

CITY OF SAN MATEO

GENERAL PLAN ANNUAL PROGRESS REPORT 2024



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1. **INTRODUCTION AND PURPOSE OF THIS DOCUMENT**

State of California Government Code Sections 65400 and 65700 requires local planning agencies to provide an annual update to their legislative body, the Governor's Office of Land Use and Climate Innovation (LCI), previously known as the Office of Planning and Research (OPR), and the State Department of Housing and Community Development (HCD) on the status of the General Plan, Housing Element and progress in its implementation. State law requires that the General Plan Annual Progress Report (APR) be completed and submitted to the state by April of each year to report on implementation from the previous year. The General Plan APR is required even when a city may be undertaking a General Plan comprehensive update.

This General Plan Progress Report looks at the City of San Mateo's (City) progress in implementing land use related goals, policies and actions during the period beginning January 1, 2024, and ending on December 31, 2024.

2. **GENERAL PLAN BACKGROUND AND CONTENT**

California law requires that every city and county adopt a long-term General Plan that addresses eight specific topics or "elements," organized in any format or structure preferred by the community. The General Plan may also address other topics the community feels are relevant. Regardless of the format or issues addressed, the Plan must be internally consistent.

The City, after a six year comprehensive effort, adopted Strive San Mateo General Plan 2040 on March 18, 2024. Community participation played an important role in preparing the City's General Plan 2040. The General Plan team held a series of meetings and events to establish the General Plan study areas; create the range of alternatives; confirm the draft alternatives; and receive feedback and direction on the preferred land use and circulation scenarios as well as on goals and policies from the community and, ultimately, the City Council. Additionally, other agencies and utilities were consulted including the Native American tribes, county agency, school districts, water districts, and regional transportation agencies. At the time of its adoption, San Mateo's General Plan 2040 complied with applicable OPR General Plan Guidelines.

The General Plan 2040 is organized into eight elements that meet the State requirements, as shown in Table 1 - General Plan Contents.

Table 1 - General Plan Contents

Required Plan Topics¹	Strive San Mateo General Plan 2040 Elements	Issues Covered
Land Use	Land Use	Community character, land use, development, economic development, planning activities, and regional coordination
Housing	Housing	Housing
Circulation	Circulation	Transportation, mobility, regional coordination
Conservation	Conservation, Open Space and Recreation	Biological resources, open space, cultural resources, parks and recreation
Open Space		
Noise	Noise	Noise
Safety	Safety	Natural and man-made hazards (flooding, geologic, seismic, hazardous waste, wildfires, wastewater, etc.), mitigation planning

¹ Senate Bill 1000 (2016) – For communities with disadvantaged communities (as defined in California Government Code 65302), SB 1000 requires the local jurisdiction to provide an Environmental Justice element, or equivalent, in its General Plan that identifies the location of the disadvantaged communities and their environmental burdens, health risks and needs.

Environmental Justice	Land Use Also incorporated in other elements	Equity priority communities, civic engagement in the public decision-making process, unique or compounded health risks in disadvantaged communities, prioritization of improvements and programs in disadvantaged communities
Optional Plan Topics		
	Community Design and Historic Resources	Natural setting and the urban forest, archaeological and paleontological resources and tribal cultural resources, historic resources, city placemaking, design
	Public Services and Facilities	Community safety, water supply, wastewater and food-control infrastructure, energy and telecommunications infrastructure, public facilities, child care and schools, senior and aging adults, healthcare and social services, solid waste
	Sustainability (incorporated into all of the elements)	Resiliency, climate change, environmental protection, pollution reduction, water and energy usage, alternative modes of transportation
	Community Engagement (incorporated into all of the elements)	Increased community participation, inclusive and equitable engagement on all matters

City's Responsibility

The effectiveness of the General Plan ultimately depends on how it is implemented and maintained over time. State law requires that most actions of local governments affecting the physical environment be consistent with the General Plan. General Plan implementation is the responsibility of numerous departments including but not limited to City Attorney, City Manager's Office (Economic Development), Community Development, Finance, Information Technology Parks and Recreation, Police, and Public Works.

Additionally, several other governmental agencies and utilities provide services within the City's boundary. While these agencies are neither part of the City's operational structure nor directly responsible for implementation of the General Plan, the City coordinates its activities with these other agencies and relies upon their assistance for full implementation of the General Plan. These agencies include but are not limited to: San Mateo Consolidated Fire Department, water districts (California Water Company, Estero Water District), school districts (San Mateo Foster City Unified School District, San Mateo High School District, California State College System), and County of San Mateo.

3. DATE OF PRESENTATION/ACCEPTANCE BY THE LOCAL LEGISLATIVE BODY.

The General Plan Progress Report 2024 is scheduled for City Council review on March 17, 2025.

4. DATE OF THE LAST UPDATE TO THE GENERAL PLAN.

The City Council adopted the Strive San Mate General Plan 2040 on March 18, 2024.

5. AMENDMENTS TO THE GENERAL PLAN.

State law allows the City to amend its General Plan no more than four times per year. Amendments may be proposed and acted upon at any time during the year and one action may include multiple amendments. Any changes to the General Plan require public hearing by the City Council and evaluation of the environmental impacts as require by the California Environmental Quality Act.

The City did not review or approve any amendment requests in 2024.

6. HOUSING ELEMENT ANNUAL PROGRESS REPORT REQUIREMENTS.

State law requires local agencies to complete an annual review of the implementation of the programs in the Housing Element toward meeting City's Regional Housing Needs Assessment (RHNA). The City's Housing Successor Agency and Housing Element Annual Progress Report are provided as separate attachments to the March 17, 2025, City Council report.

7. GENERAL PLAN COMPLIES WITH LCI'S GENERAL PLAN GUIDELINES.

San Mateo's General Plan 2040 complies with applicable LCI's General Plan Guidelines by incorporating all required topic areas, including environmental justice and identifying environmental justice or equity priority communities. Additionally, as stated in the background section, the City coordinated with the Native American Tribes, San Mateo Consolidated Fire District, water districts (California Water Company, Estero Water District), school districts (San Mateo Foster City Unified School District, San Mateo High School District, California State College System), and County of San Mateo.

8. IMPLEMENTATION.

The Progress Report is focused on actions in the Land Use Element used to implement the General Plan. It also contains key milestones from other elements that will help guide land use decisions. As some of the General Plan actions will be implemented through the adoption of ordinances or resolutions or will be incorporated into the City's regular governmental activities, they are not individually listed in the Progress Report, but are rather noted in Exhibit A as "continuous" along with a brief description. For example, this includes routine or reoccurring work in the lead department's workload, like the City's Development Review process as development proposals are reviewed for consistency with the City's policies. Exhibit A is not a comprehensive list of all policies and action items in the General Plan, rather it summarizes the implementation status of select land use related goals, policies and actions. The purpose of providing Exhibit A is to streamline the review and highlight the City's progress efficiently.

9. PRIORITIES FOR LAND USE DECISION MAKING ESTABLISHED BY THE LOCAL LEGISLATIVE BODY.

The following highlights major legislative actions by the City Council that support the goals of the General Plan:

Ballot Measure T (Goal LU 1, Policies H 1.20, LU 1.3 and LU 1.9) – General Plan 2040 plans for specified growth and change in the city primarily focused within ten study areas. As part of the General Plan update, the City Council voted to place Measure T on the November 2024 ballot to amend certain voter-enacted policies limiting building heights, residential densities, and nonresidential building intensities, as specified in Measure Y, the City's voter approved growth limits enacted in 2020, and to fully allow the heights, densities and intensities permitted in the Land Use Element to be implemented in the study areas. On November 8, 2024, voters approved Measure T, which permitted General Plan *Table LU 1 - Land Use Designations* and *Figure LU 1 - Land Use Map* to be fully implemented. The Land Use Element plans for growth focus on areas near transit, including Downtown, Caltrain station areas and the El Camino Real transit corridor, while maintaining existing heights and densities, consistent with Measure Y, in other areas and neighborhoods around the City. Additionally, Measure T allows the City to meet the community's anticipated housing needs through 2040 as well as allocations the City will be required to plan for by the California Department of Housing and Community Development (HCD).

