SOUTH SAN FRANCISCO GENERAL PLAN

Community Conversations: Policy Frameworks

March, 2021 | Conversation Summary Notes

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The City of South San Francisco hosted a series of Community Conversations for the General Plan Update between March 15, 2021 and March 31, 2021 virtually via the Zoom Meeting platform. The meetings were an hour and a half and were held on various days either midday (11:30am - 1pm) or during the evening (6pm - 7:30pm). The purpose of the conversations was to review the policy frameworks for a range of topics and sub areas as they related to elements of the South San Francisco General Plan Update. Through a presentation, conversation topics, live polls, and small group discussions, meeting participants asked questions and provided comments on each framework topic or sub area listed below:

- Sustainability | March 15 at 6:00 p.m. - 7:30 p.m.
- Climate | March 16 at 11:30 a.m. - 1:00 p.m.
- Health | March 17 at 6:00 p.m. - 7:30 p.m.
- Mobility | March 18 at 11:30 a.m. - 1:00 p.m.
- Land Use | March 23 at 6:00 p.m. - 7:30 p.m.
- East of 101 | March 24 at 11:30 a.m. - 1:00 p.m.
- Lindenville | March 25 at 11:30 a.m. - 1:00 p.m.
- Parks | March 25 at 6:00 p.m. - 7:30 p.m.
- Housing | March 29 at 6:00 p.m. - 7:30 p.m.
- Downtown | March 31 at 6:00 p.m. - 7:30 p.m.

The following is a summary of the conversations and input received.

Meeting Participant Demographics

Cumulatively for the entire series, there were approximately 19 members of the CAC present at the conversations and 160 members of the public. Many members of the public participated in multiple conversations. Most participants who took the demographic survey were over the age of 30 and identified as Asian, Hispanic/Latino, or White. The neighborhoods represented in residence, per a live poll that was administered during the meeting, included the following breakdown:

- 19% from Downtown
- 1% from El Camino Real/Orange Park
- 18% from Sunshine Gardens
- 9% from Winston Serra
- 2% from Avalon
- <1% from Lindenville
- <1% from East of 101
- <1% from Sign Hill
- 9% Westborough
- 11% Not from SSF

For the demographics of each meeting, see the respective section below *(please see the Appendix for the comprehensive poll results).*

Overview of Meetings

The agenda for each meeting followed a similar format:

- Welcome and Introductions
- Overview of the General Plan Update
- Policy Framework Highlights
- Participant Discussions
- Next Steps

The presentation provided an overview of the project, outreach events to date, the purpose of the analyses and policy frameworks, an overview vision statement, core values, and guiding principles.

Policy Frameworks for South San Francisco

The next item on the agenda included an overview of the policy framework by topic or sub area for each meeting. The policy frameworks are broad ideas to guide the direction of policy in the General Plan Update. Participants learned how the project team developed these frameworks from community and City staff input, as well as ongoing initiatives and activities at the City. The frameworks highlight key outcomes and performance metrics, and specific goals, policies, and implementation activities for each policy framework. Below lists each policy framework by topic in order of the meetings held chronologically.

Sustainability

The policy framework focusing on Sustainability was held on March 15 at 6pm. In attendance were 18 members of the public. Participants identified as mostly 31-64, Hispanic or White, and from one of the following neighborhoods (Downtown, Sunshine Gardens, Winston Serra, Sign Hill, and not from SSF). Participants mostly work outside SSF and have been to a General Plan Update meeting before (please see appendix for comprehensive poll results).

At this meeting, the project team provided an overview of sustainability and previously conducted community engagement around the topic. The following list describes key themes from previous engagement upon which the policy framework draws:

- Establish the City as an environmental leader
- Access to public transit including BART, Caltrain, buses, and free shuttles
- Pedestrian and cyclist safety
- The need for improved parks and open spaces – preserve views and trail system
- The need for additional public and civic spaces
- Revitalize Colma Creek
- Lack of trees along streets and on residential properties
- Bring nature and biodiversity back into the City
- Preserve and enhance historic and cultural resources including public art
- Climate threats including sea level rise, emergency preparedness, and wildfires

Described below are each goal for Sustainability and outcomes that each framework strives for:

- **Goal #1:** Make green buildings the standard in South San Francisco for new construction and major renovations.
- **Goal #2:** Improve the performance of existing buildings in South San Francisco.
- **Goal #3:** A resilient and fossil fuel free energy system.
- **Goal #4:** Divert organics from landfill.
- **Goal #5:** Increase carbon sequestration in open spaces and in the urban forest through marsh enhancement and tree planting.
- **Goal #6:** Make the wastewater treatment plant operate more efficiently.

