

COMMUNITY OPINION SURVEY

CONDUCTED FOR THE
CITY OF SAN MATEO

PRESENTED BY
TIMOTHY McLARNEY PH.D.

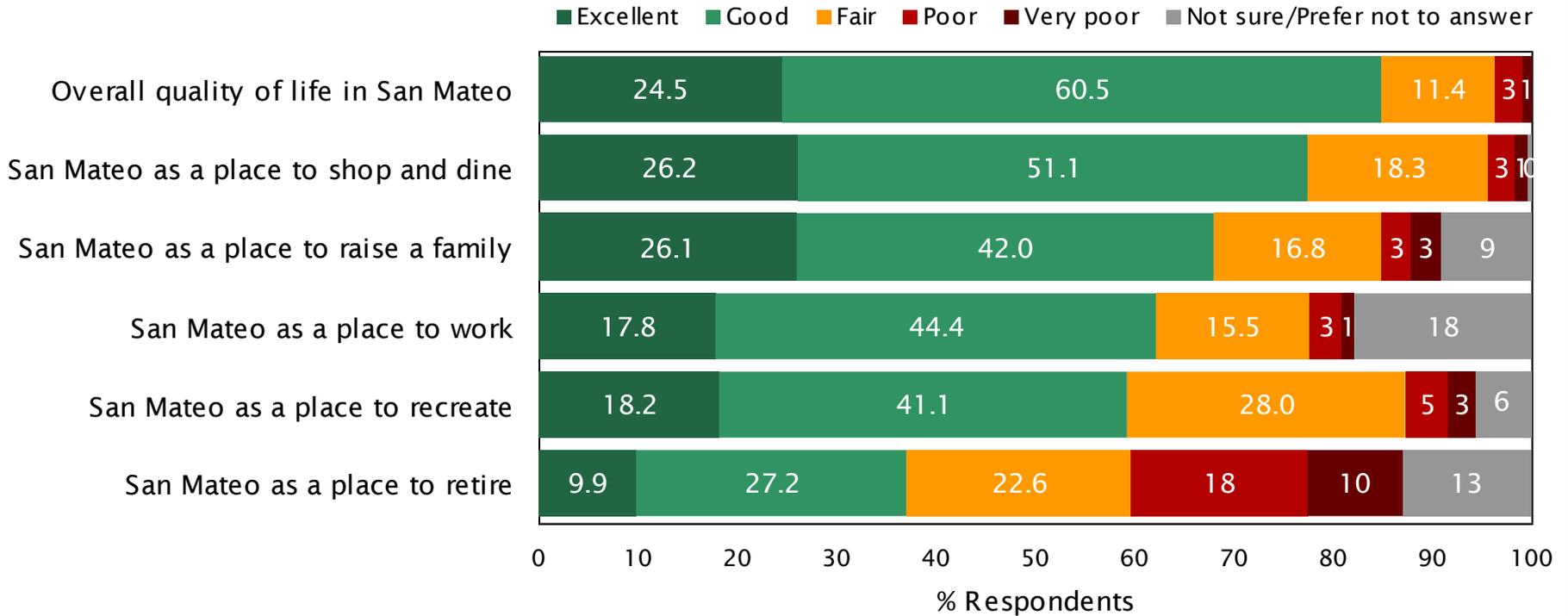




METHODOLOGY OF STUDY

- Conducted January 21st to February 2nd, 2022
- Residents selected at random from comprehensive database of San Mateo households
- Mixed Methodology
 - Recruited via email, text and phone
 - Online and telephone data collection
 - English & Spanish
- 775 completed interviews, averaging 18 minutes
- Overall margin of error of $\pm 3.5\%$

