



Boards and Commissions Demographic Survey Results

March 3, 2025

San Mateo City Clerk's Department

Overview

- Methodology
- Data Sources
- Findings
- Feedback and Questions



Feedback Requested



1. Provide feedback on the 2025 demography study results
2. Provide direction on ongoing surveying and outreach



Methodology



- The purpose of the Boards and Commissions (B&C) Demographic Survey is to capture data about how our city's advisory bodies reflect the demographics of the City of San Mateo's population at large.
- This survey was compared to a similar survey done in 2017 and 2023.

Methodology



- This year's B&C survey was constructed in a similar format from previous B&C surveys and sent via Survey Monkey.
- Data from the 2020 Census and 2021 American Community Survey was used to provide comparative analysis.
- 2017 and 2023 B&C survey data were used to identify trends.

Survey Evolution

2017

- Duration of residency
- Race, language, gender
- Education, age
- Housing, income

2023

- Focus: Inclusive language and privacy
- New question on age of dependents

2025

- Expanded response options
- Youth Commissioners



Outreach and Recruitment:

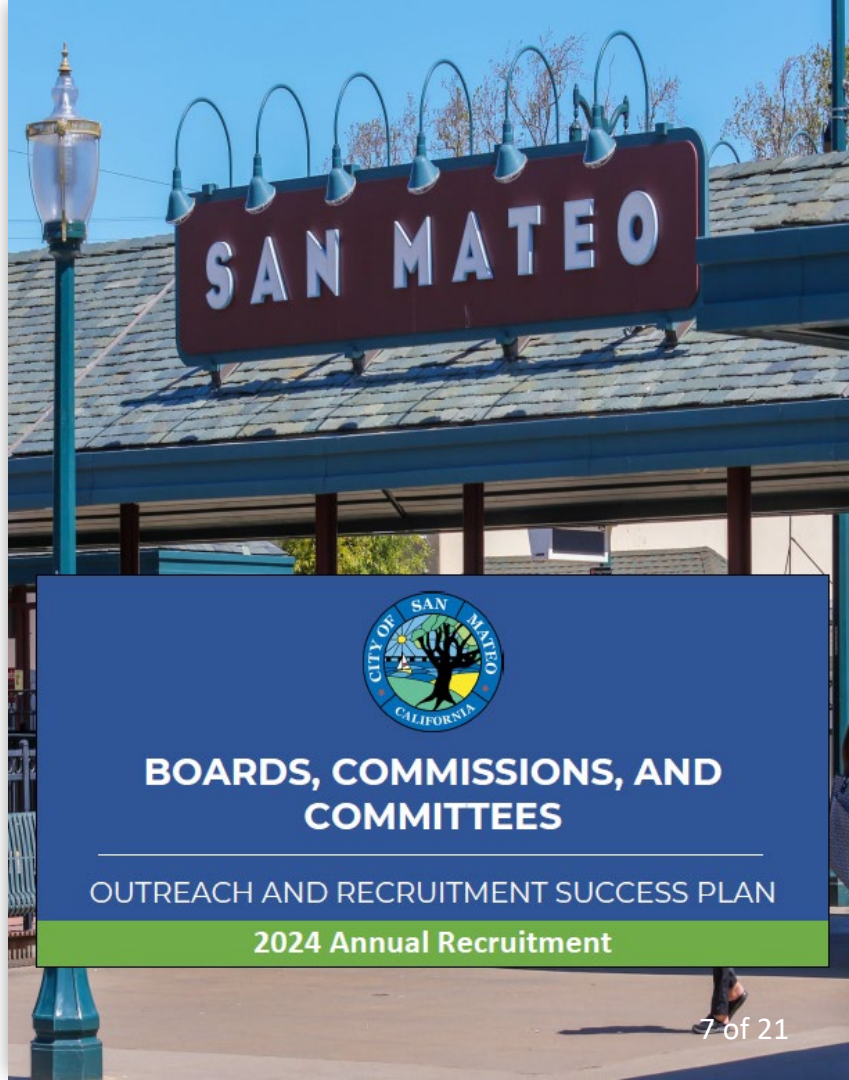
Annual Recruitment Process: The City Clerk's Office conducts recruitment each spring for scheduled vacancies and fills unscheduled openings throughout the year using digital outreach, flyers, and community engagement.

2024 Outreach & Recruitment Success Plan: A strategic initiative to enhance recruitment efforts by setting clear priorities, new strategies, and a messaging framework.

Key Objectives: Increase the number of applicants, broaden the applicant pool to include underrepresented communities, and enhance public awareness of civic participation opportunities.

Targeted Outreach Initiatives: Partnered with organizations like NAACP San Mateo, Taulama for Tongans, labor groups, neighborhood associations, and places of worship to reach diverse communities.

