

City Communications

Samantha Weigel
Communications Manager
City Manager's Office



Overview

- Communication goals & priorities
- Strategies & methods currently used
- Survey results of residents' communications preferences
- Challenges & opportunities
 - Accessibility & census data on language barriers
 - Interest levels amongst constituents
- Branding & consistency
- Council feedback



Communications Goals & Priorities

Building trust

Demonstrating
value

Educational

Engagement &
participation



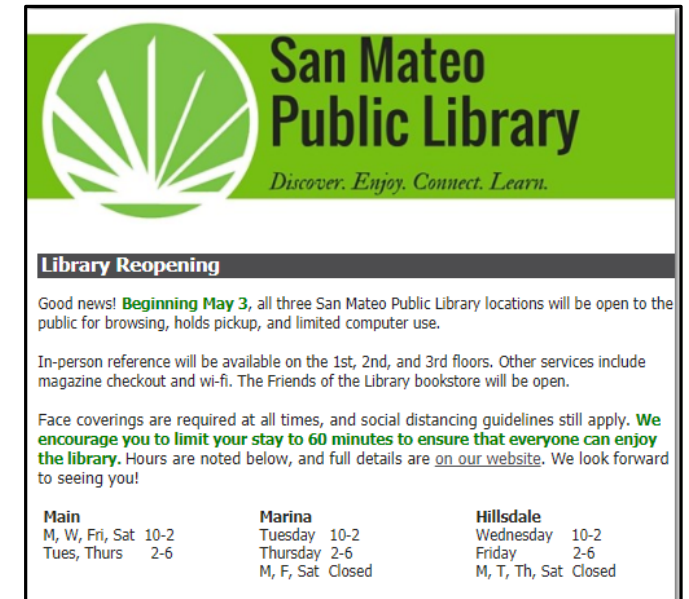
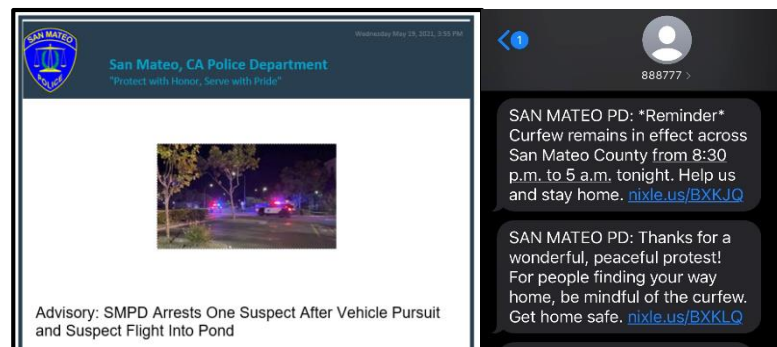
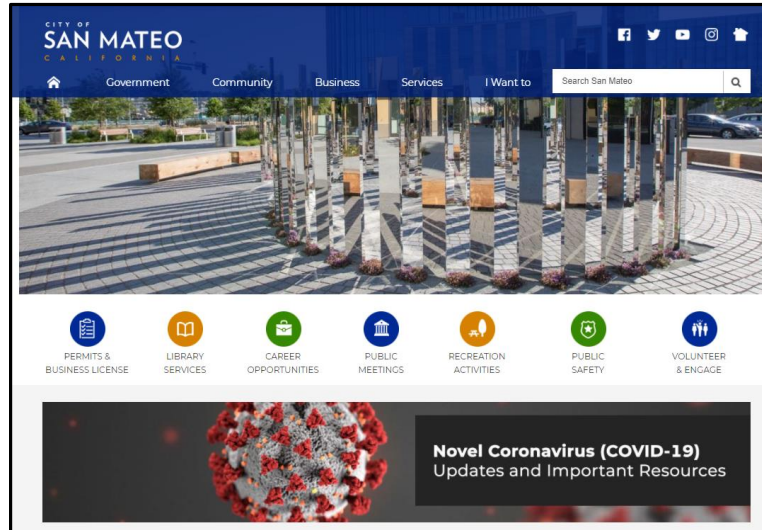
Communications Strategies & Methods

- 11 departments with diverse needs
- Core channels
 - Digital: websites, email, social media, emergency alerts
 - Traditional: print materials, mailers, news media, in-person outreach
 - Trusted community partners



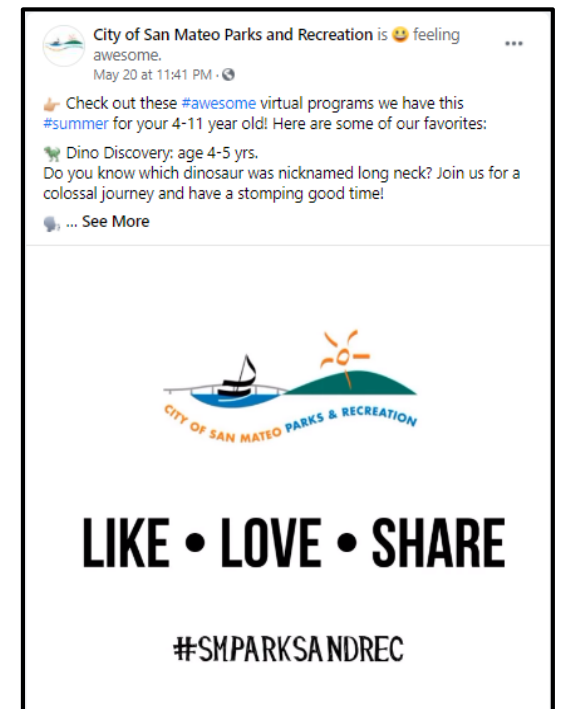
Digital Examples

- City website
- Email list serves
 - City eNews & CivicSend
 - Parks' RecTrack
 - Library
- Emergency alerts



