



# CITY OF SAN MATEO

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## Agenda Report

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Agenda Number: 4

Section Name: {{section.name}}

File ID: {{item.tracking\_number}}

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**TO:** Planning Commission  
**FROM:** Julia Klein, Principal Planner  
**PREPARED BY:** Community Development  
**MEETING DATE:** July 23, 2019  
**SUBJECT:**  
General Plan Update - Study Areas

### **RECOMMENDATION:**

Review the Proposed Study Areas for the General Plan Update effort and provide recommendation to City Council.

### **BACKGROUND:**

In 2018, the City Council authorized the update of the General Plan (GP), which serves as a “blueprint” for the future of the City. The GP is intended to cover a wide range of topics including land use, urban design, circulation/ transportation, housing, noise, safety, and parks, open-space and conservation throughout the city. In authorizing the General Plan Update (GPU) project, the Council emphasized the importance of community outreach and input in shaping the city’s future. Since the project kick-off in September 2018, there have been several events/meetings about the GPU effort to gather community input.

### **VISION STATEMENT AND TIMELINE EXTENSION**

The City Council gave final direction on the Vision Statement at their April 1, 2019 meeting. The Vision Statement articulates a vision for San Mateo’s future in 2040 and will serve to guide future decision on study areas, land use alternatives, and goals, policies, and programs to achieve the outcomes and values articulated by the community. For reference, the Vision Statement is posted on the project website at:

[http://strivesanmateo.org/wpcontent/uploads/2019/04/VisionStatement\\_4-2-2019.pdf](http://strivesanmateo.org/wpcontent/uploads/2019/04/VisionStatement_4-2-2019.pdf).)

At the April meeting, the Council also approved an extension of the project timeline to the end of 2023. In approving the extension, the Council highlighted the importance of community outreach and input in the General Plan Update effort.

### **LAND USE ALTERNATIVE PHASE/SELECTION OF STUDY AREAS PROCESS**

Following the finalization of the Vision Statement, the General Plan Update is entering its next phase, Land Use Alternatives. The City is beginning the “how” phase by identifying study areas as part of the development and selection of land use and transportation alternatives. The land use alternatives will explore different possible futures for the physical development and conservation of the City. The City is proactively planning now to meet the requirements of State housing law, identify solutions to traffic and housing affordability issues, and be prepared for the projected population and job growth in the region and locally. This work will be guided by the General Plan Vision and Values established at the outset of the project. The first step in this phase is identifying “where” to study and will be followed by “what” as the next step.

## **PUBLIC ENGAGEMENT**

The identification of study areas include a wide variety of public engagement including:

- Two Community Workshops – June 8<sup>th</sup> and June 10<sup>th</sup>, 2019
- Online Exercise – Available from June 14, 2019 – July 15, 2019
- Written Comments submitted by the public
- General Plan Subcommittee Meeting,
- Planning Commission Meeting,
- City Council Meeting

With the diversity in San Mateo’s population, it is not surprising that community members feel differently about areas to study. As shown in the workshops results (small group maps and table notes) and the online mapping tool, community feedback varies. For example, the workshop small group maps show that some groups identify certain areas as areas to preserve, and other groups identify the same areas as an area to study for change. This same range of views is reflected in the other methods community members have used to share their ideas for study areas; however, there are also common themes. A brief description of the activities and common themes from comments received is provided below.

### **Community Workshops**

The City held two community workshops in early June on different dates and times to provide flexibility for community members to participate. In total, 75 community members attended the workshops. Both workshops began with an overview of the regional and local context of existing and projected population, housing, and job growth. Participants learned about the steps to create land use alternatives and how choosing study areas was the first step in an extensive process to decide upon a preferred land use and transportation scenario.

Following the presentation, participants worked together in small groups to identify study areas and areas for preservation on a workshop basemap. The basemap showed:

- City limits,
- Parks and open space,
- Schools,
- Caltrain stations (in San Mateo and nearby stations in Burlingame and Belmont) and surrounding ½ mile radius,
- Bus stops, and
- Sites requested to be studied (these are properties where the property owner or other interested party has contacted the City and expressed interest in participating in the GPU process and studying the future of the sites).