Following the presentation, the project team conducted a live poll to gather insight on the goals and how well they align to the community. Participants were asked their perspective on the following (rated from 0 to 5, with 5 being the most agreed upon:

- Switch to electric equipment when replacing appliances: 4.6
- Not accept or buy single-use plastics (water bottles and straws): 4
- Install a “laundry-to-landscape” greywater system: 3.3
- Buy/lease an electric vehicle: 3.5
- Walk or bike instead of drive to run errands or commute: 3.5

- Update local building code: 3.5
- Support "Neighborhood Resilience Hubs": 3.9
- Provide education and outreach to top food waste producers: 3.8
- Require use of recycled urban water in applicable sectors: 3.9
- Accelerate implementation of the Pedestrian and Bicycle Master Plans: 4.2
- Focus on municipal operations GHG reductions: 3.9

**Please see appendix for full poll results*

Meeting participants were then provided an opportunity to discuss ideas presented in the policy frameworks. The following is a summary of those conversations:

- Create opportunities with partnerships from local organizations and institutions to further progress sustainability goals and increase access to best practices.
- Incentivize residents and business owners to implement sustainable practices creatively through city-hosted campaigns and workshops
- Support Carbon Neutral by 2045
- Provide financial support and education for solar panel investment on an individual and community level
- Define the trajectory and implementation timelines, specifically with an All Electric Ordinance
- Define an agreed approach to leadership in SSF
- Think about the end user's habits and convenience, specifically increasing opportunities for recycling and composting in public areas
- Focus on the maintenance, upkeep, and access of open space
- Create sustainable food sources for all residents that centers education, community, and wellness
- Install solar on city buildings and facilities
- Present individual actions as a starting point for implementing sustainable living
- Explain microgrids and their significance
- Comments associated with other policy frameworks:
    - Health and Environmental Justice: Address disparities in air quality and associated health problems, specifically increased risk of asthma in residents close to 101.
    - Conservation: Expand tree planting to include streets with no trees currently
    - Climate and Safety Adaptation: Consider the impacts of flooding in flood-prone areas and increase resilience

Climate and Safety

The policy framework focusing on Climate and Safety was held on March 16 at 6pm. In attendance were 2 members of the CAC and 5 members of the public. Participants identified as mostly 31-64, White and from either Sunshine Gardens, Winston Serra, Avalon/Brentwood, or Downtown. Participants worked in Downtown or outside SSF and have generally been to General Plan Update meetings (please see appendix for comprehensive poll results).

At this meeting, the project team provided an overview of natural hazards and climate change and previously conducted community engagement around the topic. The following list describes key themes from previous engagement upon which the policy framework draws:

- Colma Creek that manages flooding and sea level rise, restores ecology, increases public access, and improves public access to the San Francisco Bay and Bay Trail.
- A comprehensive sea level rise strategy
- An integrated street, urban forest, and green infrastructure network

Described below are each goal for Climate and Safety and outcomes that each framework strives for:

Goal #1: The City proactively advances community resilience and is prepared for climate disruption
Goal #2: Critical facilities have the necessary capabilities and can continue operations after all future hazards.
Goal #3: The City minimizes the risk to life and property from seismic activity and geologic hazards in South San Francisco.

Goal #4: A resilient community that protects existing and future development from sea level rise and flooding through a continuum of adaptation solutions, including constructing levees / seawalls, expanding green infrastructure, and elevating new development.
Goal #5: A transformed Colma Creek that mitigates flooding and sea level rise, restores native ecologies, and increases access to and along the creek.
Goal #6: A City prepared for the combined impacts of extreme heat and poor air quality.
Goal #7: The City minimizes the risk to life and property from wildfire in South San Francisco

Following the presentation, the project team conducted a live poll to gather insight on the frameworks and how well they align to the community. Participants were asked their perspective on the following and the agreement to participant values (rated from 0 to 5, with 5 being the most agreed upon):

- New City capital projects should account for [Sea Level Rise (SLR)]: 4.4
- Levees and seawalls provide a great way to protect buildings: 3
- Nature-based solutions are a great way to protect ecosystems: 4.4
- New development in SLR risk areas should use adaptation measures: 4.2
- New development in SLR risk areas should build on, fill, or elevate buildings: 3
- Property sales should disclose SLR risk areas: 4.6
- Use Green infrastructure in Colma Creek to reduce flooding: 4.6
- Prioritize low-income or marginalized groups in weatherization programs: 4.2

**Please see appendix for full poll results*

Meeting participants were then provided an opportunity to discuss the draft framework. The following is a summary of the conversation:

- Spread awareness about how to stay cool during heat waves, including cooling centers (location, hours, and for whom) and in-home practices that consider safety of residents
- Increase individual engagement and awareness through emergency and non-emergency education
- Focus on outreach to individuals and communities by collaborating with partners and leveraging creative means
- Implement city-funded programs that promote sustainable best practices
- Continue considering the capabilities of critical facilities
- Consider hazard mitigation and outreach with accessibility—consider how the community needs to get information
- Comments associated with other policy frameworks:
    - Conservation: Expand urban forests to help reduce heat days and work with PG&E to implement these in their corridors
    - Land Use and Housing: Increase housing near transit
    - Noise: Integrate noise pollution as a hazard and mitigate its impact

Community Health and Social Equity

The policy framework focusing on Health and Equity was held on March 17 at 6pm. In attendance was 1 member of the CAC and 10 members of the public. Participants identified as mostly 31-64, Hispanic, and from one of the following neighborhoods (Avalon/Brentwood, Downtown, Westborough, not from SSF). Participants work in either East of 101, El Camino Real, Westborough, or not in SSF. Most participants have been to a General Plan Update meeting, but some have not (please see appendix for comprehensive poll results).

