

City Council Proposed Objectives for Fiscal Year 2023-2024

| Legend | |
|----------------------|---|
| | Brand new priority |
| | Existing priority |
| | Modified existing priority |
| * | A priority mentioned by more than one Council Member or Staff |
| Resource Intensity | Estimated resources (staff and/or funding) required to complete the item <ul style="list-style-type: none"> - High = lots of staff/funding required - Medium = moderate amount of staff/funding required - Low = lower level of staff/funding required |
| Completion Timeframe | Estimated time required to complete the item. Operationalized items mean they are already embedded into the day-to-day operations of the City. |

| Mayor Lee | | Resource Intensity | Completion Timeframe |
|-----------|--|--------------------|----------------------|
| | <ol style="list-style-type: none"> 1. Initiate a Community Budget Process including the review of unfunded equity priorities and potential utilization of the estimated \$4.8M annual revenue from Measure CC (factoring in the volatility of the funding source, considering one-time vs. ongoing expenditures augmented by reserves or a combined approach). Key unfunded community priorities include: <ol style="list-style-type: none"> a. Infrastructure improvements & comprehensive circulation study of the designated Equity Priority Community (N. Shoreview & N. Central) b. Increasing sustainability capacity - expand volunteer, staffing, partnerships c. DEI Task Force initiative to increase council/commission compensation to support recruitment of low-income and under-represented communities d. Scale and expand on public safety and mental health programs by increasing staff capacity of co-response PD/mental health pilot e. Convene and collaborate with business leaders e.g. DSMA, N B Street & San Mateo Chamber, SBA, etc to support local businesses, protect against ADA lawsuits, improve disaster preparedness, and post-pandemic recovery | Medium | 1 year |
| * | <ol style="list-style-type: none"> 2. Enhance city-wide disaster response and emergency readiness capabilities: <ol style="list-style-type: none"> a. Assess response readiness across all departments b. Streamline permitting for health/safety repairs (waive or reduce fees for flood victims) c. Adopt enhanced safety codes like the Sprinkle Fitter Ordinance d. Expand CERT & safety trainings & strengthen linkages to Neighborhood Watch e. Create designated areas for rest and recovery for non-public safety first responders | Low | 2-5 years |

| | | | |
|---|--|--------|-----------|
| | <ul style="list-style-type: none"> f. Advance ballot measure for Recreational Facilities Bond to shore up community facilities for recreational and emergency response aiming for Nov. 2024 election g. Advance funding plan in FY23-24 to upgrade storm water infrastructure including dredging/excavating the lagoon | | |
| | 3. Synthesize and integrate our master plans to increase efficiency and community impact: <ul style="list-style-type: none"> a. Evaluate commission structures to reduce redundancies in scope (weighing staff capacity & community input) - explore consolidation and options for non-brown Act bodies like task forces and ex-officio liaisons b. Overlay key initiatives such as age-friendly cities and DEI objectives into existing plans c. Develop City land acquisition policy and strategy for affordable housing and recreational/public safety/operational needs | Medium | 1 year |
| * | 4. Review and update the City Charter to ensure the city is never deprived on mayoral representation again: <ul style="list-style-type: none"> a. Establish community input process for a comprehensive review to define scope b. Scope: mandate selection of mayor/deputy mayor as the first order of business without option of continuance, mandate succession order, commission/council compensation, district-elections and other cleanup requirements | High | 2-5 years |

| Deputy Mayor Diaz Nash | | Resource Intensity | Completion Timeframe |
|---------------------------------------|---|--------------------|----------------------|
| Focus on Fundamentals | | | |
| * | 1. Update and practice our emergency preparedness plans, including education and community outreach, to learn from Jan. 2023 floods and the impact of climate change. | Low | 1 year |
| | 2. Prioritize Resilience Objective #4 : “Expedite efforts to improve the stormwater collection and storage system, including dredging the Marina Lagoon.” | High | 5+ years |
| | 3. Increase Citywide efforts to combat overflow and illegally parked vehicles to reduce impact of development on residents, improve cyclist and pedestrian safety and strengthen neighborhoods’ quality of life. | Low | 1 year |
| | 4. Finish the Citywide identification of San Mateo historic assets and develop objective historic evaluation standards to guide planning, minimize costs and encourage architectural harmony between old and new. | Medium | 2-5 years |
| New Initiatives to Educate and Enable | | | |
| * | 5. Enable the transparent online tracking of resident/business requests to the City to educate the public, ensure accountability and improve community satisfaction. | High | 2-5 years |
| | 6. Create a one-stop “education and action” center for consumers and businesses around electrification to demystify the process, identify resources and maximize voluntary migration and success stories. | Medium | 1 year |

| | | | |
|--|---|--------|-----------|
| | 7. Elevate Commercial/Retail District “B” Objective #52 to “A” : “Evaluate the establishment of Property-based Improvement Districts (PBID’s)” to increase Downtown cleanliness and attractiveness and revitalize economic growth. | Medium | 2-5 years |
|--|---|--------|-----------|

