

**Fiscal Year 2020-21 City Council Objectives**

<b>Council Focus Area</b>	<b>Strategic Initiatives</b>	<b>Council Objectives</b>	<b>Priority</b>	<b>Proposed Work Plan and Expected Deliverables for 2020-21</b>
Stewardship of Infrastructure	Reliability	Reconstruct all failed streets in San Mateo by 2024	A	Complete construction of Smooth Streets Phase I contract (1.9 miles) and complete design of Phase II (2.3 miles)
		Replace all remaining high voltage circuits to improve safety and reliability of the street light system	A	Complete design and begin construction for high voltage conversion of 27th, 28th, and Woodland circuits.
	Resilience	Evaluate options and funding sources to dredge the Marina	A	Present findings and recommendations from ongoing Storm System Funding Analysis. Educate the community and City Council about current challenges the City is facing regarding management of the Marina Lagoon.
		Remove North Shoreview from FEMA Flood Assessment	A	Finalize BCDC Permit, procure construction management team and award construction contract to initiate construction of flood improvement.
	Environmental Responsibility	Fund and deliver the Clean Water Program	A	Coordinate with the community on Phase 2 (GMP2) of the WWTP Expansion Project (installation of piles) and award Phase 3 (GMP3); begin construction of UFES; finalize potential funding through the State Revolving Fund.
		Meet the 100% trash reduction mandate	A	Continue implementation of capital program to meet regulatory requirements. Evaluate results of the Trash Capture Plan Reassessment project.
		Develop an anti-littering trash and cigarette butt outreach campaign	A	Implement enhanced outreach and messaging strategy targeting business districts, continue implementation of the Team Up to Clean Up and Adopt-a-drain programs.
		Evaluate the feasibility of a Green Fleet by 2030	B	Continue alternative fuel and EV vehicle feasibility research. Provide recommendations for "Green" vehicles to users for new or replacement vehicles. Present results to City Council at study session.
		Analyze potential to produce potable drinking water from the Clean Water Program	B	Continue to study options for advanced wastewater treatment and reservoir/direct water augmentation with the SFPUC, SVCW/Redwood City, BAWSCA and CalWater.

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Quality of Life	Neighborhoods	Expedite traffic management improvements based on public input received from Neighborhood Traffic Forums, Neighborhood Traffic Management Program, and best practices and enhance transparency of outcomes and frequencies of Council status reports.	A	Police will continue to dedicate resources with a focus on enforcement, education and awareness. The E. Poplar/ Humboldt Signal Modification project and the Hillsdale/Saratoga RTOL project will be completed. Staff will continue the redevelopment of the NTMP guidelines.
		Minimize impacts to residents from train horn noise at City at-grade crossings	A	Coordinate funding agreements and improvements with Caltrans, JPB/Caltrain, and CPUC for 4th & 5th Avenue Grade Crossing Improvements (Quadrant Gates) to be funded by "Section 130" Rail-Highway Grade Crossing Program. Complete traffic study for potential crossing closures.
		Minimize parking impacts throughout the City.	A	Complete implementation of new service delivery model for contracted parking enforcement services and integrate FTEs dedicated to abandoned vehicle abatement. Monitor impact and effectiveness. Public Works and Police to partner on technology issues to ensure effective delivery of parking enforcement Citywide. Complete Downtown Parking Technology project. Complete Downtown Parking Demand Study.
		Identify streets and intersection experiencing major congestion due to regional traffic and identify effective measures to mitigate the impact on traffic flow and the adjacent neighborhoods.	A	Police will continue to provide enforcement at traffic hot spots. The 19th Avenue Fashion Island Blvd Study and the Traffic Signal Master Plan will be completed. Staff will continue to work with the San Mateo Country Transportation Agency on the US101 / 92SR Area and Direct Connector Project.
	Community Services	Participate in the Age Friendly Cities Initiative	A	Complete community outreach process and submit formal application to World Health Organization for designation as an Age Friendly City. Identify resources needed for implementation.
		Implement Library Space Master Plan	A	Complete design enhancements of Marina and Hillsdale branches. Add new shelving and combine services desk to improve access and overall customer services.
		Explore options to increase the supply of childcare options in the City.	A	Continue to work with regional partners to share the City's Child Care Facilities Fund Loan opportunities. Implement the new process developed for the ongoing loan program for a "pre-application" onsite Child Care Facilities Visit by a multi-department City team to assess viability of specific properties and code requirements for child care.