Historic Policy Updates (Actions CD 5.8 and CD 5.9) – On June 17, 2024, the City Council held a study session to consider options for how to proceed with updating the City's local historic ordinance and codes pursuant to General Plan Actions CD 5.8 and CD 5.9. In August 2024, a request for Proposal (RFP) for a selection of a qualified consultant was issued for historic policy support services. On January 21, 2025, the City Council approved funding to the update of the City's historic policies and procedures, including an update to the City's Historic Preservation Ordinance and the creation of a city-wide historic

context statement. Rincon Consultants, Inc was selected to support City staff in working on this historic policy update effort.

Code Amendments for Streamlined Review (Action CD 7.7) – As part of the Community Development Department’s ongoing effort to update the Zoning Code, in 2023, the City adopted a Zoning Code amendment to allow residential projects with up to 25 units that meet objective design standards to be approved administratively. To further streamline review of development projects pursuant to Housing Element Policy H 1.6, on July 15, 2024, the City repealed and adopted new resolutions to eliminate the pre-application Planning Commission study session requirement, eliminate the third-party design review requirement for projects that meet the City’s Object Design Standards (ODS), and simplify noticing and neighborhood meeting procedures. The City anticipates bringing another code amendment to City Council in 2025 to increase the number of housing units that can be approved administratively.

10. MAJOR MILESTONES AND PROJECTS.

The following section highlights major planning activities and projects that support the goals of the General Plan. Some of the projects are partially funded through grants, these have been identified with an “*”. Community planning activities/programs are multi-year initiatives and, for the purposes of the APR, the information below includes a status summary for projects that were initiated, continued or completed in 2024.

Background on Grants

Caltrans Sustainable Transportation Planning Grant– The City was awarded approximately \$360,500 from the California Department of Transportation (Caltrans) Sustainable Transportation Planning Grant for the development of Climate Adaptation Plan for Sea Level Rise. In September 2024, City Council adopted a resolution identifying approval authority incompliance with grant program requirements. The City anticipates work on the plan to begin in 2025.

The City was also awarded approximately \$490,000 from the Caltrans Sustainable Communities grant to fund the San Mateo Complete Streets Plan and received notice to proceed in mid-December 2021, and initiated work on the project as described below. In 2023, Phase 1 and 2 of outreach was completed and the City began the process of developing a Complete Streets North Central Plan (NCCSP). The final Plan is anticipated to be adopted in summer 2025 and will serve as a roadmap for closing gaps in the City’s circulation network to ensure a safe, accessible network designed for all travel modes.

Local Early Action Planning (LEAP) Grant – The City was awarded \$500,000 in grant funding from the California Department of Housing and Community Development (HCD) for planning initiatives to increase the supply of housing and remove barriers. The grant funded a significant portion of the update of the Housing Element as well as development of an automated and mechanical parking system ordinance to provide an alternative to traditional parking, code amendments and development of several housing policies including community benefits program, minimum residential requirements in mixed-use projects, and updated density bonus program. The City entered into a formal agreement with HCD in February 2021 and completed all project work as outlined in the planning activities below by September 2024.

Community Development Block Grant (CDBG) - The City of San Mateo receives annual funding through the Community Development Block Grant (CDBG) from the United States Department of Housing and Urban Development (HUD). The CDBG program provides resources to address a wide range of community development needs, principally for low-income households. Public Works Department utilizes a portion of the funding to deliver infrastructure improvements within the CDBG priority

neighborhood area. In 2024 and throughout 2025, the CDBG program remains focused on intersection safety improvements at the Third Ave. and Norfolk St. intersection, which connects to the Third Ave. bicycle and pedestrian overcrossing at US 101.

Planning Activities

Housing Element Update* – Preparation of the City’s Housing Element initially started in 2020, with the community engagement process starting in the summer of 2021. The first draft of the Housing Element was reviewed by City Council review and direction provided at a public meeting on May 23, 2022. Following revisions in response to Council direction, the Draft Housing Element was submitted to The Department of Housing and Community Development (HCD) on July 1, 2022. HCD completed its review and provided a first review letter with their feedback and comments on September 28, 2022. Between October 2022 and January 2024, the City responded to comments from HCD on three versions of the Housing Element. On January 19, 2024, HCD provided a letter to the City finding that Version 4 of the draft Housing Element was in substantial compliance with State law. On May 20, 2024, the City Council adopted the revised 2023-2031 Housing Element, and the State certified the element on July 23, 2024.

Strive San Mateo General Plan 2040 – The 2040 General Plan Update was a multi-year effort that began in 2018 and culminated with its adoption on March 18, 2024. General Plan 2040 included some land use designations that exceeded the voter-approved height and density limits (most recently as Measure Y) within 10 study areas where growth was planned through 2040. To fully implement the adopted Land Use Map, voter approval to exceed the Measure Y limits in the study areas was required. From April to June, the City conducted outreach and education efforts, including a statistically valid survey of likely voters, to assess whether to proceed with a ballot measure for the November 2040 election that would amend Measure Y and create new limits in the study areas. The findings were brought to City Council on July 15, 2024, where the decision was made to place a ballot measure (Measure T) on the November ballot. On November 5, 2024, voters approved Measure T, which allowed the full Land Use Map to become effective on December 19, 2024.

Minimum Residential Densities in Mixed Use Projects, Community Benefits and Density Bonus* – On August 19, 2024, the City held a study session with City Council to present policy options and recommendations on minimum residential requirements in mixed-use projects and an update to the existing Density Bonus/Community Benefits program and inclusionary family housing (two- and three-bedroom affordable housing units), pursuant to Housing Element Policies H 1.5 and H 1.9. The City anticipates bringing further policy options and potential Zoning Code amendments to City Council to implement these policies in 2025/2026.

Complete Streets Plan* - The Complete Streets Plan will complement the City’s General Plan Update by creating an actionable plan rooted in safety for all modes and will result in policies, goals, and prioritized projects that are focused on improving mobility, equity, connectivity, and sustainability to build a better circulation network for the City’s future. The Plan will provide the basis for projects that are planned, designed, constructed, and maintained for all roadway users, allowing the City to develop a safe mobility network for many years to come. In 2023, City staff and the consultant team completed Phases I and II of the community engagement plan and began the process of developing a Complete Streets North Central Plan (NCCSP). Work continued on both plans through 2024, with 80% of the Complete Streets Plan and 85% of the NCCSP completed by the end of the year. It should be noted that through the Plan, the City may also qualify for future grant opportunities to implement Plan programs and capital improvement projects.

Major Construction/Development Projects

Planning applications that were submitted during one reporting year typically receive their entitlements in the next reporting year. Consistent with the General Plan APR reporting requirements, planning application entitlements that were approved during the reporting year are included in the APR report. During 2024, the City approved entitlements for 140 new residential units and made progress on several publicly funded projects. Major projects are highlighted below with a brief status update:

1 N B St. (Formerly 303 Baldwin Ave) – Approved on January 8, 2019, the mixed-use development consists of 64-residential units, ground floor commercial/retail use and office use above. The site was formerly a local grocery store serving neighborhoods near downtown. Building permits were issued in 2020. In 2023, the project received a Temporary Certificate of Occupancy. The project was fully completed in 2024.

Bay Meadows Phase II RES6 (3069 E Kyne St) – Approved on September 10, 2020, the RES 6 project consists of 54 apartment units. Building permits were issued in 2022 and construction was completed on May 20, 2024.

Kiku Crossing – On August 17, 2020, the City Council approved a 225-unit affordable/work-force housing development and new public parking garage with 526 spaces, including 27 Level 2 charging spaces. The project is one of the first in the state to utilize Assembly Bill 1763 which allows for taller and denser affordable housing developments near transit. Building permits were issued in 2021 and the project was completed on August 16, 2024.

477 9th Avenue – On February 20, 2024, the City Council approved the mixed-use development consisting of offices and 120 residential units. Building permit applications were submitted in 2024 and construction is anticipated to start in early 2025.

3rd Ave. and Norfolk St. Intersection Safety Improvements* - A public survey was conducted in September of 2023 to understand how the public currently utilizes the intersection of 3rd Ave. and Norfolk St. and to identify potential areas of concern. The results of the survey were then used to guide the creation of the Intersection Improvement Concept Plan, which was released to the public on September 25, 2024. Project design was finalized by the end of 2024. The improvements will modify the intersection of 3rd Ave. and Norfolk St. to improve pedestrian and bicycle safety, especially for people using the 3rd Ave. overcrossing of Highway 101. The project will also improve the bicycle connection between the intersection of 3rd Ave. and Norfolk St. and the San Mateo Creek bicycle path. A large element of the improvements include modifications to the traffic signal timing and operation to provide additional pedestrian and cyclist safety while not significantly impacting major vehicle movements and delay through the area. Construction on the improvements began in February 2025.

