Vision & Values

Our Vision:
San Mateo is a vibrant, livable, diverse, and healthy community that respects the quality of its neighborhoods, fosters a flourishing economy, is committed to equity, and is a leader in environmental sustainability.

Our Values:

**Diversity**
We embrace diversity and respect the experiences, contributions, and aspirations of people of all ages, abilities, incomes, and backgrounds. We celebrate arts and culture.

**Balance**
We seek to balance well-designed development and thoughtful preservation with a full spectrum of choices for housing and effective transportation.

**Inclusivity**
We strive to include everyone in community life and decisions for a shared, sustainable future.

**Prosperity**
We cultivate a diverse and thriving economy with different types of homes, jobs, recreation, lifelong learning opportunities, and services for both current and future generations.

**Resiliency**
We are leaders in sustainability, making San Mateo strong and resilient by acting boldly to adapt to a changing world.

San Mateo General Plan Update
www.strivesanmateo.org