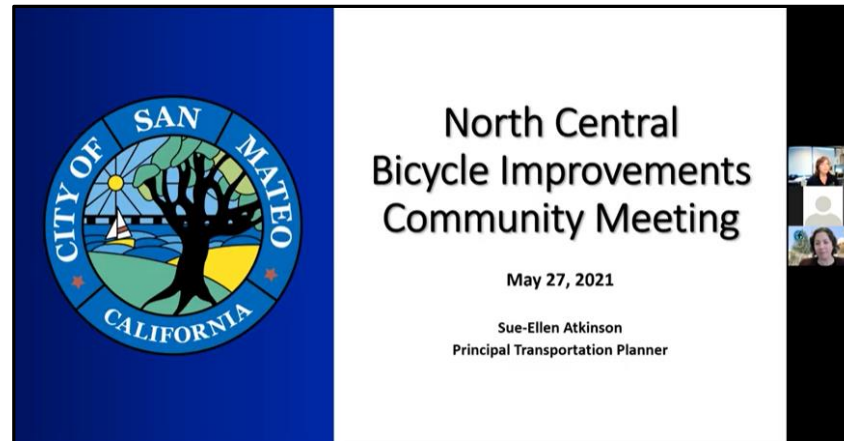
Social Media

- Multiple departments leveraging several platforms
- Steady audience growth year/year



Two-Way Communications

- In-person community workshops & pop-up events
- Virtual forums
- Surveys – Speak Up San Mateo



Print Material Examples

- Mailers
- Flyers
- A-frames
- Advertising

Notice of Public Hearings

NOTICE IS HEREBY GIVEN that the City of San Mateo will hold public hearings for the following planning application: PA-2021-013 Kiku Crossing at 480 E. 4th Avenue and Parking Garage at 400 E. 5th Avenue, SPAR Modification

The project includes the following required approval:
A. Site Plan and Architectural Review (SPAR) Modification to a previously approved planning application (PA-2019-033)

The City prepared an Initial Study/Mitigated Negative Declaration (IS/MND) adopted by the City Council on August 17, 2020. The IS/MND concluded the project would not have significant effects to the environment with the implementation of mitigation measures. The proposed modifications to the approved site design do not substantially change the information or conclusions in the IS/MND or implicate any of the factors in CEQA Guidelines Section 15162, therefore, no additional CEQA review is required.

These hearings will be held as follows:

PLANNING COMMISSION	CITY COUNCIL
TUESDAY, MAY 21, 2021 7:00 PM	MONDAY, MAY 17, 2021 7:00 PM

Meeting Location: Remote, visit www.cityofsanmateo.org/publicmeetings

PA NUMBER / NAME: PA-2021-013/ Kiku Crossing at 480 E. 4th Avenue and Parking Garage at 400 E. 5th Avenue, SPAR Modification

PROJECT LOCATION / APN: 480 E. 4th Avenue / 034-183-060 and 400 E. 5th Avenue / 033-281-340

PROJECT DESCRIPTION: Site Plan and Architectural Review Modifications to the multi-family residential building located at 480 E. 4th Avenue, including revisions to the project's floor area (reduction), building footprint and floor plan program, exterior elevations, open space and landscaping, and to the exterior elevation of the parking garage located at 400 E. 5th Avenue. The Modification also includes amendments to the Conditions of Approval and Density Bonus Request Letter.

APPLICANT(S): Mollie Naber, MidPen Housing Corp., mollie.naber@midpen-housing.org

PROPERTY OWNER(S): City of San Mateo, 330 West 20th Avenue, San Mateo, CA 94403

CONTACT INFORMATION: Phillip Brennan, AICP, Associate Planner, (650) 522-7218, pbrennan@cityofsanmateo.org
City of San Mateo, Planning Division, 330 West 20th Avenue, San Mateo, CA 94403
April 30, 2021 – May 17, 2021 (ENDS AT 5:00 PM)

COMMENT PERIOD: If any person challenges this item in court, that person may be limited to raising only those issues the person or someone else raised at the public hearing described in this notice, or in written correspondence delivered at, or prior to, the public hearings.

AMERICANS WITH DISABILITIES ACT - In compliance with the Americans with Disabilities Act, those requiring accommodations for this meeting should notify the City Clerk 48 hours prior to the meeting at (650) 522-7040. For additional project information please refer to www.cityofsanmateo.org/whats-happening



Safe Streets San Mateo

You can help make sure we all **get home safe**.
Drivers, cyclists & pedestrians, remember these tips:

- Slow down and **be aware**
- See and **be seen**
- **Be patient**, kind & neighborly
- Stop & look both ways before crossing at any intersection
- Follow all traffic safety laws

www.cityofsanmateo.org/safestreetssanmateo

Summer 2021 ACTIVITY GUIDE

REGISTRATION

RESIDENTS:
Monday, April 5th at 9:00am

NON-RESIDENTS:
Wednesday, April 7th at 9:00am

PROGRAMS & CLASSES
JUNE-AUGUST
Creating Community through People, Parks and Programs!

STRIVE SAN MATEO GENERAL PLAN 2040

March 2021

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

General Plan 2040 Vision Statement

Help Shape the Future of Our City

WE NEED YOUR INPUT!

Help shape the decisions and the plans that will guide development for the next generation, and make our city a better place to live, work, and play through 2040. Join us at these upcoming workshops. Please visit the following websites to sign up and receive meeting details. The same information will be covered at each pair of workshops.

Housing Element Virtual Workshops

RSVP at:
www.cityofsanmateo.org/HousingElement2023

Learn more about how the City must plan ahead for housing for all income levels:

Tuesday, March 30, 2021 - 6:00 pm to 7:30 pm
Saturday, April 3, 2021 - 10:00 am to 11:30 pm

General Plan 2040 Virtual Workshops

RSVP at:
www.strivesanmateo.org

We listened to the community to create three Draft Alternatives for San Mateo's future. Learn about the Draft Alternatives and help us improve them:

Thursday, April 15, 2021 - 6:00 pm to 8:30 pm
Saturday, April 17, 2021 - 9:30 am to 12:00 pm

Visit strivesanmateo.org for more information about the 2040 San Mateo General Plan

www.StriveSanMateo.org City of San Mateo | March 2021

NOTICE OF CONTRACT AWARD

APRIL 28, 2021

An improvement project is coming to your neighborhood.

PROJECT DETAILS:
The Citywide Street Rehabilitation Package 1 C Project (Phase 1) was approved by San Mateo City Council on April 13, 2021 awarding the construction contract to Esquel Grading & Paving, Inc.

The Project will repair streets at six locations. The improvements will include concrete work (sidewalks, curb ramps, and curb and gutter), pavement repair, and drainage correction.