The small groups were offered the options of expressing strong interest in a study area (meaning there was substantial agreement among group members) or medium interest (meaning not all group members agreed that a given area should be studied). Groups could also identify areas that should be preserved. Between the two workshops, a total of 15 small groups provided marked-up maps and table notes. Each small group’s results are posted online, see link below.

In addition to marking their ideas for areas to study and for preservation on the map, each small group had a notetaker who recorded the discussion outcomes on the group table notes. Common themes amongst the small group table notes, in order of frequency, include:

- Redevelop El Camino Real
- Focus on affordable housing
- Support for transit-oriented development
- Enhance pedestrian and bike safety through infrastructure improvements
- Redevelop aging office parks and shopping centers
- Preserve the City’s historic fabric and Downtown area
- Create more accessible transit routes
- Preserve existing open space and add new pocket parks
- Preserve neighborhood-serving commercial uses

At the conclusion of the workshop, the table facilitator showed their mapped ideas and summarized the outcomes of the small group discussion to the large group. The workshop materials and copies of the completed small group maps, group table notes, and other written public comments can be found at: <https://strivesanmateo.org/workshops-pop-up-events/>.

### **Online Exercise**

In addition to the workshops, an Online Mapping Exercise was created and launched to provide an alternative means for community members to draw and share their ideas for study areas. The Online Mapping Exercise was open for more than 4 weeks and was available in both English and Spanish.

There was a total of 1,017 visits to the site, and 193 respondents identifying 277 study areas and 72 preservation areas. Additionally, respondents submitted 67 general comments. The responses received were combined by the software application into one heat map showing the following:

- Red Color – The darker red color are areas that more respondents identified as areas to study.
- Blue Color – The darker blue color area areas that more respondents identified as areas for preservation.
- Grey Dots – The grey dots are general comments.

(NOTE: Some respondents placed red/blue shapes or grey dots without providing a written comment.)

The responses and general comments are accessible via the project website at [www.StriveSanMateo.org](http://www.StriveSanMateo.org) website. (Note: staff recommends viewing the results online as it allows people to zoom in on specific areas and click on the shape to read any supporting comment left by the respondent.)

Although the ideas for areas to study (the red shapes) were spread throughout the City, some common areas identified by respondents included:

- Downtown San Mateo
- Hayward Park Caltrain Station
- Hillsdale Caltrain Station
- El Camino Real corridor
- San Mateo Caltrain Station
- Hillsdale Mall

While there were many commonalities amongst potential areas to study (the red shapes), there was less agreement on areas to preserve (the blue shapes). For example, 25 respondents indicated that the area near the Hayward Park Caltrain Station should be a Potential Study Area, while two respondents indicated it should be preserved. Similarly, 30 respondents were interested in Downtown San Mateo as a study area, while 10 respondents indicated that the area should remain the same.

The online results show that the darker red areas are located along major transit/transportation corridors including Caltrain corridor, El Camino Real, HWY 101, HWY 92, Hillsdale Blvd, Norfolk St and Peninsula Ave. The online results also show that the City's two historic districts (in the Downtown area) and parks were the most commonly identified and agreed upon as areas for preservation.

The general comments provided by those who provided input using the online mapping exercise are summarized below. The majority of the comments are more about the "what" to study, which is part of the next meeting series beginning in Fall 2019.

Below are general themes from the comments on areas to study include:

- Enhance the El Camino Real corridor and connections to this area
- Promote mixed-use development through increased densities and height limits
- Create more accessible transit routes and infrastructure
- Increase both affordable and high-density housing in areas that are not currently single-family neighborhoods
- Support transit-oriented development near the El Camino Real corridor and Caltrain line