RATING CITY OF SAN MATEO



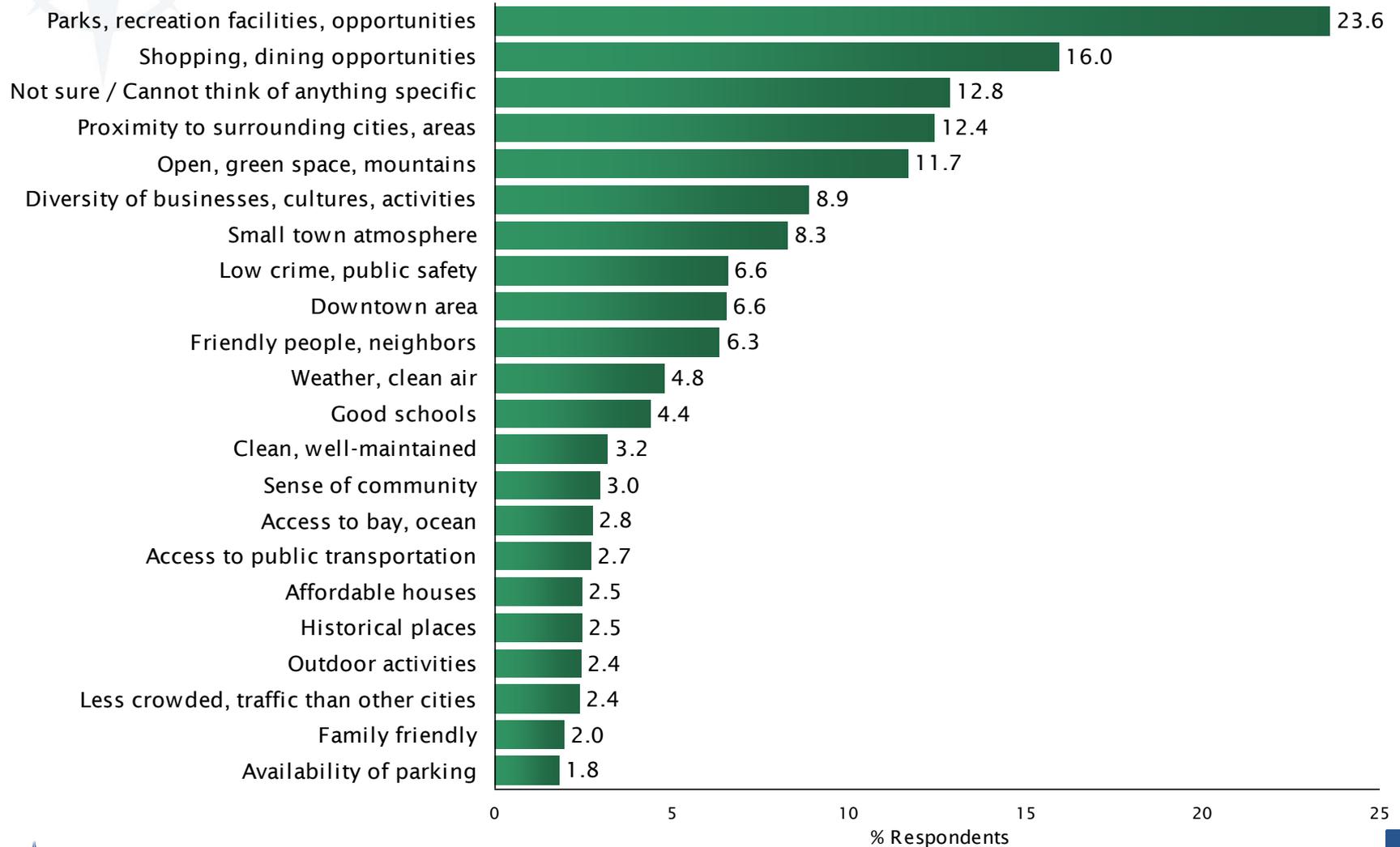


RATING CITY OF SAN MATEO

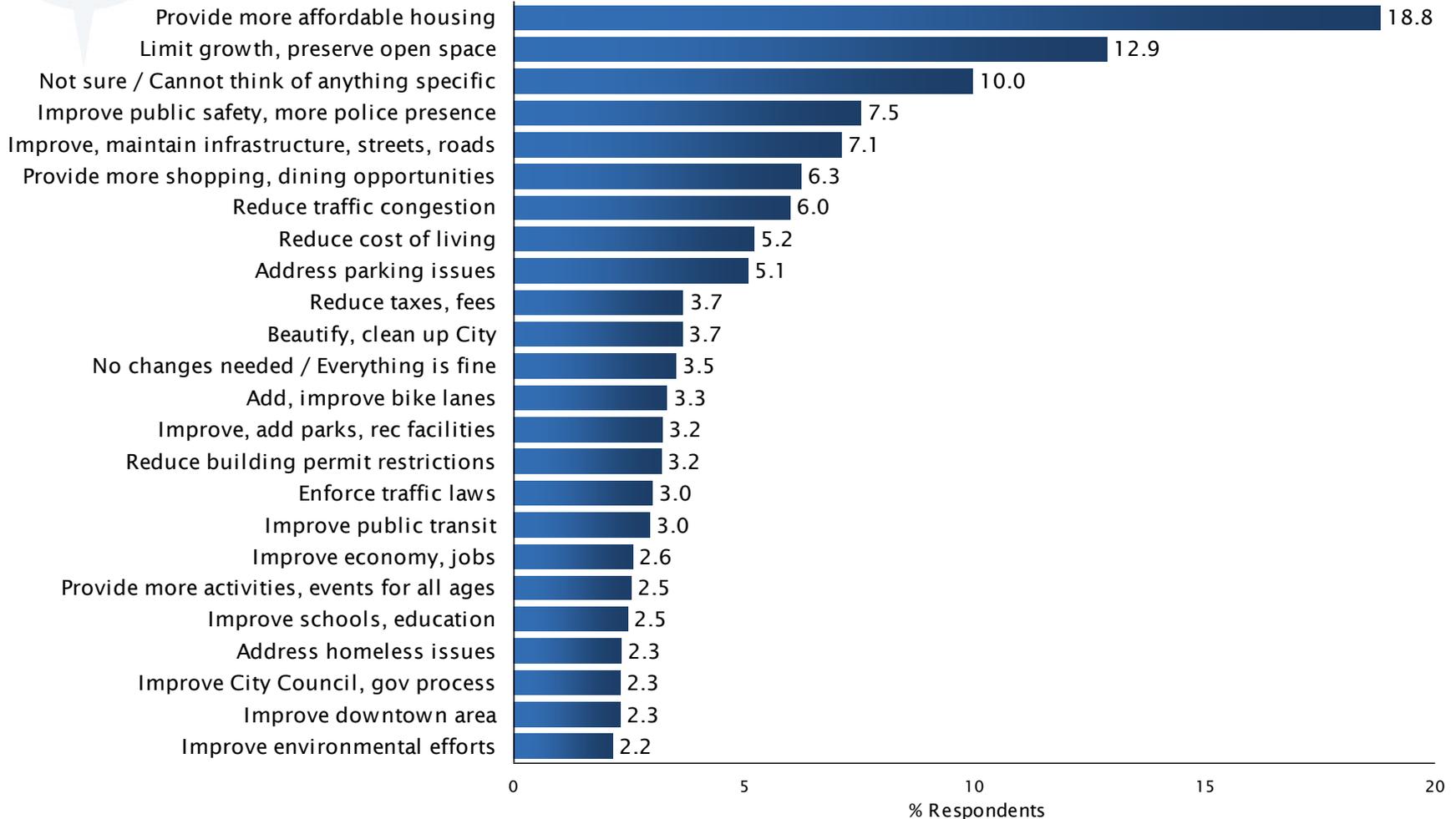
BY STUDY YEAR

	Study Year		Change in Excellent + Good 2020 to 2022
	2022	2020	
San Mateo as a place to retire	37.0	30.3	+6.7†
San Mateo as a place to shop and dine	77.4	71.6	+5.8†
San Mateo as a place to work	62.2	57.6	+4.6†
Overall quality of life in San Mateo	85.0	80.9	+4.1†
San Mateo as a place to raise a family	68.1	65.1	+3.0
San Mateo as a place to recreate	59.2	56.3	+3.0