North Shoreview Flood Improvement Project – The North Shoreview Flood Improvement Project included improvements to the Coyote Point and Poplar Avenue Pump Stations to increase pump capacity and raise a 1,300-foot levee segment located between the San Mateo and Burlingame border off Airport Boulevard. Construction was completed in 2023. On November 18, 2024, after the completion of the North Shoreview Flood Improvement Project, the Federal Emergency Management Agency (FEMA) formally revised the Flood Insurance Rate Maps (FIRM), moving the North Shoreview and North Central neighborhoods from high risk flood Zone AE, which requires flood insurance, to Zone X, which has a reduced flood risk due to levees making insurance optional.

EXHIBIT A – LAND USE IMPLEMENTATION SUMMARY

GOAL AND ACTION TEXT	ASSOCIATED POLICY(S)	LEAD DEPARTMENT	IMPLEMENTATION STATUS	COMMENTS
GOAL LU-1 Plan carefully for balanced growth that provides ample housing that is affordable at all levels and job opportunities for all community members; maximizes efficient use of infrastructure; limits adverse impacts to the environment; and improves social, economic, environmental, and health equity				
Action LU 1.10 Review of New Development. Track actual growth of both new housing units and net new nonresidential floor area annually, and review every two to three years. Use this information to monitor nonresidential floor area and housing units in San Mateo and to adjust this General Plan, infrastructure plans, and circulation plans, as necessary, if actual growth is exceeding projections. When approved nonresidential development reaches half of the anticipated development, evaluate the citywide jobs-housing balance.	LU 1.2	Community Development	Continuous	Staff continuously tracks nonresidential development and housing units by affordability levels for all major planning applications. This data will be used in the coming years to determine if City plans need to be adjusted or if the city-wide job-housing balance needs to be re-evaluated.
GOAL LU-2 Balance well-designed development with thoughtful preservation.				
Action LU 2.5 Community Benefits Dashboard. Create an online public portal that highlights the community benefits derived from new development projects, such as payment of in-lieu fees, contribution to the childcare fund, contribution to the public art fund, and other benefits to improve and standardize communication about new development projects and their benefits.	LU 2.3	Community Development	Not Started	
GOAL LU-3 Provide a wide range of land uses, including housing, parks, open space, recreation, retail, commercial services, office, and industrial to adequately meet the full spectrum of needs in the community.				
Action LU 3.18 Permitted Uses. Re-evaluate the types of commercial uses that are permitted and that require a special-use permit in all commercial districts to ensure requirements are forward looking and aligned with current economic needs and trends.	LU 3.2	Community Development	Not Started	
Action LU 3.19 Major Institutions/Special Facilities. Work with relevant agencies and organizations to support the long-term viability of major institutions and special facilities that provide important recreational, educational, or medical services, such as the San Mateo County Events Center, College of San Mateo, San Mateo County Hospital, Mills Health Center, and Peninsula Golf and Country Club. Require a Specific Plan and/or Master Plan to guide reuse or redevelopment of institutions and special facilities when appropriate.	LU 3.17	Community Development	Not Started	
GOAL LU-4 Maintain downtown San Mateo as the economic, cultural, and social center of the community.				

Action LU 4.4 Downtown Area Plan. Update the Downtown Area Plan to support and strengthen the Downtown as a vibrant and active commercial, cultural, entertainment, and community gathering district. The updated Downtown Area Plan shall align with the General Plan, integrate recommendations from other concurrent City efforts, focus growth and intensity in proximity to the Caltrain station, encourage superblock concepts or approaches and allow parklets, update parking standards and parking management strategies, allow for increased housing units and density, and support high-quality, pedestrian-oriented design and architecture.	LU 1.3 LU 4.1 LU 4.2 LU 4.3	Community Development Public Works	Not Started	
Action LU 4.5 Downtown Special Events. Sponsor and support Downtown activities and events that brings Downtown to life, attracts residents and visitors, promotes local businesses, creates inclusive community gatherings, and provides information to residents about City initiatives and services.	LU 3.8 LU 4.1 LU 4.2 LU 4.3	City Manager's Office Parks and Recreation	Continuous	The Downtown San Mateo Association, San Mateo Area Chamber of Commerce, and Downtown business owners continuously collaborate to coordinate and plan special events.
GOAL LU-5 Promote residential and mixed land uses along El Camino Real to strengthen its role as both a local and regional corridor.				
Action LU 5.3 El Camino Real Corridor Plan. Prepare a Corridor Plan for El Camino Real that assembles existing planning documents for the corridor into a single comprehensive plan that implements the El Camino Real policies in General Plan 2040.	LU 2.2 LU 5.1 LU 5.2	Community Development	Not Started	
GOAL LU-6 Promote transit-oriented development around the Hillsdale Caltrain station.				
Action LU 6.3 Hillsdale Station Area Plan. Update the Hillsdale Station Area Plan to foster higher density residential, office and mixed-use, transit-oriented development that connects to neighborhoods to the east and west, improves bicycle and pedestrian connectivity west of the station, and increases park and open space areas.	LU 6.1 LU 6.2	Community Development Public Works	Not Started	
GOAL LU-7 Support the transition of shopping areas designated for new uses into vibrant districts with a range of housing, shopping, services, and jobs.				
Action LU 7.2 Bridgepointe Area Plan. Update and consolidate the Bridgepointe Master Plan and Mariner's Island Specific Plan into one planning document to guide redevelopment of the Bridgepointe Shopping Center and the surrounding properties into a mixed-use neighborhood that maintains its regional retail component while developing a diverse range of housing types, including affordable housing; new parks and recreational facilities; community gathering places; ample facilities to support transit, bicycling, and walking; and a range of businesses and services. The plan shall include safe access for pedestrians, cyclists, and transit riders from Bridgepoint to the City's transit corridors, such as Caltrain and El Camino Real.	LU 7.1	Community Development	Not Started	
Action LU 7.3 Bel Mateo Area Plan. Prepare a Specific Plan or Master Plan to guide redevelopment of the Bel Mateo area into a mixed-use neighborhood with a diverse range of neighborhood serving commercial uses and amenities; new market-rate and affordable housing; ample facilities to support bicycling and walking; and publicly accessible park and open space areas.	LU 7.1	Community Development	Not Started	

GOAL LU-8 Support the equitable health and well-being of all neighborhoods in San Mateo and all members of the San Mateo community by improving conditions in equity priority communities.				
Action LU 8.2 Collaborations for Community Health. Develop intentional, strategic, and mutually beneficial relationships with organizations engaged in improving health and well-being, reducing environmental health disparities, expanding access to affordable quality healthcare and mental healthcare, and mitigating negative environmental health hazards. Encourage greater emphasis on expanding or improving health services, including mental health services, in equity priority communities.	LU 8.1 PSF 8.1 PSF 8.2 PSF 8.3 PSF 8.4 PSF 8.5	Community Development	Not Started	
Action LU 8.3 Health Disparities. Coordinate with the San Mateo County Public Health Department to promote healthier communities through education, prevention, intervention programs, and other activities that address the health disparities and inequities that exist in San Mateo.	LU 8.1	City Manager's Office	Not Started	The City partners with the County Executive's Office to address an array of inequity and disparity issues at quarterly meetings and calls upon County Public Health when guidance is needed to share community news about matters impacting public health specifically. More work will be done in partnership with other County agencies including, but not limited to, Public Health, as the City explores programs to increase healthy lifestyle options in its equity priority neighborhoods.
Action LU 8.4 City Investment. Use funds from the park impact fee and other sources to invest in programs and public improvements that connect residents with opportunities to increase their physical activity and improve their physical and mental health, especially in equity priority communities with higher risk of negative public health outcomes. Identify new funding sources for programs and public improvements, if needed.	LU 8.1 LU 8.7	Parks and Recreation	Continuous	Playground renovations and Central Park and East Hillsdale underway; Emergency repairs for pools at the King Center and Joinville Park; Planned Equipment replacement at playgrounds across the city
Action LU 8.8 Streetscape and Safety Improvements. Work with residents in equity priority communities to identify sidewalk, lighting, landscaping, and roadway improvements needed to improve routes to parks, schools, recreation facilities, and other destinations within the community. Prioritize investments that address health disparities in equity priority communities in the annual Capital Improvement Program.	LU 8.1 LU 8.7	Public Works	In Progress	The City invests funding from the Community Development Block Grant (CDBG) program into capital projects which are located within equity priority areas. The City is working on finalizing the North Central Complete Streets Plan (NCCSP), which is a complete streets plan developed in coordination with the community focusing on the North Central Area, which is an equity priority area.
Action LU 8.9 Equity Priority Community Mapping. Regularly update the map identifying equity priority communities with data from CalEnviroScreen or other sources, including information from community members.	LU 8.1	Community Development	Not Started	The equity priority community maps are current as of 2024. The City will review and evaluate the criteria and thresholds, as well as consider information from community members, in the coming years to ensure the maps remain up to date.