Improving Accessibility: Translated recruitment materials to address language barriers and engaged youth through student leadership programs and the Generation Voter initiative.



Insights from Applicant Data

Board or Commission	Number of Applicants			
	2021	2022	2023	2024
Sustainability and Infrastructure Commission	9	8	-	6
Library Board	10	-	8	10
Community Relations Commission	6	5	-	9
Park and Recreation Commission	4	-	4	15
Planning Commission	6	-	-	12
Senior Advisory Commission	3	0	3	7
Personnel Board	4	-	2	-
Measure S Oversight Committee	-	-	5	-
Mosquito and Vector Control District	-	-	-	1
Total Applications	41	13	22	60



District Representation in Applicants

District	Applicants	Percent of Total Applicants
1	16	27%
2	11	19%
3	7	12%
4	13	22%
5	12	22%
Total	60	



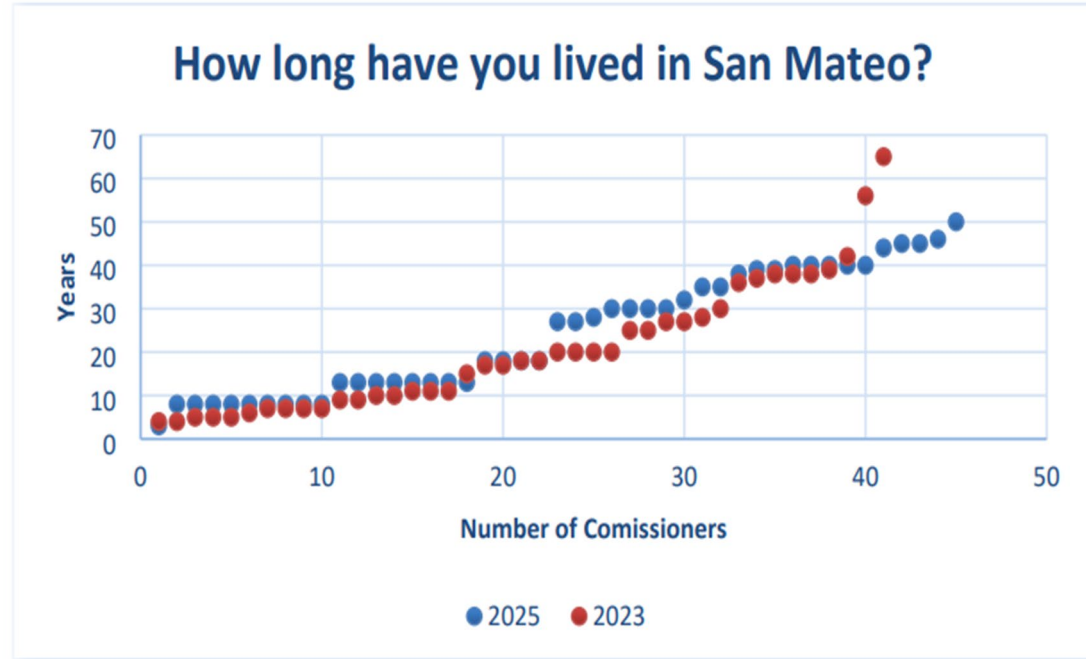


Survey Results

Duration of Residence in San Mateo

Findings:

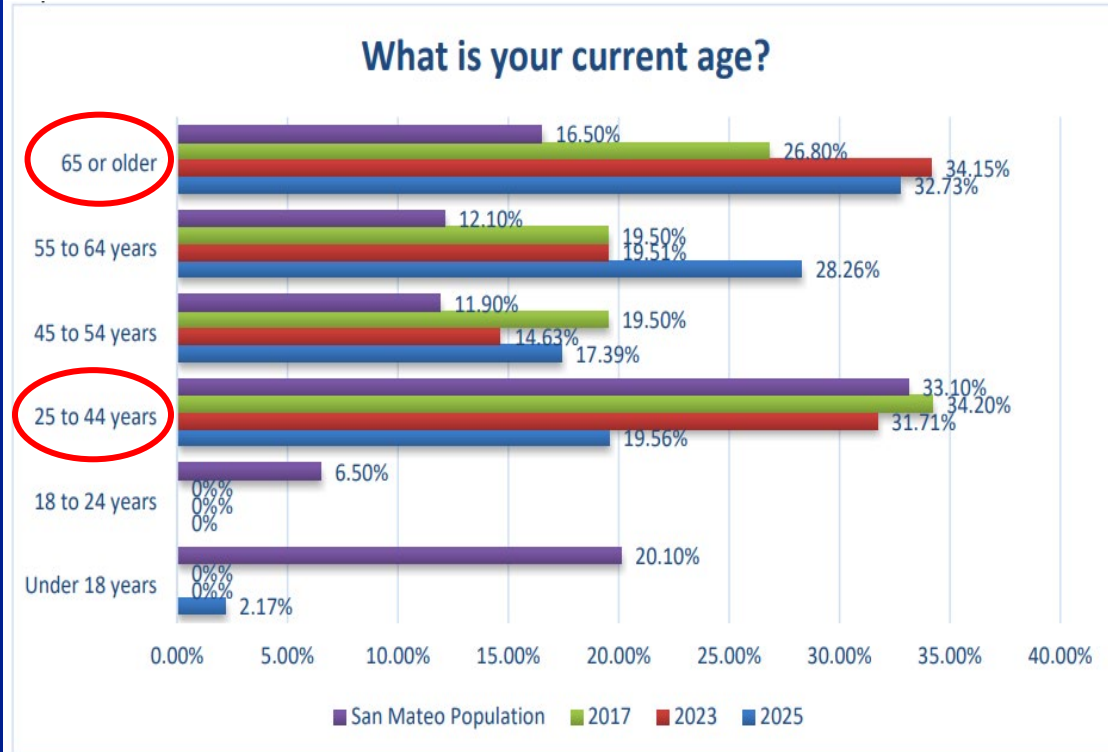
- From 2017 to 2023 the average dropped to 20 years, with only 70% living in San Mateo for over a decade.
- In 2025, the average increased to 24.5 years, with 77% residing in San Mateo for over a decade, and 46% residing for over the average (24.5 years)



Age of San Mateo Board and Commission Members

Findings:

- Largest age group:
65 and older (32.7 %)
- Underrepresentation of
individuals aged 44 or
under



What Race/Ethnicity do you most identify with?

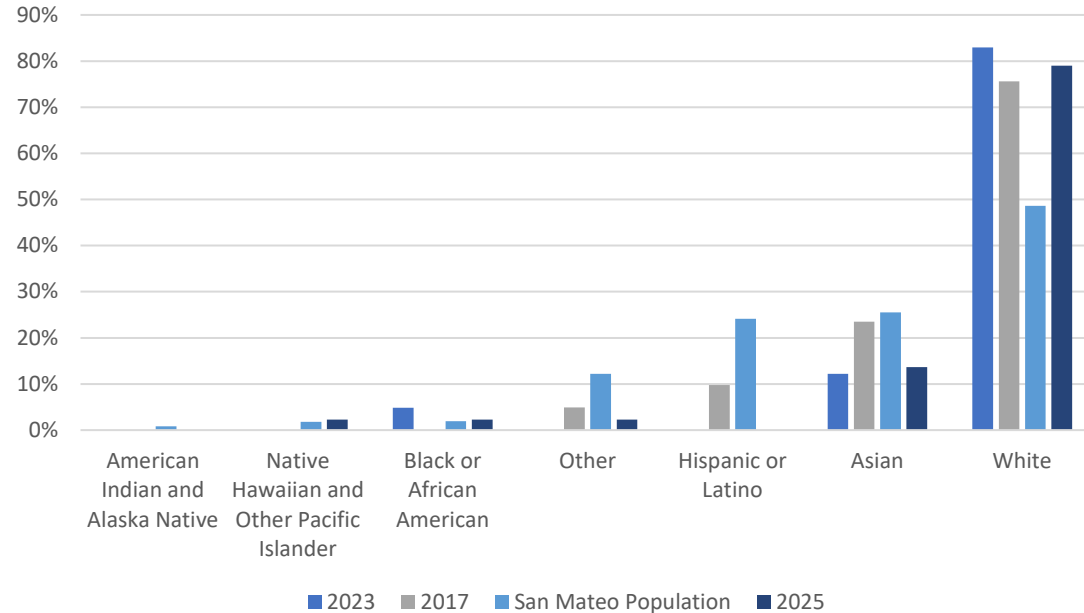
- 2025 survey continues to show underrepresentation of people of color on City Boards and Commissions, consistent with 2017 and 2023 findings.

