



MEMORANDUM

DATE February 20, 2019
TO General Plan Subcommittee
FROM Julia Klein, Principal Planner, and Joanna Jansen, Principal (PlaceWorks)
RE General Plan Subcommittee Meeting #4 – Wednesday, February 27, 2019

Packet Materials

The meeting materials for the General Plan Subcommittee meeting of Wednesday, February 27, 2019 include the following, which are attached to this memorandum:

- Attachment 1 – Memorandum (this document)
- Attachment 2 - Roles and Responsibilities
- Attachment 3 - Revised Draft Vision Statement
- Attachment 4 - Public Comments received since Dec. 17, 2018
- General Plan Subcommittee Meeting #4 Draft Presentation

1. Updates and Committee Organization

- a. New Staff and Consultant Introductions: At this meeting, we will introduce Drew Corbett - City Manager, Kohar Kojayan - Community Development Director, and Wendy Lao - Associate Planner with the City of San Mateo who will be supporting the General Plan Update team, as well as Joanna Jansen, AICP, Principal at PlaceWorks, who will be the Principal-in-Charge of the consultant team going forward. Ms. Jansen has 20 years of experience as a planner and has led numerous General Plan Updates throughout California, including recent plans in Palo Alto (adopted 2017), Morgan Hill (adopted 2016), Vacaville (adopted 2015), and Los Gatos (adopted 2010).
- b. Council Direction:
 - i. On January 22, 2019, the City Council received an update on the General Plan update effort and provided direction to staff to do a course correction on the General Plan outreach and project timeline, to provide more time for the General Plan Subcommittee (GPS) meetings, to significantly revise the draft Vision Statement to reflect public and GPS comments, and to take the revised Vision Statement back to the GPS in February before moving it forward to Planning Commission and Council. Meeting materials, video, and transcript of the meeting are available on the City's website at: www.cityofsanmateo.org. Thank you to the GPS members and community members who were able to attend

on January 22 to offer your feedback. Staff and consultants are currently in the process of revising the overall scope and timeline of the General Plan Update to reflect the community input and Council direction we have heard and anticipate taking the details of the “course correction” back to Council in March for further discussion and direction.

- ii. **Role and Responsibilities:** In response to comments we heard at the December GPS, as well as the January 22 Council meeting, the General Plan Update (GPU) team would like to take this opportunity to reconfirm the crucial role and responsibilities of everyone involved the GPU process, as established by the City Council when the GPS was formed, and address any outstanding questions. See Attachment 2 for a handout that describes the roles and expectations for all players in the GPU process: staff, consultants, community members, the GPS, the Planning Commission, and City Council. We will have time for questions and clarifications at the meeting.
 - iii. **Existing Conditions Report Next Steps:** Based on GPS comments received and Council feedback at the January 22 meeting, staff has directed the consultant team to incorporate revisions into the Existing Conditions Reports. Specifically, the Public Review Draft Economics Report will be revised to broaden the topics addressed in the report and expand the discussion of disadvantaged populations, schools, housing trends, retail trends, and fiscal conditions. Other reports will be revised to correct errors or omissions. These revisions will be incorporated directly into the text of the report and will not be appended as attachments. Going forward, we will continue to welcome new data and new information sources to incorporate into the GPU process. To ensure that future infusions of new or updated information are not lost or overlooked, the data will be continuously integrated into the current GPU task underway, such as the alternatives analysis or the Environmental Impact Report.
- c. **Committee Organization:** Vice-Chair Adam Lorraine has notified us that he must withdraw from the GPS. At this meeting, the GPS will need to select a new Vice-Chair. In addition, staff has initiated the process of a Council appointment to fill the vacant seat on the GPS. Sincere thanks to Adam for his generous service, thoughtful input and dedication to the community.

2. Outreach Brainstorm

One of the key outcomes of the GPS, community, and City Council discussions in December and January was the need to broaden GPS outreach to engage more community members, especially those who have not been involved in the process to date. Staff and consultants are already working on ideas for expanded outreach based on our professional experience.

However, we also want to take advantage of GPS members' deep knowledge of the people and organizations here in San Mateo. One of the primary roles of the GPS is to act as GPU "ambassadors" to the community, and to feed community input into the process. Staff and consultant team are asking each GPS member to bring at 3, or more, specific ideas for community outreach to the February 27th meeting to share. This may include specific groups we should contact or meet with, ideas for community events where we might be able to hand out fliers or make a short presentation, individuals or organizations who are "super connectors" with a rich network of relationships we can draw on to get the word out about meetings, etc.

In addition to logistical outreach ideas, we would also like GPS input on the content of the GPU outreach. What issues do people who haven't been involved need to understand? How can we make those issues understandable and relevant for non-planners? What terms should we use and/or define? What terms should we avoid?

The goal of this brainstorm is to come up with ideas to reach and engage San Mateans who care deeply about our community, and for a variety of reasons have not yet gotten involved in the GPU.

3. Vision Statement

As discussed at the December 17, 2018 GPS meeting, a general plan vision statement should be a succinct expression of shared community values and should relate to most subjects addressed in the General Plan. Any reader of the General Plan should be able to pick up the document, open it to the vision statement, and learn immediately: this is what San Mateo is about. This is how San Mateo sees itself in 2040.

The vision statement is the "what", it is not the "how". A vision statement does not set policy or establish standards or requirements that would regulate development. However, it should be something that serves as a guide and influences future decisions by staff and decision-makers. It should also influence developers and property owners to propose projects – and to follow processes - that are consistent with and will help achieve that vision.

Revised Draft Vision Statement

The Revised Draft Vision Statement is Attachment 3 of this packet. Preparing the Revised Draft Vision Statement is an outcome of a collective community effort and takes into consideration all of the community comments shared at or through:

- Meetings
- Workshops
- General Plan Subcommittee meetings

- StriveSanMateo.org
- Email
- US Postal Service
- Etc.

The Revised Draft Vision Statement will be shared with the General Plan Subcommittee, and then Planning Commission and City Council at future meetings. These meetings are open to the public and will include additional opportunities for community comment.

The revised draft reflects two common themes that emerged from public comment and GPS discussion at and after the December GPS meeting. The revised vision statement is much more high level, instead of focusing on specific types or locations of development; and it expressly reflects community values that we have heard throughout the General Plan Update process to date.

In addition, the revised vision statement is formatted to be more visually appealing and engaging. We welcome public and GPS comments on both the content and the look and feel of the revised vision statement.

The original visioning comments received from September to December 2018 are extremely valuable and will be carried forward in the process. Much of this input is at the level of detail to feed into the development of goals, policies, and action items later in the process. Attachment 4 includes public comments on the vision statement received after December 17, 2018.

Next Steps

Following this meeting, the revised draft Vision Statement will be presented to the Planning Commission in March and City Council in April. 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 for direction.

After City Council direction, the Vision Statement will serve as a “compass” for the land use alternatives process and the development of goals and policies. This next phase is the “how” where community members will be asked questions such as: Do the land use choices we are making move us closer to that vision? Do the goals and policies we are formulating truly reflect the values that the community has articulated?

The Vision Statement needs to be thoroughly vetted and carefully worded so that it can provide a reliable compass. At the same time, it is important to understand that the Vision Statement is not “final” until it is formally adopted by the City Council as part of the final updated General Plan document.

Questions or Additional Information

For questions or additional information about this packet, please contact Julia Klein at (650) 522-7216 or email generalplan@cityofsanmateo.org.