

MEMORANDUM

DATE March 31, 2022

TO City Council

FROM Joanna Jansen and Carey Stone, PlaceWorks

SUBJECT Summary of Community Engagement and Public Input on the Preferred Land Use and Circulation Scenario

This memorandum summarizes the community input received on the preferred land use and circulation scenario from the recent Preferred Scenario workshop series and online survey, as well as feedback received to date on the preferred land use and circulation alternatives from pop-up events and past outreach events. These events are listed below.

Date	Outreach Event	Number of Participants
Tuesday, March 3, 2020	Draft Alternatives Open House	29
Thursday, April 17, 2021	Draft Alternatives Virtual Workshop #1	95
Saturday, April 17, 2021	Draft Alternatives Virtual Workshop #2	50
Tuesday, May 18, 2021	Draft Alternatives Virtual Workshop #3	40
Tuesday, April 14, 2021 – Monday, May 31, 2021	Draft Alternatives Online Survey	507
Sunday, January 22, 2022	Preferred Scenario Virtual Workshop #1	47
Thursday, January 27, 2022	Preferred Scenario Virtual Workshop #2	46
Thursday, February 24, 2022	Spanish-language General Plan Workshop	5
Thursday, February 24, 2022	Pop-up near Mi Rancho Market	10
Friday, February 25, 2022	Pop-up at Chavez Market	10
Monday, March 7, 2022	Food Distribution Event at Rogell Bayshore	7
Monday, March 7, 2022	College of San Mateo Pop-up	10
Friday, January 21, 2022 – Tuesday, March 8, 2022	Preferred Scenario Online Survey	404

About the Workshops, Pop-Ups, and Online Survey

The draft alternatives workshop series occurred in spring of 2021. The goal of the draft alternatives workshops and online survey was to confirm we are considering a sufficient range of alternatives before the General Plan team conducts an in-depth evaluation to compare the pros, cons, and outcomes of each alternative on housing, character, traffic, public services, health and equity, environmental sustainability, City's fiscal health, conformance with applicable state laws, and other topics. Feedback that expresses support or dislike for a given alternative from this outreach effort is included in this meeting summary.

After listening to the community's input and receiving direction from the City Council on the three alternative plans for land use and circulation in fall of 2021, the project team completed the alternatives evaluation and published the evaluation on January 14, 2022. The alternatives evaluation was presented to the community at two virtual workshops. During the workshops, community members were able to share ideas on their preferred alternative and raise important issues they believe the General Plan should address related to land use and circulation. The feedback received during these workshops is included in the summary below.

An online survey was also available on www.strivesanmateo.org from January 21, 2022 to March 8, 2022 to allow community members an opportunity to share which land use and circulation alternative they prefer. Respondents can provide feedback on the land use alternatives at a citywide level or by study area. It also includes questions about the tradeoffs implied by different alternatives to better understand the community's preferences. The settings of the survey restrict the number of responses to one per person and track web browser cookies to help ensure that each participant only completes the survey once. All feedback received to date from the online survey is summarized below. It is important to note that this online survey is not considered statistically significant.

To help engage Spanish-speaking community members, a virtual workshop was held entirely in Spanish on February 24, 2022. The workshop included Zoom polls that asked participants to answer tradeoff questions and demographic information. The responses received in the Zoom polls are incorporated into the survey analysis below. The project team also prepared a paper survey that was translated into Spanish which included the demographic and tradeoff questions from the online survey. The paper survey was distributed at four pop-up events in the North Central and Shoreview neighborhoods. The Peninsula Conflict Resolution Center also distributed the survey to other community members in San Mateo. A total of 27 survey responses were collected as of March 30, 2022. The responses from the paper survey are incorporated in the survey analysis below.

Lastly, this summary includes feedback from recent Housing Element outreach conducted by the City's housing team to ensure we are listening to all the feedback that applies to land use or circulation. This summary documents community input whether mentioned by one person or many people.

Community input submitted directly to the City outside of the workshops and online survey can be viewed at: <https://strivesanmateo.org/documents/publiccomments/>.

Preferred Scenario Outreach Demographics

A total of 103 participants attended the preferred scenario workshops and 5 participants attended the Spanish general plan workshop. During each workshop, the project team asked the following two questions to understand who was participating in the process and how to improve communication about the project moving forward. Responses received are also listed below.

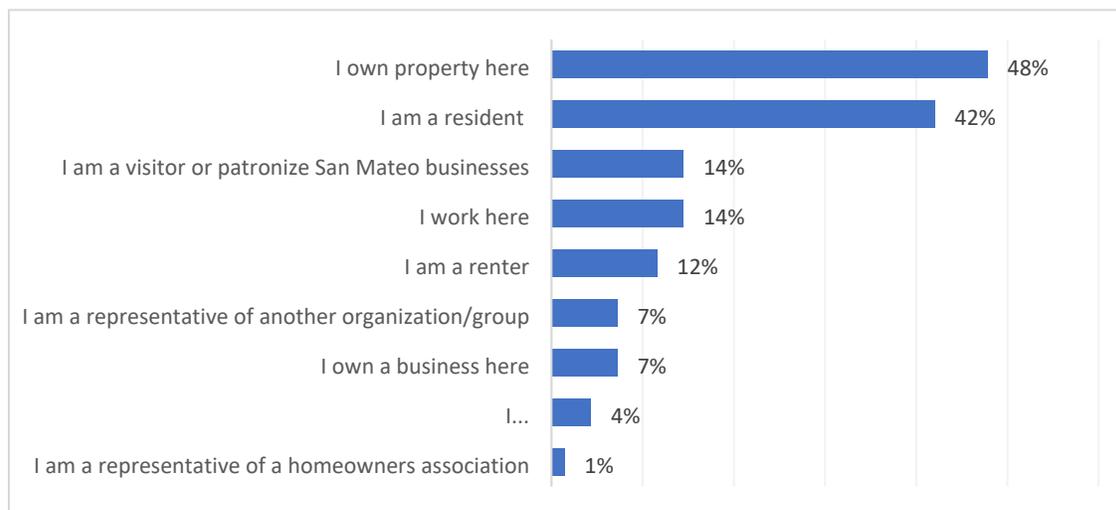
Is this your first time joining us for a General Plan event?

Number of Respondents: 69

- 51 percent of the workshop participants were new.
- 49 percent had participated in a previous General Plan meeting.

What kind of stakeholder are you?

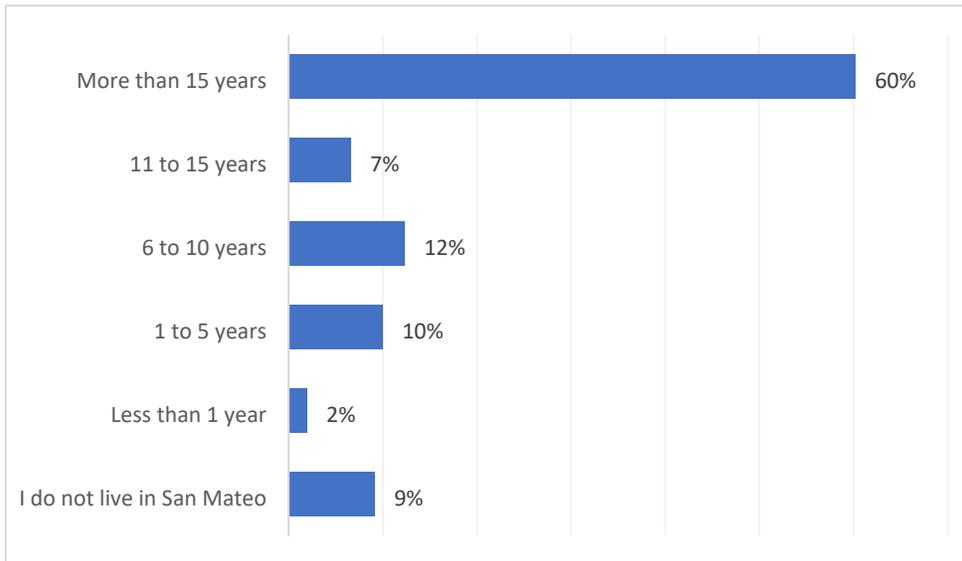
Number of Respondents: 69



A total of 495 participants answered voluntary demographic questions as part of the online survey, virtual workshops, and pop-up events. The demographic data helps the project team to determine if the outreach program is reaching the full range of San Mateo’s demographics. This data indicates that the outreach program should be adjusted to increase involvement of renters, younger residents, and residents who identify as Asian, Black/African American, Hispanic/Latino, Pacific Islander, and mixed race. A summary of the demographics of the outreach participants is presented below. Participants in the online survey, virtual workshops and pop-up events were asked about their age, ethnicity, and current housing situation. Workshop participants were also asked about their household income and length of residents. Participants in the Spanish speaking workshops were asked about length of residence only.

How long have you lived in San Mateo?

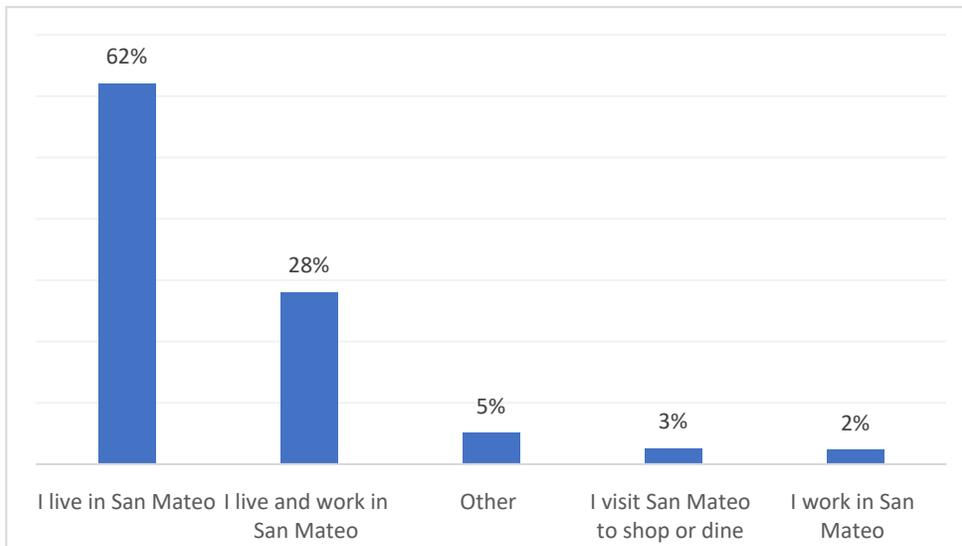
Number of Respondents: 472



Note: The 11 to 15 years response was inadvertently left out as a response option when the online survey was originally published on January 21, 2022. This response was added as a survey choice on January 27, 2022.