Action LU 8.10 Equity Priority Communities Plan. Prepare a plan for the equity priority communities that addresses the needs of each community, including health, safety, and improved circulation with community input. The plan shall seek to ensure the streets in each community are measurably safe, include ADA accessibility, and have adequate on-street parking. Changes included in the plan shall be developed and enacted with the expressed purpose of improving health, safety, and welfare of the members of each community.	LU 8.1	Public Works	In Progress	The City is working on finalizing the North Central Complete Streets Plan (NCCSP), which is a complete streets plan developed in coordination with the community focusing on the North Central Area, which is an equity priority area.
Action LU 8.11 City Services. Work with residents in equity priority communities to improve services provided by the City or other partners related to safety, sanitation, and security in these neighborhoods.	LU 8.1	Public Works Police Department	In Progress	The Police Department has implemented Project Guardian, Business Watch, and is working to expand Neighborhood Watch. The City invests funding from the Community Development Block Grant (CDBG) program into capital projects which are located within equity priority areas, and include safety improvement projects (such as the 3rd and Norfolk Intersection Safety Improvements Project). The City provides numerous sanitation-related efforts in our equity priority neighborhood areas, including the following: - Ongoing litter cleanup events in collaboration with the College Park Ambassadors - Annual Bayfront and Earth Day Cleanup Events, as well as as-needed cleanups at San Mateo Creek - Daily monitoring of illegal dumping areas, with camera locations installed at hot spots based on seven years of illegal dumping calls - Biannual Special Cleanup Events for mattresses and waste.
Action LU 8.12 Neighborhood Beautification. Support and promote neighborhood clean-up and beautification initiatives in equity priority communities, including street tree planting and maintenance, through partnerships with neighborhood organizations.	CD 3.5	Parks and Recreation	Continuous	The City maintained 770 park and street trees as beautification efforts and regularly has litter cleanup events in collaboration with the College Park Ambassadors.
Action LU 8.15 Healthy Food Access. Support the work of San Mateo County Health and other local partners to: <ul style="list-style-type: none"> Continue and expand the ability to use the Electronic Benefit Transfer (EBT) program at farmers’ markets and other sources of healthy food. Implement programs to encourage markets and convenience stores to stock fresh produce and other healthy foods. Encourage restaurants to enlist restaurants in the CalFresh Restaurant Meals Program, which allows people at a high risk of chronic hunger to use CalFresh benefits to buy prepared meals at participating restaurants. 	LU 8.14	City Manager’s Office Parks and Recreation	Continuous	The City continues to provide the subsidized lunch program at the San Mateo Senior Center and Congregate Nutrition Program at the King Community Center. City has yet to explore other actions.

<ul style="list-style-type: none">• Continue to provide and expand the subsidized senior lunch program at the San Mateo Senior Center and the Congregate Nutrition Program at the King Center Community Center				
Action LU 8.16 Urban Agriculture. Develop City regulations that encourage urban agriculture, community gardens, and farm stands, as appropriate	LU 8.13 LU 8.14	Community Development	Not Started	Urban agriculture uses are expected to be evaluated as part of comprehensive update to the Zoning Code, which is anticipated to begin in 2025.
GOAL LU-9 Include everyone in community development decisions for a shared, sustainable future				
Action LU 9.5 Community Partners. Work with community-based organizations and community partners to engage members of equity priority communities in planning and policy decisions.	LU 9.1 LU 9.2	Community Development City Manager’s Office	In Progress	Outreach campaign targeted at underserved communities is nearly complete. Information will be used to inform City Council Strategic Planning effort, which will inform future City Council goal setting sessions.
Action LU 9.6 Community Surveys. Periodically conduct statistically reliable community surveys, representative of the demographics of the population, to gauge community service needs, policy preferences, and effective communication methods.	LU 9.1 LU 9.2	City Manager’s Office	Continuous	San Mateo conducts a community survey every two years, with the most recent being due in Fall 2024. This cycle was launched slightly behind schedule and went live February 2025.
Action LU 9.7 Communications Strategy. Develop a communications strategy that outlines goals and tactics to engage a broad cross-section of the community. <ul style="list-style-type: none">• Prepare public notices and other materials in the predominant language(s) spoken in the community and provide interpretation services at meetings as needed.• Make public notices and other important documents available in print at local libraries, community centers, or other gathering places.• Use culturally appropriate approaches.• When possible, schedule and locate meetings to be convenient for community members to attend.• Use the City’s website, social media, and other communication channels to share information about how community members can participate in public meetings.• Gather data to understand the economic, gender, age, and racial diversity of the affected population before designing communication approaches aimed at reaching the affected population.• Provide notification and outreach for development projects using clear and easy to understand language to ensure all stakeholders and interested community members understand and have the ability to engage in the development review process.	LU 9.1 LU 9.2	City Manager’s Office	Continuous	The City has utilized several outreach tools, such as digital and print versions, in different languages to target the languages known to be most prevalent in the community and to reach a diverse array of age groups, socioeconomic groups, and ability levels.
GOAL LU-10 Make San Mateo strong and resilient by acting to significantly reduce greenhouse gas emissions and adapt to a changing climate.				

Action LU 10.4 Climate Action Plan Implementation. Implement the greenhouse gas reduction strategies to meet the City’s Climate Action Plan emission-reduction goals.	C 1.1	City Manager’s Office	Continuous	Staff implements greenhouse gas reduction strategies to meet the City's Climate Action Plan goals. Submission of the CAP Checklist is required of all large development projects in the City.
Action LU 10.5 Climate Action Plan Monitoring. Monitor and report progress on the implementation of the City’s Climate Action Plan on an annual basis. Regularly review new opportunities and approaches to reduce emissions consistent with the Climate Action Plan’s goals.	C 1.1	City Manager’s Office	Continuous	Staff updates the Council annually of progress made on CAP initiatives. All CAP Progress Updates are posted online at www.cityofsanmateo.org/3962
Action LU 10.6 Greenhouse Gas Inventory. Every five years, prepare an updated greenhouse gas emissions inventory consistent with the Climate Action Plan.	C 1.1	City Manager’s Office	Not Started	The City has GHG inventory data for 2019. Staff anticipates prioritizing a GHG inventory for 2025 to measure CAP implementation progress.
Action LU 10.7 Engage the Public in the Climate Action Plan. Provide public information to educate residents and businesses on the Climate Action Plan and to spark behavioral changes in individual energy and water consumption, transportation mode choices, and waste reduction.	LU 9.1 LU 9.2	City Manager’s Office	Continuous	Staff hosts events and provides information through the City's social media channels, website and newsletters to share sustainability-related programs and opportunities.
Action LU 10.8 Building Decarbonization. Evaluate and adopt reach codes and other policies to decarbonize the building stock.	LU 10.2	City Manager’s Office	Continuous	The City continues to implement the 2022 Reach Codes, which become effective on January 1, 2023. Building decarbonization outreach was initiated in 2024 and will continue in 2025.
Action LU 10.9 Resilience of Critical Facilities and Public Infrastructure. Identify critical facilities and public infrastructure in areas vulnerable to climate change hazards, and work to site, design, and upgrade these facilities with consideration for future increases in severity that may occur over the anticipated life of the development. In cases where facilities cannot be sustainably maintained, evaluate the costs and benefits of relocation. Where facilities can be safely sited for the near term, but future impacts are likely, prepare an adaptive management plan detailing steps for maintenance, retrofitting, and/or relocation.	S 1.3 S 3.3	City Manager’s Office	In Progress	In January 2024, the City applied for grant funding through the California Department of Transportation (Caltrans) Sustainable Transportation Planning Grant Program for the development of Climate Adaptation Plan for Sea Level Rise. In July 2024, the City received a conditional award letter from Caltrans and in September 2024, City Council adopted a resolution identifying approval authority in compliance with grant program requirements.
Action LU 10.10 Clean Fuel Infrastructure. Support efforts to build electric vehicle charging stations and clean fuel stations in San Mateo, including hydrogen and sustainably sourced biofuels, as supported by market conditions.	PSF 4.1	City Manager’s Office	Continuous	In 2024, Kiku Public Parking Garage opened with 27 Level 2 charging ports.
GOAL LU-11 Cultivate a diverse, thriving, inclusive, and green economy.				
Action LU 11.9 Quality Local Jobs. Develop programs to retain and attract businesses that provide a living wage, offer health insurance benefits, and match the diverse range of education and skills of San Mateo residents.	LU 11.1 LU 11.2	City Manager’s Office	In Progress	Staff regularly meets with businesses to assess their local employment needs and helps new businesses connect with job training programs like NOVA Works for support.