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Quality of Life	Public Health and Safety	Enhance emergency response times during peak traffic conditions.	A	Leverage the new substation/rest quarters at 1812 S. Norfolk to strategically deploy public safety personnel in an effort to reduce emergency service response times.
		Consider adopting a firearm storage ordinance	A	Present an analysis of what the county and other cities in the area have adopted by the end of FY 19/20. FY 20/21 workplan deliverables dependent on Council direction from initial analysis.
		Consider adopting an ordinance regulating vaping and e-cigarettes	A	Present an analysis of what the county and other cities in the area have adopted by the end of FY 19/20. FY 20/21 workplan deliverables dependent on Council direction from initial analysis.
		Implement the Safe and Secure Neighborhoods Initiative	A	Sustain innovative safety and security practices including community engagement and safety partnerships. Continue to evaluate technology options to enhance neighborhood safety and security.
		Explore banning smoking in commercial areas	A	Work with Council to define commercial areas to be addressed and parameters of proposed ban, complete business and stakeholder outreach, then bring proposed ordinance to Council for consideration.

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Framing the Future	Social Leadership	Consider the adoption of wage theft protections	C	Continue to track wage theft regulations in other jurisdictions.
		Explore adoption of San Mateo County's Disposable Food Service Ware regulations	A	Outreach to local business community on proposed regulations and provide feedback to Council on potential considerations. Track outreach and implementation efforts in other communities.
		Evaluate potential mandates regarding composting in multi-family dwellings	B	Continue outreach to multi-family properties. Track regulations in other communities related to composting in multi-family dwellings as well as SBWMA strategies.
		Implement the Climate Action Plan and work to reduce greenhouse gas emissions	A	Commence implementation of new measures from the 2020 CAP including multi-family reach codes, commercial energy efficiency benchmarking, and expansion of EV infrastructure.
		Pursue development of additional housing including affordable and workforce housing	A	Complete entitlements for the 100% affordable housing project at the Downtown Opportunity sites. Marketing strategy for Bay Meadows affordable housing. Develop funding strategy for use of City housing funds. Update ADU/JADU Ordinance.
	Strategic Planning	Implement the Central Park Master Plan	A	Complete selection of preferred playground design, complete construction drawings and have package ready for bid.
		Update the General Plan	A	Continue public outreach and meetings, develop draft preferred scenario, and establish draft General Plan Goals and Policies
		Develop a funding strategy for existing infrastructure plans	A	Evaluate priority projects for each potential funding source and pursue options for additional funding.
		Plan for the downtown grade separations and long-term train corridor improvements	B	Begin discussions with TA regarding potential funding and study of existing right-of-way and potential project alternatives.
		Evaluate our ability to do a standardized and routine statistically-valid community survey that includes workforce and residents	B	Evaluate the results of the 2020 community survey and identify future survey needs.
		Review Development Impact Fees	A	Complete fee study analysis, evaluate recommendations and implement fee changes.

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Economic Vitality	Commercial/Retail Districts	Create additional parking supply for Downtown San Mateo	A	Complete entitlements for the public parking garage at the Downtown Opportunity sites.
		Enhance the customer experience Downtown and in other commercial districts	A	Implement proposed in-house cleaning services in Downtown and other commercial districts.
		Evaluate a street closure in the Downtown on B Street	A	Outreach to Downtown businesses to analyze feasibility of longer term street closures and present results to Council study session. Work with Special Events Taskforce to evaluate additional event opportunities in the Downtown.
		Evaluate Downtown parking and transit incentive programs for employees	A	Identify opportunities to mitigate parking demand and increase supply in the Downtown including, but not limited to, transit incentives, public-private partnerships to expand supply, and valet parking.
		Explore options to discourage commercial vacancies	A	Evaluate regulations adopted by other cities, outreach to stakeholders, and propose policy options for Council consideration.
		Explore the establishment of Property-Based Improvement Districts (PBIDs)	A	Outreach to major property owners in the Downtown to gauge interest and potential assessment options.
	Financial Sustainability	Eliminate the City's unfunded pension and Other Public Employee Benefits (OPEB) liabilities by no later than 2050	A	Continue the City's practice of pre-paying the Unfunded Accrued Liability payment and paying down the principal loan amount via an Additional Discretionary Payment (ADP).
		Develop portfolio options for sustained enhanced revenues	A	Depending upon the results of the March 2020 polling and subsequent November 2020 election, will evaluate prospective revenue enhancement options. Develop a mechanism to identify potential private funding sources/public-private partnerships as part of capital planning process.