ROAD SEGMENTS

STREET:	FROM:	TO:
Barnes Avenue	Alameda De Las Pulgas	Shafter Street
Fisherman Island Boulevard	F1 Bridge	Mariners Island Boulevard
Roberts Drive	North Street	Harriet Street
North Drive	Cottage Grove Avenue	Cottage Grove Avenue
Cliffside Street	200 E. North of Lorraine	York Avenue
Huron Avenue	Monte Diablo Avenue	North Norfolk Street

ANTICIPATED SCHEDULE:
Construction is expected to begin June 2021.

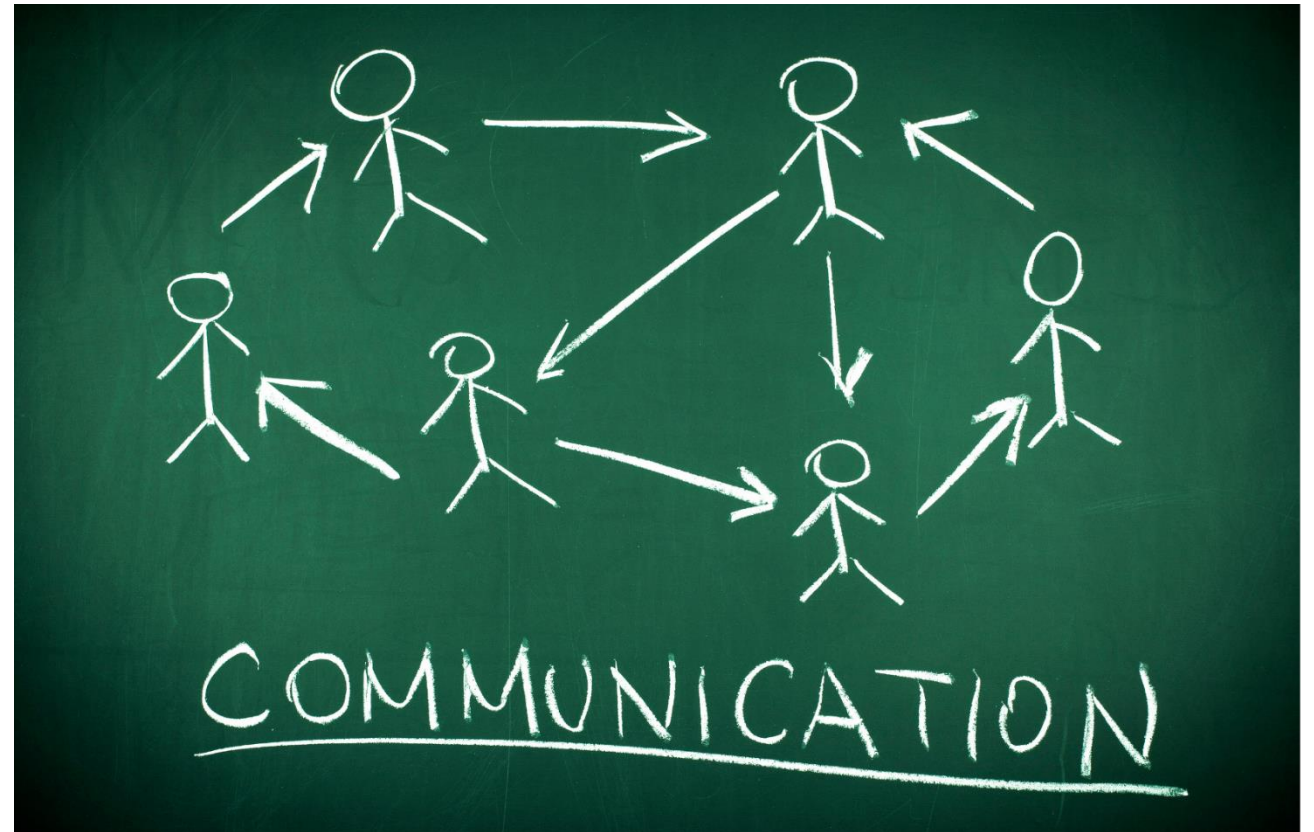
Elements of this project include Bicycle Master Plan Implementations. To learn more, go to www.cityofsanmateo.org/BikePlan

PROJECT INFORMATION:
Point your smartphone camera at the circle for more project details, or visit:
www.cityofsanmateo.org/ActivePaving