2025 Survey Responses:

- 43 responses received for this question:
 - 79.5% identify as White
 - 14% identify as Asian
 - 2% identify as other



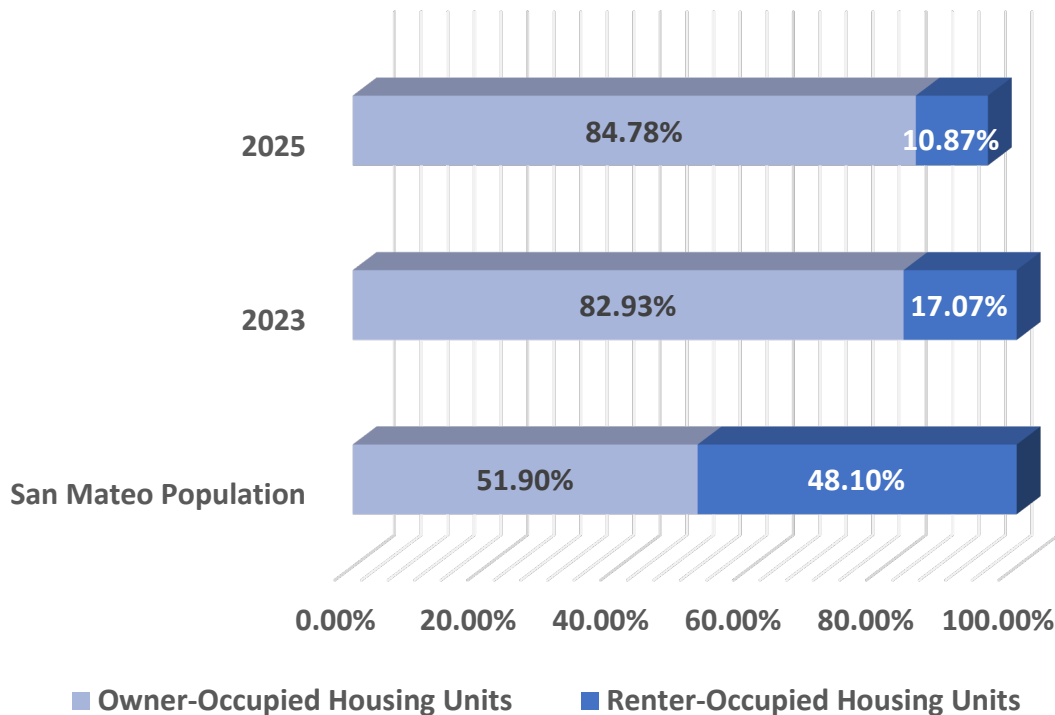
What Race/ Ethnicity do you most identify with?



Which statement best describes your current living arrangement: rent or own?

Findings:

- Renters remain under-represented.
- 10.8% of boards and commissioners rent or live with parents.
- 4.4% are identified as other living arrangements
- There continues to be an over-representation of homeowners in 2025.

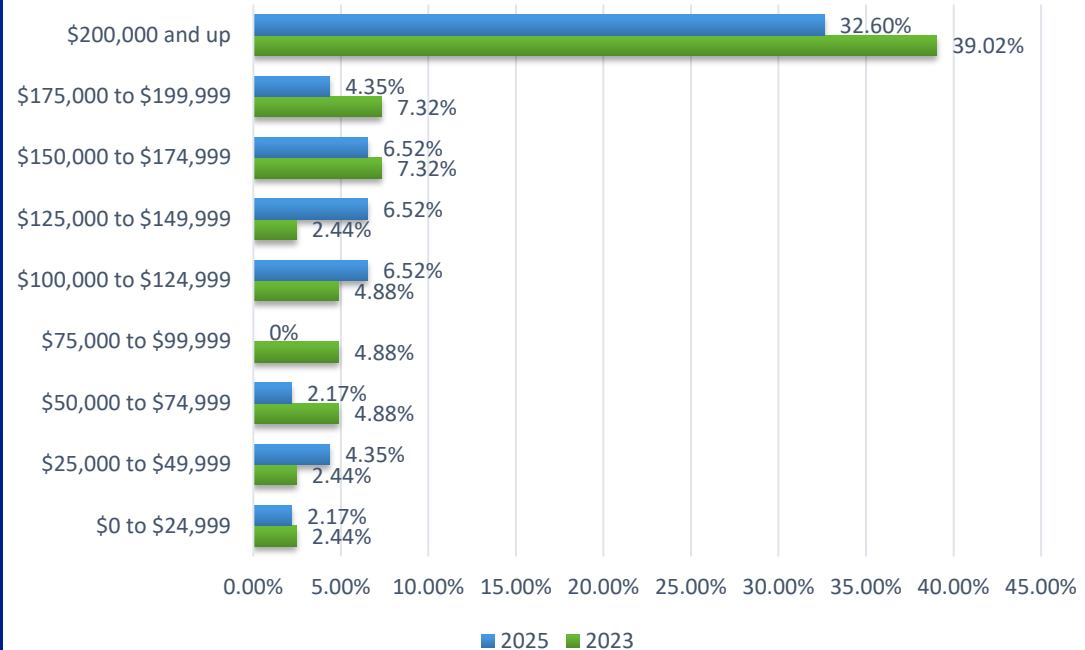


What is your approximate average household income?