Action LU 11.10 Small Business Support. Help small businesses stay and grow by offering tools and support, such as multilingual outreach, assistance accessing free educational services and financing opportunities, connecting with the Chamber of Commerce and Downtown San Mateo Association, and assistance understanding City requirements and preparing for code compliance	LU 11.1	City Manager’s Office	In Progress	Staff hosts workshops in collaboration with the Chamber of Commerce, Downtown San Mateo Association, SAMCEDA, SCORE, and SBDC to educate small businesses on securing loans, maximizing business value, and staying up to date with local codes. In 2024, the City launched its Age-friendly Business Pilot Program.
Action LU 11.11 Commercial Displacement. Provide proactive support to local businesses affected by construction and redevelopment by communicating with business owners well in advance of construction and assisting in identifying potential locations for temporary relocation. Encourage and support the retention of existing businesses in new or renovated spaces that are a part of redevelopment projects.	LU 11.1	City Manager’s Office	In Progress	In 2024, staff initiated quarterly broker meetings to help facilitate broker conversations to better understand the market trends and business’s needs.
Action LU 11.12 First Source Hiring. Explore the feasibility of establishing a First Source Hiring Program that encourages developers and contractors to make best efforts to hire new employees, workers, and subcontractors that are based in San Mateo County, and to partner with organizations that offer job training programs, such as the San Mateo County Community College District and San Mateo Union High School District.	LU 11.3 LU 11.6 LU 11.7	City Manager’s Office	Not Started	
Action LU 11.13 Living Wage Incentives. Maintain provisions in the Affordable Housing Commercial Linkage Fee that offer fee reductions to developers who voluntarily enter into Area Standard Wage Participation Agreements with the City.	LU 11.3	Community Development	Not Started	The current Linkage Fee ordinance includes this provision, and it will be maintained as part of future updates/amendments.
GOAL LU-12 Create financial stability for the City by maintaining its ability to pay for public improvements, core infrastructure, and essential services.				
Action LU 12.3 Fiscal Neutrality. Study the feasibility and potential impacts of adopting a Fiscal Neutrality Policy that would require new development to offset any difference between future tax revenue and the cost of City services to that development. The policy should also consider the City’s goals to provide for a diverse range of housing that is affordable to all members of the community	LU 3.1 LU 12.1 LU 12.2	Finance		
GOAL LU-15 Ensure that the City’s General Plan is consistent with State law, legally adequate, and up to date				

Action LU 15.3 Annual General Plan Progress Report. Submit an Annual Progress Report on the status of the General Plan implementation to the City Council and to the Office of Planning and Research by April 1 of each year, per Government Code Section 65400. The Annual Progress Report should also include population projection information.	--	Community Development	In Progress	The Community Development Department will provide annual updates to City Council and submit the Progress Report to the State.
Action LU 15.4 Specific Plans and Master Plans. Review all adopted Specific Plans and Master Plans and determine if updates are needed for consistency with this General Plan or if any out-of-date plans should be retired.	LU 15.2	Community Development	In Progress	Staff is in the progress of reviewing all specific and master plans and has so far determined that updates are needed for the Downtown Area Plan, Mariner's Island Specific Plan, and the El Camino Real Master Plan.

STRIVE SAN MATEO GENERAL PLAN 2040 IMPLEMENTATION PLAN

San Mateo's General Plan will be implemented both through the day-to-day decisions that rely on its vision, goals and policies, as well as the actions summarized in this chapter. All substantive decisions about development projects, capital improvements, zoning changes and other plans and policies affecting land use, transportation and the physical environment will be reviewed for conformance with the policies in this General Plan, thus advancing the Plan's overall vision and policy framework. To guide the implementation of this plan, the General Plan identifies a list of actions intended to provide an overall sense of the future priorities to support accomplishing the vision and goals of the General Plan.

In addition to these actions, the policies in the General Plan establish standards that will be used by City staff in all departments, City boards and commissions, the Planning Commission, and the City Council when prioritizing initiatives and expenditures, reviewing and approving new development, and in related City decision making, to ensure that City decisions are clear, consistent, and advance San Mateo toward attaining the goals in General Plan 2040.

FORMAT OF THE IMPLEMENTATION PLAN TABLE

The Implementation Plan Table presents each action that the City plans to undertake to help achieve the goals and policies in the General Plan. The actions in the Implementation table describe and prioritize tasks to implement various aspects of the General Plan goals and policies. Some actions are already budgeted and ongoing, while the City Council will need to identify resources during future budget cycles to implement other actions. City staff may recommend changing priorities or adding or removing actions during the course of the annual budget process. The City Council may change the prioritization of actions through the annual City Council goal setting meeting. For each action, the Implementation Plan identifies the following:

•**Lead Department:** The City Department that would have primary responsibility for tracking and completing the action. Note that many actions will require collaboration between multiple departments as well as outside agencies; collaboration with appropriate parties would be coordinated by the Lead Department.

•**Additional Departments or Agencies:** Identifies additional departments, outside agencies or other entities that will work with the Lead Department to support implementation of the identified action.

•**Priority:** This column identifies the estimated timing to undertake each action. While it would be desirable to pursue every action and policy immediately, the General Plan is a long-range document that will be implemented over a number of years and priorities must be established to focus the City's efforts and to allocate the City's resources. With resource constraints and changing circumstances, it is expected that the timing identified here will likely change over time. Given these constraints together with the breadth of actions included, the City anticipates and expects that actions and their identified timeframe may change over time as circumstances and priorities shift and evolve. To estimate timeframe, the following categories are used:

oC: "Complete" – An action that has been completed by the lead department.

oR: "Routine" – An action that is part of the regular assigned workload for the lead department.

oRO: "Reoccurring" – An action that is part of a department's regular workload that includes reoccurring activities or work (i.e. annual reporting).

oIP: "In progress" – An action that is already funded and/or prioritized and is underway by the lead department.

oS: "Short-term" – An Action that is planned for implementation within the first five years after General Plan adoption.

oM: "Medium-term" – An Action that is anticipated to be implementation within ten years after General Plan adoption.

oL: "Long-term" – An Action that is anticipated to be implementation more than ten years after General Plan adoption.

ELEMENT NAMES AND ABBREVIATIONS

Land Use - LU

Circulation - C

Community Design and Historic Resources - CD

Conservation, Open Space and Recreation - COS

Public Services and Facilities - PSF

Safety - S

Noise - N

IMPLEMENTATION TIMELINE AND RESOURCES

Although the City would like to implement all General Plan 2040 actions as expeditiously as possible, there are capital resource and staffing limitations, as well as limitations to the amount of work that the City and the City Council can effectively focus on during any one year or period of time. The completion of actions is contingent upon the availability of funding resources and City Council prioritization. It should also be noted that issues that cannot be anticipated may arise in the future that may act to divert resources from the programs and priorities of the General Plan and change the implementation timeline for the listed actions.