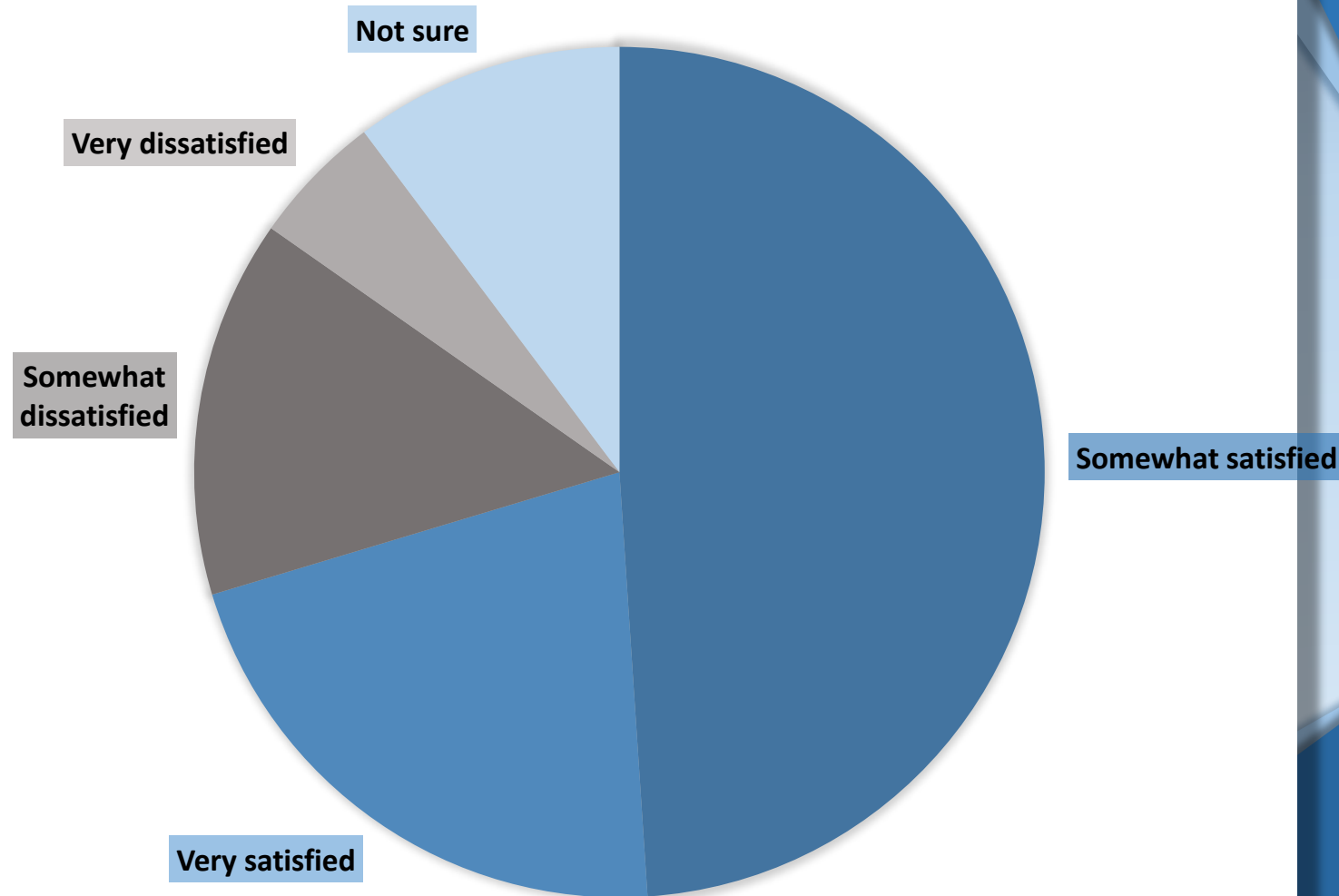
Leveraging Community Partners

- Nonprofits
- Business organizations
- Neighborhood groups
- News media
- Schools & other gov agencies

