee would like carried forward to the Planning Commission and City Council.

#### Draft Vision Statement

Staff and PlaceWorks prepared the compiled statement based on community input received through the online survey, emails to City staff, and at the nine in-person visioning workshops/meetings. Attachment 3 summarizes the visioning outreach process and includes all original visioning comments received from September to December 2018.

The Vision Statement is intended to describe the future of San Mateo as the community would like it to be in 2040. A general plan vision statement should be a succinct expression of shared community values and relate to most subjects addressed in the General Plan. When reviewing the draft Vision Statement, the General Plan Subcommittee members are asked to consider whether the major themes from the public outreach events and other input are expressed appropriately.

### Next Steps

Following General Plan Subcommittee Meeting #3, the draft Vision Statement will be presented to the Planning Commission and City Council at future study session meetings. Once the dates are confirmed, meeting details will be shared with the public. The Planning Commission will be asked to review and provide input on the draft vision statement and all of the community input, and feedback from the General Plan Subcommittee and Planning Commission will be presented to the City Council.

The City Council will be asked to review and provide direction to staff and the consultant team on the Vision Statement. The Vision Statement will then be used to guide the General Plan team to:

- Inform the creation of a draft General Plan land use map. At this stage, the community, City staff, and consultants will complement the words of the Vision Statement with several map alternatives for the community to consider, compare, and then refine into a single draft General Plan land use map. Community members will also be able to identify preferences for potential types of future development from graphics and photographs during this phase.
- Guide the development of General Plan goals and policies. The Vision Statement will act as the guiding principles for drafting future goals and policies about land use, circulation, economic development, conservation and open space, public services, and safety.

### Questions or Additional Information

For questions or additional information about this packet, please contact Julia Klein at (650) 522-7216, [jklein@cityofsanmateo.org](mailto:jklein@cityofsanmateo.org)