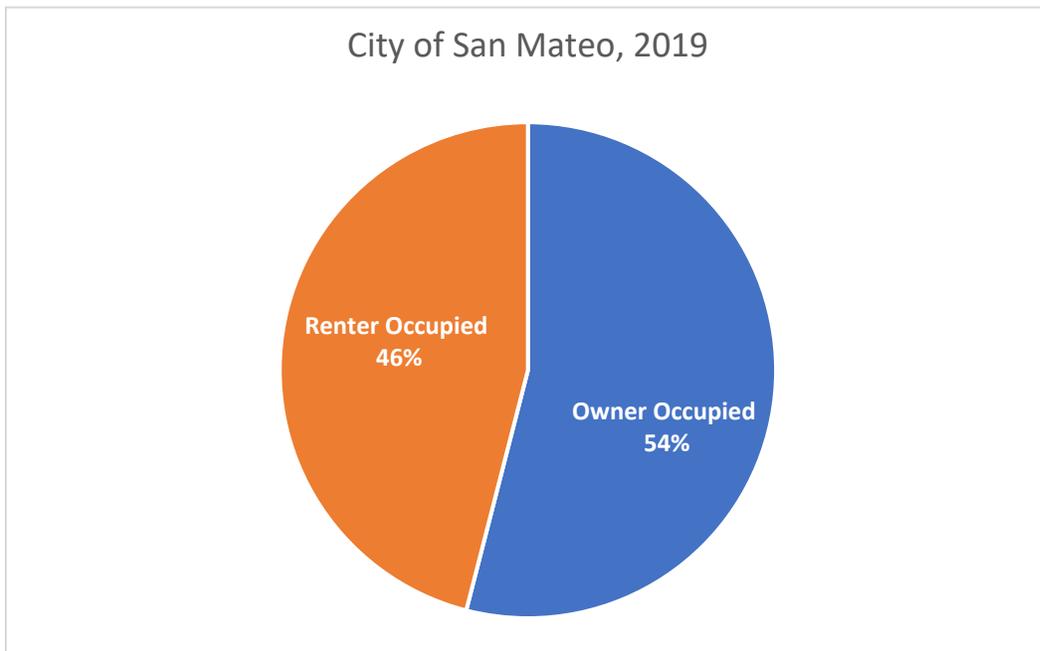
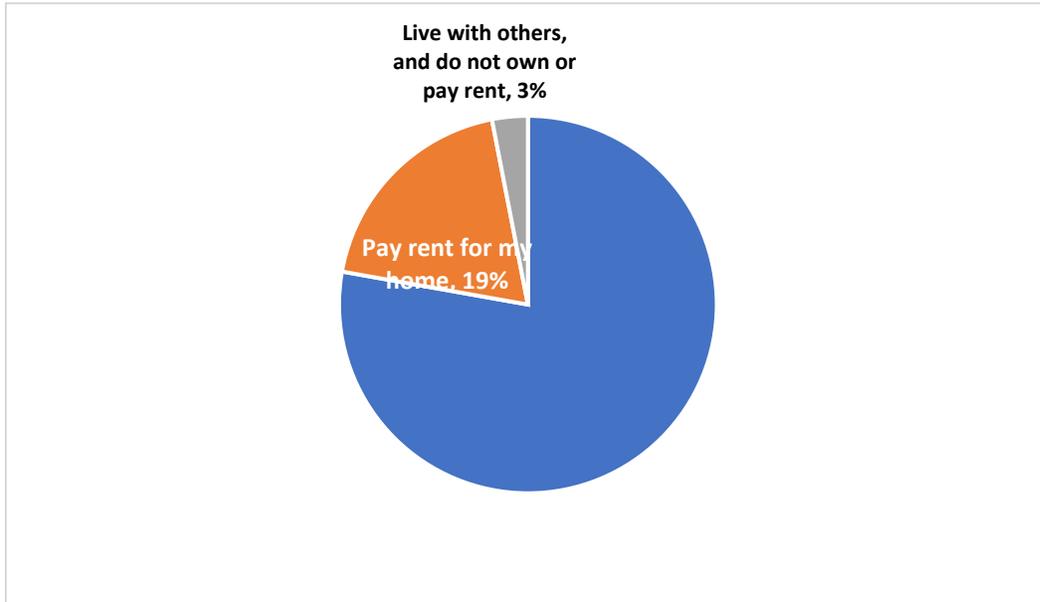
How are you affiliated with San Mateo?

Number of Respondents: 393



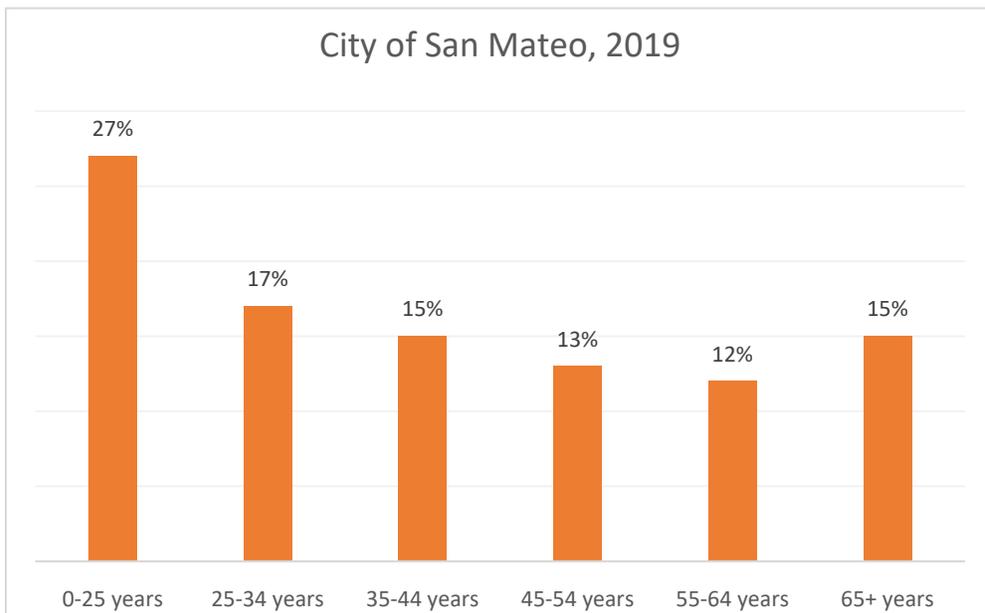
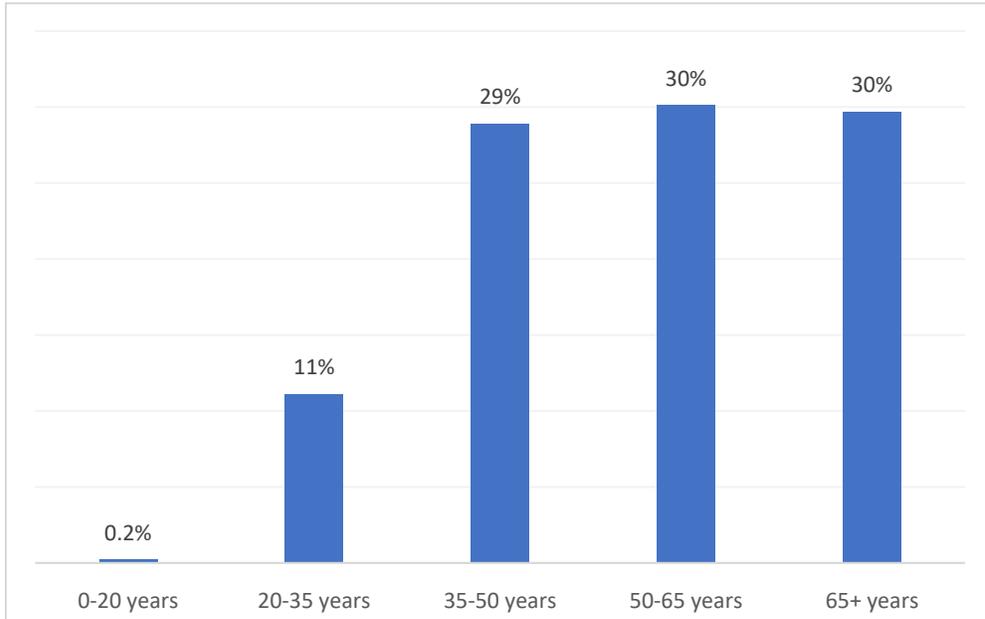
Which best describes your current housing situation?