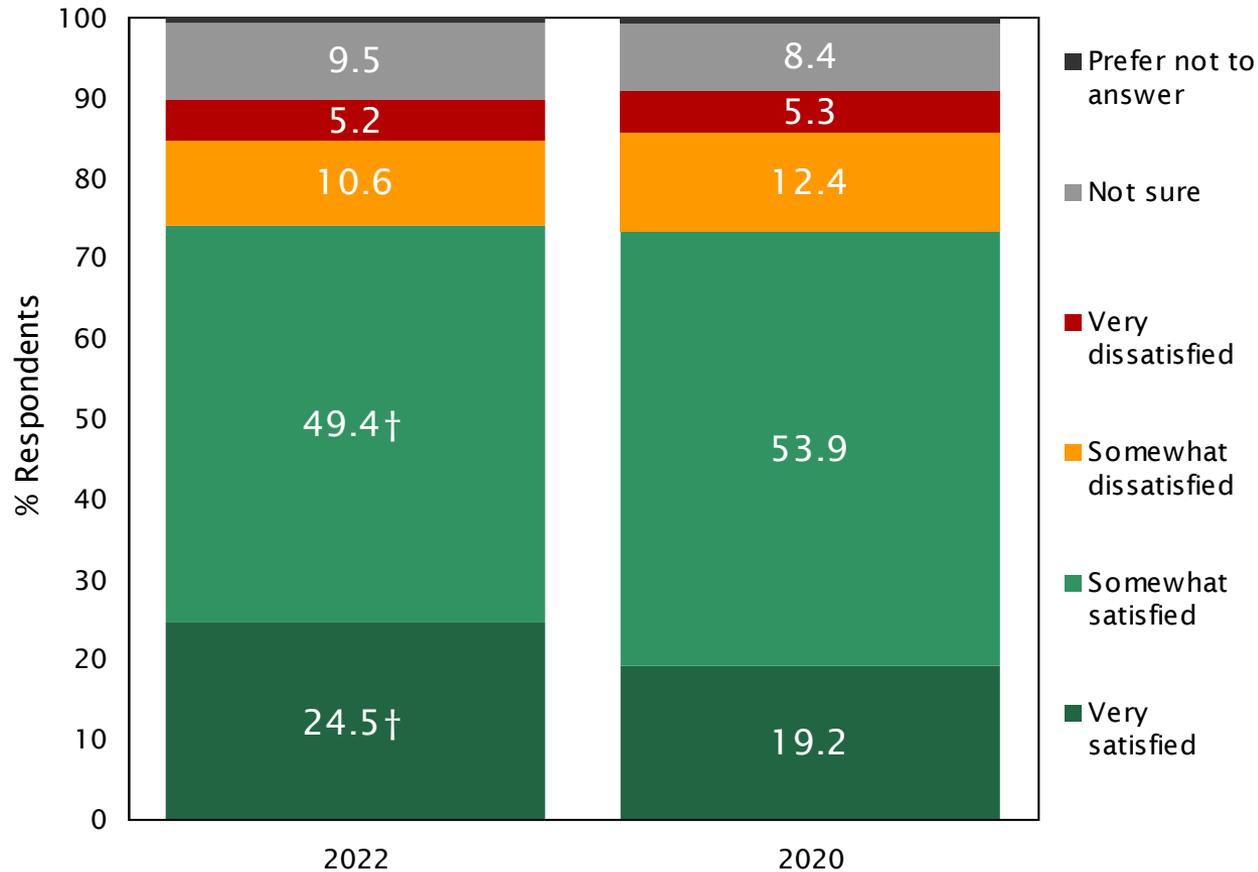
LIKE MOST ABOUT SAN MATEO



CHANGES TO IMPROVE CITY

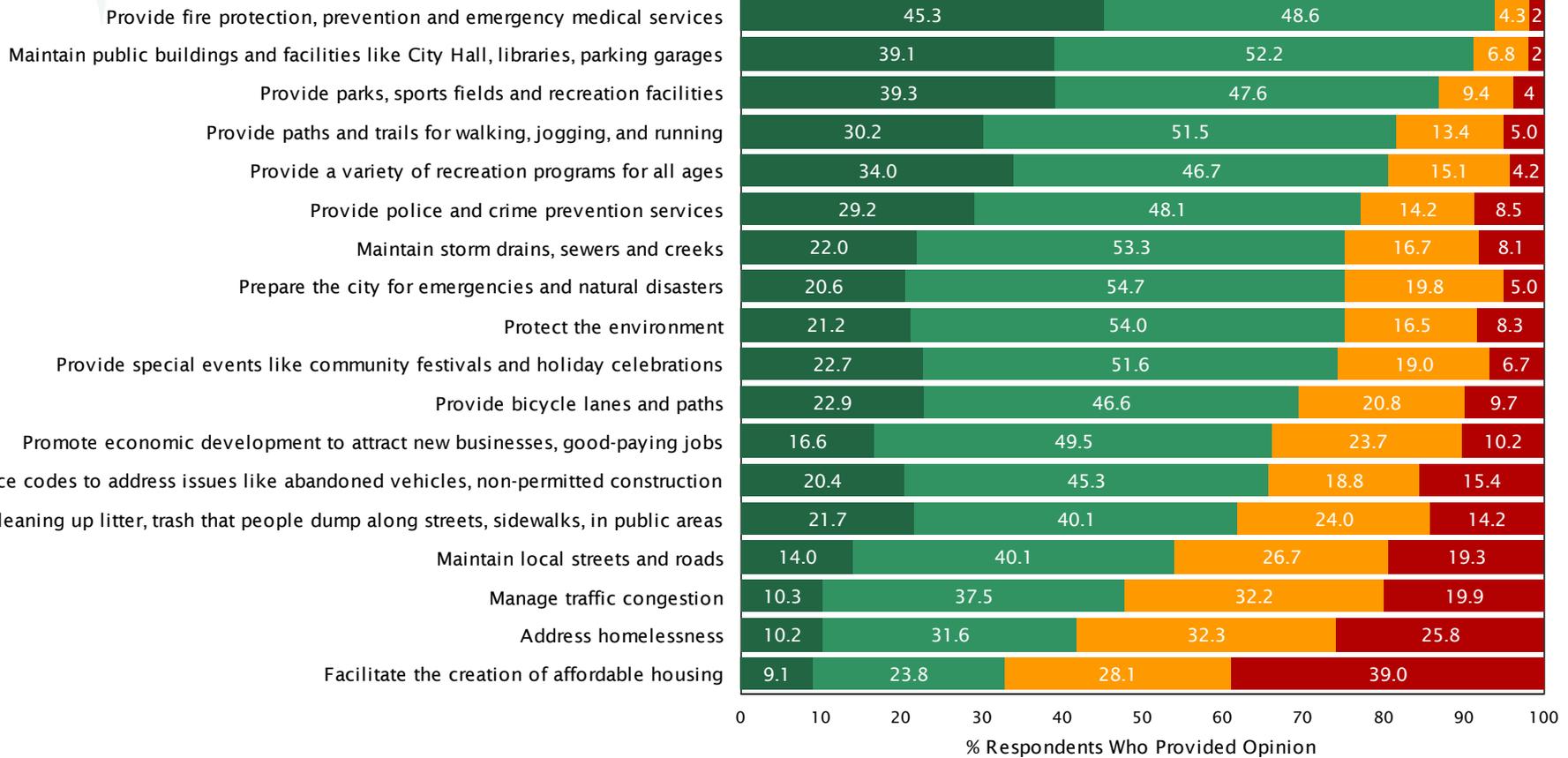


OVERALL SATISFACTION BY STUDY YEAR