Findings:

- **57%** reported an average of \$150,000 or higher.
- The **median** household income in San Mateo County is \$149,907.
- In the 2025 survey **23.91%** reported over \$300,000.

What is your approximate average household income before taxes?



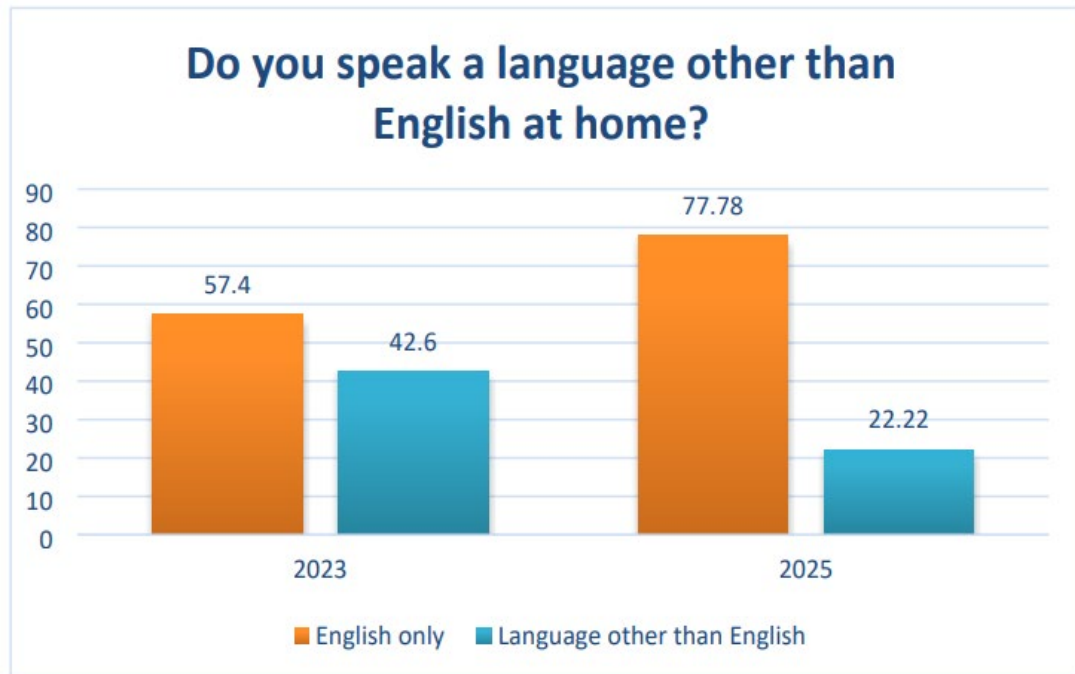
Do you/your family speak a language other than English at home?

Findings:

- A smaller proportion of commissioners speak a language other than English at home as compared to the general population and previous surveys.
- In 2025, 22.2% speak a language other than English.

These languages include:

Farsi, Dutch, Korean, Mandarin, French, Tongan, Danish, Hebrew, and Italian.

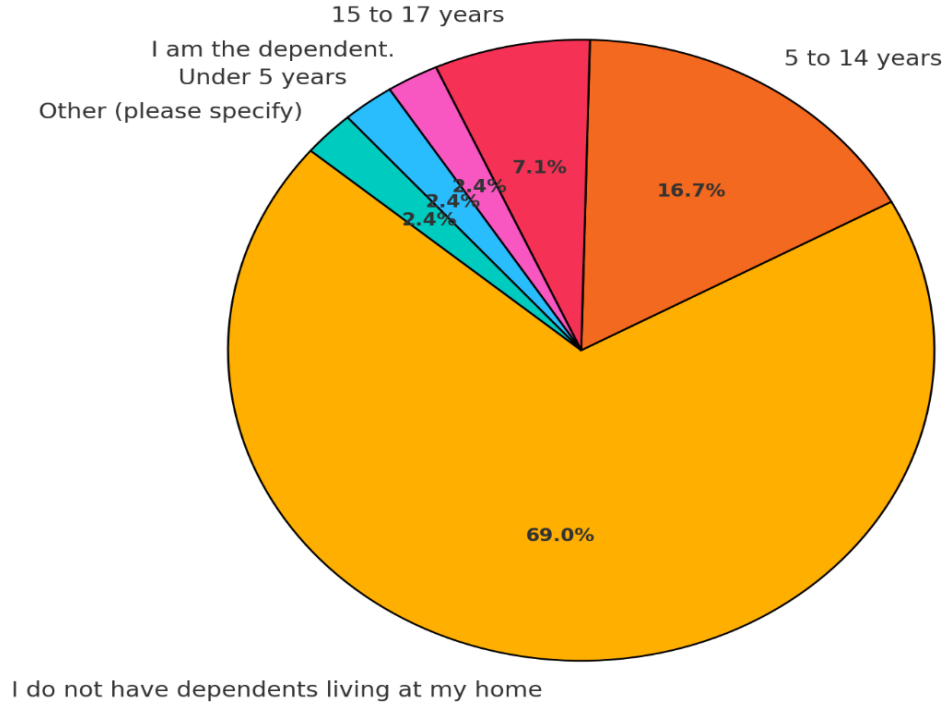


Do you have dependents living at home?