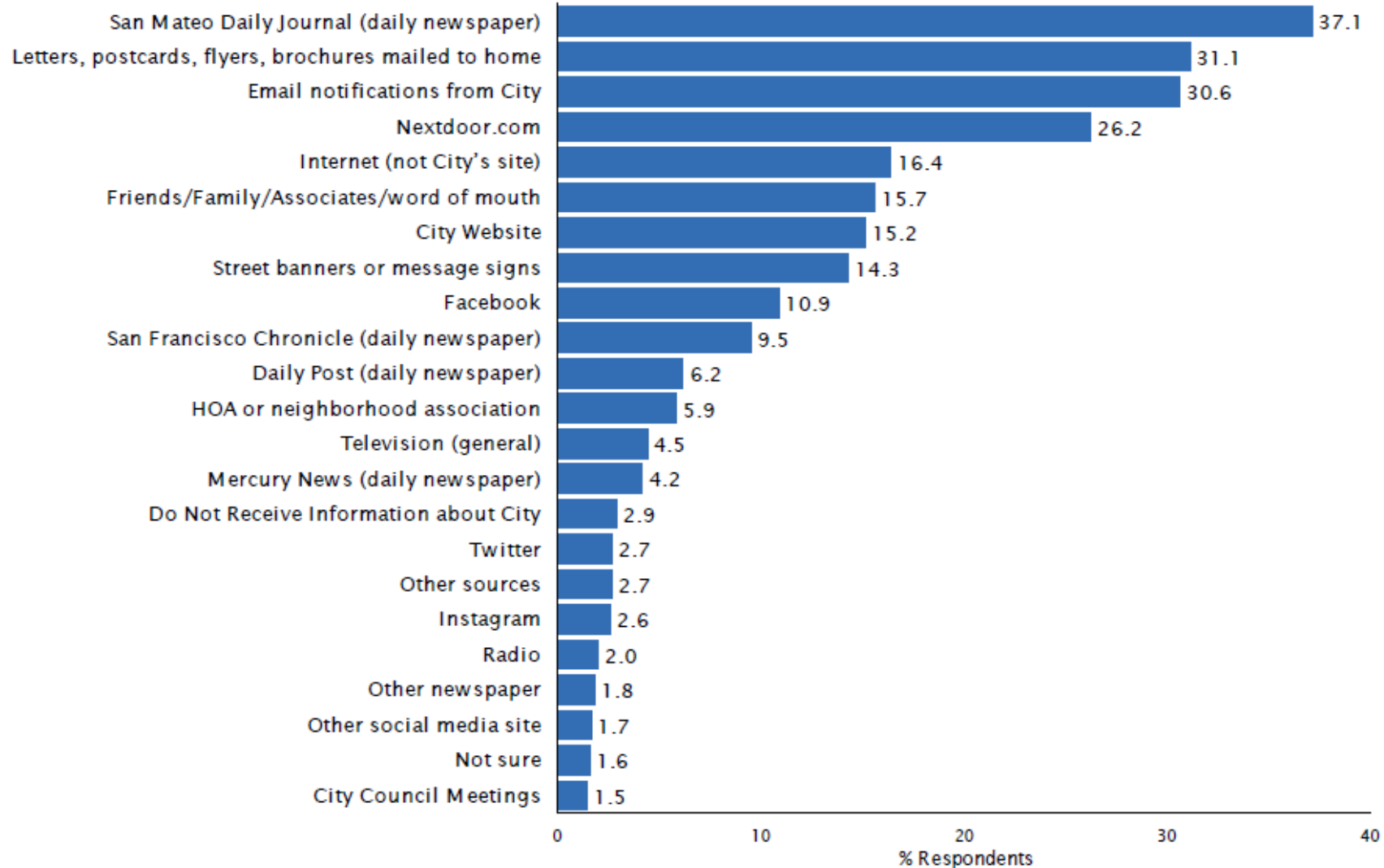


2020 Community Survey - Highlights

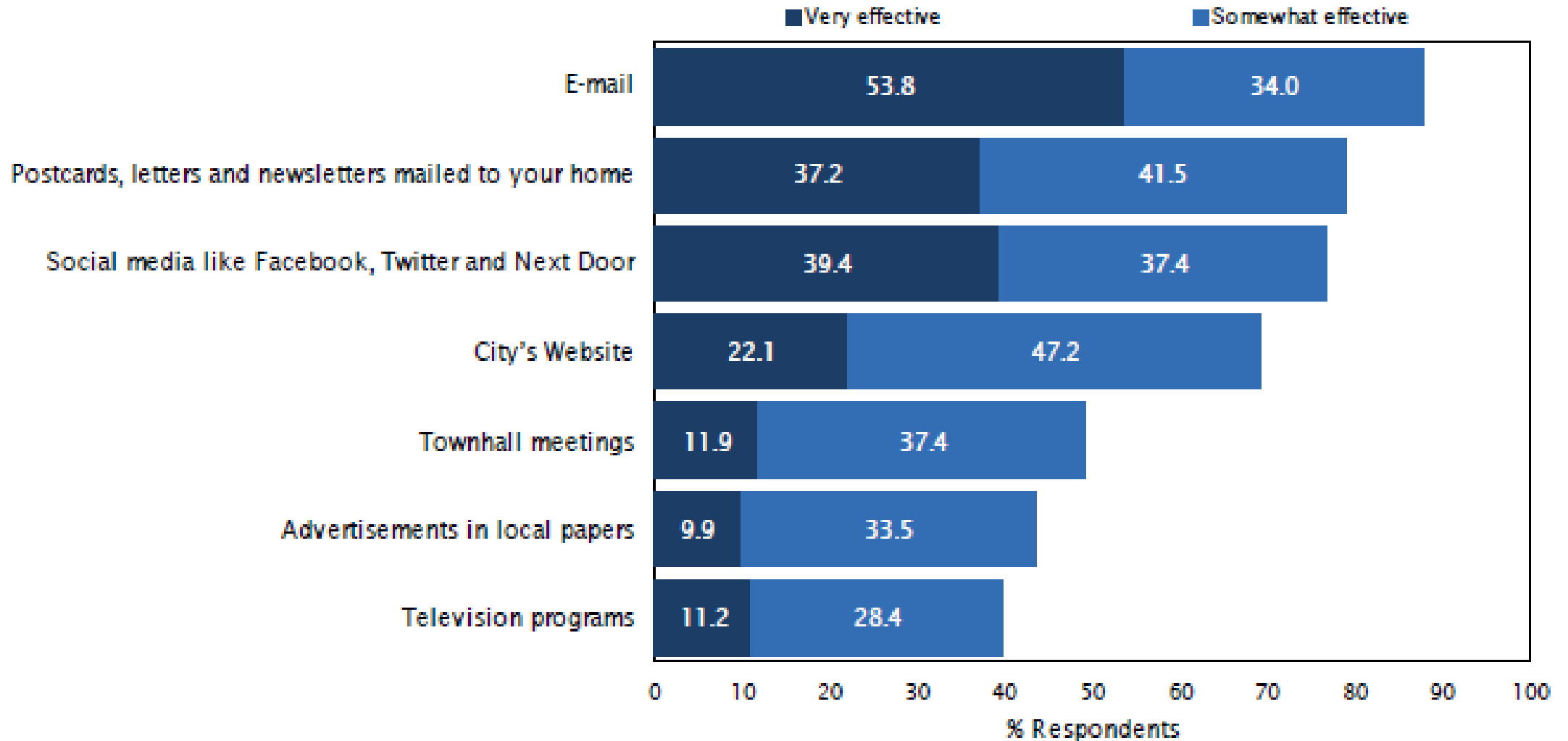
- More than 1,200 respondents
- Overall – 70% satisfied with city communications