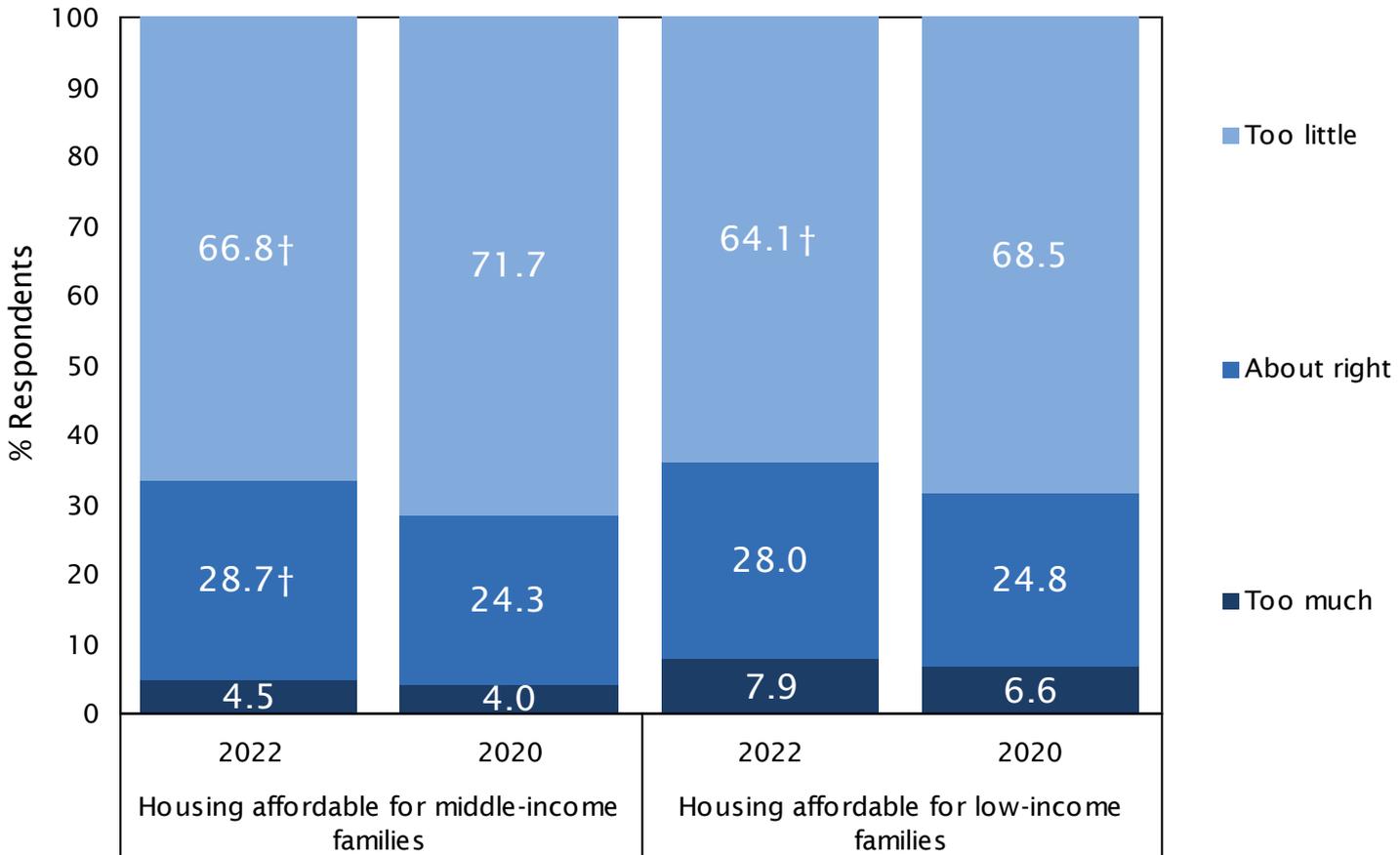


SATISFACTION WITH CITY SERVICES

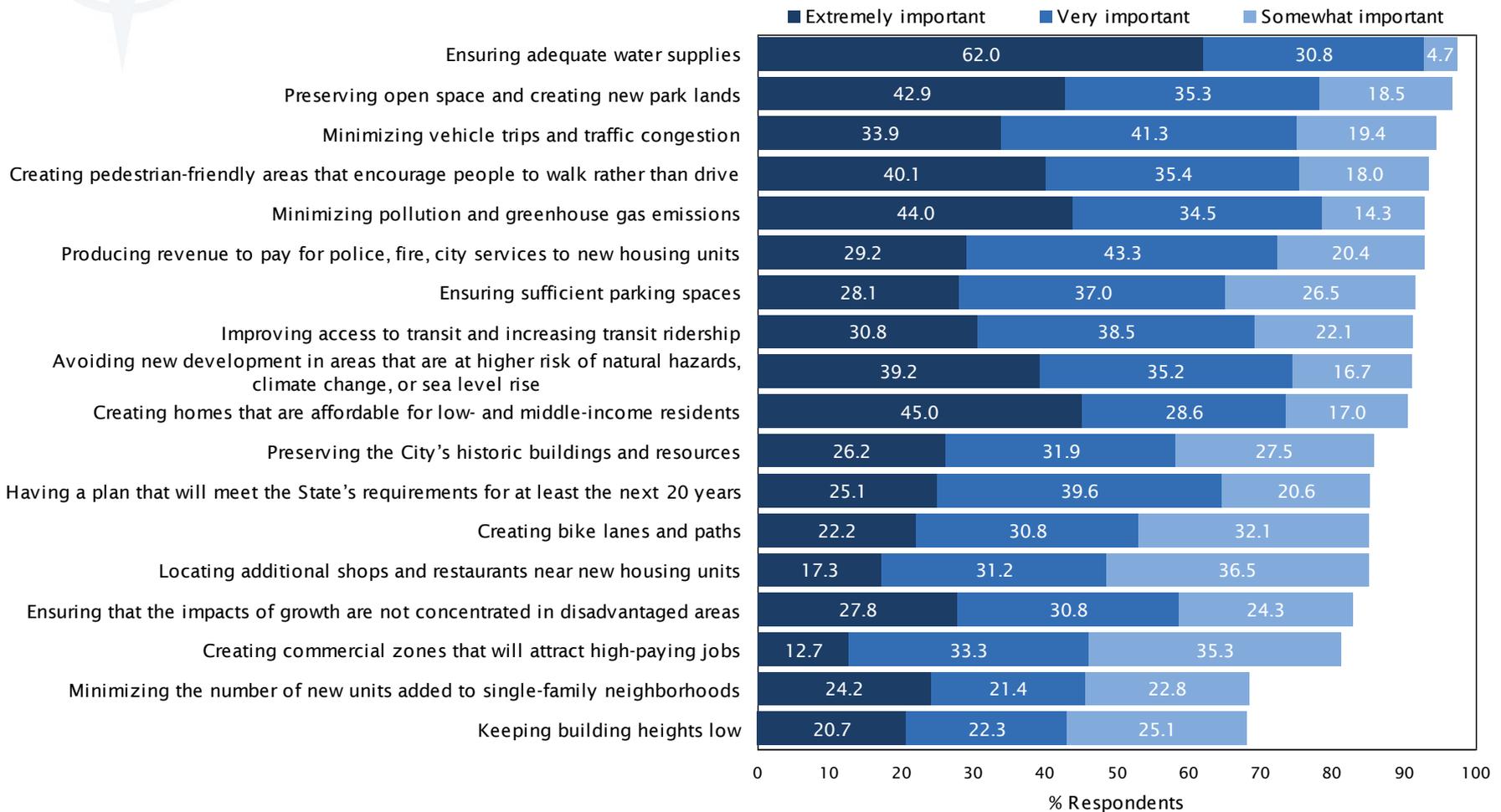
Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied



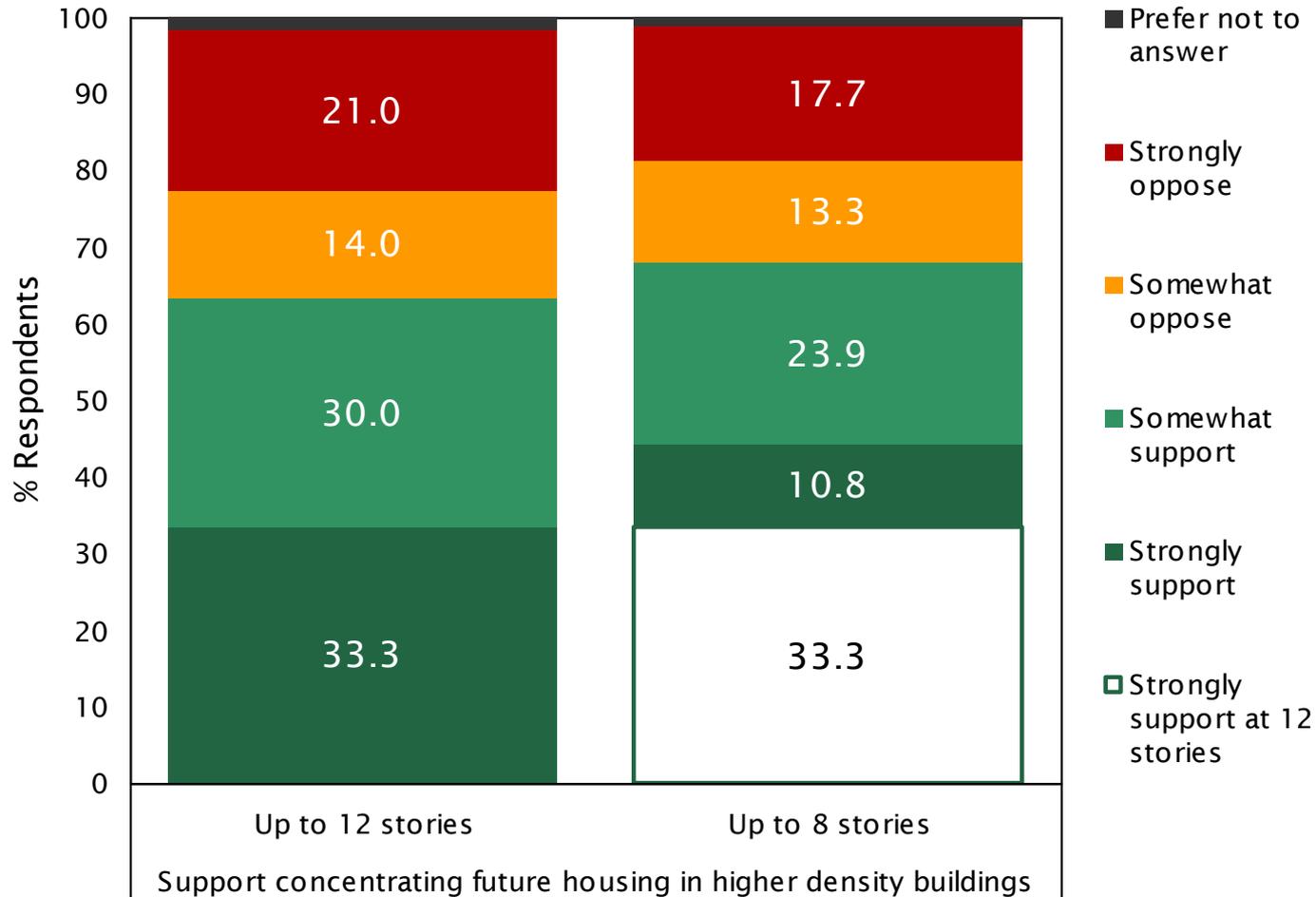
AMOUNT OF AFFORDABLE HOUSING BY STUDY YEAR



IMPORTANCE OF PLANNING FACTORS

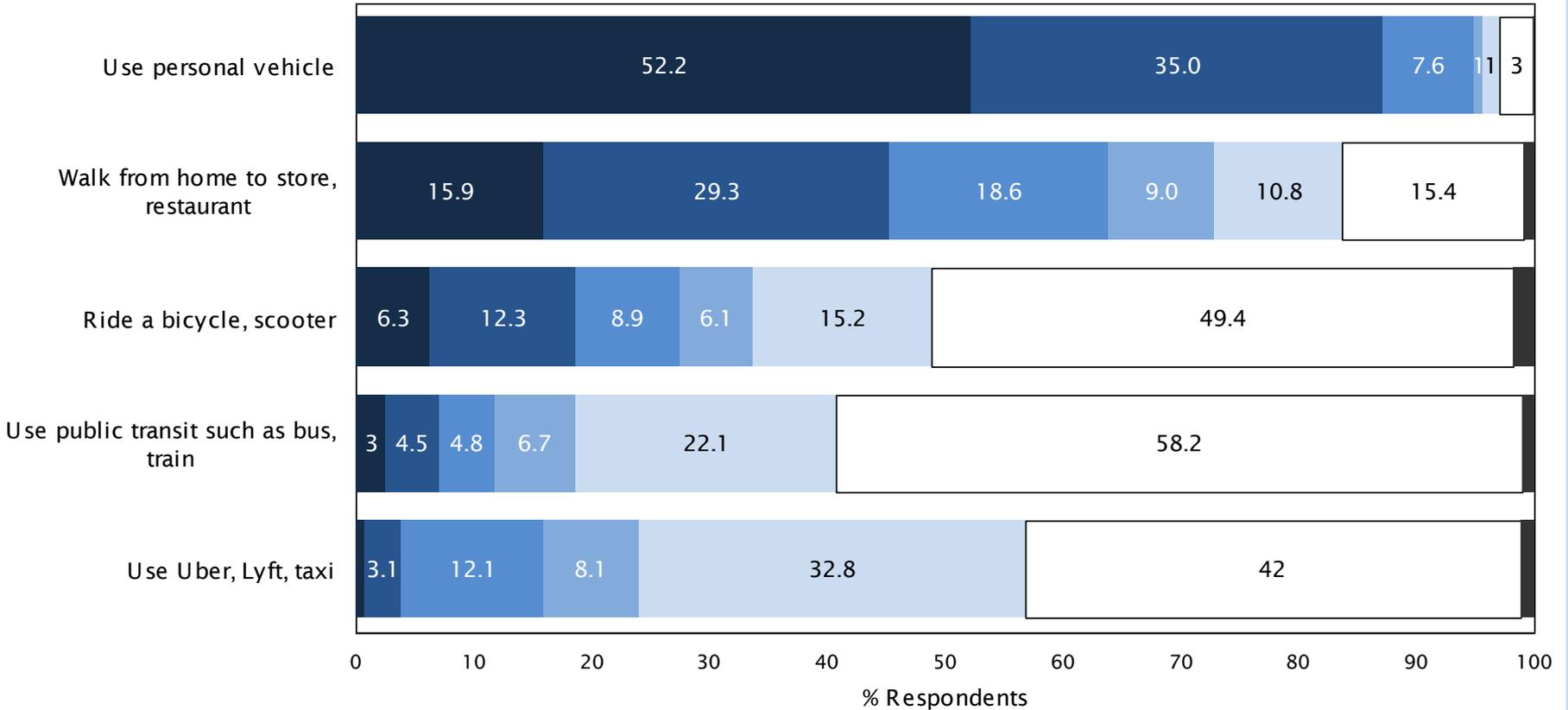


CONCENTRATING FUTURE HOUSING IN TALLER, HIGHER-DENSITY BUILDINGS