Findings:

- 31% have dependents living in their home, which is approximately 7% points higher than the number of households in San Mateo with dependents (U.S Census 2023).
- A reason could be that the Census data only lists households with children under 18, and does not keep track of other dependents, such as seniors, people with disabilities, or simply living at home.

If you have dependents living in your home, how old are they?

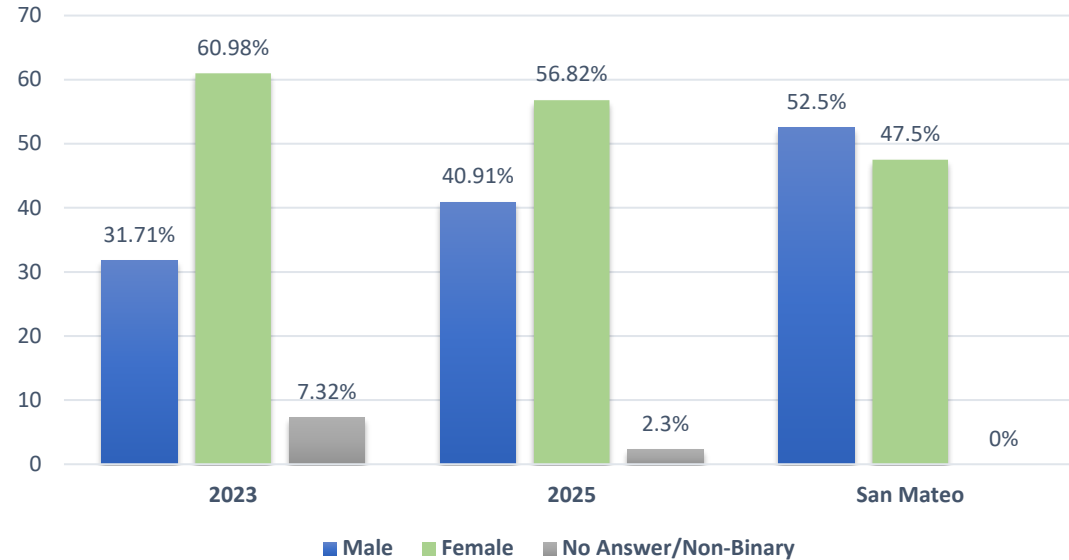


What is your Gender Identity?

Findings:

- 2025
 - Female 56.8%
 - Male 40.9%
 - Non-Binary 2.3%
- The gender disparity between 2023 and 2025 has narrowed.
- San Mateo's overall population
 - Female 52.5%
 - Higher female representation

What is your Gender Identity?



Source: 2021 American Community Survey S0101 AGE AND SEX



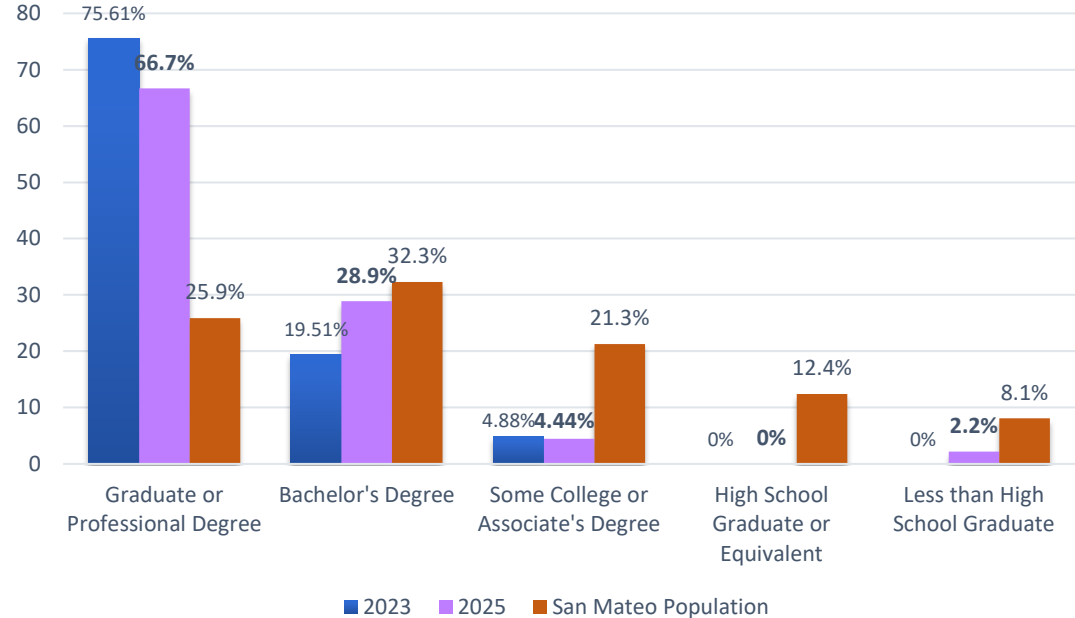
What is the highest degree or level of school you have completed?