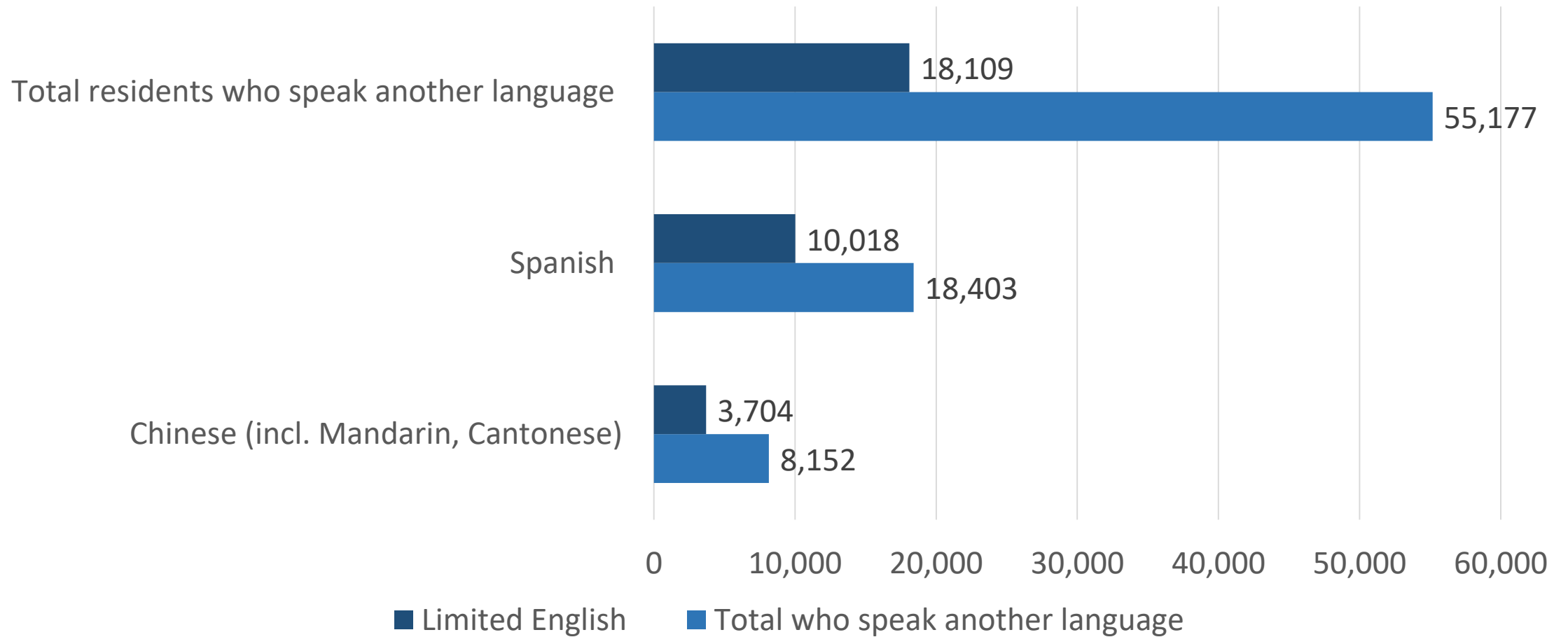
Information Sources



Effectiveness of City Channels



Accessibility & Language Barriers

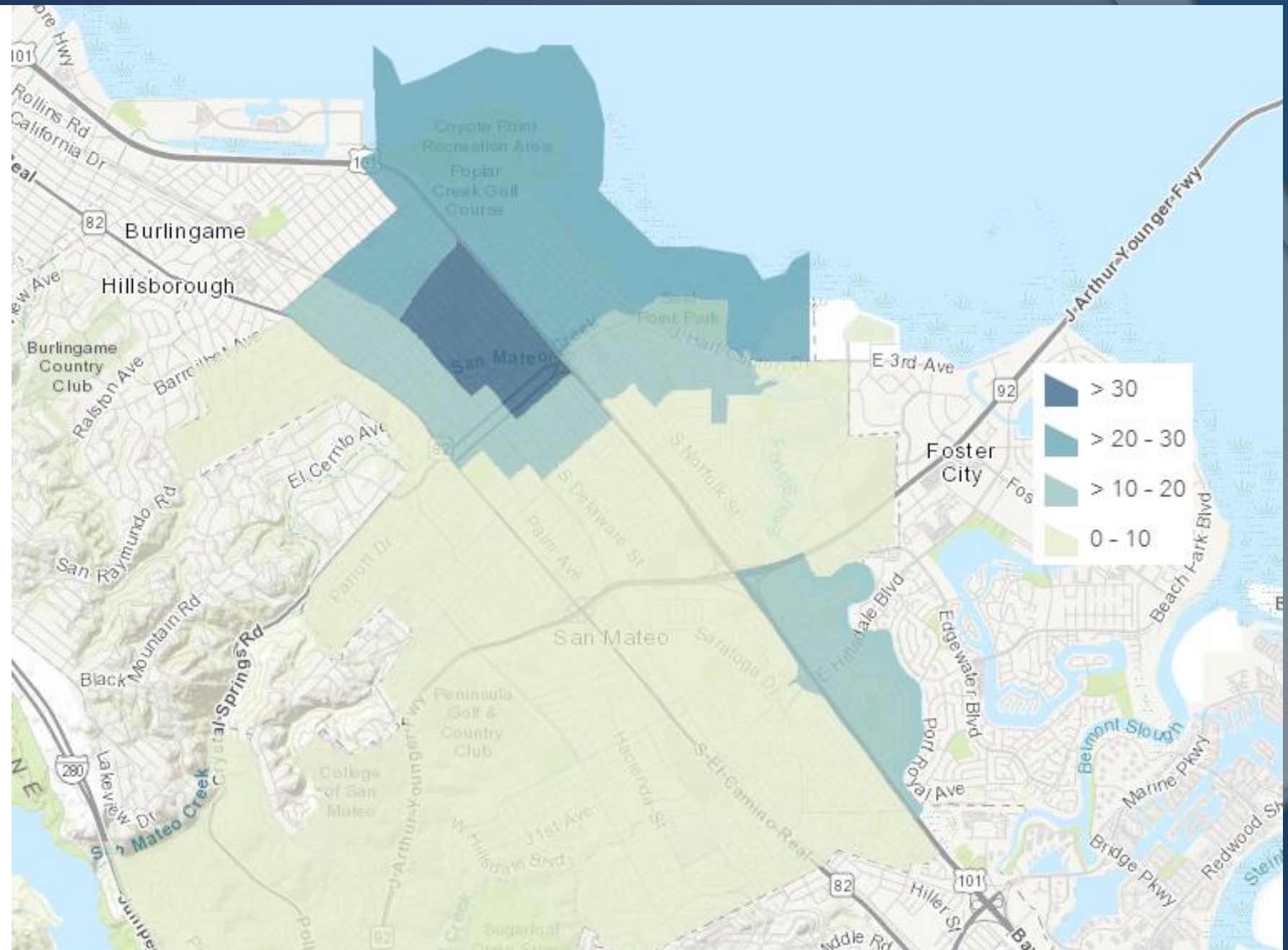


Source: 2019 American Community Survey 5-Year Estimates



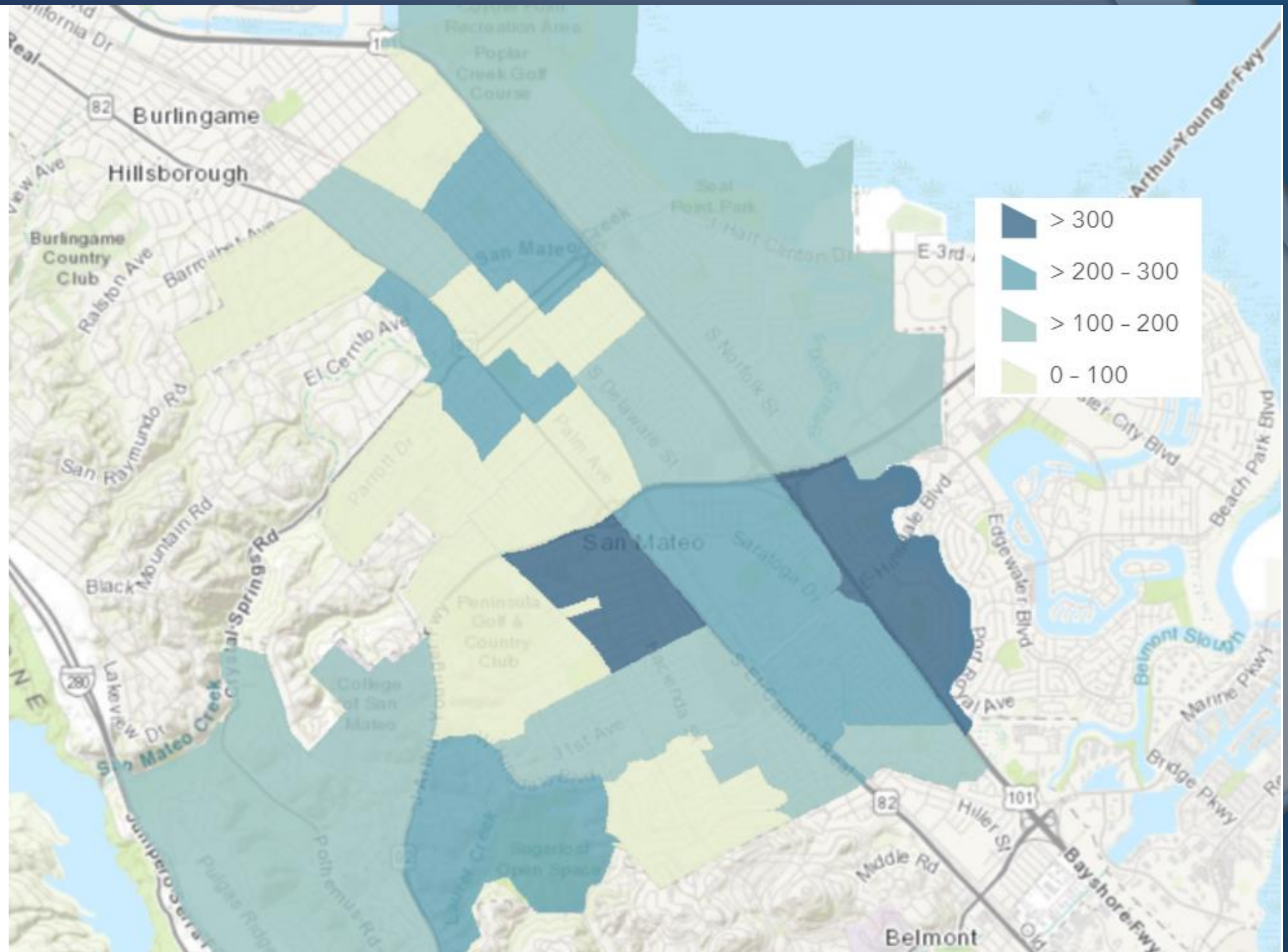
% of Population that Speaks Spanish & English “Less Than Very Well”

Source: 2019 American Community Survey
5-Year Estimates



of People Who Speak Chinese & English “Less Than Very Well”

Source: 2019 American Community Survey
5-Year Estimates



The City of San Mateo
May 25 at 1:25 PM

¡Buenas noticias! ¡Más escuelas locales albergarán clínicas de vacunación COVID-19 a partir de la próxima semana!

Todas las personas mayores de 12 años ahora son elegibles para recibir una vacuna gratis en el condado de San Mateo. Todos son bienvenidos, sin importar su estado migratorio o seguro. Se alientan las citas, pero las visitas sin cita previa también son bienvenidas.

En la ciudad de San Mateo, las próximas citas en las escuelas locales son en San Mateo High Sch... See More

See Translation

Free COVID-19 Vaccine Clinics

Clínicas Gratuitas de Vacunación Contra el COVID-19

Dates and Locations

Wednesday, June 2
Rhino High School, 1501 Magnolia Avenue, San Mateo

Friday, June 4
Del Monte High School, 3115 Del Monte Street, San Mateo

Saturday, June 8
Del Monte High School, 3115 Del Monte Street, San Mateo

begin at 10 a.m.
for an appointment call 650-422-4255.

ages 12+ in San Mateo are encouraged to get to bring proof of residence encouraged.