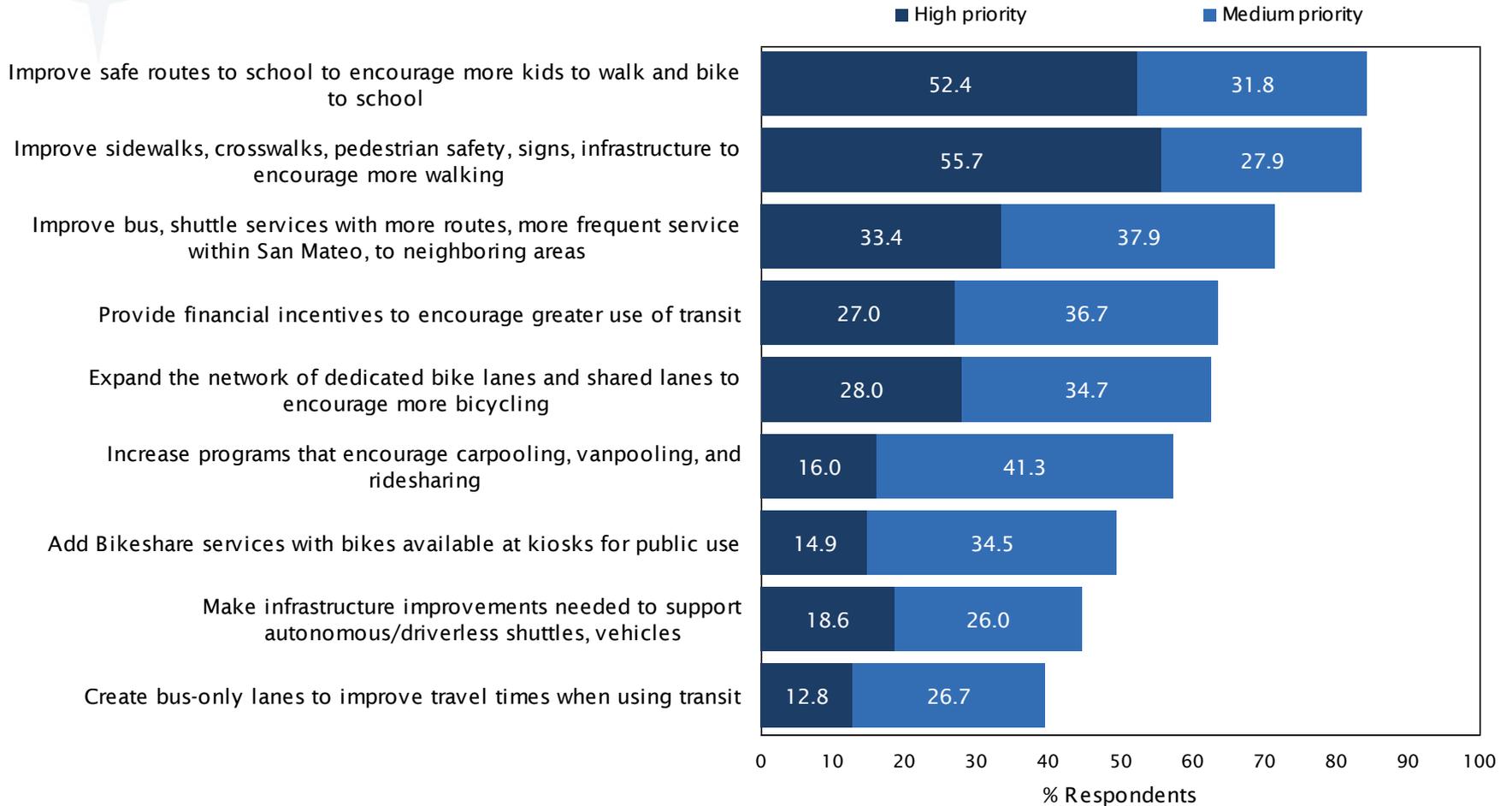


MODE USE WITHIN CITY

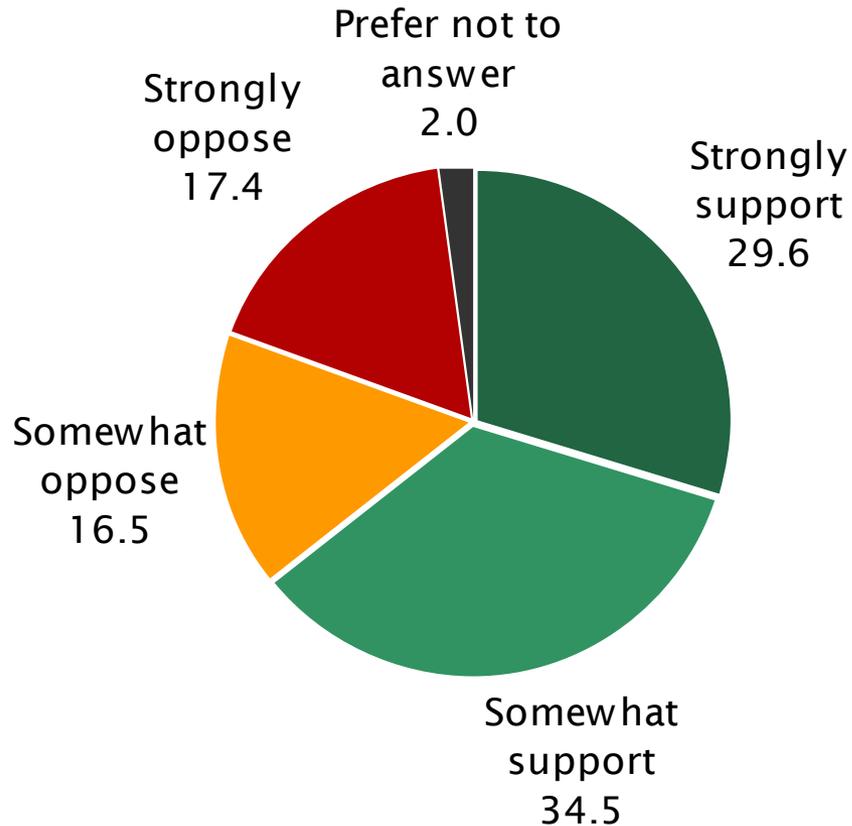
■ 5+ days per wk ■ 1-4 days per wk ■ 2-3 days per mo ■ 1 day per mo ■ < 1 day per mo □ Never ■ Prefer not to answer