At this meeting, the project team provided an overview of inequities and health risks and previously conducted community engagement around the topic. The following list describes key themes from previous engagement upon which the policy framework draws:

- Impacts of future growth
- Noise, traffic and pollution impacts
- Renters, teachers, and people of color are priced out

- Housing unaffordability has led to overcrowding
- Increase in houseless Latinos, older adults, and people with disabilities
- Welcoming and diverse community
- Latino community feels ignored
- Mental health center for youth and young adults
- More grocery stores
- Community food gardens

Described below are each goal for Health and Equity and outcomes that each framework strives for:

Goal #1: Be a leader by collaborating across department and jurisdictions to incorporate equity considerations into policies and programs.
Goal #2: Engage all residents in decisions that impact their lives.
Goal #3: Be a leader in promoting healthy communities through collaboration, prevention, and education.
Goal #4: Close the gap of healthy food options for low-income residents in the city.
Goal #5: Support safe housing and shelter throughout South San Francisco.
Goal #6: Protect vulnerable households from displacement
Goal #3: Reduce air pollution exposure near freeways and industrial uses.

Following the presentation, the project team conducted a live poll to gather insight on the frameworks and how well they align to the community. Participants were asked their perspective on the following and the agreement to participant values (rated from 0 to 5, with 5 being the most agreed upon:

- Ensure that SSF staff, boards and commissions are reflective of diversity: 4.6
- Hire staff who speak multiple languages (Spanish, Mandarin, and Tagalog): 3.6
- Have multilingual interpretation and translation at community meetings: 3.6
- Encourage resident ownership (condos, cooperatives, and CLTs): 5
- Develop an anti-displacement plan: 4.6
- Partner with local shelter to provide more cots for emergencies: 4.4
- Create a Community Drop-in Center for people without homes: 4.5
- Work with developers to create a grocery store Downtown or East of 101: 4
- Buildings near Lindenville must reduce indoor air pollution: 3.8

**Please see appendix for full poll results*

Meeting participants were then provided an opportunity to discuss the draft framework. The following is a summary of the conversation:

- Describe the decisions behind metrics used as key performance indicators for the policy frameworks
- Provide age-friendly outcomes that specifically create opportunities for seniors, including daycare, senior action commission, and meals on wheels
- Embrace creativity with anti-displacement strategies including COVID19 protections phasing out, increased ADU capacity, resources for displaced or houseless youth and college students, homesharing, and disability financing
- Make the correlation clear between these frameworks and the upcoming Housing Element Update
- Partner with institutions like Kaiser that have data available for further study
- Consider the community's capacity to engage on these frameworks where there are so many meetings in such a small timeframe
- Consider help and support from the County
- Comments associated with other policy frameworks:
    - Parks and Public Facilities: Provide age-friendly outcomes that specifically create opportunities for seniors, including daycare, senior action commission, and meals on wheels
    - Economic Development: Include small businesses in anti-displacement conversations
    - Economic Development: Create space for small business ventures, perhaps through pop-ups

- **Economic Development:** Engage workers in the conversation and discuss data on small businesses
- **Mobility:** Consider the intersection of health, equity and transportation, specifically by offering micro mobility options, shared car uses, and transit to services and amenities

Mobility

The policy framework focusing on Mobility was held on March 18 at 11:30am. In attendance were **2** members of the CAC and **14** members of the public. Participants identified as mostly 31-64, White, and from either Sunshine Gardens or outside SSF. Participants mostly work outside SSF or East of 101 and have been to a General Plan Update meeting. In addition to these questions, participants were asked about their transportation habits. Most participants either drive to work alone or on the train (pre-pandemic) and expect to be in the office only for important meetings or 0-1 days post-pandemic (please see appendix for comprehensive poll results).

At this meeting, the project team provided an overview mobility and transportation in SSF and previously conducted community engagement around the topic. The following list describes key themes from previous engagement upon which the policy framework draws:

- Residential parking
- Safety and maintenance
- Trail connections
- Multimodal facilities
- Traffic

Described below are each goal for Mobility and outcomes that each framework strives for:

Goal #1: Safe for people of all ages and abilities regardless of mode
Goal #2: Comfortable and convenient for all modes.
Goal #3: Proactively managed traffic congestion and parking
Goal #4: Development patterns that reduce vehicle miles, curb emissions, and increase livability
Goal #5: Equitable access to transit service
Goal #6: Reasonable travel times for all mobility needs
Goal #7: Easy access to play, fitness, and active transportation networks
Goal #8: Transit stations are first choice for regional travel and a destination in their own right

Following the presentation, the project team conducted a live poll to gather insight on the frameworks and how well they align to the community. Participants were asked the following questions:

- What factor would most incentivize you to change your mode of travel?
  - Reduced transit fares: 11%
  - Better bicycle infrastructure: 0%
  - Improved sidewalks and crossing: 0%
  - Increasing parking costs: 11%
  - More frequent transit service: 55%
  - New transit modes: 22%
- What is the most important factor in deciding your mode of travel?
  - Speed: 25%
  - Ease of Access: 25%
  - Comfort: 0%
  - Health: 0%
  - Privacy: 0%
  - Multiple Factors: 50%

**Please see appendix for full poll results*

Meeting participants were then provided an opportunity to discuss the draft framework. The following is a summary of the conversations:

- Increase the frequency, reliability, cleanliness and affordability of transit
- Focus on parking and the current deficit and note the shortcomings of parking permits
- Create a system that is flexible and bends to the unique needs of riders, for example, families or seniors
- Create a seamless rider experience no matter the transit agency, including payment—collaborate across agencies and public spaces
- Consider a bus express lane on Highway 101
- Focus on areas with intersecting mobility and affordability issues, like Old Town
- Diversify mass transit and consider reimplementing the 1949 El Camino Real system
- Revisit the assumption that residents 'will not use cars'
- Improve safety with lighting and trail upgrades and maintenance
- Ensure that the infrastructure between transit modes is accessible and safe no matter the time of day
- Work with SamTrans specifically to reduce cost inefficiencies
- Consider the impacts of on-demand vehicle transit on taxis
- Consider future technology and its impacts, in particular, autonomous vehicles
- Incentivize transit and EV usage
- Comments associated with other policy frameworks:
    - Social Equity: Implement a system that responds to residents for different claims, like 311 calls

Land Use

The policy framework focusing on Land Use was held on March 23 at 6pm. In attendance were 5 members of the CAC and 26 members of the public. Participants identified as mostly 31-64, White or Asian, from outside SSF, Winston Serra, Sunshine Gardens, Downtown, Sign Hill, or Westborough. Participants mostly work outside SSF, in Downtown or East of 101 and have been to a General Plan Update meeting before (please see appendix for comprehensive poll results).

At this meeting, the project team provided an overview of land use designations and the city's land use preferred alternative. The following list describes key themes integrated into the preferred alternative upon which the policy framework draws:

- Maintain industrial in Lindenville and East of 101
- Create new, vibrant residential neighborhoods in East of 101 and Lindenville
- Produce a range of housing types for different income levels and household types
- Celebrate the history, culture, and diversity of the Downtown

Described below are each goal for Land Use and outcomes that each framework strives for:

Goal #1: Complete 20-minute neighborhoods, where residents can access most of their everyday needs within a short walk, bike, or transit trip.

Goal #2: Transit-oriented communities that mix high quality development, affordable housing, and improved mobility options.

Goal #3: A diverse range of housing options that create equitable opportunity for people of all ages, races/ethnicities, abilities, socio-economic status, and family types to live in South San Francisco.

Goal #4: A diverse supply of affordable housing options.

Goal #5: Opportunities for residents to live in healthy and safe housing options and promote sustainability in housing development.

Goal #6: Foster a diverse economy and range of businesses by maintaining, beautifying, and expanding spaces for neighborhood commercial, including retail, restaurants, and small offices.

Goal #7: Spaces for research and development, life sciences, and high-tech employment opportunities and operations.

Goal #8: Opportunities for industrial, manufacturing, and warehousing, in Lindenville and East of 101.
Goal #9: A network of attractive, pedestrian-oriented, human-scale and well-landscaped streets and civic spaces throughout the city.
Goal #10: High level of quality in architecture and site design in all renovation and construction of buildings.
Goal #11: Collaboration with new private development to take collective action to achieve plan goals.

Following the presentation, the project team conducted a live poll to gather insight on the frameworks and how well they align to the community. Participants were asked their perspective on the following and the agreement to participant values (rated from 0 to 5, with 5 being the most agreed upon):

- Access from all neighborhoods to a mix of uses is important: 4.2
- Childcare and pre-k facilities should be expanded: 3.8
- Health food options should be expanded: 3.6
- Affordable housing should be allowed in all neighborhoods equitably: 3.7
- More housing should be allowed near transit: 3.7
- Housing should be created for seniors: 3.6
- Housing should be created for multigenerational families: 3.7
- Housing should be allowed on school or church sites: 2.7
- It is important to maintain industrial jobs: 3.5
- We should have an industrial preservation program: 3.2
- We should grow life sciences and technology businesses: 3.3

**Please see appendix for full poll results*

Meeting participants were then provided an opportunity to discuss the draft framework. The following is a summary of the conversations (including chat conversations throughout the session):

- Focus on the creation of neighborhoods that are walkable and have a sense of community that celebrates local and historical culture
- Collaborate county-wide to offer not only low-income housing, but also more general affordable housing, and consider eliminating R1 zoning
- Factor the plans of transit agencies when building transit-oriented development
- Balance building height, affordable housing, and mixed-use land uses
- Consider the implications of parking and traffic with more development, but also how transit intersects with this
- Concern for the plan not integrating everything the community has said over the past year
- Consider amenities provided to employees and collaborate to give the public access
- Create affordable housing for local residents, not driven by the biotech industry
- Create community spaces, like a community garden
- Work with R&D to create inclusivity
- Comments associated with other policy frameworks:
    - Parks and Public Facilities: Dedicate more park space per resident
    - Parks and Public Facilities: Reevaluate the amount of schools available to residents and the quality of education based on class size
    - Economic Development: Provide resources and aid to small businesses, specifically non-english speaking businesses
    - Economic Development: Increase opportunities for local businesses and utilize corporate money to reinvest in the local economy
    - Mobility: Create safer pedestrian and bike streets
    - Health and Environmental Justice: Consider the inequities with pollution across the city
    - Housing: Consider housing plan for young individuals priced out
    - Housing: Develop a metric for gentrification and displacement

East of 101

The policy framework focusing on East of 101 was held on March 24 at 11:30am. In attendance were 2 members of the CAC and 17 members of the public. Participants identified as mostly 31-64, White, from outside SSF, and work either outside SSF or in East of 101. Participants have been to a General Plan Update meeting before. In addition to these questions, participants were asked about their mobility habits. Most participants drove alone pre-pandemic, and expect to be in the office 0-1 days post-pandemic. Most participants noted that more frequency in transit would incentivize alternative mobility mechanisms (please see appendix for comprehensive poll results).