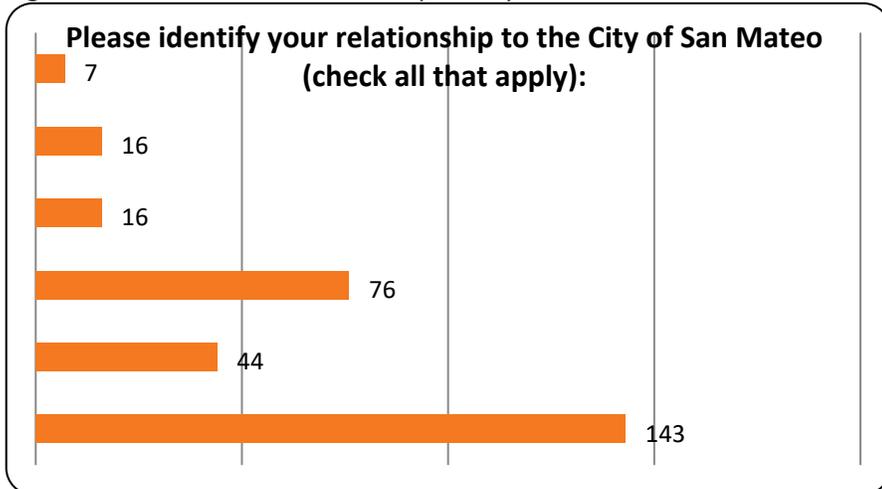
- Redevelop aging office parks, shopping centers, and older retail with infill development
- Enhance pedestrian and bike safety through infrastructure improvements
- Examine the Downtown area for potential infill development
- Reduce parking requirements in places with a disproportionate amount of existing parking spaces
- Improve multi-modal circulation on highways, major thoroughfares, and surface streets

General themes from the comments on areas to preserve include:

- Preserve walkable, neighborhood-serving commercial uses
- Avoid displacement of existing businesses
- Preserve existing single-family neighborhoods
- Preserve existing open space and add new parks and community facilities.
- Preserve the City’s historic fabric and Downtown area

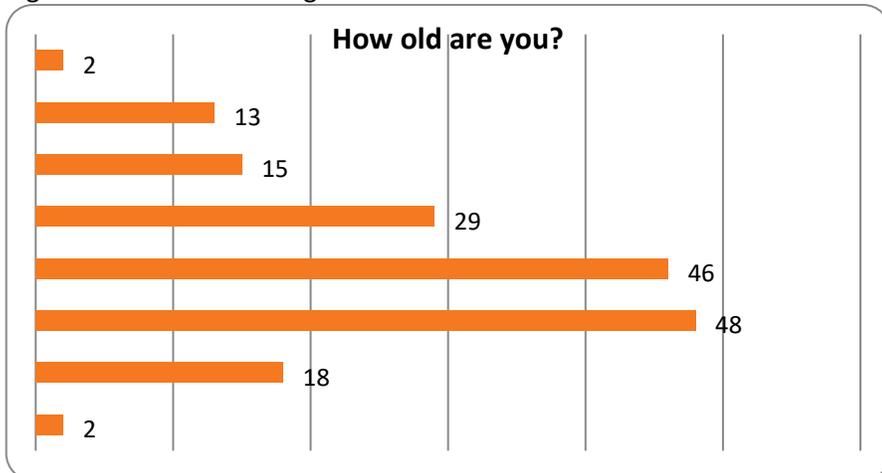
The City also asked a couple of demographic questions to see how respondents are connected to the City. Approximately 173 individuals reported demographic data, which included questions about age and their relationship to San Mateo (i.e., resident, property owner, business owner, visitor, etc.) Approximately 83 percent of respondents were residents of San Mateo, and approximately 44 percent of respondents indicated that they own a property in San Mateo (see Figure 1).

Figure 1 – Online Users Relationship to City of San Mateo



The majority of respondents, approximately 66 percent, were 49 years old or younger as shown on Figure 2.

Figure 2 – Online Users Age



The results and comments for the online exercise are accessible via the project website at [www.StriveSanMateo.org](http://www.StriveSanMateo.org) website. (TIP: Once on the project website, go to the “Participate Online” drop down menu, then select “Study Areas Online Tool (ended July 15)” which will direct the user to this link: <https://app.maptionnaire.com/en/6488/> or type in the URL for the link directly into their search engine.

### **Written Public Comments**

Community members have also submitted their ideas via written public comments. Between April 1, 2019 to July 15, 2019, the City received several written public comment emails/letters regarding the General Plan Update.