The General Plan is a living document and the City's priorities will evolve through the life of this Plan, and therefore changes and updates will need to be made to the Implementation Plan. Annually, as required by State Law and the Municipal Code, the Community Development Department will submit a report to the City Council on the status of the General Plan and its implementation. The Implementation Plan will also be a tool to assist with annual City Council goal setting and will be updated to align with Council goals and priorities each year.

FILTERING FUNCTION

Each column can be filtered by clicking on the downward arrow at the bottom right of the header cell.

To filter multiple columns, do the above for multiple column headers.

General instructions: If you check an option, all the actions associated with that option will be displayed in the spreadsheet.

- To filter option(s) from the drop-down list, click on (Select All) to de-select everything, and check on the options you want to be filtered.

- To filter all options except certain options, uncheck the specific options you do not want to display in your selection.

STATUS COLUMN

Click on the cell and an arrow figure comes up. Click on the arrow and choose an option from the dropdown menu.

If options for "status" need to be modified, go to the "Status List" tab and modify the table.

Lock/ Unlock editing, (Un)Protect Sheets

Currently, Columns A to D are locked for editing. You can unlock them by clicking on "Unprotect Sheets" in the Review tab. You can set up a password for unlocking editing by clicking on "Unprotect Sheet" then click on "Protect Sheets" and set up a password.

GOAL AND ACTION TEXT	ASSOCIATED POLICY(S)	LEAD DEPARTMENT	PRIORITY	IMPLEMENTATION STATUS	COMMENTS
GOAL LU-1 Plan carefully for balanced growth that provides ample housing that is affordable at all levels and job opportunities for all community members; maximizes efficient use of infrastructure; limits adverse impacts to the environment; and improves social, economic, environmental, and health equity					
Action LU 1.10 Review of New Development. Track actual growth of both new housing units and net new nonresidential floor area annually, and review every two to three years. Use this information to monitor nonresidential floor area and housing units in San Mateo and to adjust this General Plan, infrastructure plans, and circulation plans, as necessary, if actual growth is exceeding projections. When approved nonresidential development reaches half of the anticipated development, evaluate the citywide jobs-housing balance.	LU 1.2	Community Development	RO	Continuous	Staff continuously tracks nonresidential development and housing units by affordability levels for all major planning applications. This data will be used in the coming years to determine if City plans need to be adjusted or if the city-wide job-housing balance needs to be re-evaluated.
GOAL LU-2 Balance well-designed development with thoughtful preservation.					
Action LU 2.5 Community Benefits Dashboard. Create an online public portal that highlights the community benefits derived from new development projects, such as payment of in-lieu fees, contribution to the childcare fund, contribution to the public art fund, and other benefits to improve and standardize communication about new development projects and their benefits.	LU 2.3	Community Development	S RO	Not Started	
GOAL LU-3 Provide a wide range of land uses, including housing, parks, open space, recreation, retail, commercial services, office, and industrial to adequately meet the full spectrum of needs in the community.					
Action LU 3.18 Permitted Uses. Re-evaluate the types of commercial uses that are permitted and that require a special-use permit in all commercial districts to ensure requirements are forward looking and aligned with current economic needs and trends.	LU 3.2	Community Development	S	Not Started	
Action LU 3.19 Major Institutions/Special Facilities. Work with relevant agencies and organizations to support the long-term viability of major institutions and special facilities that provide important recreational, educational, or medical services, such as the San Mateo County Events Center, College of San Mateo, San Mateo County Hospital, Mills Health Center, and Peninsula Golf and Country Club. Require a Specific Plan and/or Master Plan to guide reuse or redevelopment of institutions and special facilities when appropriate.	LU 3.17	Community Development	M	Not Started	
GOAL LU-4 Maintain downtown San Mateo as the economic, cultural, and social center of the community.					
Action LU 4.4 Downtown Area Plan. Update the Downtown Area Plan to support and strengthen the Downtown as a vibrant and active commercial, cultural, entertainment, and community gathering district. The updated Downtown Area Plan shall align with the General Plan, integrate recommendations from other concurrent City efforts, focus growth and intensity in proximity to the Caltrain station, encourage superblock concepts or approaches and allow parklets, update parking standards and parking management strategies, allow for increased housing units and density, and support high-quality, pedestrian-oriented design and architecture.	LU 1.3 LU 4.1 LU 4.2 LU 4.3	Community Development Public Works	S	Not Started	
Action LU 4.5 Downtown Special Events. Sponsor and support Downtown activities and events that brings Downtown to life, attracts residents and visitors, promotes local businesses, creates inclusive community gatherings, and provides information to residents about City initiatives and services.	LU 3.8 LU 4.1 LU 4.2 LU 4.3	City Manager's Office Parks and Recreation	R	Continuous	The Downtown San Mateo Association, San Mateo Area Chamber of Commerce, and Downtown business owners continuously collaborate to coordinate and plan special events.
GOAL LU-5 Promote residential and mixed land uses along El Camino Real to strengthen its role as both a local and regional corridor.					
Action LU 5.3 El Camino Real Corridor Plan. Prepare a Corridor Plan for El Camino Real that assembles existing planning documents for the corridor into a single comprehensive plan that implements the El Camino Real policies in General Plan 2040.	LU 2.2 LU 5.1 LU 5.2	Community Development	M	Not Started	
GOAL LU-6 Promote transit-oriented development around the Hillsdale Caltrain station.					
Action LU 6.3 Hillsdale Station Area Plan. Update the Hillsdale Station Area Plan to foster higher density residential, office and mixed-use, transit-oriented development that connects to neighborhoods to the east and west, improves bicycle and pedestrian connectivity west of the station, and increases park and open space areas.	LU 6.1 LU 6.2	Community Development Public Works	S	Not Started	
GOAL LU-7 Support the transition of shopping areas designated for new uses into vibrant districts with a range of housing, shopping, services, and jobs.					
Action LU 7.2 Bridgepointe Area Plan. Update and consolidate the Bridgepointe Master Plan and Mariner's Island Specific Plan into one planning document to guide redevelopment of the Bridgepointe Shopping Center and the surrounding properties into a mixed-use neighborhood that maintains its regional retail component while developing a diverse range of housing types, including affordable housing; new parks and recreational facilities; community gathering places; ample facilities to support transit, bicycling, and walking; and a range of businesses and services. The plan shall include safe access for pedestrians, cyclists, and transit riders from Bridgepointe to the City's transit corridors, such as Caltrain and El Camino Real.	LU 7.1	Community Development	M	Not Started	
Action LU 7.3 Bel Mateo Area Plan. Prepare a Specific Plan or Master Plan to guide redevelopment of the Bel Mateo area into a mixed-use neighborhood with a diverse range of neighborhoodserving commercial uses and amenities; new market-rate and affordable housing; ample facilities to support bicycling and walking; and publicly accessible park and open space areas.	LU 7.1	Community Development	M	Not Started	
GOAL LU-8 Support the equitable health and well-being of all neighborhoods in San Mateo and all members of the San Mateo community by improving conditions in equity priority communities.					
Action LU 8.2 Collaborations for Community Health. Develop intentional, strategic, and mutually beneficial relationships with organizations engaged in improving health and well-being, reducing environmental health disparities, expanding access to affordable quality healthcare and mental healthcare, and mitigating negative environmental health hazards. Encourage greater emphasis on expanding or improving health services, including mental health services, in equity priority communities.	LU 8.1 PSF 8.1 PSF 8.2 PSF 8.3 PSF 8.4 PSF 8.5	Community Development	M	Not Started	