Number of Respondents: 491



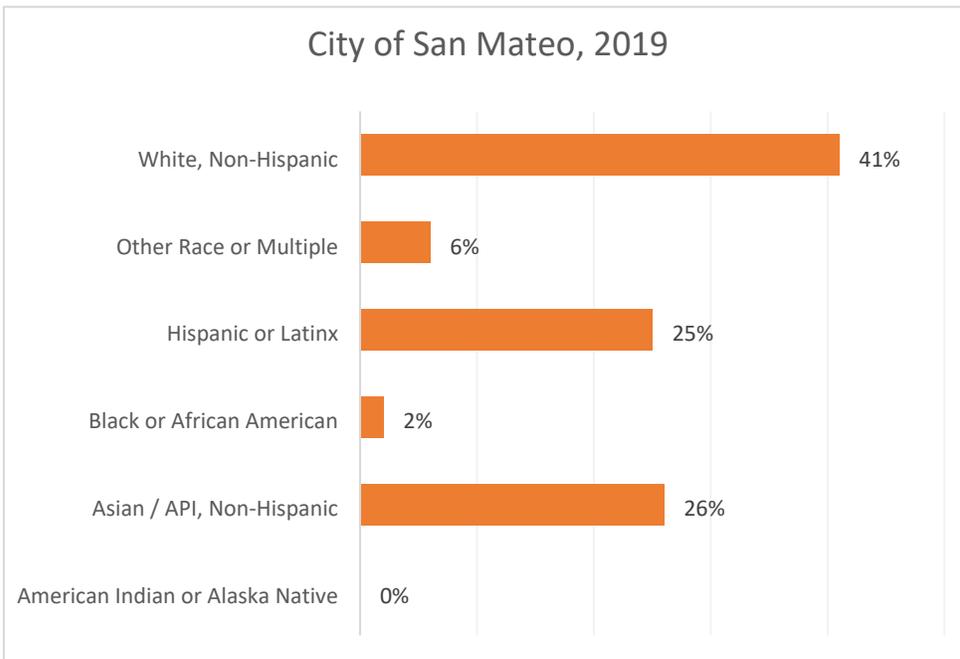
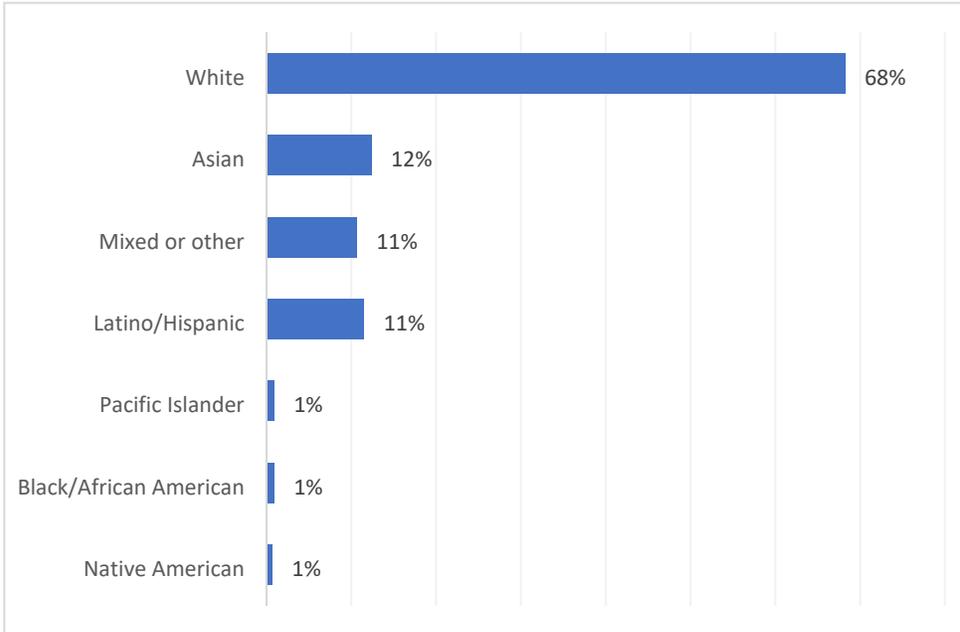
What is your age group?

Number of Respondents: 495



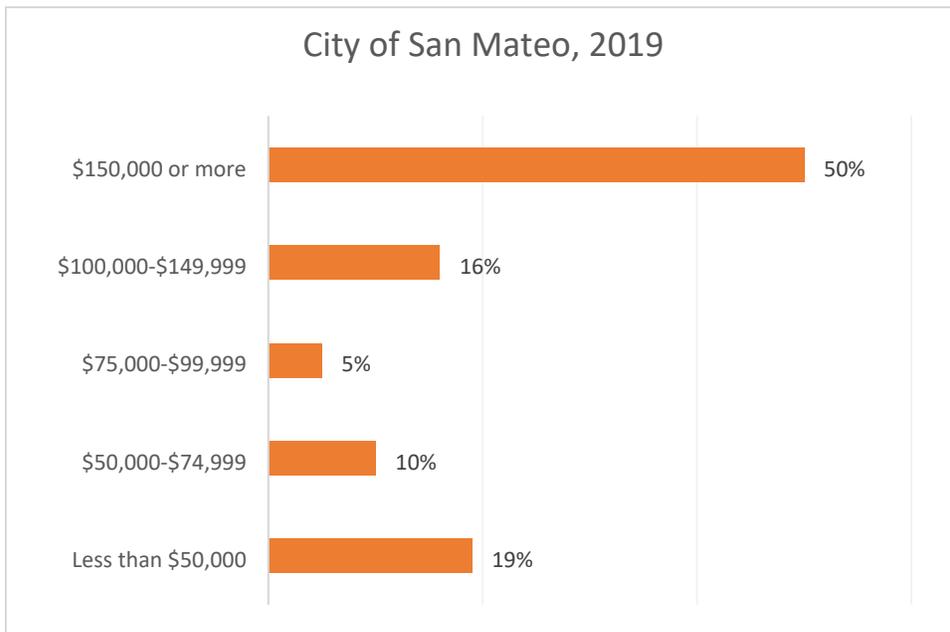
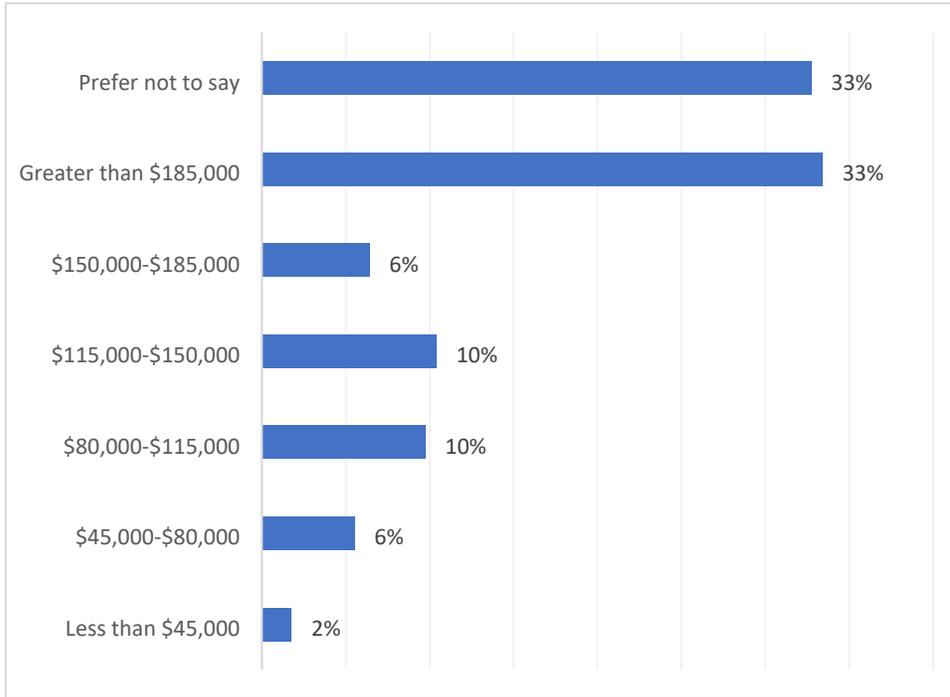
What is your race or ethnicity? (Check all that apply).

Number of Respondents: 462



Which best describes your household annual income?

Number of Respondents: 454



Feedback on Tradeoffs

The preferred scenario online survey asked participants about circulation and land use tradeoffs to help understand the community's priorities and guide decision-making. As mentioned above, a total of 404 online surveys were completed between Friday, January 21, 2022 through Tuesday, March 8, 2022. The paper survey also asked participants the tradeoff questions listed below and the responses received are incorporated into the results. Attendees of the Spanish general plan workshop were asked the same tradeoff questions, except a few of the questions were reworded to "top choice" instead of "rank" and "pick top three". The responses received from the Spanish general plan workshop are incorporated into the graph when the question was the same as the surveys. Notes are added wherever the questions differed.

Rank how you would allocate City budget spending on transportation improvements.