At this meeting, the project team provided an overview of land use designations and the sub area's land use preferred scenario. The following list describes key themes integrated into the preferred scenario upon which the policy framework draws:

- Create residential and mixed -use neighborhoods near the Caltrain station
- Develop housing affordable to people earning a variety of income levels
- Ensure appropriate services and amenities to support new residential and employment growth
- Continue to encourage a mix of life science, biotech, technology, and industrial businesses
- Emphasize sustainability and resilience, particularly in relation to climate change and sea level rise
- Improve connections to the East of 101 areas, including new streets, public transportation, and pedestrian and bike networks
- Retain industrial land uses to support business diversity
- Ensure intensified commercial and industrial uses do not overburden transportation system and infrastructure
- Add new parks and open spaces

Described below are each goal for East of 101 and outcomes that each framework strives for:

Goal #1: A new transit-oriented community with a diverse mix of uses and places and programming to inspire creativity and social interaction that welcome all South San Francisco residents

Goal #2: Sufficient housing to provide for a range of housing types for different income levels and household types and that sustains services and amenities to support residents and businesses.

Goal #3: A cluster of life sciences as an economic engine for the City and an international hub while blending new emerging industries into the district.

Goal #4: A cluster of industrial businesses as a hub for the region.

Goal #5: A well-connected and accessible district with high-quality transit and walking and biking paths that seamlessly connect East of 101 with Downtown, Lindenville, and the rest of the City

Goal #6: Minimize vehicle trips through parking requirements, Transportation Demand Management, and alternatives travel modes.

Goal #7: Steward the San Francisco Bay, Colma Creek, and its habitat.

Goal #8: Build in flexibility for East of 101, the San Francisco Bay shoreline, and Colma Creek to evolve over time, responding and adapting to climate disruption

Following the presentation, the project team conducted a live poll to gather insight on the frameworks and how well they align to the community. Participants were asked their perspective on the following and the agreement to participant values (rated from 0 to 5, with 5 being the most agreed upon:

- Housing should be allowed near transit: 3.5
- Priority housing sites should be designated: 3.3
- Public land should be used for housing: 2.6
- Parking minimums should be removed to encourage housing: 2.6
- New development along Colma Creek should use context-sensitive design: 3.7
- It is important to maintain industrial jobs: 4.5
- We should have an industrial preservation program: 4.3
- We should grow life sciences and technology businesses: 3.7

Please see appendix for full poll results

Meeting participants were then provided an opportunity to discuss the draft framework. The following is a summary of the conversations:

- Create and dedicate public spaces, especially parks and open space and a community center
- Balance housing with needs of residents and build out amenities and services accordingly, especially food and groceries
- Increase housing in the sub area, specifically very low- and low-income housing
- Better connect trails, entrances, and exits throughout the area for pedestrians and bicyclists
- Identify office space and its relationship to open space
- Build out ferry capacity with public and employees
- Increase accessibility to the area to attract travelers
- Create resiliency on the shoreline
- Consider the safety of parks for individuals when designing and allocating spaces
- Collaborate with adjacent jurisdictions and SFO Airport on sea level rise projects and the implications each project has on each other
- Enable wildlife well-being by creating building setbacks and flexibility on the Bay Trail
- Ensure that tax burdens don't fall on residents and make sure corporations are paying their fair share
- Add a retired section to the demographics
- Highlight parks in the sub area in the presentation
- Consider the marinas and residents of this area

Lindenville

The policy framework focusing on Lindenville was held on March 25 at 11:30am. In attendance was 1 member of the CAC and 12 members of the public. Participants identified as mostly 31-64, White, from outside SSF, Downtown, Sunshine Gardens, Westborough, or Orange Park. Most participants work outside SSF, in Downtown, or in East of 101 and have been to a General Plan Update meeting before. In addition to these questions, participants were asked about their mobility habits. Most participants drove alone pre-pandemic and expect to be in the office 0- or 4-days post-pandemic. Most participants noted that new transit modes would incentivize alternative mobility mechanisms (please see appendix for comprehensive poll results).

At this meeting, the project team provided an overview land use designations and the sub area's land use preferred alternative. The following list describes key themes integrated into the preferred alternative upon which the policy framework draws:

- Celebrate the history and culture
- Preserve small businesses
- Preserve industrial uses to maintain a base of higher-paying jobs that match skill sets of residents
- Incorporate housing affordable to varying income levels
- Transform Colma Creek into a public amenity and transform area around it into a mixed-use neighborhood
- Consider the impacts of future growth, including potential displacement and traffic impacts, on Downtown, Orange Park, and other surrounding areas

Described below are each goal for Lindenville and outcomes that each framework strives for:

Goal #1: Create a new residential neighborhood centered along Colma Creek within a short walk of Downtown amenities and services that provides a range of housing types for different income levels and housing types.
Goal #2: Expand living, working, and shopping options in Lindenville.
Goal #3: Transform Colma Creek and create new open spaces to provide opportunities for social interaction, recreation, flood protection, and urban ecology.
Goal #4: A cluster of industrial businesses as a hub for the region.