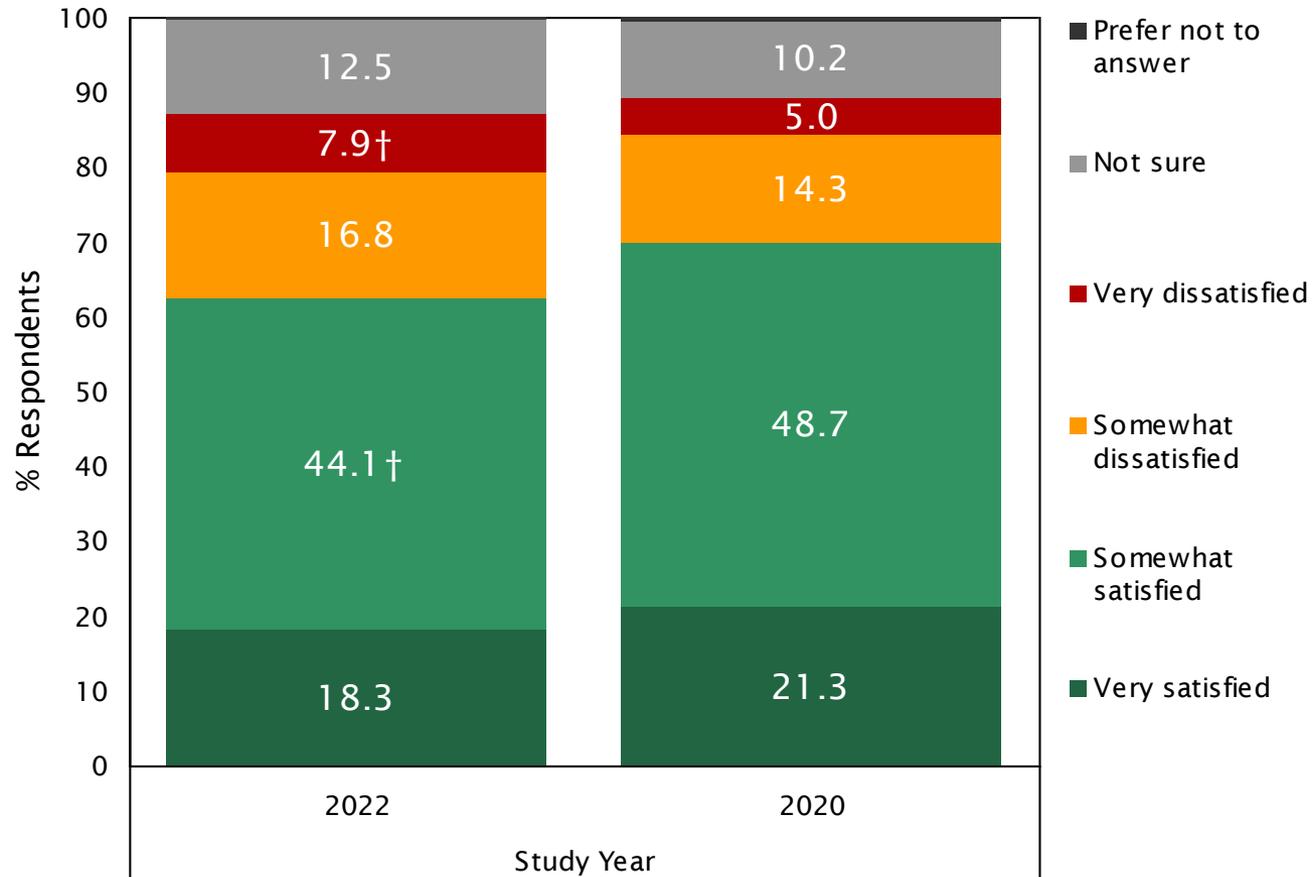
ACTIONS TO REDUCE TRAFFIC



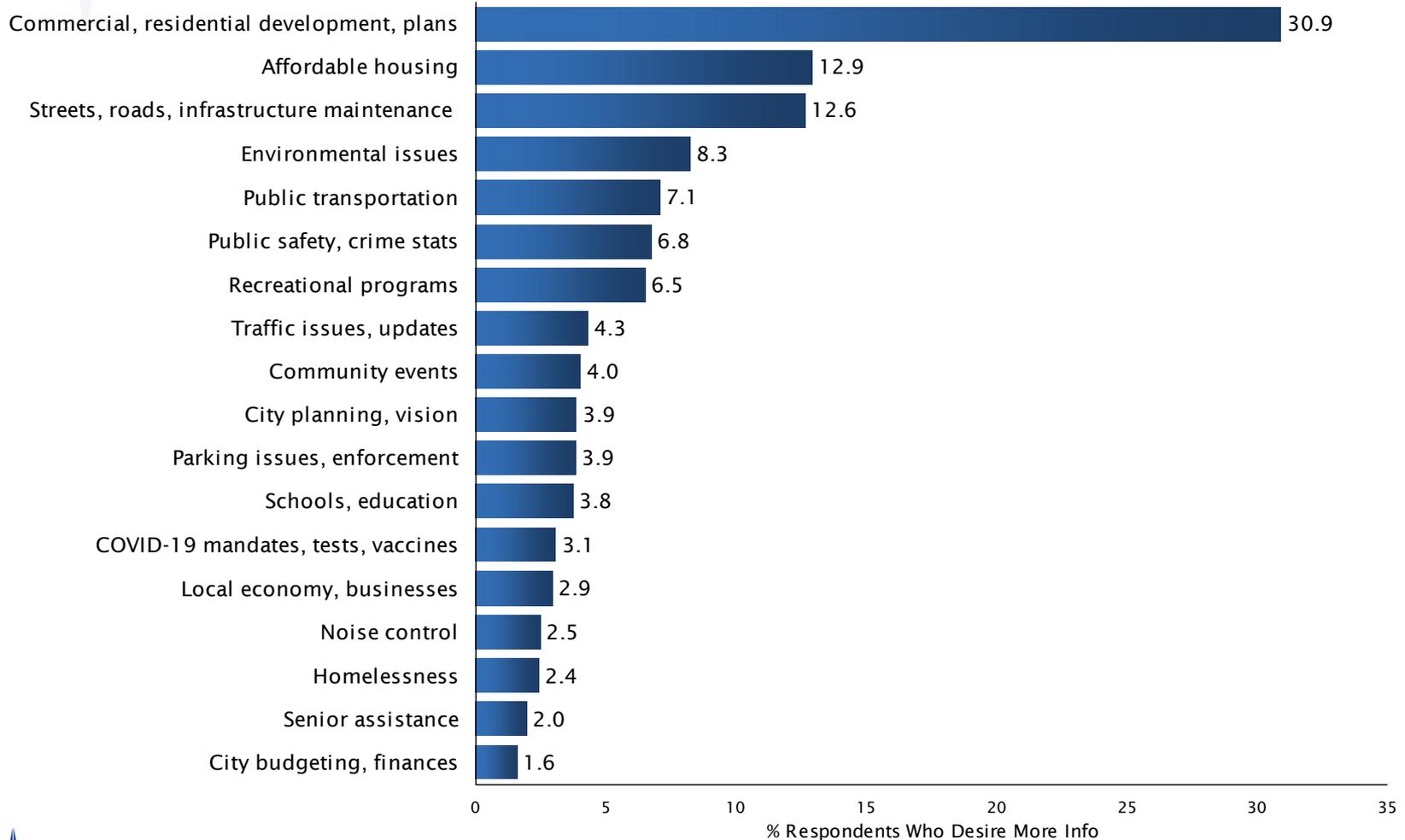
ADD BIKE LANES & WIDEN SIDEWALKS EVEN IF REMOVES VEHICLE LANE OR PARKING?