Although the comments covered a wide array of topics, there are some themes. Many people voiced support for study areas in:

- Downtown,
- North Central Neighborhood,
- Caltrain station vicinity, and
- El Camino Real corridor.

In addition, some commenters requested that when planning for future growth that the following be considered:

- Plan for housing for all income levels.
- Increase density allowances to accommodate growth.
- Provide for transit-oriented development.
- Balance job growth with an adequate housing supply.
- Invest in infrastructure to accommodate housing and population growth in the future.
- Protect existing renters and homeowners from displacement due to gentrification.
- Retaining parks, open space and historic resources.

A dedicated page on the project website was created for Public Comments. Written comments submitted in-person or mailed in to city staff, and via [generalplan@cityofsanmateo.org](mailto:generalplan@cityofsanmateo.org) or through the [StriveSanMateo.org](http://StriveSanMateo.org) comment page are posted online at: <http://strivesanmateo.org/documents/publiccomments/> Please note that any written public comments received after publication of this staff report will be provided in hard copy to the Planning Commission on the date of the meeting.

### **General Plan Subcommittee Meeting**

On June 26, 2019, the General Plan Subcommittee (GPS) held a working meeting to provide their ideas about study areas. The GPS was asked to review the Compiled Study Area map (which was a consolidation of the 15 small group results from the June study areas workshops) and public comments. The compiled map showed the degree of community interest in a given area of San Mateo with darker colors indicating a stronger interest among groups at the two workshops to study or preserve. The GPS was then asked to help identify the areas and boundaries the City should consider as a potential study area. The GPS participated in a facilitated group exercise similar to the small group exercise that community members participated in during the June workshops.

It should be noted that at the time of the GPS meeting, the online exercise was still open therefore, the Compiled Study Area map that was provided to the GPS did not reflect the community input received online. However, the ideas submitted online were accessible before, during and after the GPS meeting. The GPS considered the compiled study areas map as well as the workshop basemap and identified the following guiding principles for study areas:

- Focus future growth around the Caltrain stations and along El Camino Real
- Maintain access to commercial, medical, and other public services
- Consider historic resources when planning for future growth
- Plan for gradual transitions between varying land use intensities
- Preserve all City parks and plan for additional parks and open space in new development

Following this discussion, the GPS identified and agreed upon 10 study areas that they marked as areas for change and growth, these areas are:

- El Camino Real – This area encompasses properties that front onto El Camino Real.
- Bel Mateo/Mollie Stone Area – This area is generally bounded by El Camino Real to the east, city border (with Belmont) to the south, Beresford Street to the west, and 39<sup>th</sup> Avenue to the north.
- Rail Corridor Area – This area encompasses properties that front onto streets and is generally bounded by the Caltrain railroad tracks and Delaware Street to the east, 36<sup>th</sup> Avenue to the south, Hacienda Street/O’Farrell Street/Bovet Road to the east, and 16<sup>th</sup> Avenue to the north.
- Parkside Center Area – This area includes the non-residential properties that located in the area generally bounded by the lagoon to the east, Borel Creek to the south, HWY 101 to the west, and Susan Court to the north, and the bridge portion of Fashion Island Blvd.
- BridgePointe Shopping Center Area – This area includes the non-residential properties that are located in the area generally bounded by the city border (with Foster City) to the east, East Hillsdale Boulevard to the south, Edgewater Boulevard/Baker Way to the west, and Bridgepointe Circle to the north.
- North Bayshore and Shoreview Area – This area is generally bounded by Norfolk Street to the east, Dakota Avenue to the south, HWY 101 to the west, and Rogell Avenue to the north.
- Downtown Area – This is the same area as the Downtown Specific Plan study area. The GPS highlighted a few subareas in their discussion: North B Street, Claremont Street and Delaware Street, and area between Central Park and the Caltrain railroad tracks as areas to study for future change.
- Peninsula Ave Area – This area encompasses properties that front onto streets in the area generally bounded by North Delaware Street to the east, Tilton Ave to the south, San Mateo Drive to the west, and Peninsula Avenue to the north.
- Campus Drive and Alameda de Las Pulgas Area – This area includes the office buildings located along Campus Drive and Alameda de Las Pulgas.