Goal #5: Support and preserve a core area of light industrial and service uses that provide good paying jobs for South San Francisco residents.
Goal #6: Proactively support the industries, artists, institutions, and programs that spur the creative economy.
Goal #7: Construct safe, comfortable, and accessible pedestrian and bicycle facilities that invite people of all ages and abilities with improved connections to Downtown, El Camino, and East of 101.

Following the presentation, the project team conducted a live poll to gather insight on the frameworks and how well they align to the community. Participants were asked their perspective on the following and the agreement to participant values (rated from 0 to 5, with 5 being the most agreed upon):

- Priority housing sites should be designated: 3
- New development along Colma Creek should use context-sensitive design: 3.7
- Parking minimums should be removed to encourage housing: 2.3
- Lot assembly should be encouraged to facilitate housing: 2.7
- It is important to maintain industrial jobs: 4
- We should have an industrial preservation program: 3.5
- Buffer residential uses from industrial uses: 3.6

**Please see appendix for full poll results*

Meeting participants were then provided an opportunity to discuss the draft framework. The following is a summary of the conversations:

- Focus on a seamless traffic experience on Spruce for vehicles, bikers, and pedestrians alike
- Preserve industrial buildings, specifically light industrial or local business industrial
- Align the arts district to account for inaccessible artist rent (for living and business) and consider city-led financial support
- Ensure the park spaces are built out and not simply living on paper
- Create shared community spaces in parks, like a community center
- Balance market rate and affordable housing to reduce affordable housing costs
- Provide more details and specifics on the arts district
- Consider additional access points to/from the area and freeway access
- Include amenities and ideas for the existing residents, not only future residents
- Discourage high rises that would change the character of the area

Parks, Conservation and Cultural Resources

The policy framework focusing on Parks was held on March 25 at 6pm. In attendance were 2 members of the CAC and 20 members of the public. Participants identified as mostly 31-64, White, from Sunshine Gardens or Westborough, and not working in SSF. Most participants have been to a General Plan Update meeting before (please see appendix for comprehensive poll results).

At this meeting, the project team provided an overview of parks/open space and conservation/cultural resources and previously conducted community engagement around the topic. The following list describes key themes from previous engagement upon which the policy framework draws:

- Downtown needs a community center, parks, and gathering spaces.
- Sunshine Gardens needs a park.
- The community needs more senior services and programming and connections to services.
- Residents expressed desire for another pool.
- Residents should have improved access to recreational facilities at public schools.
- There is a need for more daycare, childcare, and after school programs.
- Parks need to be safe and have better lighting.
- Public art should be incorporated into parks.

- Parks and walking trails need to be better maintained.
- There should be more community events.
- Colma Creek that manages flooding and sea level rise, restores ecology, increases public access, and improves public access to the San Francisco Bay and Bay Trail.
- Steward the San Francisco Bay
- An integrated street, urban forest, and green infrastructure network
- Preserve and improve access to San Bruno Mountains and Bay Area trail
- Some concern on the interactions between coyotes and other wildlife and developed communities near the San Bruno Mountains.

Described below are each goal for Parks, Conservation and Cultural Resources and outcomes that each framework strives for:

Parks Goal #1: Expand the network of parks and gathering spaces throughout the city, accommodating the physical and social needs of users of all ages and abilities.
Parks Goal #2: Improve access to parks, gathering spaces, and public amenities in Downtown.
Parks Goal #3: Expand the amount of open space in South San Francisco and ensure it is accessible to the public.
Parks Goal #4: Provide convenient and safe trail and other pedestrian connections throughout the community.
Parks Goal #5: Provide quality recreational programming and facilities that provide recreational opportunities to all residents, regardless of ability, neighborhood, or economic background.
Parks Goal #6: Provide appropriate resources and staffing to ensure parks and recreational facilities are adequately funded and maintained.
Parks Goal #7: Provide quality public facilities and services to South San Francisco residents
Parks Goal #8: Provide quality childcare and preschool programs citywide.
Conservation Goal #1: Support nature in the city to encourage healthy ecosystems, improve air and water quality, improve public health, and adapt to a changing climate.
Conservation Goal #2: Steward the San Francisco Bay and its habitat.
Conservation Goal #3: Protect threatened and endangered wildlife and plant species in South San Francisco.
Conservation Goal #4: Improve Colma Creek water quality and re-establish habitat along the corridor.
Conservation Goal #5: Preserve important historic architectural resources for the aesthetic, educational, economic, and scientific contribution they make to South San Francisco's identity and quality of life.
Conservation Goal #6: Protect sites, features, places, or objects that are of cultural value to one or more California Native American Tribes.