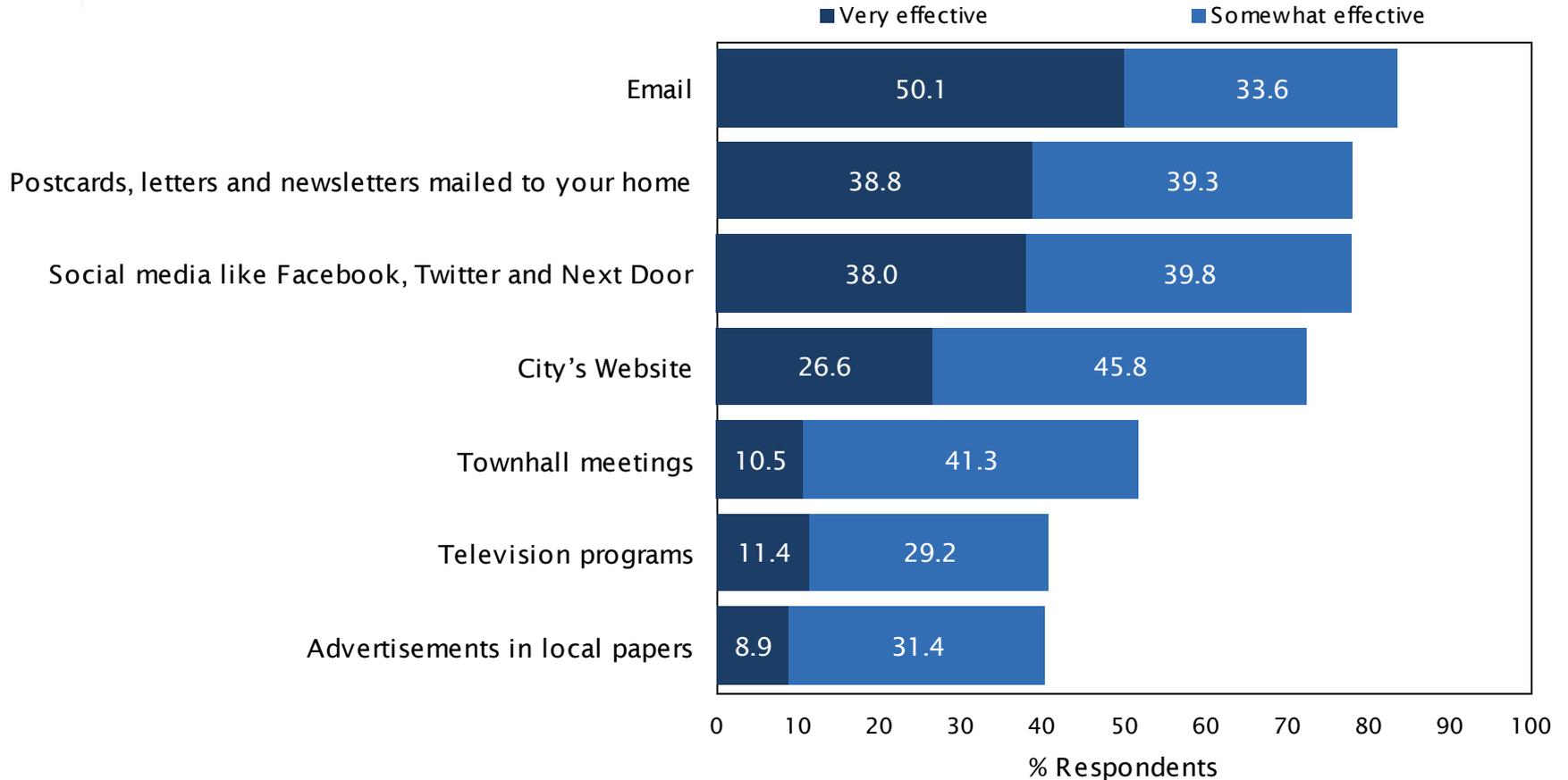
SATISFACTION WITH COMMUNICATION BY STUDY YEAR



INFORMATION TOPICS DESIRED



EFFECTIVENESS OF COMMUNICATION METHODS





KEY CONCLUSIONS

Despite the pandemic and challenges of the past year, residents have high opinions of their community and City government

- Overall quality of life, shopping & dining, a place to raise a family
- Overall performance in providing municipal services
- Performance in most service areas, especially Fire, EMS, maintenance of public buildings, parks and recreation

Opportunities for service improvement/attention:

- Providing affordable housing
- Addressing homelessness
- Managing traffic congestion
- Limiting growth/preserving open space
- Maintaining local streets and roads
- Public safety



KEY CONCLUSIONS

Affordable housing is top-of-mind for residents

- Widespread agreement that there is not enough affordable housing in San Mateo for low- and middle-income families

When planning future housing:

- Residents prioritize *sustainability*, with top-rated factors being adequate water supplies, preserving open space/park land, minimizing VMT, pedestrian friendly, and minimizing GHGs.
- Most residents support taller, higher-density buildings downtown and near transit in order to preserve land for parks, recreation, and community amenities.
- Residents prioritize improved mobility/reduced congestion through active transportation and transit improvements