| Council Member Loraine | | Resource Intensity | Completion Timeframe |
|------------------------|--|--------------------|----------------------|
| * | 1. Review City Charter amendment options that ensure a mayor and deputy mayor are ultimately selected on the calendar date of the first meeting in December, even in special circumstances (e.g. a vacancy on the council, election results that significantly change the expected rotational order, etc.) | High | 2-5 years |
| * | 2. Explore adoption of a “311-style” constituent service platform—that can take reports 24-7, leverage geographic data, open tickets and provide updates—to upgrade our storm/emergency reporting and other services. | High | 2-5 years |
| * | 3. Complete All High and Medium-High Priority Projects in the 2020 Bicycle Master Plan Update by 2030. | High | 5+ years |
| | 4. Study the City of South San Francisco's Measure AA (which passed in the November 2022 election), and consider options including the City of San Mateo putting a similar measure on the ballot in 2024 | Low | 1 year |

| Council Member Hedges | | Resource Intensity | Completion Timeframe |
|-----------------------|---|--------------------|----------------------|
| * | 1. A storm water fee that will allow updating our storm water system and dredge the Marina Lagoon. | High | 5+ years |
| | 2. Improve traffic flow on 19 th Ave and Fashion Island Blvd from Grant to Mariners Island Blvd. | High | 5+ years |
| | 3. Study Expanding Substantial remodel provisions of AB 1482 to require permits for landlords owning more than 50 rental units in advance of eviction and expand relocation remuneration. | Medium | 1 year |
| * | 4. Set a timeline for building the Bike Master Plan and the Pedestrian Master Plan. Complete a report detailing the cost and staff resources needed to completely build out the Bike/Ped Master Plans. Adopt a budget line item for building bike/ped projects. | Low | 1 year |

| Council Member Newsom | | Resource Intensity | Completion Timeframe |
|-----------------------|--|--------------------|----------------------|
| * | 1. Storm-water Drainage: Evaluate/Determine/Create a plan for stormwater run-off. Identify funding for excavating/dredging our city lagoon and for putting measures and means in-place to have a funding mechanism & a process to upkeep the lagoon, pumps, creek/river walls, and all city-wide drainage. Evaluate implementation of a stormwater enterprise and associated (perhaps tiered by area) fees. | High | 5+ years |
| | 2. Safe Crossings: Evaluate/Determine/Create a plan for safe crossings especially for pedestrians & cyclists to be able to cross the El Camino Real & CalTrains corridors (particularly between 92 & downtown.) Additionally, Highway 101- | High | 5+ years |

| | | | |
|---|---|------|----------------------|
| | work with Caltrans/State to update the overpass, under highway 92, and a crossover at Hillsdale Blvd. for Pedestrians & Cyclists. | | |
| | 3. Public Safety: Use of technology to augment our police force. Software cameras with algorithms to identify “bad actors” vehicles (porch pirates, catalytic converter thieves) as they enter the city. Speed/traffic monitoring & red light cameras. (Even fake cameras and flashes can be used as a deterrent.) Additionally, cameras can be utilized to identify where to dispatch police based on traffic flow concerns. Perhaps ShotSpotters technology to identify gun fire and noise pollution concerns. | | Operation- alized |
| * | 4. “SmartCity” software/technology: Evaluate and identify tools (similar to an ERP software) to have more automation of City Government. Ex: Go online and let public works know a street drain is clogged. The software creates a ticket and provides transparency via email/texts of the scheduling, priority, dispatching, & when the repair is completed. This could be tied to things like: The status of your permit. Reporting an abandoned vehicle. It could even work to utilize volunteers and promote community engagement by having them create a profile and then informing them of City Council meetings on their topics of interest, or inviting them to events. Perhaps we could even tie this into a 211/311 phone line system. | High | 2-5 years |
| | 5. Infrastructure- modernization of street lights: Many of our neighborhoods do not have enough street lights. The street lights we have are old and dilapidated. Move to new OR renovated/refurbished poles with energy efficient and bird-safe LED’s. Help keep the streets safe for pedestrians, and to reduce crime. | High | 2-5 years |
| | 6. Establishment of an Ethics Board: this board can monitor both elected and non-elected City staff to monitor- Lobbying, Campaign oversight, Contract review, and relationships with Developers to ensure all work in the confines of the laws and FPPC regulations. | High | 1 year |
| | 7. Infrastructure- street calming measures: Streets-improvement planning, designing, building, operating and maintaining streets enabling safe access for all users, ped/bike/cars/transit riders, for all ages and abilities.) Utilize speed humps, medians, pull-outs with trees/planters, and methodologies to slow the speed of traffic. (In District 3 some areas of concern are: 4th Ave, Humboldt, Delaware, 16th Ave, Palm Ave, Franklin Parkway & Laurie Meadows Dr.) | | operatio nalized |
| | 8. Circulator Buses and/or On-Demand Service thru Downtown & to Parks, Senior Center, CalTrain, & College of San Mateo: Work with SamTrans and organizations like Commute.org to develop on-demand transit solutions. Perhaps even replace some after-hour routes with on-demand rides. | High | 2-5 years |

Staff Proposed Objective

| | | Resource Intensity | Completion Timeframe |
|--|--|-----------------------|-------------------------|
| | 1. Implement Housing Element policies | High | 2-5 years |
| | 2. Amend the Charter to address district elections | High | 2-5 years |