Following the presentation, the project team conducted a live poll to gather insight on the frameworks and how well they align to the community. Participants were asked their perspective on the following and the agreement to participant values (rated from 0 to 5, with 5 being the most agreed upon):

- Develop community gardens, mini parks, and plazas: 4.3
- Develop parks in all neighborhoods: 4.7
- Improve public access to SSFUSD facilities: 4
- Develop Colma Creek as an amenity: 3.5
- Convert vacant buildings or sites into recreational facilities: 4.1
- Improve ped. access to parks, recreational facilities, and trails: 4.4
- Provide more community events, festivals, and classes: 4
- Match programming with community wants and needs: 4.3
- Expand childcare, preschool, and after school programming: 4.2
- Equitably provide public facilities and services in all neighborhoods: 4.4
- Develop shuttle services and "pop-up" services: 3.8
- Discourage use of invasive, non-native plants in landscape areas: 3.8
- Establish standards and guidelines for new construction near the Bay: 4.3
- Establish a Wildlife Watch program: 3.4

- Establish standards and guidelines for construction along Colma Creek: 3.8
- Encourage the voluntary conservation and re-use of historical structures: 3.7
- Explore the feasibility of a Downtown Historic Commercial District: 3.8
- Expand resources (historic maps, markers, or self-guided walking tours): 2.7
- Include the history of Native Americans at Colma Creek: 3.6

**Please see appendix for full poll results*

Meeting participants were then provided an opportunity to discuss the draft framework. The following is a summary of the conversations:

- Increase the amount of parks and ensure every resident is within ¼ mile of a park or open space
- Acknowledge the lack of parks in Sunshine Gardens and Avalon and align the vision of parks with residents
- Open park space on school property (fields, tracks, etc.) as an interim step while building more park space, specifically in Sunshine Gardens
- Build a school in Sunshine Gardens to account for influx of youth
- Consider a park on San Bruno Mountain
- Ensure that plans being developed on the policy frameworks here are seen through and involve the community in the process
- Secure park space in Old Town before properties get sold
- Increase opportunities and access to parks, including the Bay Trail
- Adopt cultural heritage in park space through kiosks, gardens, artwork, and information
- Acknowledge the physical and mental health importance of parks
- Invest in aging or existing parks for much needed need upgrades
- Create a joint agreement with schools to develop the surrounding area and implement sustainable design in the facilities
- Create a community center, community garden space, child center, and community pool
- Plant trees to help mitigate the climate crisis and provide heat escapes for seniors, like the trees on hillside
- Implement a pop-up program for recreation and flexible spaces for small local businesses
- Encourage residents to landscape with native ecology
- Continue to workshop with youth and underrepresented communities
- Create space for sports, like a baseball and soccer field
- Ensure that all parks are safe for all ages, including against theft of seniors, and include emergency buttons
- Study the impacts of surrounding businesses and pollution on Colma Creek, like the Costco Gas Station
- Provide information on ongoing projects that provide public open space, like Kilroy Oyster Point

Housing

The policy framework focusing on Housing was held on March 29 at 6pm. In attendance were 2 members of the CAC and 20 members of the public. Participants identified as mostly 31-64, White, Hispanic, or Asian, and from Westborough or Downtown. Most participants work outside SSF and have been to a General Plan Update meeting before (please see appendix for comprehensive poll results).

At this meeting, the project team provided an overview of housing and the Housing Element Update process in addition to previously conducted community engagement around the topic. The City presented their vision for housing:

- Ensure a high quality of life for all residents by providing a diverse supply of housing affordable to all income levels and people living with disabilities.
- Promote housing options for households with distinct needs, including multigenerational families, empty nesters, and younger and older adults.
- Encourage new housing production while also preserving affordable housing and protecting vulnerable residents from housing instability and displacement.

- Focus new housing in complete neighborhoods with access to retail and services, parks and open space, and transit.
- Make progress to achieving a balance of jobs and housing through promoting the production of new housing.
- Enhance the safety and aesthetics of all neighborhoods.

Meeting participants were then provided an opportunity to provide comment on housing topics. The following is a summary of the conversations:

- Clarify the Regional Housing Needs Assessment (RHNA) allocation and the housing numbers needed to achieve it at each income level
- Balance the current lack of parking with new residents expected with additional housing
- Share housing ideas for East of 101
- Increase the ratio of housing to open park space
- Explain the consequences of failing to meet the RHNA allocation
- Focus on housing affordability with more units being planned and consider trusts to enable their feasibility
- Share the location of planned housing sites
- Explain the process from identifying sites to construction
- Implement sustainable building practices for new construction
- Keep current zoning that spaces out homes
- Create affordability for all generations of residents and prevent displacement
- Consider ADUs to meet RHNA
- Create affordability for essential workforce (teachers, firefighters, etc.)
- Implement a strategy to keep Biotech from driving the housing market
- Build near transit and build dense
- Balance job opportunities and housing units
- Build a range of housing, including the missing middle housing
- Strategize a mechanism to retain the value of housing despite changing zoning, but also balancing more housing to prevent displacement
- Consider home ownership in new housing developments
- Engage at-risk of displacement residents in these conversations
- Acknowledge that housing is a human right and focus on this right over profits
- Explain affordable housing resell restrictions

Please note, a housing policy framework was not presented at this meeting. Rather, the housing policies will be identified in a parallel Housing Element Update process. For more information, please visit https://www.letstalkhousing.org/.