It should be noted that the GPS intentionally did not mark any areas for preservation on the map. Their discussion identified guiding principles that expressed their interest in preserving all City parks and plan for new parks, and consideration of historic resources when planning for future growth.

The GPS meeting materials, video of the meeting and the GPS’s study area idea results are posted online at: <http://strivesanmateo.org/general-plan-subcommittee/>. Public comments that were handed in at the meeting are posted on the project website under Public Comments, see below for link.

#### **TECHNICAL ADVISORY COMMITTEE MEETING**

In addition to ideas gathered from the community and GPS, the knowledge and technical expertise of professional staff in the departments that serve the San Mateo community is also a valuable source of input. The Technical Advisory Committee (TAC) for the General Plan Update effort is a staff working group comprised of representatives from multiple departments including; but not limited to: San Mateo Consolidated Fire Department, Economic Development, Finance Department, Parks and Recreation Department, Police Department, Public Works Department, City Attorney’s Office, and Sustainability.

On July 9, 2019, the City convened a meeting with the TAC to review the initial draft study areas. The TAC reviewed the outcomes of the community and GPS input summarized above and applied professional and technical expertise, their knowledge of San Mateo and efforts by their department or other agencies, to comment on potential study areas.

#### **STUDY AREA MAP FOR COMMISSION CONSIDERATION**

Following the community meetings, GPS input, online exercise and TAC meeting, City staff and the General Plan consultants synthesized all the input received and prepared the draft study areas map for Commission consideration. The draft study area boundaries were then mapped by applying sound land use planning principles in the analysis including but not limited to the following:

- Alignment with the General Plan’s Vision Statement and Values.

- Communities grow over time and it's important for communities to plan for how to accommodate growth; San Mateo's last comprehensive General Plan was done in 1991.
- Community planning, especially long-range planning, is about planning for future growth; San Mateo's population growth is estimated to be approximately 25,000, thereby requiring the need for an additional 8,000 to 12,000 new housing units.
- Every jurisdiction in the California is obligated to plan for a designated amount of new housing units at various income-levels, and the state requires cities to regularly update its Housing Element and report progress toward meeting its Regional Housing Need Allocation (RHNA). The California Department of Housing and Community Development (HCD), determines the total number of new homes the Bay Area needs to build—and how affordable those homes need to be—in order to meet the housing needs of people at all income levels. This is sometimes also referred to as the city's "fair share" of housing units that each city is obligated to plan for. Cities that do not plan how they will meet this requirement and document it in their General Plan's Housing Element face legal challenge by the state, and others.
- Communities should also look to best practices including mixed-use development and development near transit (transit-oriented development) which provide more transportation choices, reduce the number of cars on the road, and reduce greenhouse gas.
- Communities should consider that multimodal transportation options are constantly changing and improving, thereby requiring different parking demands and reduce use of Single-Occupant Vehicles.
- The City currently has an adopted standard of 6 acres of combined Community/Neighborhood parks per 1,000 people. The current ratio of City-owned park acres per 1,000 people is 4.05. If there is any loss of city-owned park or open space land, the adopted standard would need to be considered as it could make it difficult to meet this goal.
- Public school properties, such as the College of San Mateo, are under the jurisdiction of the State which means that cities do not have authority to determine the use of public school land.
- Information from regional efforts in planning for climate change adaptation including careful consideration for uses that may be impacted by future sea-level rise, wild fires, etc.
- New residential uses east of Highway 101 would need to be designed to reflect that this area is the part of the City that is most subject to sea level rise and seasonal flooding.

### **DRAFT PROPOSED STUDY AREAS**

The proposed study areas in Attachment 2 – Draft Study Area Boundaries map show that seven of the 11 proposed study areas are located wholly or partially within a half-mile radius of a Caltrain station (including the nearby stations in Burlingame and Belmont). Specifically, these proposed study areas are:

