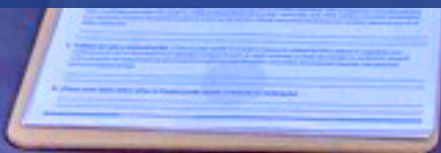




# VISION AND VALUES





# VISION AND VALUES

The Strive San Mateo General Plan 2040 Vision and Values expresses the community’s aspirations for San Mateo for the next 20 years. Developed through a community visioning process, the Vision describes the future of San Mateo as the community would like it to be in 2040 and sets the tone for the entire document. The Values provide direction for decision making as the General Plan is implemented over time and are meant to remind local leaders and City of San Mateo staff of the community’s most important ideals. The Vision and Values informed the development of the General Plan goals, policies, and actions. All policies and actions are intended to support the implementation of the Vision and Values.

## 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.

## 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.



This page is intentionally blank.