Number of Respondents: 411

Responses ranked as follows:

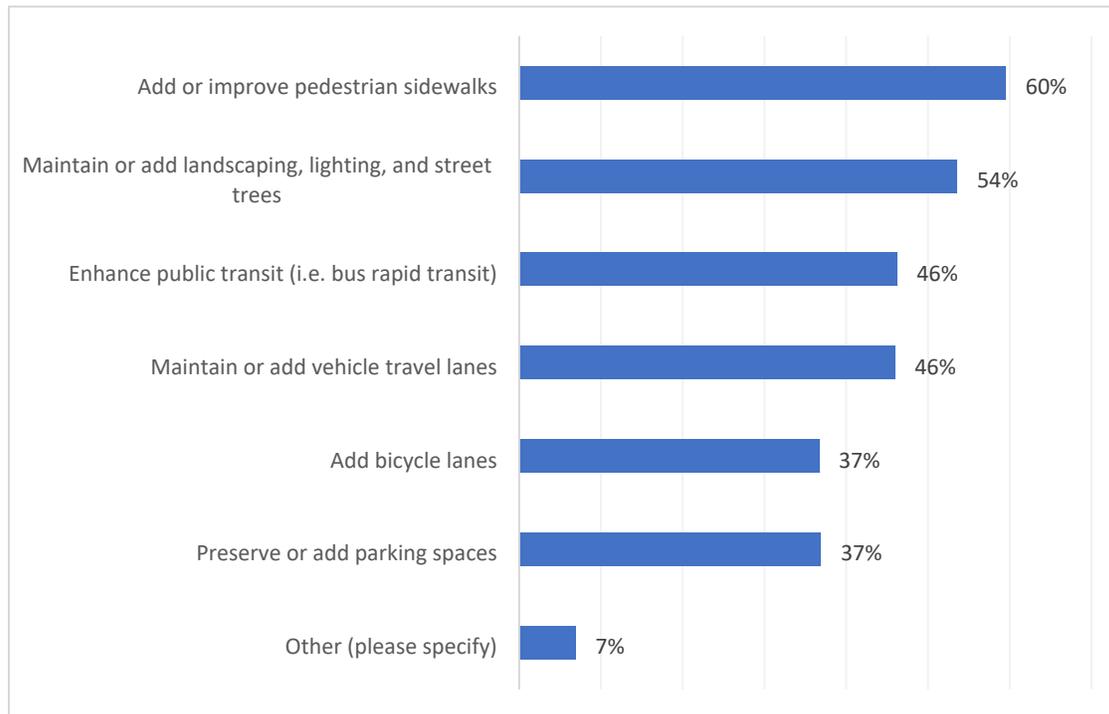
1. Pedestrian improvements
2. Improving bicycle, pedestrian, and vehicle connections to transit
3. Improvements to make driving a vehicle easier
4. New and improved bicycle lanes and bicycle parking
5. Studying future transportation technologies

Attendees of the Spanish general plan workshop were asked to pick the top transportation improvement they would like the City to spend budget on. A total of four attendees responded to the question and all four selected pedestrian improvements as their top choice.

Because there is limited space in the public right of way on City streets, there are tradeoffs to the improvements that can be constructed. Knowing this, what top three transportation options would you prioritize for each type of street listed below?

El Camino Real

Number of Respondents: 420



Attendees of the Spanish General Plan workshop were asked to pick the top transportation improvement they would like to see on El Camino Real. A total of two attendees responded to the question. One selected adding or improving pedestrian sidewalks and the other chose maintain or add landscaping, lighting, and street trees.

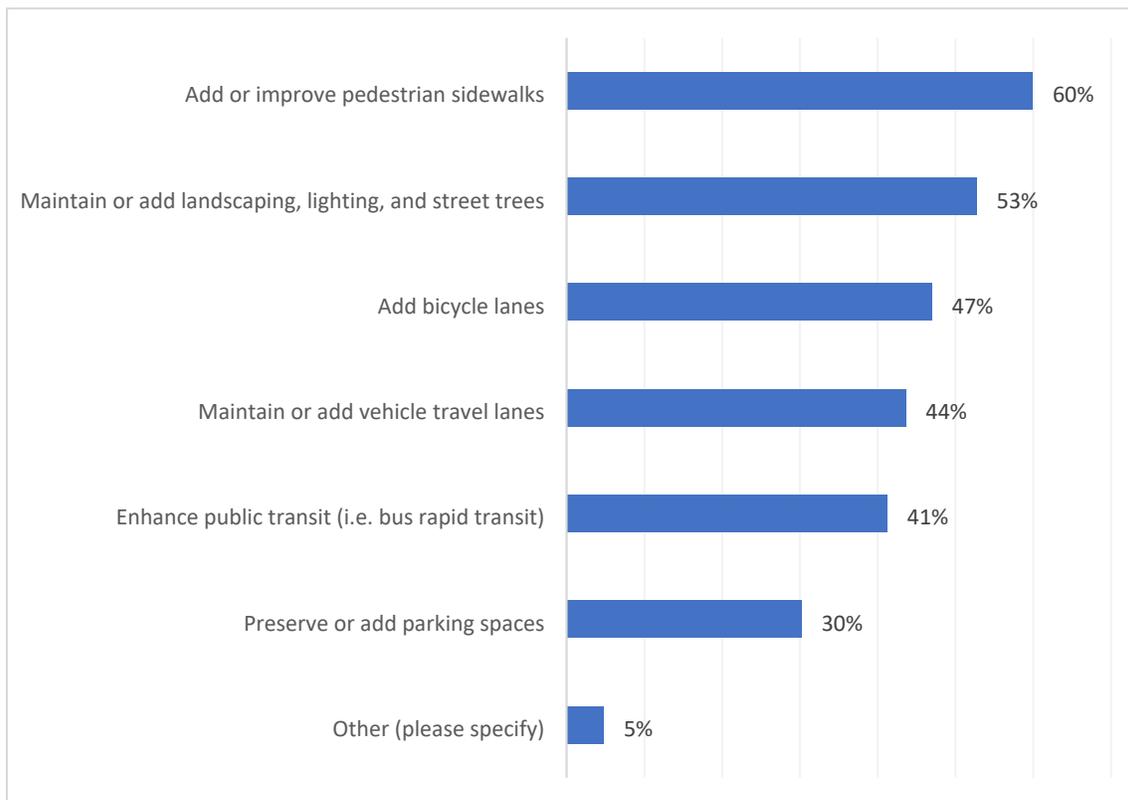
Other responses submitted by participants:

- No left turns during peak traffic times and only allow left turns where there is a designated left turn lane. Do not allow left turns at the intersections of El Cerrito Avenue/El Camino Real and Baywood Avenue/Baldwin Avenue/El Camino Real.
- More efficient light synchronization to improve traffic flow, especially on El Camino Real.
- Increase frequency of bus service everywhere.
- Safer intersections that include crosswalk markings and speed control.
- Create more pocket parks at perimeters of large developments instead of just center of these large developments. Also prohibit automotive repair businesses from using public parking spaces, public alleys and dead end streets to park cars they are fixing.
- Add light rail with shuttles that connect to businesses.
- Make 3rd and 4th Avenue one way in Downtown.

- Add protected bicycle and scooter lanes.
- Slow speeds on residential streets near schools.
- Eliminate parking in congested areas, for example between 3rd Avenue and Baldwin.
- Provide more places where U turns are permitted South of Highway 92. More protected left turn lanes are needed North of Highway 92.
- Remove parklets that take up parking spaces.
- Add bicycle and pedestrian bridges over El Camino Real, especially at 28th Avenue.
- Repave El Camino Real.
- Replace Eucalyptus trees with less damaging trees.

Main Corridors (e.g. Hillsdale Boulevard, Alameda De Las Pulgas, Delaware Street)

Number of Respondents: 417



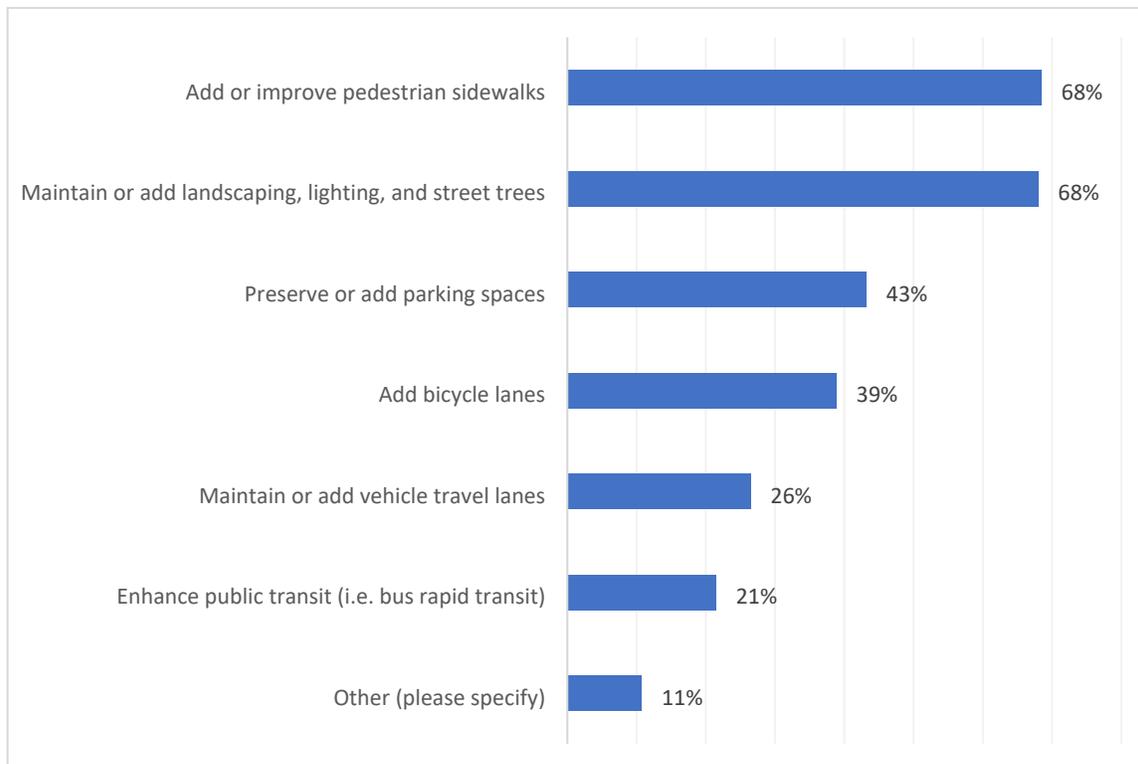
Attendees of the Spanish General Plan workshop were asked to pick the top transportation improvement they would like to see on main corridors. A total of two attendees responded to the question and both selected adding or improving pedestrian sidewalks.

Other responses submitted by participants:

- Traffic signals in high foot traffic areas (Barneson and Hillsdale High School).
- Convert either Sunnybrae or Fiesta Gardens to a K-8 School to reduce the number of cars needing to get west of El Camino.
- Study how the expected population will impact traffic.
- Connect shuttles with light rail along El Camino Real.
- Provide better avenues to Foster City.
- Make 3rd and 4th Avenues one way in Downtown.
- Slow traffic speeds on residential streets near schools.
- Increase police presence on the streets.
- Provide alternative modes of transportation for high school students.
- Restore turn lanes at Alameda De Las Pulgas and Parrott Drive.
- Clean the streets.
- Add parklets in front of stores and restaurants.
- Add traffic lights on Alameda de Pulgas. Add speed bumps on Hillsdale Boulevard.
- Synchronize lights to improve traffic flow.