- Study Area 1, El Camino Real – This area encompasses properties that front onto El Camino Real.
- Study Area 2, Bel Mateo/Mollie Stone Area – This area encompasses the non-residential properties located off Pacific Boulevard and is generally bounded by those non-residential properties to the east, city border (with Belmont) to the south, Beresford Street to the west, and 39th Avenue to the north.
- Study Area 3, Rail Corridor Area – This area encompasses properties that front onto streets and is generally bounded by the Caltrain railroad tracks and Delaware Street to the east, 36th Avenue to the south, Hacienda Street/O'Farrell Street/Bovet Road to the east, and 16th Avenue to the north.
- Study Area 4, Downtown Area – This is a modification of the original Downtown Specific Plan study area, in that it is proposing to shift the eastern boundary from HWY 101 to Delaware Street.
- Study Area 5, Peninsula Ave Area – This area encompasses properties that front onto streets in the area generally bounded by North Delaware Street to the east, Tilton Ave to the south, San Mateo Drive to the west, and Peninsula Avenue to the north.

- Study Area 6, Poplar Ave/South Downtown Area – This area is generally bounded by HWY 101 to the east, Fifth Avenue to the south, Delaware Street to the West, and Popular Avenue to the north.
- Study Area 8, Bayshore/Parkside Center Area – This area includes the non-residential properties that located in the area generally bounded by the lagoon to the east, Borel Creek to the south, Grant Street to the west, and 16<sup>th</sup> Avenue Channel (a water way) and Susan Court to the north, and the bridge portion of Fashion Island Blvd. The Parkside portion is not yet well connected to the Hayward Caltrain Station; but there may be opportunity to explore connections.

The remaining four proposed study areas are located outside the half-mile radius; but were included as described below:

- Study Area 7, North Bayshore and Shoreview Area – This area is generally bounded by Norfolk Street to the east, Dakota Avenue to the south, HWY 101 to the west, and Rogell Avenue to the north. The non-residential buildings in this area include neighborhood serving motels/motels, commercial uses, small office uses, and service commercial uses (i.e. auto repair, etc.). Some of the buildings in this area are older or may not be at their optimal use, as the area is already connected to Downtown Caltrain station, via a bike and pedestrian bridge across HWY 101; therefore, there is a higher likelihood that non-residential properties in this area may face redevelopment interest in the future.
- Study Area 9, Hillsdale/Norfolk Area – This area is generally bounded by the city border (with Foster City) to the east, Los Prados Street/La Selva Street to the south, Pike Lane to the west, and Franklin Parkway to the north. Some of the buildings in this area are older or may not be at their optimal use, and a bike bridge across HWY 101 is in the early design and planning stages to provide connection to the Hillsdale Caltrain station; therefore, there is a higher likelihood that non-residential properties in this area may face redevelopment interest in the future.
- Study Area 10, BridgePointe Shopping Center Area – This area includes the non-residential properties that are located in the area and it is generally bounded by the city border (with Foster City) to the east, East Hillsdale Boulevard to the south, Edgewater Boulevard/Baker Way to the west, and Bridgepointe Circle to the north. As retailers continue to face increasing competition from online retailers, larger regional shopping centers face challenges in tenanting vacant spaces resulting in closure of some centers (i.e. Vallco Shopping Mall). The BridgePointe Master Plan was adopted in the 1990's, some of the buildings in this area are older or may not be at their optimal use; therefore, there is a higher likelihood that non-residential properties in this area may face redevelopment interest in the future.
- Study Area 11, Campus Drive and Alameda de Las Pulgas Area – This area includes the office buildings located along Campus Drive and Alameda de Las Pulgas. Some of the buildings in this area may not be at their optimal use, as the area is already connected to Hillsdale Caltrain Station via commuter shuttle service; therefore, there is a higher likelihood that non-residential properties in this may face redevelopment interest in the future.

Some areas that were identified through community input, such as Coyote Golf Course, near large natural open space areas, in unincorporated area within City's sphere of influence, were not included in the Draft Study Area Boundaries map because of concerns that adding more growth in these areas is typically not one of the best practices in adapting to climate change, and does not align with the General Plan Vision Statement and Values of being a "leader in sustainability, making San Mateo strong and resilient by acting boldly to adapt to a changing world." Additionally, public school properties are under the jurisdiction of the State, and while the City does not have authority to determine development on school property, the City can convey community input to school staff.