Action LU 8.3 Health Disparities. Coordinate with the San Mateo County Public Health Department to promote healthier communities through education, prevention, intervention programs, and other activities that address the health disparities and inequities that exist in San Mateo.	LU 8.1	City Manager's Office	M	Not Started	The City partners with the County Executive's Office to address an array of inequity and disparity issues at quarterly meetings, and calls upon County Public Health when guidance is needed to share community news about matters impacting public health specifically. More work will be done in partnership with other County agencies including, but not limited to, Public Health, as the City explores programs to increase healthy lifestyle options in its equity priority neighborhoods.
Action LU 8.4 City Investment. Use funds from the park impact fee and other sources to invest in programs and public improvements that connect residents with opportunities to increase their physical activity and improve their physical and mental health, especially in equity priority communities with higher risk of negative public health outcomes. Identify new funding sources for programs and public improvements, if needed.	LU 8.1 LU 8.7	Parks and Recreation	IP	Continuous	Playground renovations and Central Park and East Hillsdale underway; Emergency repairs for pools at the King Center and Joynville Park; Planned Equipment replacement at playgrounds across the city
Action LU 8.8 Streetscape and Safety Improvements. Work with residents in equity priority communities to identify sidewalk, lighting, landscaping, and roadway improvements needed to improve routes to parks, schools, recreation facilities, and other destinations within the community. Prioritize investments that address health disparities in equity priority communities in the annual Capital Improvement Program.	LU 8.1 LU 8.7	Public Works	IP S	In Progress	The City invests funding from the Community Development Block Grant (CDBG) program into capital projects which are located within equity priority areas. The City is working on finalizing the North Central Complete Streets Plan (NCCSP), which is a complete streets plan developed in coordination with the community focusing on the North Central Area, which is an equity priority area.
Action LU 8.9 Equity Priority Community Mapping. Regularly update the map identifying equity priority communities with data from CalEnviroScreen or other sources, including information from community members.	LU 8.1	Community Development	RO	Not Started	The equity priority community maps are current as of 2024. The City will review and evaluate the criteria and thresholds, as well as consider information from community members, in the coming years to ensure the maps remain up to date.
Action LU 8.10 Equity Priority Communities Plan. Prepare a plan for the equity priority communities that addresses the needs of each community, including health, safety, and improved circulation with community input. The plan shall seek to ensure the streets in each community are measurably safe, include ADA accessibility, and have adequate on-street parking. Changes included in the plan shall be developed and enacted with the expressed purpose of improving health, safety, and welfare of the members of each community.	LU 8.1	Public Works	IP S M	In Progress	The City is working on finalizing the North Central Complete Streets Plan (NCCSP), which is a complete streets plan developed in coordination with the community focusing on the North Central Area, which is an equity priority area.
Action LU 8.11 City Services. Work with residents in equity priority communities to improve services provided by the City or other partners related to safety, sanitation, and security in these neighborhoods.	LU 8.1	Public Works Police Department	R	In Progress	The Police Department has implemented Project Guardian, Business Watch, and is working to expand Neighborhood Watch. The City invests funding from the Community Development Block Grant (CDBG) program into capital projects which are located within equity priority areas, and include safety improvement projects (such as the 3rd and Norfolk Intersection Safety Improvements Project). The City provides numerous sanitation-related efforts in our equity priority neighborhood areas, including the following: - Ongoing litter cleanup events in collaboration with the College Park Ambassadors - Annual Bayfront and Earth Day Cleanup Events, as well as as-needed cleanups at San Mateo Creek - Daily monitoring of illegal dumping areas, with camera locations installed at hot spots based on seven years of illegal dumping calls - Biannual Special Cleanup Events for mattresses and ewaste.
Action LU 8.12 Neighborhood Beautification. Support and promote neighborhood clean-up and beautification initiatives in equity priority communities, including street tree planting and maintenance, through partnerships with neighborhood organizations.	CD 3.5	Parks and Recreation	R	Continuous	The City maintained 770 park and street trees as beautification efforts and regularly has litter cleanup events in collaboration with the College Park Ambassadors.
Action LU 8.15 Healthy Food Access. Support the work of San Mateo County Health and other local partners to: • Continue and expand the ability to use the Electronic Benefit Transfer (EBT) program at farmers' markets and other sources of healthy food. • Implement programs to encourage markets and convenience stores to stock fresh produce and other healthy foods. • Encourage restaurants to enlist restaurants in the CalFresh Restaurant Meals Program, which allows people at a high risk of chronic hunger to use CalFresh benefits to buy prepared meals at participating restaurants. • Continue to provide and expand the subsidized senior lunch program at the San Mateo Senior Center and the Congregate Nutrition Program at the King Center Community Center	LU 8.14	City Manager's Office Parks and Recreation	R	Continuous	The City continues to provide the subsidized lunch program at the San Mateo Senior Center and Congregate Nutrition Program at the King Community Center. City has yet to explore other actions.
Action LU 8.16 Urban Agriculture. Develop City regulations that encourage urban agriculture, community gardens, and farm stands, as appropriate	LU 8.13 LU 8.14	Community Development	S	Not Started	Urban agriculture uses are expected to be evaluated as part of comprehensive update to the Zoning Code, which is anticipated to begin in 2025.
GOAL LU-9 Include everyone in community development decisions for a shared, sustainable future					
Action LU 9.5 Community Partners. Work with community-based organizations and community partners to engage members of equity priority communities in planning and policy decisions.	LU 9.1 LU 9.2	Community Development City Manager's Office	S R	In Progress	Outreach campaign targeted at underserved communities is nearly complete. Information will be used to inform City Council Strategic Planning effort, which will inform future City Council goal setting sessions.
Action LU 9.6 Community Surveys. Periodically conduct statistically reliable community surveys, representative of the demographics of the population, to gauge community service needs, policy preferences, and effective communication methods.	LU 9.1 LU 9.2	City Manager's Office	S R	Continuous	San Mateo conducts a community survey every two years, with the most recent being due in Fall 2024. This cycle was launched slightly behind schedule and went live February 2025.