Findings:

Members are highly educated

- 66.7% post-graduate
 - 8.91% decrease from 2023
- 33.3% bachelor's / associate degree
 - 8.9% increase from 2023
- Youth commissioners included

What is the highest degree or level of school you have completed?



Summary Trend Comparison 2017-2023-2025

Dependents: There was a slight 3% decrease in the number of commissioners reporting dependents living in their home compared to 2023.

Language: The proportion of commissioners who speak a language other than English at home decreased by 20.4% from 2023.

Income: Higher income categories are consistently the most represented, holding at over 50%.

Duration of Residence in San Mateo: Slight increase in length of residency in the City of San Mateo.



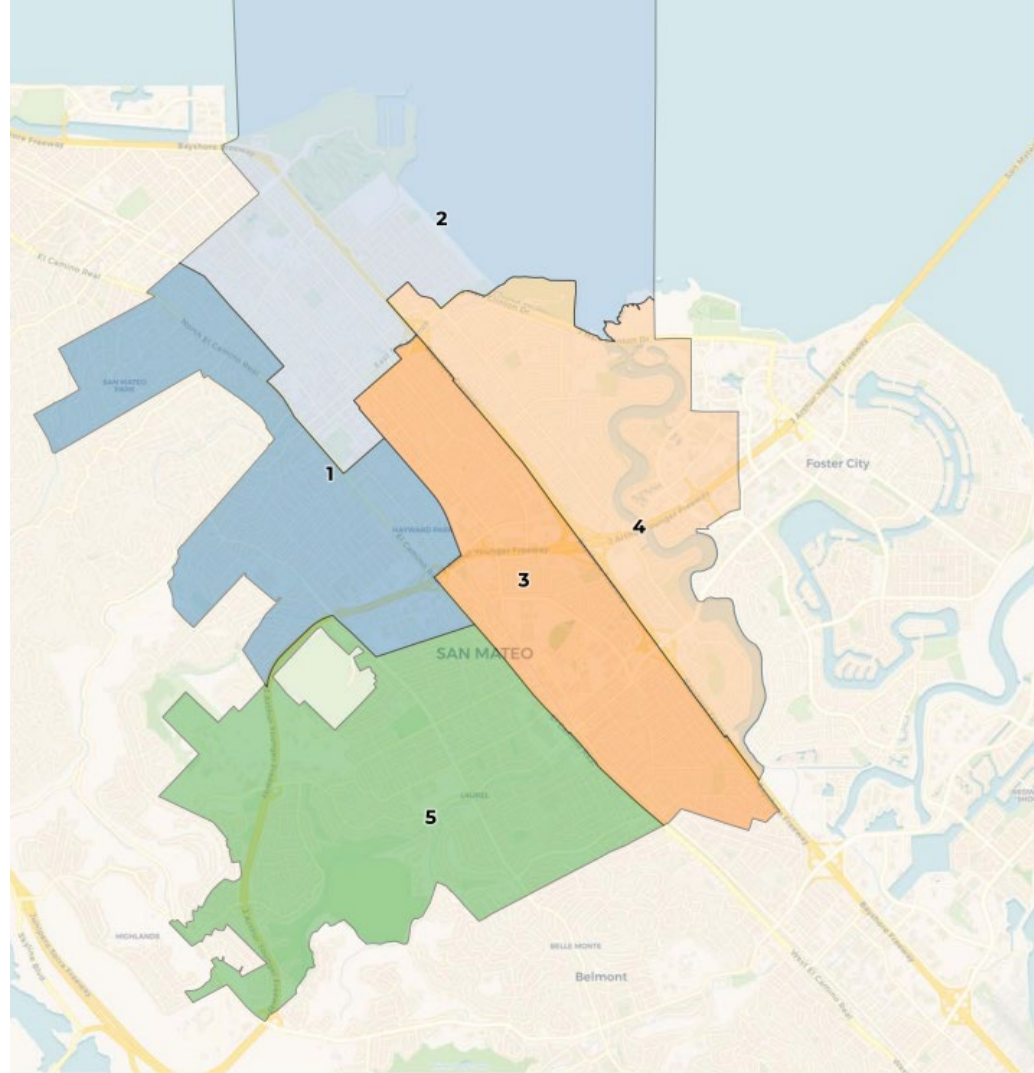
Age: Representation of 65+ age range slight decrease from 2023. However, an increase for the 55+ age range. The 25-44 age range showed a decrease and still is underrepresented.