Neighborhood Streets

Number of Respondents: 419



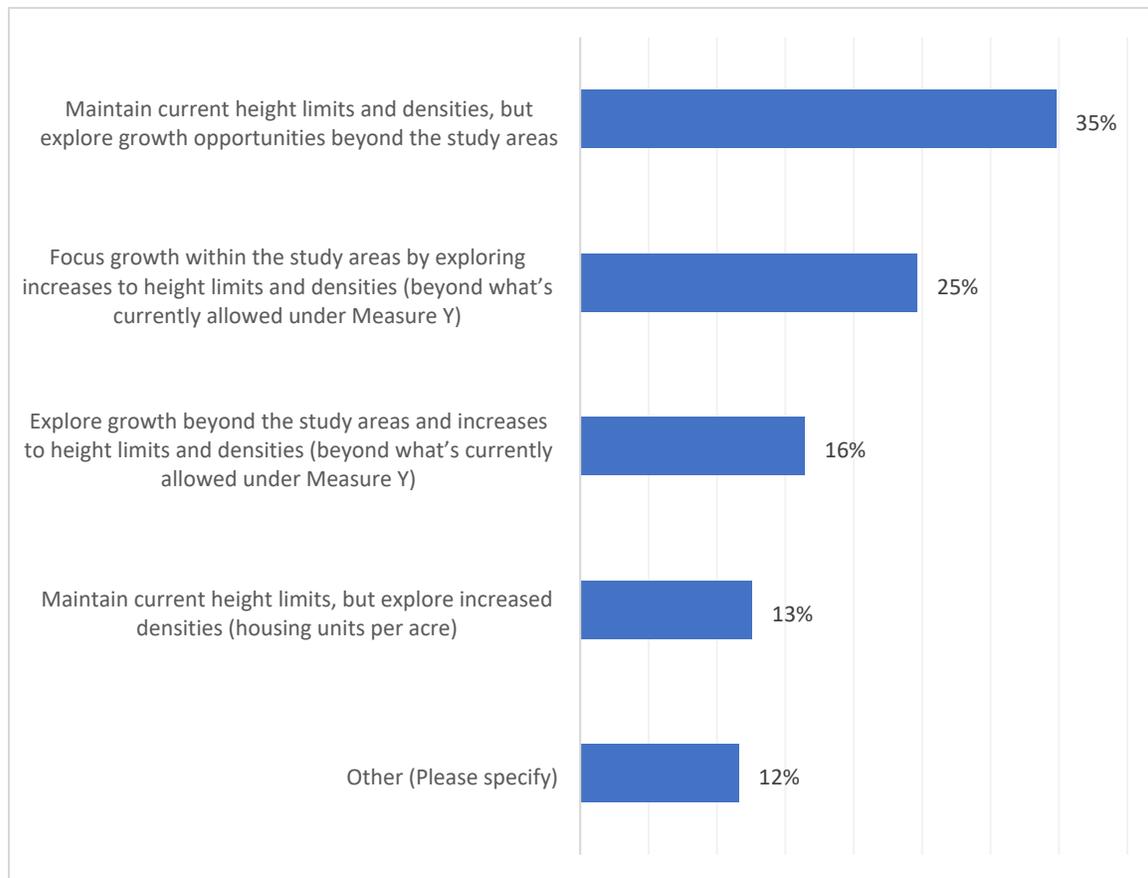
Attendees of the Spanish General Plan workshop were asked to pick the top transportation improvement they would like to see on main corridors. A total of two attendees responded to the question. One chose add bicycle lanes and the other participant selected maintain or add landscaping, lighting, and street trees.

Other responses submitted by participants:

- Streets are too narrow in north Shoreview. Remove parking from one side of the street.
- Many corners do not have ramps which makes it challenging to walk with kids.
- Develop mitigation measures to combat ride sharing and delivery services that have made our streets more dangerous through the monetization of public infrastructure.
- Add more curb extensions that are dual purpose stormwater capture and safety.
- Add more green bike lanes in high traffic roads.
- Duplicate San Mateo Drive pedestrian improvements in more places.
- Convert lighting to motion sensor or bio-friendly lights.
- Fix potholes and maintain streets. Improve signage.
- Improve public transit connection to major thoroughfares using smaller transit vehicles.
- Restrict or eliminate parking on narrow streets and close to turns/intersections.
- Require property owners to maintain landscaping that impedes views for vehicles driving.
- Add stop signs along Maple Street to slow the speeders.
- Provide adequate and updated storm drains to handle winter storms.
- Create dedicated pedestrian “green streets” for safe access across the city.
- Divert traffic on neighborhood streets with families and young children during the weekends.
- All residential streets should have sidewalks.
- Reduce speed limits.
- Add traffic calming measures, including speed bumps and stop signs on Norfolk, Kehoe Avenue, Delaware Street, and Roberta Drive. Increase police presence and traffic violations.
- Add sidewalks at every intersection within one mile of a school or park.
- Provide free school buses for students.

Understanding the Preferred Land Use Scenario should plan for the next two and a half (2.5) housing cycles (RHNA) over the next 20 years, which could be 15,000 to 20,000 units, how should those new housing units be accommodated?

Number of Respondents: 414



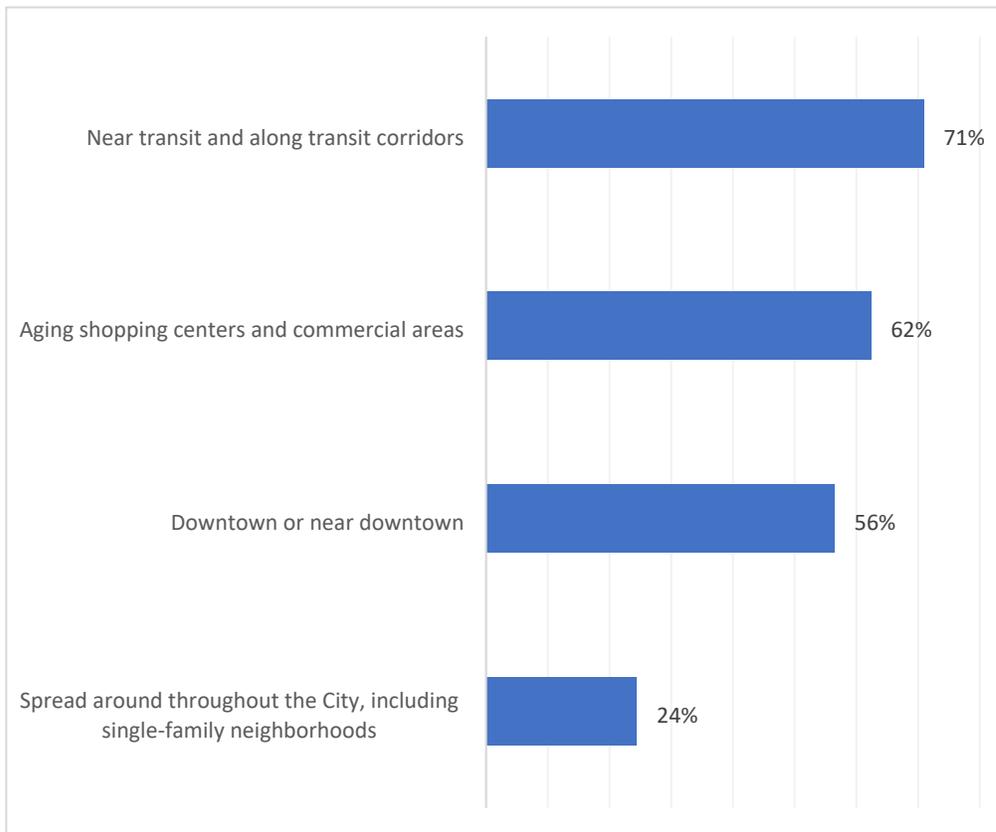
Other responses submitted by participants:

- Lower priced single family dwellings. Build more affordable housing.
- Couple growth to increased public mass transit capacities.
- Stop building because we are overpopulated and overtaxed.
- None of these seem reasonable, should redevelop older apartments with 10 units or less into more dense buildings. Tie density to lot size versus a blanket zoning designation.
- Do not build 10 story buildings next to single family or small apartment units.
- Preserve setbacks for small parks, sidewalks and overshadowing of small homes and apartments.

- Explore re-zoning some commercial areas as mixed use and/or repurposing office complexes into residential or mixed-use instead.
- Maintain current height and density limits.
- Limit growth, maintain Measure Y and do not add more housing.
- Preserve single-family neighborhoods.
- Retrofit vacant buildings, old offices and commercial areas for new housing.
- Review the validity of the City’s RHNA.