LA COMUNIDAD LATINA Y LA POLICÍA

En español
22 de octubre
a las 6pm
Míralo en Zoom
o Facebook Live
(Lea la publicación para obtener instrucciones)

REAL TALK
SAN MATEO

Peninsula圖書館系統*

您的圖書館時刻為您開放。

憑藉您的圖書館借閱卡可訪問各種在線電子書、音樂、影片、雜誌和報紙。以及獲得課業輔導服務等。在圖書館閉館期間，我們正致力於打造更多的在線資源為您提供更好的服務，盡請期待。

課業輔導

可使用您的圖書館借閱卡，登錄網上教室，聯絡在線輔導人員，以及訪問相關檢索工具。

所有PLS圖書館均可訪問EBSCO數據庫。

EBSCO (K-5)和(6-8)學生的探索：提供一般性搜索資源，適合初次使用者
適合5th-8th學生的特定搜索資源：人物傳記參考中心
歷史參考中心
科學參考中心

請訪問您當地圖書館，向在線輔導人員獲得相關信息。

如有需要，請您移至您當地的圖書館“eServices”網頁，獲取更多關於在線資源輔導服務的資訊，以及當地的圖書館專為學生提供相關服務的全部資源清單。

電子圖書及更多資源

電子資源包括：各種電子圖書、雜誌、報紙、有聲讀物、音樂和電影。

請參閱您當地圖書館的主頁，訪問“eServices”即可。

COVID-19 GUIDELINES
HELP EVERYONE STAY SAFE & FOLLOW THESE RULES

Dining? Seating areas should be at least

--- 6 feet apart ---
¿Comiendo? Las áreas de asientos deben estar al menos a 6 pies de distancia

要用餐嗎？座位區應相隔至少6英尺

Wear a face mask when not eating or drinking
Use una máscara facial cuando no esté comiendo o bebiendo

不進食或飲水時要戴口罩

Wash hands & sanitize often
Lávese las manos y desinfectese con frecuencia

要经常洗手和講衛生

Thank you for supporting Downtown San Mateo!
www.cityofsanmateo.org
Call (650) 522-7150 to report a violation of the Health Order at a business.

Homework Help

Need a little help with your homework?
Sign-up to meet with a Homework Helper!

Students/Estudiantes de 1st - 8th grade/o

¿Necesitas un poco de ayuda con su tarea?
¡Regístrese para reunirse con un Homework Helper!

Subjects /Materias:

- Reading / Lectura
- Writing / Escritura
- Math / Matemáticas

Registration is required!
Se requiere registro!