Action LU 9.7 Communications Strategy. Develop a communications strategy that outlines goals and tactics to engage a broad cross-section of the community. • Prepare public notices and other materials in the predominant language(s) spoken in the community and provide interpretation services at meetings as needed. • Make public notices and other important documents available in print at local libraries, community centers, or other gathering places. • Use culturally appropriate approaches. • When possible, schedule and locate meetings to be convenient for community members to attend. • Use the City's website, social media, and other communication channels to share information about how community members can participate in public meetings. • Gather data to understand the economic, gender, age, and racial diversity of the affected population before designing communication approaches aimed at reaching the affected population. • Provide notification and outreach for development projects using clear and easy-to-understand language to ensure all stakeholders and interested community members understand and have the ability to engage in the development	LU 9.1 LU 9.2	City Manager's Office	R	Continuous	The City has utilized several outreach tools, such as digital and print versions, in different languages to target the languages known to be most prevalent in the community and to reach a diverse array of age groups, socioeconomic groups, and ability levels.
GOAL LU-10 Make San Mateo strong and resilient by acting to significantly reduce greenhouse gas emissions and adapt to a changing climate.					
Action LU 10.4 Climate Action Plan Implementation. Implement the greenhouse gas reduction strategies to meet the City's Climate Action Plan emission-reduction goals.	C 1.1	City Manager's Office	R	Continuous	Staff implements greenhouse gas reduction strategies to meet the City's Climate Action Plan goals. Submission of the CAP Checklist is required of all large development projects in the City.
Action LU 10.5 Climate Action Plan Monitoring. Monitor and report progress on the implementation of the City's Climate Action Plan on an annual basis. Regularly review new opportunities and approaches to reduce emissions consistent with the Climate Action Plan's goals.	C 1.1	City Manager's Office	RO	Continuous	Staff updates the Council annually of progress made on CAP initiatives. All CAP Progress Updates are posted online at www.cityofsanmateo.org/3962
Action LU 10.6 Greenhouse Gas Inventory. Every five years, prepare an updated greenhouse gas emissions inventory consistent with the Climate Action Plan.	C 1.1	City Manager's Office	RO	Not Started	The City has GHG inventory data for 2019. Staff anticipates prioritizing a GHG inventory for 2025 to measure CAP implementation progress.
Action LU 10.7 Engage the Public in the Climate Action Plan. Provide public information to educate residents and businesses on the Climate Action Plan and to spark behavioral changes in individual energy and water consumption, transportation mode choices, and waste reduction.	LU 9.1 LU 9.2	City Manager's Office	R	Continuous	Staff hosts events and provides information through the City's social media channels, website and newsletters to share sustainability-related programs and opportunities.
Action LU 10.8 Building Decarbonization. Evaluate and adopt reach codes and other policies to decarbonize the building stock.	LU 10.2	City Manager's Office	RO	Continuous	The City continues to implement the 2022 Reach Codes, which became effective on January 1, 2023. Building decarbonization outreach was initiated in 2024 and will continue in 2025.
Action LU 10.9 Resilience of Critical Facilities and Public Infrastructure. Identify critical facilities and public infrastructure in areas vulnerable to climate change hazards, and work to site, design, and upgrade these facilities with consideration for future increases in severity that may occur over the anticipated life of the development. In cases where facilities cannot be sustainably maintained, evaluate the costs and benefits of relocation. Where facilities can be safely sited for the near term, but future impacts are likely, prepare an adaptive management plan detailing steps for maintenance, retrofitting, and/or relocation.	S 1.3 S 3.3	City Manager's Office	R L	In Progress	In January 2024, the City applied for grant funding through the California Department of Transportation (Caltrans) Sustainable Transportation Planning Grant Program for the development of Climate Adaptation Plan for Sea Level Rise. In July 2024, the City received a conditional award letter from Caltrans and in September 2024, City Council adopted a resolution identifying approval authority in compliance with grant program requirements.
Action LU 10.10 Clean Fuel Infrastructure. Support efforts to build electric vehicle charging stations and clean fuel stations in San Mateo, including hydrogen and sustainably sourced biofuels, as supported by market conditions.	PSF 4.1	City Manager's Office	R	Continuous	In 2024, Kiku Public Parking Garage opened with 27 Level 2 charging ports.
GOAL LU-11 Cultivate a diverse, thriving, inclusive, and green economy.					
Action LU 11.9 Quality Local Jobs. Develop programs to retain and attract businesses that provide a living wage, offer health insurance benefits, and match the diverse range of education and skills of San Mateo residents.	LU 11.1 LU 11.2	City Manager's Office	M	In Progress	Staff regularly meets with businesses to assess their local employment needs and helps new businesses connect with job training programs like NOVA Works for support.
Action LU 11.10 Small Business Support. Help small businesses stay and grow by offering tools and support, such as multilingual outreach, assistance accessing free educational services and financing opportunities, connecting with the Chamber of Commerce and Downtown San Mateo Association, and assistance understanding City requirements and preparing for code compliance	LU 11.1	City Manager's Office	M R	In Progress	Staff hosts workshops in collaboration with the Chamber of Commerce, Downtown San Mateo Association, SAMCEDA, SCORE, and SBDC to educate small businesses on securing loans, maximizing business value, and staying up to date with local codes. In 2024, the City launched its Age-friendly Business Pilot Program.
Action LU 11.11 Commercial Displacement. Provide proactive support to local businesses affected by construction and redevelopment by communicating with business owners well in advance of construction and assisting in identifying potential locations for temporary relocation. Encourage and support the retention of existing businesses in new or renovated spaces that are a part of redevelopment projects.	LU 11.1	City Manager's Office	S R	In Progress	In 2024, staff initiated quarterly broker meetings to help facilitate broker conversations to better understand the market trends and businesses needs.
Action LU 11.12 First Source Hiring. Explore the feasibility of establishing a First Source Hiring Program that encourages developers and contractors to make best efforts to hire new employees, workers, and subcontractors that are based in San Mateo County, and to partner with organizations that offer job training programs, such as the San Mateo County Community College District and San Mateo Union High School District.	LU 11.3 LU 11.6 LU 11.7	City Manager's Office	M	Not Started	
Action LU 11.13 Living Wage Incentives. Maintain provisions in the Affordable Housing Commercial Linkage Fee that offer fee reductions to developers who voluntarily enter into Area Standard Wage Participation Agreements with the City.	LU 11.3	Community Development	IP	Not Started	The current Linkage Fee ordinance includes this provision, and it will be maintained as part of future updates/amendments.
GOAL LU-12 Create financial stability for the City by maintaining its ability to pay for public improvements, core infrastructure, and essential services.					
Action LU 12.3 Fiscal Neutrality. Study the feasibility and potential impacts of adopting a Fiscal Neutrality Policy that would require new development to offset any difference between future tax revenue and the cost of City services to that development. The policy should also consider the City's goals to provide for a diverse range of housing that is affordable to all members of the community	LU 3.1 LU 12.1 LU 12.2	Finance	L		
GOAL LU-15 Ensure that the City's General Plan is consistent with State law, legally adequate, and up to date					
Action LU 15.3 Annual General Plan Progress Report. Submit an Annual Progress Report on the status of the General Plan Implementation to the City Council and to the Office of Planning and Research by April 1 of each year, per Government Code Section 65400. The Annual Progress Report should also include population projection information.	--	Community Development	R	In Progress	The Community Development Department will provide annual updates to City Council, and submit the Progress Report to the State.
Action LU 15.4 Specific Plans and Master Plans. Review all adopted Specific Plans and Master Plans and determine if updates are needed for consistency with this General Plan or if any out-of-date plans should be retired.	LU 15.2	Community Development	S	In Progress	Staff is in the process of reviewing all specific and master plans and has so far determined that updates are needed for the Downtown Area Plan, Mariner's Island Specific Plan, and the El Camino Real Master Plan.

GOAL AND ACTION TEXT	ASSOCIATED POLICY(S)	IMPLEMEN	LEAD DEPARTMENT	PRIORITY	NOTES
GOAL CD-5 Preserve historic and culturally important resources to maintain San Mateo's special identity and continuity with the past.					
Action CD 5.8 Historic Preservation Ordinance. Update the City's Historic Preservation Ordinance to create a framework for the designation of historic resources and districts, establish review and permitting procedures for historic alterations, demolitions or relocations, be consistent with federal and State standards and guidelines, and align with the other goals and policies outlined in this Element.	CD 5.2 CD 5.3 CD 5.5 CD 5.7 LU 4.3		In Progress Community Development	\$	On January 21, 2025, City Council approved funding from the Advance Planning Fund for the update of the City's historic policies and procedures, including an update to the City's Historic Preservation Ordinance. Community Development and the selected consultant continue to work together to update the City's Historic Preservation Ordinance.
Action CD 5.9 Historic Resources Context Statements. Prepare a citywide historic context statement to guide future historic resource survey efforts to identify individually eligible resources and historic districts. If a neighborhood is identified as a historic district, prepare a more detailed historic context statement for that individual neighborhood.	CD 5.2		In Progress Community Development	\$	On January 21, 2025, City Council approved funding from the Advance Planning Fund for the update of the City's historic policies and procedures, including an update to the City's Historic Preservation Ordinance. Community Development and the selected consultant continue to work together to update the City's Historic Preservation Ordinance.
GOAL CD-7 Balance the growth and evolution of residential neighborhoods with the need to maintain and enhance their existing characteristics and physical qualities through the appropriate design of new development					
Action CD 7.7 Objective Design Standards. Implement the City's objective design standards to ensure that new multifamily and mixed-use projects with a residential component meet required standards and streamline the development review process.	CD 7.1		Community Development Continuous	R	
GOAL S-3 Protect the community from unreasonable risk to life and property caused by flood hazards and sea level rise.					
Action S 3.7 Climate Change Adaptation Plan. Assess sea level rise and precipitation projections using the best-available climate change science, identify the extent of areas vulnerable to sea level rise and flooding in the city, consider OneShoreline recommendations for levels of protection, and develop a Climate Change Adaptation Plan that sets a comprehensive strategy and includes planning and design standards for climate risk protection. Use this plan to evaluate development applications to ensure projects are protected from sea level rise and flood hazards over the life of the project and to assess public infrastructure needs for adequate protection.	S 3.2 S 1.1 S 1.15		City Managers Office In Progress Public Works Community Development	IP	In January 2024, the City applied for grant funding through the California Department of Transportation (Caltrans) Sustainable Transportation Planning Grant Program for the development of Climate Adaptation Plan for Sea Level Rise. In July 2024, the City received a conditional award letter from Caltrans and in September 2024, City Council adopted a resolution identifying approval authority incompliance with grant program requirements.
Action S 3.17 Flood Risk Mapping Data. Regularly update mapping data pertaining to the 100-year and 500-year floodplains, dams, and levee failure as information becomes available.	S 1.1 S 3.1		Continuous Public Works	R	On November 18, 2024, after the completion of the North Shoreview Flood Improvement Project, the Federal Emergency Management Agency (FEMA) formally revised Flood Insurance Rate Maps (FIRM) for the North Shoreview and North Central neighborhoods. The City will continue to ensure its internal tools are reference the latest floodplain and inundation maps that are available. For the 100-year and 500-year floodplains, the City uses the information published by FEMA.