Race: Continues to show less representation from people of color.

Housing Status: There was a 6.2% decrease in renters from 2023 to 2025.

In which district do you reside?

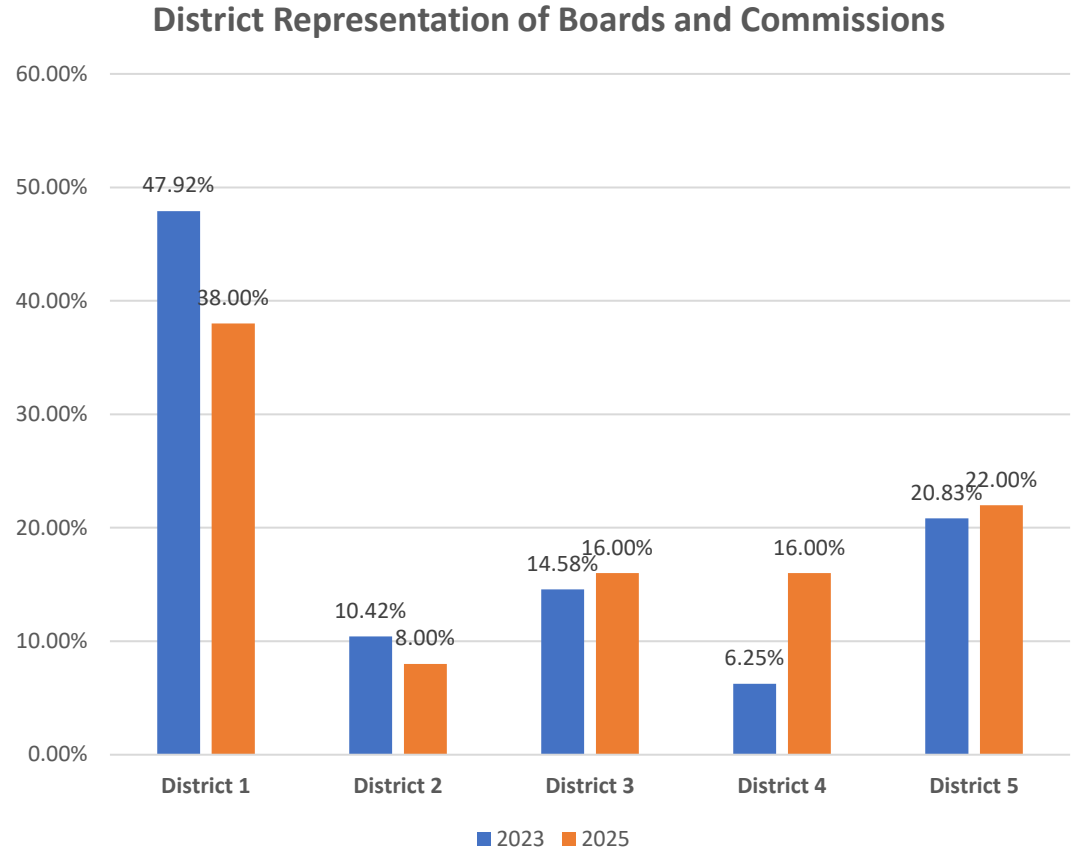
- City Council members suggested the demography survey should track district residency in further efforts to see how well our 10 advisory bodies reflected the population at-large.
- Staff were able to provide this datapoint using existing available information.



In which district do you reside?

Findings:

- Almost half of all members reside in District 1.
- Similar results in Districts 2, 3, and 5.
- Increased representation in District 4.



Next Steps



- **2025 Outreach Strategies:**
Using survey insights to enhance engagement with underrepresented communities through bilingual materials, new community partnerships, and a "Spotlight on Commissioners" video campaign for Spring recruitment.
- **Spring 2025 Recruitment Updates:**
Council updated Rules and Procedures in 2024, reducing eligibility list duration from 12 months to 6 months to create more opportunities for applicants. Ten commissioners will reach the end of their term and may seek reappointment.
- **Council Reappointment Process:**
Rules and Procedures allow for automatic appointment of commissioners eligible for reappointment AND requiring all commissioners to reapply and interview for another term.
- **Civic Arts Committee:**
Council directed staff to review introducing term limits for Civic Arts Committee, this will be return to Council in the form of a Ordinance Introduction



Feedback Requested



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