To Register/ Para Registrarse:
<https://smplibrary.as.me/HomeworkHelp>

INFORMACIÓN Y SERVICIOS A INQUILINOS Y DUEÑOS

Project Sentinel (Proyecto Centinela)
Centro de viviendas justas que proporciona asesoría sobre derechos, responsabilidades y opciones de inquilinos.
www.housing.org
(650) 599-2149

Peninsula Conflict Resolution Center
(Centro de resolución de conflictos de la Península)
Mediación, asesoría y resolución colaborativa para inquilinos y dueños.
www.pccrc.org
(650) 545-7272

Legal Aid Society of San Mateo County
(Sociedad de ayuda legal del Condado de San Mateo)
Ofrece ayuda legal, asesoría y representación para ayudar a la gente de bajo ingreso a conservar sus viviendas.
www.legalaidmc.org
(650) 558-0915

Bay Area Legal Aid (Ayuda legal del Área de la Bahía)
Ayuda legal a aquellos que sufren discriminación en sus viviendas, desalojos ilegales, o embargos hipotecarios.
www.bayarealegal.org
(650) 558-0745

City of San Mateo - Aplicación del código
Prevención, detección, investigación y ejecución de leyes sobre viviendas inseguras.
www.cityofsanmateo.org
(650) 522-7150

Outstanding Services of San Mateo County
(Defensoría del pueblo del Condado de San Mateo)
Protección a residentes de centros de cuidados de largo plazo mediante abogacía e intervención directa.
www.osmc.org
(650) 780-8707

PROGRAMAS DE REPARACIÓN DE VIVIENDAS - GRATIS O DE BAJO COSTO

Rebuilding Together Peninsula
(Reconstruyendo Juntos península)
Mejorando la seguridad en los hogares así como la conservación del agua y la energía a través de reparaciones en las viviendas.
www.rebuildingtogetherpeninsula.org
(650) 346-6597

Center for Independence of Individuals with Disabilities (Centro para la Independencia de Individuos con discapacidades)
Reparaciones de viviendas centradas en eficiencia energética, resistencia a la intemperie y modificación en accesibilidad.
www.cidiarimateo.org
(650) 645-1790

El Consejo del Condado de San Mateo
Reparaciones de viviendas centradas en eficiencia energética, resistencia a la intemperie y modificación en accesibilidad.
www.econcilio.org
(650) 375-1050



Cludad de San Mateo
Departamento de Desarrollo comunitario
330 W 20th Ave.
San Mateo, CA 94403

www.cityofsanmateo.org

Si necesita más ayuda o tiene preguntas sobre la información contenida en esta guía, comuníquese con la División de mejoramiento de vecindarios y viviendas (Neighborhood Improvement and Housing Division) de la ciudad de San Mateo llamando al (650) 522-7220 o enviando un e-mail a housing@cityofsanmateo.org.



GUÍA DE RECURSOS DE VIVIENDA

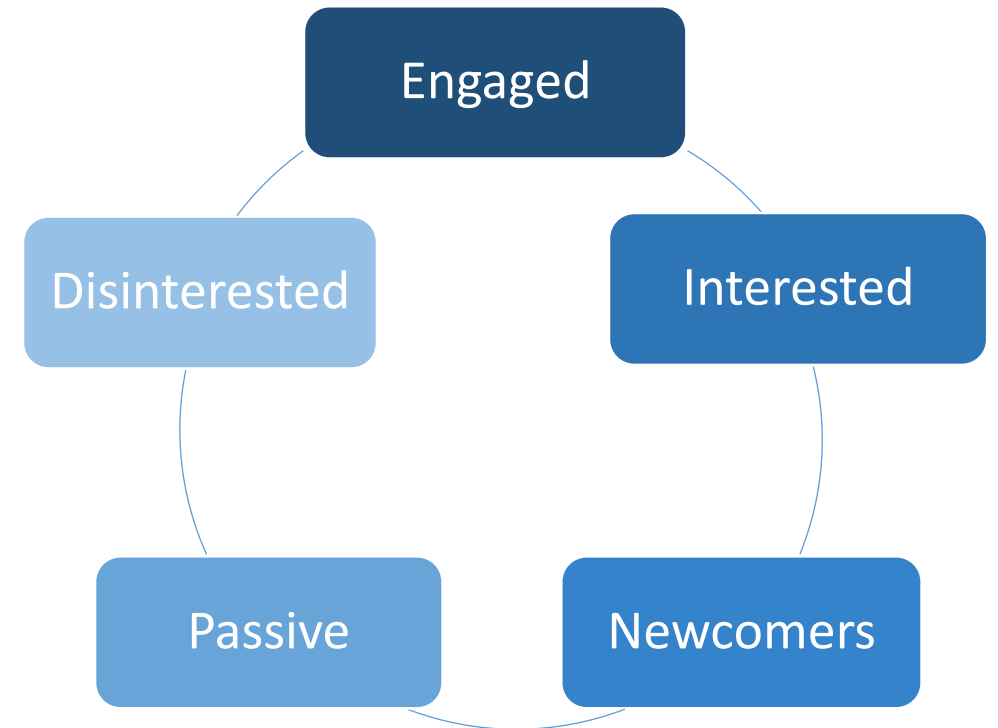


La ciudad de San Mateo y organizaciones asociadas de recursos comunitarios de vivienda

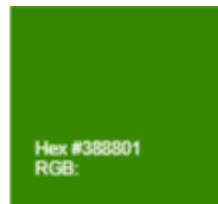
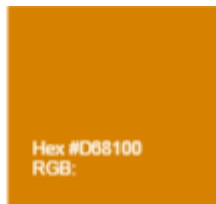


Other Challenges & Barriers

Levels of Interest



Branding & Consistency



Staff Name

Position | Office or Department
330 W. 20th Ave., San Mateo, CA 94403
650-522-7*** | email@cityofsanmateo.org



CITY OF SAN MATEO
CITY COUNCIL MEETING



CITY OF SAN MATEO
PARK & RECREATION
COMMISSION



CITY OF SAN MATEO
COMMUNITY RELATIONS
COMMISSION



Strengths & Opportunities

- Reaching broad audience
- Leveraging multiple methods/platforms
- Increase followers/subscribers on digital channels
- Expand use of direct mailers
- Improve translation and interpretation based on data
- Formalize our approach by developing citywide communications plan, branding book



Feedback?