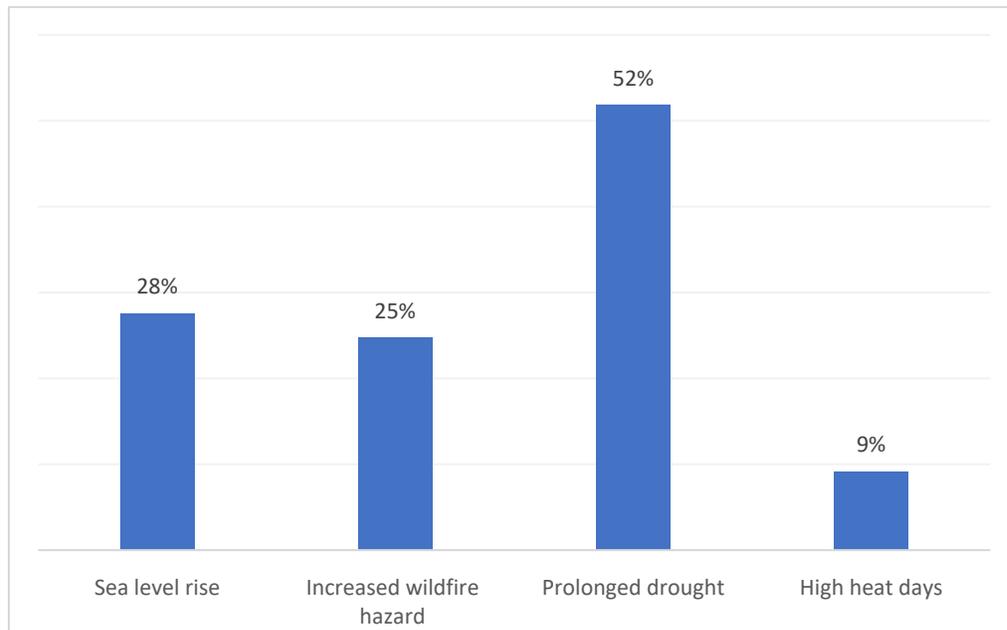
Where should new multi-family housing be located (select all that apply)?

Number of Respondents: 409



What's the most critical risk from climate change that the General Plan should minimize?

Number of Respondents: 417



Attendees of the preferred scenario workshop series also responded to this question using an interactive word online survey on Social Pinpoint.

- Many identified sea level rise and flooding as a major risk.
- Some identified potential wildfires as a threat to the city, although one participant does not identify wildfires as a threat to San Mateo.
- Some identified sustainability and water shortage as a major risk the city should help minimize.
- Warming temperatures and lack of tree canopies was a concern.
- Pandemics, not having adequate housing, loss of historic resources, artificial intelligence, earthquakes, and high winds were also mentioned as a critical concerns.

Other comments about climate change risk included:

- Flash flooding during high rain days.
- Traffic, congestion, noise, and air pollution.
- All of these are critical risks that are a byproduct of climate change. Increase housing density to reduce greenhouse gas emissions from transit and logistics.
- Start planning and funding for desalinization to deal with chronic drought.
- Keep the power grid up and running with clean natural gas.

- Forest management that the governor cut back on.
- All climate risks need to be mitigated, we cannot focus on two only.
- Availability of utilities and waste treatment capacity.
- None, the Peninsula will not be affected.
- Base the decision on data, not what the public believes.
- Increase capture of water via new reservoirs.
- Strive for zero population growth since people cause climate change.
- Climate change does not exist.
- Work towards getting cars off the roads to reduce greenhouse gas emissions.
- More dense infill housing can combat climate change and hopefully mitigate sea level rise.
- We need to improve biking and walking infrastructure to reduce carbon emissions from transit.
- All this planning is taking away our freedoms.
- Concern we are turning our wonderful city into a cesspool like San Francisco.
- Skepticism about whether the city can make a difference in combatting climate change.
- Concern there is not sufficient water for all alternatives.
- Developers should contribute to funding this mitigation for sea level rise, rather than raising taxes on residents that live in the city.
- Keep the height of buildings and street size accessible for the fire department.
- Concern the City will go bankrupt.

Preferred Circulation Alternative

Most important circulation issue the General Plan should help the City improve.

This section summarizes the issues that community members raised either in the workshop or in the online survey.

Alternate Modes of Travel

- Safer walking and biking options.
- Active transportation strategies to enhance pedestrian and bicycle connectivity.
- Enable bike access as much as possible, especially east west access.
- Offer choices for people to travel on foot, bike, scooter, train and make these spaces safe.
- Incorporate different modes of travel with Green Streets principles.
- Do not provide bike sharrows, install protected biking lanes.
- Locate bicycle improvements on streets without loss of street parking.
- Better crossings for pedestrians, especially near schools.
- Improve people's ability to meet their daily needs without a car.
- Support for low and zero carbon transportation alternatives.
- Create options for people who live more than 1/2 mile from transit and cannot walk or bike.
- New bike paths should connect with transit and rest of the bike network.
- Provide protected walking lanes for pedestrian safety.
- Do not focus improvements in only one area of the city.

- Less dependence on cars.

Transit

- More frequent and reliable transit service, with service later in the evening.
- There is a need for east to west public transit access.
- Allow residents to share job shuttles or other shared transit.
- Bus-only lanes and more bus frequency, especially on El Camino Real.
- For regional transit to work buses need to run late into the evening.
- Provide transit access to BART and Caltrain stations and adjoining counties.
- Sam Trans needs more convenient routes that cover more of the city.
- Educate and promote the use of public transportation and biking aimed at kids.
- Partner with Foster City to build public transportation to FC-Hillsdale that way Foster City residents do not have to drive to Caltrain or the Hillsdale Mall.
- Accessibility for people who do not live near main corridors, including transit and bicycle paths.
- Increase connections to transit.
- More accessible routes to downtown.

Vehicles and Roadways

- Vehicle driving, road care and improvements. Add more vehicle lanes.
- Address traffic congestion, in particular along major corridors, near Hillsdale mall and Hillsdale/101 entrance and traffic flowing east to west.
- Recognize most people need their cars to shop, travel to work and school.
- Size of the street width that allows driving, parking and bicycle lanes both ways.
- Increased policing of traffic violators.
- Synchronized traffic lights that prioritize public transit and bicycles.
- Maintain peak hour travel times in major corridors.
- In north central, traffic congestion makes it impossible to maneuver for all modes of transit.
- Maintain flow and speeds of main thoroughfares such as El Camino Real, Delaware Street, Hillsdale Boulevard, and on/off ramps for Highway 101, 92, and 280.
- Enhance the pedestrian crossings on El Camino Real.
- Need grade separation on all train crossings.
- 3rd and 4th Avenues should be one-way through Downtown.
- Improve Hillsdale Boulevard heading to Foster City.
- Lower speed limits.

Parking

- Provide sufficient parking, especially in downtown.
- Charge for parking garages in downtown to entice alternative modes of travel to downtown.
- Maintain on-street parking in areas that do not have on-site parking.
- Transform parking spaces into parks.
- Provide ample parking in new developments.

Other

- Focus on the needs of our senior population. Provide the ability for seniors to use private vehicles to access downtown if they are unable to use pedestrian or bike alternatives.
- Keep the East Bay commuters from cutting through the neighborhoods.
- Micro-communities need to be deeply involved in circulation changes to their community.
- Phase development to real transit improvements.
- Accessibility accommodations.
- Vision zero to help reduce pedestrian and bicycle accidents.
- Fine cars with loud noise.
- Preserve height limits and single family neighborhoods.
- More housing in areas that are near amenities.
- Keep the city clean.
- Good lighting.
- Flood zones.
- Police presence.
- Scooter accessibility.
- Running trails and paths.
- More greenery.

Ideas from the circulation alternatives that should be part of the adopted General Plan.

Attendees of the preferred scenario workshops were able to share ideas from the circulation alternatives they believe should be a part of the General Plan. The responses are summarized below.

- Pedestrian and bicycle only streets and paths.
- Better transit connections, especially from the east to west.
- More streets that are closed to cars in downtown.
- High frequency bus access on El Camino Real.
- Autonomous vehicles that provide free shuttles to pedestrian only B Street activities.
- Pedestrian-friendly downtown and El Camino Real.
- Bike share and e-bike incentive programs.
- Address transit access for people that live in the hills of San Mateo.
- Make modal filters standard on side neighborhood streets.
- Expand the pedestrian mall on B street one block west between 1st and 2nd avenues.
- Support for a hyperloop or self-driving vehicles in lieu of public transit.
- Reduce the number of lanes on El Camino Real and prioritize bike and/or bus lanes.
- Support for on-demand rides, especially for seniors.
- New residents should not be able to own cars.
- Employers should provide shuttles to ease congestion.
- Do not plan for more congestion.
- Incorporate traffic calming measures.
- Streets around schools should not be accessible by cars.
- Line transit corridors with trees.

Preferred circulation alternative input from the workshops and online surveys.

The support received for each circulation alternative during the draft alternatives range workshops, preferred scenario workshops, and preferred scenario online survey is listed below.

- 16 workshop participants and 178 online survey respondents prefer Circulation Alternative C.
- 6 workshop participants and 159 online survey respondents prefer Circulation Alternative A.
- 2 workshop participants and 51 online survey respondents prefer Circulation Alternative B.

Key words or sentences used to describe the preferred circulation alternative.

The preferred scenario online survey asks participants to identify a key word or sentence to describe their preferred circulation alternative. The responses submitted are summarized below.

- Enhance all modes of public transit, including bus, BART, Caltrain.
- More clean alternatives like walking and bicycling.
- Prioritize road and bridge repair and build new roads when needed.
- Protect the Downtown's character of small and medium sized businesses.
- Maintain character of historical housing previously zoned for single family only.
- Encourage higher density to encourage non-automotive transit.
- Make it convenient for people to get out of their cars.
- Minimize new traffic but still meet the Fair Share requirements.
- Encourage non-vehicle transportation.
- Prioritize bicycle infrastructure.
- Support multi-modal transportation.
- Beautify the city.
- Provide a network of multiple circulation modes.
- Prioritize vehicle and motorcycle use.
- Support emerging mobility solutions.
- More lanes to reduce congestion.
- Build as much as possible.
- Improve regional connections.
- Maintain sidewalks.
- Reduce traffic flow and congestion. Minimize growth.
- Provide a walkable and bikeable city. Plan a walkable downtown.
- Provide strong links to public transit.
- Support public transportation.
- Reduce car dependency.
- Enhance safety.
- Provide access for all residents.
- Add one way streets in Downtown.

Changes suggested to the preferred circulation alternative.