#### **PLANNING COMMISSION INPUT:**

The GP team is seeking input from the Planning Commission on the Draft Study Area Boundaries map. At the meeting the Planning Commission will receive a presentation, hear public comments, have a facilitated discussion, and provide a recommendation to the City Council for the Proposed Study Areas.

## **NEXT STEPS:**

Following the Planning Commission meeting, the City Council is scheduled to hold a meeting on Monday, August 19, 2019 to review and consider the Proposed Study Area map.

After Council provides final direction on the study area boundaries, the City will hold the next meeting series in fall 2019. The next community workshop will ask for public input to help formulate the range of land use alternatives within each study area. This is intended to gather community ideas on “what” to study in each of the study areas. Once the details for these future meetings are finalized, the dates and times will be posted on the project website at:

[www.strivesanmateo.org](http://www.strivesanmateo.org).

As mentioned above, the first step in the Land Use Alternatives phase is identifying “where” to study and will be followed by “what” as the next step. The overall process to create the land use alternatives and to ultimately select a preferred land use scenario will take approximately two years and will be guided by the community every step of the way. In general, each step of the alternatives process will include a similar series of meetings: first, Community Workshop(s), then General Plan Subcommittee Meeting(s), followed by Planning Commission Meeting(s), and culminating in City Council direction.

The following is an overview of the steps to create the land use alternatives and ultimately a preferred land use scenario:

1. *Create a Range of Alternatives for Each Study Area.* The next part will begin in Fall 2019. This is where the community will have the opportunity to share their ideas on the different type and range of development that should occur in each study area. Using public feedback, GPS, Planning Commission, and City Council input on the range of alternatives, the City and project consultants will prepare three land use and transportation alternatives that consider different numbers of housing units and jobs, as well as different locations and intensities of development that could occur over the next 20 years for each identified study area.
2. *Evaluate and Compare Alternatives.* When the land use alternatives have been vetted and finalized, City staff and consultants will compare the differing outcomes of these alternative scenarios against a set of metrics. The evaluation will consider things such as:
  - Amount of development that would be allowed;
  - Overall character;
  - Traffic impacts;
  - Impacts on utilities and public services;
  - Public health;
  - Environmental sustainability;
  - City’s fiscal health;
  - Potential community benefits;
  - Development feasibility; and
  - Applicable state laws/regulations.
3. *Select a Preferred Alternative for Further Study.* The City will present the results of the alternatives evaluation to the community and decisionmakers to choose a preferred alternative for each study area after considering the relative benefits, trade-offs, and potential impacts of each alternative. The preferred alternative will likely be created by mixing and matching different combinations of housing and commercial development in each study area.
4. *Refine the Preferred Alternative to Become the Updated General Plan Land Use Map.* The preferred land use scenario will be the combination of the individual preferred alternatives for each study area and become the basis for the land use and circulation maps in the Draft General Plan and will undergo additional analysis in the Draft Environmental Impact Report.

**BUDGET IMPACT:**

There is no fiscal impact to taking this action.

**ENVIRONMENTAL DETERMINATION:**

In accordance with Public Resources Code section 21065, the Planning Commission's review and consideration of the Proposed Study Area for the General Plan Update effort is not a project subject to CEQA because it can be seen with certainty that it will not cause a physical change in the environment. It should be noted that an environmental review will be completed for the General Plan Update project as a whole, prior to any formal decision on the project and that noticing will be provided for future public meetings on the General Plan Update project.

**NOTICE PROVIDED**

All meeting noticing requirements were met for the Planning Commission meeting. Additionally, outreach for the General Plan workshops include; but is not limited to:

- Posting Flyers/Notices at eight City facilities (City Hall, Main Library, Hillsdale Library, Marina Library, Central Park, King Center, Beresford Rec Center, Senior Center)
- Posting Flyers/Notices at local businesses (with permission)
- Publication of Flyers/Notices in the Daily Journal
- Advertising at Pop-up Events (i.e. other city events, coffee shop, grocery stores, etc.)
- Emails to those who have signed up for the Planning Division Weekly update
- Emails to those who have signed up on StriveSanMateo.org
- Posting on City website
- Posting on social media

**ATTACHMENTS**

Att 1 - Vision Statement

Att 2 - Draft Study Area Boundaries map

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