Alternative A

- Less cars and parking; add more bike lanes.
- More vehicle lanes. Do not remove parking for bicycle lanes.
- Less development.
- More protected bike lanes and bike treatments at intersections.
- Add light rail along El Camino Real with transfer shuttles that connect to BART.
- Expand improvements to all walkable areas of the city.
- Allow scooters on sidewalks.
- No bike lanes on S B Street in the Hayward Park area.
- Fix the streets and sidewalks.
- Add regional connections to airport, BART and San Francisco Transit Center.
- Add more connections for people walking and biking across freeways, train tracks and other physical dividers.
- Maintain flow and speeds of main thoroughfares such as El Camino, Delaware, Hillsdale, and on/off ramps for 101, 92, 280.
- Safe alternatives for elderly.
- Keep the connection at Campus Dr and 26th fire access only.
- Provide enough parking access for those who want or need to drive downtown.
- Alameda de Pulgas should have one car lane and one safe bicycle lane.
- Plan for lateral small autonomous transportation vehicles.
- See Netherlands traffic engineering model: reduce the number of times any road user will cross path with one another.
- Bikeway on El Camino Real, extend pedestrian mall on B street to 5th Avenue, more parklets in Downtown, more traffic calming in residential neighborhoods, pedestrian and lighting improvements near highway on-ramps.
- Restrict commute traffic that cuts through neighborhoods.
- Consider adding bicycle lockers.
- Remove bikeways up Hillsdale Boulevard, 28th Avenue, and Fernwood Street.

Alternative B

- More green spaces.
- Intersection improvements and traffic flow.
- Decrease bike and pedestrian use.
- No closed streets in downtown area. Increase parking and vehicle flow in downtown.
- Encourage easy connections. Increase BART connectivity.
- Change selected high-traffic corridors to one-way streets to improve circulation and maximize space use with bike lanes and sidewalks.
- Bikeways on main vehicle thoroughfares will only impede traffic.
- Improvements to sidewalks for better walkability.
- Ensure sufficient parking and enable more friendly car traffic for those who need their cars.

Alternative C

- More walkable city areas protected by trees.
- Make it easier for transit, pedestrians, and cyclists to get around safely. Provide more bike lanes, sidewalk improvements, and pedestrian paths/bridges. Add bicycle racks.
- Include the area around Hillsdale and expand to the west side of El Camino Real.
- Dramatically increase frequency of bus service.
- Mandate electric car charging at all apartment buildings. Add more pedestrian friendly streets in downtown.
- Link a bike path with the Canada Road access on Ralston Avenue.
- Add bike lanes on Delaware Street for use by North Central cyclists.
- Take advantage of extra wide streets on Baldwin Avenue and 4th Avenue downtown for multi-faceted, multi-functional, entertaining, and architecturally interesting pedestrian malls.
- Add free residential permit parking to increase usable space and limit the number of permits per household based on capacity.
- Provide more public parking for large work and business vehicles.
- Synchronized traffic lights that prioritize public transit and bicycles.
- All San Mateo train crossings should be underground or improved significantly.
- Need more designated left turn lanes on El Camino.
- Align alternative modes of transportation with pick up and drop off at all schools.
- More parking structures. Maintain parking in Downtown. Do not reduce street parking in residential areas.
- Need a strong shuttle bus service from Study Area 6 to Hillsdale train station and El Camino Real.
- Focus on improving roads and infrastructure, instead of public transit.
- Less bicycle lanes. Do not replace vehicle lanes or sidewalks on main streets with bicycle lanes.
- Better biking to schools.
- More traffic calming measures.
- One-way streets.

Land Use

Most important land use issue the General Plan should help the City improve.

Downtown

- Would like to see a vibrant downtown.
- Protect the Downtown to preserve the successful mix of small and medium businesses.
- More homes near jobs, transit, amenities and downtown.

Housing

- Add more housing, especially close to jobs and transit.
- Affordability of housing. 20 percent of new housing should be affordable.
- Aim to exceed RHNA for all cycles until 2040.
- Flexible zoning requirements for mixed use developments.

- Balance new housing while preserving existing housing.
- Address overcrowding and over population.
- Increase mixed use areas throughout the city.
- New affordable housing development should include services for residents and visitors.
- Avoid high density housing that dramatically impacts traffic.
- Quantity of housing should be kept to minimal levels that will still meet any state demands.
- Make it feasible for affordable housing developers and private developers to build lower-cost housing, especially missing-middle housing.
- Single-family neighborhoods should allow multifamily, including in Aragon and San Mateo Park.
- Provide a mix of housing types within single-family neighborhoods.
- Address overcrowding and loss of single-family homes to multi-family.
- Adequate parking should be provided for new housing.
- Maintain single-family neighborhoods as they currently are.
- Protect all single family neighborhoods, including in and adjacent to North Central San Mateo, similar to the other side of El Camino Real.
- Increase the required percentage of affordable housing.
- More mid-level homes that are three to five stories in height.
- Seek State funding as a permanent source of funding for affordable housing.
- Workforce housing with three to four bedrooms is needed for families.

Transit

- Need more transit-supportive land uses for SamTrans and Caltrain to increase transit service.
- Increase heights and densities around transit stations and main corridors like El Camino Real.
- Locate multi-family and mixed use near public transportation and transit areas.
- Improve public transit near housing areas.
- Provide light rail transportation to all shopping centers and malls.
- Add pedestrian and bicycle bridges.

Amenities

- More community gathering areas, open space, recreation facilities and parks.
- Bring culture to San Mateo by adding public art, museums and theaters.
- New housing should be developed in conjunction with amenities, such as transit, parking, open space. Do not build the housing first and add the amenities after.
- New multi-family housing needs recreational areas for families.

Other

- Mixed use buildings with retail on the ground floor, and housing above.
- Keep heights as is, there are too many tall buildings.
- Measure Y height restrictions must be withdrawn.
- Maintain current heights but increase density.
- Increase heights and densities.
- Preservation and lack of open and green space. Require developers to preserve redwood trees.
- Slow and moderate growth.

- Protection and enhancement of the existing built environment, including neighborhoods, historic and cultural resources. Implement adaptive reuse.
- Neighborhood parking structures in lieu of on street parking.
- Parking is an issue in neighborhoods because people do not use their garages for cars.
- Address unused parking lots and aging shopping centers.
- Concern the City Council is only listening to developers.
- Increase the tree cover in the city.
- Require parking for new developments.
- Jobs housing balance.
- Provide nice outdoor dining areas.
- Availability of water and infrastructure. Consider impacts of increased density to infrastructure, roads, schools, water and open space.
- Plant trees and clean up the city.
- Increase seating areas along sidewalks. Add night lights.
- Traffic congestion. Add vehicle lanes and address parking.
- Make use of underutilized commercial areas.
- Fairness and equality for all residents.
- Pedestrian protection when walking from residential to downtown, Hayward park and Hillsdale.
- Expand the study area boundary to consider the areas west of El Camino Real.
- Address parks, open space and landscaping.
- Do not allow people to pitch tents in public areas.
- Address severe climate threats and public health and equity issues.
- Consideration of natural resources and climate change, including droughts.
- There are too many old commercial properties that could be repurposed.
- Slow growth to maintain city integrity.
- Do not add new businesses.
- Add restrictions on accessory dwelling units.

Ideas from the land use alternatives that should be part of the adopted General Plan.

Attendees of the preferred scenario workshops were able to share ideas from the land use alternatives they believe should be a part of the General Plan. The responses are summarized below.

- Focus on adding jobs and housing near transit.
- Housing diversity throughout the city, not just where transit is currently.
- Reduce size of unused parking lots.
- Increase affordable housing options.
- Support redevelopment of Hillsdale Mall to incorporate housing and supportive uses.
- Allow development to the next increment of density citywide.
- Housing densities need to be increased along Alameda and El Camino Real and within low density neighborhoods, including Aragon Beresford and San Mateo Park.
- Support for various housing types distributed throughout the city, including in San Mateo Park, Baywood, and Beresford Hillsdale.

- Create a special Mello-Roos community facilities district that allows higher heights/densities in exchange for paying a special tax to fund transportation improvements.
- New development should be built at the same time as new services for the community.
- Support for new mid-level housing that is 4 to 7 stories tall.
- Mixed use zones should have a minimum percentage of housing with density bonuses.
- Rehabilitating underused shopping centers and commercial buildings.
- Consider impacts to schools as a result of new residents.
- Keep the height limits as is.
- More parks and community space. Parkland needs to be added in the San Mateo Heights.
- Reduce or eliminate parking minimums.
- Support developers allocating 15 to 20% of new housing units as affordable housing.
- More pedestrian friendly areas. Walkability is critical moving forward.
- Housing at Bridgepointe is a great idea to slow the closing of retail.
- Address services for the community, especially medical services.
- Provide housing for only city and county employees.
- Strike a balance between housing and preservation.

Preferred land use alternative input from the workshops and online survey.

Citywide

The support received for each land use alternative during the draft alternatives range workshops, preferred scenario workshops, and preferred scenario online survey are listed below.

- 28 workshop participants and 64 online survey respondents prefer Land Use Alternative C.
- 12 workshop participants and 121 online survey respondents prefer Land Use Alternative A.
- 8 workshop participants and 43 online survey respondents prefer Land Use Alternative B.

Study Area

To allow community member to provide feedback at a study area level, the preferred scenario online survey allows participants the ability to choose whether they want to provide feedback at a citywide level or by study area. Of the 404 participants that completed the online survey 96 survey participants chose to select their preferred land use alternative by study area. The table below lists the number of participants that selected each alternative by study area. The land use alternative with the highest number of responses for each study area is shaded.

TABLE 1 NUMBER OF SURVEY RESPONDENTS THAT SELECTED EACH STUDY AREA

Study Area	Land Use Alternative A	Land Use Alternative B	Land Use Alternative C
Study Area 1 –	37	32	27

TABLE 1 NUMBER OF SURVEY RESPONDENTS THAT SELECTED EACH STUDY AREA

Study Area	Land Use Alternative A	Land Use Alternative B	Land Use Alternative C
El Camino Real NORTH			
Study Area 1 – El Camino Real CENTRAL	37	32	26
Study Area 1 – El Camino Real SOUTH	33	33	28
Study Area 2 – Bel Mateo/ Mollie Stone Area	41	19	34
Study Area 3 – Rail Corridor Area	38	19	37
Study Area 4 – Downtown	38	16	40
Study Area 5 – Peninsula Ave. Area	34	39	21
Study Area 6 – Campus Dr. Area	34	40	20
Study Area 7 – North Shoreview and Shoreview Area	31	19	45
Study Area 8 – Parkside Plaza Area	36	44	15
Study Area 9 – Hillsdale/ Norfolk Area	33	45	17
Study Area 10 – Bridgepointe	27	49	17

Source: PlaceWorks, 2022.

Key works or sentences used to describe the preferred land use alternative.

The preferred scenario online survey asks participants to identify a key word or sentence to describe their preferred land use alternative. The responses submitted are summarized below.

- Well-designed growth with a meaningful number of affordable units.
- More housing and density.
- More mixed use.
- Modern.
- Historic preservation.
- Slow or moderate growth.
- Balance and thoughtfulness.
- Responsible and sustainable growth.

- Pedestrian oriented.
- Protection of single-family neighborhoods.
- Visually attractive and interesting.
- Consider impacts to infrastructure, water, fire and police.
- Lowest growth.
- Parks.
- Housing near jobs.
- Quality of life.
- Livable.
- Lower carbon emissions per person.
- Walkable downtown.
- Change office to housing.
- Public transportation.
- Parking and traffic.
- Concentrate dense housing and tall buildings in one area.
- Spread out change.
- Maintain height limits. No tall buildings, especially adjacent to single family residences.
- High density corridors with strong public transit and pedestrian services. No new high rises in downtown, density along rail corridor, maintain suburban character of downtown, focus growth in study areas: 2,3,6,8, and 10.
- Maintain current heights but increase density.
- Provide at least 15-20 % affordable units in any development of more than 10 units.
- Density, affordable, rugged (fire safe, flood safe, wind safe, sea level rise safe, of course earthquake retrofitted), and shaded by trees.
- Equitable growth. Enable the whole city to grow organically by relaxing zoning restriction throughout, favoring housing and mixed use over office developments, and not relying on housing towers by train stations to solve the problems.
- More updates shopping/stores in Shoreview area.
- Protect the Downtown's character of small and medium sized businesses.
- Multi-family that is built with families and children in mind.
- Retain historic neighborhoods.
- Maintain a community vibe.
- Minimize new traffic.

Changes suggested to the preferred land use alternative.

Land Use Alternative A

- Change Office High to Office Medium at Borel in Study Area 1 – Central.
- More Mixed Use Low in Study Area 1 – Central.
- More housing and fewer jobs in Study Area 1 – Central.
- Change some commercial areas to Mixed Use Low in Study Area 1 – South.
- No new homes or less housing in Study Areas 2, 3, and 6.
- Residential Medium should not be taller than 5 stories in Study Areas 2, 5, and 9.

- Add green space if the Hillsdale Mall is removed in Study Area 3.
- Change Mixed Use High to Mixed Use Medium on 20th Avenue in Study Area 3.
- Do not exceed 7 stories in height or medium densities in Study Area 3.
- Reduce Mixed Use High to Mixed Use Medium in Study Area 3.
- Preserve architectural historic buildings and minimize wind and shadow in Study Area 4.
- Reduce/retain existing heights and densities for Study Area 1 - North and South, 3, 4, 7, 8, and 9.
- Fewer MTU/MDU housing for Study Area 1 - North.
- Consider changes along Alameda de las Pulgas since it is a major thoroughfare.
- Add parks and schools.
- Only allow single-family residential development and preserve existing single-family neighborhoods.
- Modernize current strip malls.
- Slow growth.
- Do not allow people to pitch tents in public areas.
- Allow duplex and multi-units in single family homes.

Land Use Alternative B

- Allow more housing everywhere.
- Focus on the missing middle housing.
- Encourage conversion of underused commercial space to mixed use.
- Include ground level small service businesses and require affordable housing that includes parking in Study Area 1 - North.
- More density and homes in Study Areas 1 - North and Central, 2, and 9.
- Change Mixed Use Low with Mixed Use High in Study Area 1 –South.
- Add more height while still focusing on homes for Study Area 4..
- Keep heights as low as possible in Study Area 4 and 6.
- Parks are needed in Study Area 6. Also provide bicycle and pedestrian only paths. Do not remove all office uses from this study area.
- Add commercial neighborhood at Norfolk in Study Area 9.
- More pocket parks in dead end streets next to railroad tracks.
- Expand density and height in new construction near transit, downtown, and in new area formerly used for alternative use
- Avoid underground parking for shopping areas.
- Encourage moderate growth.

Land Use Alternative C

- More native grasses in parklands, expand park lands and open spaces, less concrete jungle look, tree lined transit corridors, community gardens and beehives.
- Residential low rather than residential medium in Study Area 1 - North.
- Commercial areas should be mixed use to allow businesses to have a second or third story where people can live in Study Area 1 - North and Central.
- Reduce the number of jobs in Study Area 1 - Central.
- Expand 41st Avenue and build up in Study Area 1 – South.

- Add more mixed use in Study Area 2.
- Add more densities and homes in Study Areas 3, 4, 5, 6, 7, 8, 10.
- Reduce building height and densities in Study Area 5. Designate a park on San Mateo Drive adjacent to State Street to provide for public use. Change the Safeway to Mixed Use Medium or higher.
- Reduce heights in Study Area 6. Consider changing designation to Residential Low.
- Insist that good design and quality building materials prevail.
- Further expand boundary into single-family areas.
- Add more housing units and less jobs.
- Encourage moderate growth.
- Raise height limits and eliminate parking requirements.
- Add more mixed-use developments and apartments along El Camino Real.
- Spread growth throughout the city.
- Increase density in the 1,000 foot radius north of San Mateo Caltrain station.
- Add a bicycle route on 28th Avenue.

Feedback from Housing Element Outreach

The City of San Mateo is in the process of updating its Housing Element. As part of the update, the City is reaching out to community members to better understand their housing needs. In the fall, City staff and their consultant team conducted an intercept survey and received 156 responses. The City also had an online survey available from October 11, 2021 to January 16, 2022. The online survey received 594 responses. Major themes that are related to land use, housing, and circulation are summarized below; questions and responses tailored to Housing Element content not relevant to the land use or circulation alternatives are not included.

Housing Element Intercept Survey Results

- To manage the production of housing overall, there was notable interest in in redeveloping existing properties that have potential for more housing (45%), creating accessory units on existing single-family properties (22%), and encouraging mixed-use projects that have both commercial and residential uses (21%).
- Construct new housing to address housing affordability.
- Redevelop around Interstate 280.
- More housing means more traffic and less parking.
- High cost of housing is an issue.
- Infrastructure development.
- Stop building.
- Remove height limit.
- Allow taller buildings.
- Include up-scale neighborhoods in zoning changes.
- Commuting to work is difficult due to traffic.
- Address traffic on Hillsdale.

- Crowded street parking is an issue.
- Address housing for people that are unhoused.
- Improve traffic flow through dense areas.
- More golf courses.
- Build more housing.

Housing Element Online Survey - Preliminary Results

- The top three locations to add more housing are:
 - New housing should be walkable/bikeable to shops and services (53.8 %).
 - New housing should be concentrated near public transit (53%).
 - New housing should be located where it will have the least impact on traffic (38.4%).
 - New housing should be spread evenly across all parts of the city (36.9%).
 - New housing should be located where it will have the least impact on the environment overall (32.7%).
 - New housing should be concentrated close to job centers (22.8%).
 - New housing should be located near community services and parks (19.9%).
 - Other (13.7%).
- The top three strategies to manage the production of new housing are:
 - Encourage mixed-use projects (50.9 %).
 - Redevelop existing properties that have additional potential (49.1%).
 - Increase the allowable density in areas that are close to transit (46.2%).
 - Allow taller developments if they include open space (33.1%).
 - Streamline housing approval process (26.6%).
 - Create ADU's on existing single-family properties (23.9%).
 - Convert single-family homes into duplexes (15.0%).
 - Other (17.4%).
- The top three housing types that should be prioritized:
 - Smaller units that are less expensive (52.3%).
 - Larger units for families and/or multi-generational (36.6%).
 - Ownership units (35.9%).
 - Rental units (35.8%).
 - Preserve existing housing (31%).
 - Adding units to existing single family properties (22.7%).
 - Interim/transitional housing for the unhoused (21.8%).
 - Housing assist for those with special needs (16.4%).
 - Other (12.4%).

- The top three ways to address housing affordability:
 - Incentives for private developers to build more affordable housing (44.3%).
 - Locate affordable housing near transit and jobs (41.7%).
 - Streamline residential approval process (29.6%).
 - Develop programs that help people experiencing homelessness find permanent housing (24.3%).
 - Encourage conversions of single-family units to duplexes in single-family neighborhoods (19.1%).
 - Financial assistance to homeowners to add accessory dwelling units (14.9%).
 - Other (19.3%).

- The top three ways to ensure housing opportunities are available to all members of the city:
 - Ensure affordable housing opportunities are created throughout the entire city (51.1%).
 - Improve infrastructure, transit and services in underserved neighborhoods (51.1%).
 - Target outreach for new affordable housing to underserved groups (37.3%).

- Other comments:
 - Preserve single family neighborhoods.
 - Do not build new housing.
 - Provide infrastructure for new housing.
 - Allow taller developments.
 - Need faster transit systems.
 - Rezone vacant office buildings and other underutilized areas to residential.
 - Stop building offices.
 - No more ADU's.
 - Make it easier to commute around the city.
 - Ensure adequate parking is provided.
 - Higher buildings in downtown.
 - Create greened rooftops, living walls, and streets that can better manage storm water runoff and improve climate.