Downtown

The policy framework focusing on Downtown was held on March 31 at 6pm. In attendance were 2 members of the CAC and 18 members of the public. Participants identified as mostly 31-64, White or Hispanic, from Downtown, and work either Downtown or outside SSF. Most participants have been to a General Plan Update meeting before, but many have not or were not sure. In addition to these questions, participants were asked about their mobility habits. Most participants drove alone pre-pandemic and expect to be in the office 3- or 5-days post-pandemic. Most participants noted that new transit modes would incentivize alternative mobility mechanisms (please see appendix for comprehensive poll results).

At this meeting, the project team provided an overview of land use designations and the sub area's land use preferred scenario. The following list describes key themes integrated into the preferred scenario upon which the policy framework draws:

- Celebrate the history and culture of Downtown
- Encourage retention of existing and local businesses and protect historic buildings

- Promote new residential, mixed use, and employment uses to add business patrons
- Focus new improvements on Grand Avenue
- Create new open space types and amenities
- Construct safe, comfortable, and accessible pedestrian and bicycle facilities
- Protect residents/businesses from displacement
- Advance the social, cultural, environmental, and physical goals of the community

Described below are each goal for Downtown and outcomes that each framework strives for:

Goal #1: Support existing neighborhood commercial and provide opportunities to expand commercial Downtown.

Goal #2: Promote new residential, mixed use, and employment uses to add business patrons and residents in order to create a sustainable and thriving Downtown, while maintaining a scale and character that is complementary to existing uses.

Goal #3: Create new opportunities to live Downtown and protect existing residents against threats of displacement.

Goal #4: Foster contextual building design and development that benefits residents.

Goal #5: Construct safe, comfortable, and accessible pedestrian and bicycle facilities that invite people of all ages and abilities to access Downtown amenities and services, Caltrain, Colma Creek and employment in East of 101 and Lindenville.

Goal #6: Celebrate the history and culture of Downtown and its residents through arts and cultural resources.

Goal #7: Create new, accessible open space types and amenities that will accommodate the physical and social needs of users of all ages and abilities.

Following the presentation, the project team conducted a live poll to gather insight on the frameworks and how well they align to the community. Participants were asked their perspective on the following and the agreement to participant values (rated from 0 to 5, with 5 being the most agreed upon):

- Support current neighborhood commercial and provide expansion opportunities: 3.4
- Create new opportunities to live Downtown: 3.5
- Protect existing residents against threats of displacement: 4.1
- New buildings are at scale and similar to current and past character: 2.9
- Create new opportunities for gathering in Downtown: 3.8
- Make it easier and safer to walk and bike Downtown: 3.1
- Protect Downtown's history and character and support local arts: 3.8
- Transform Colma Creek into a walkable amenity: 3.4

**Please see appendix for full poll results*

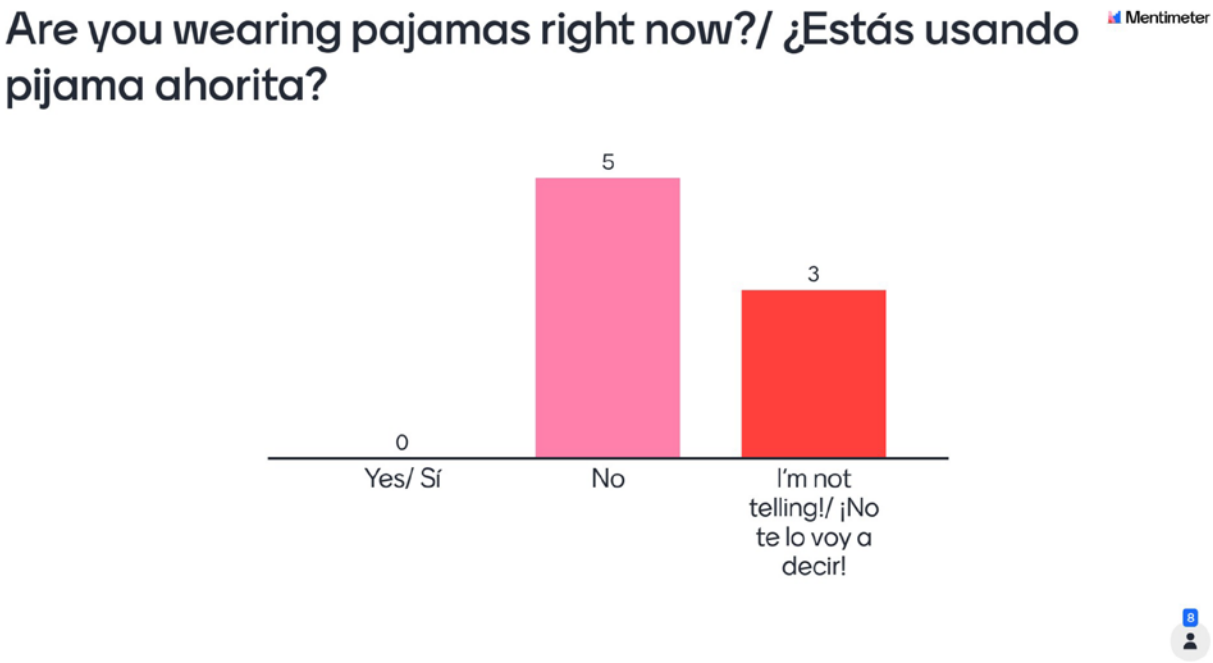
Meeting participants were then provided an opportunity to discuss the draft framework. The following is a summary of the conversations:

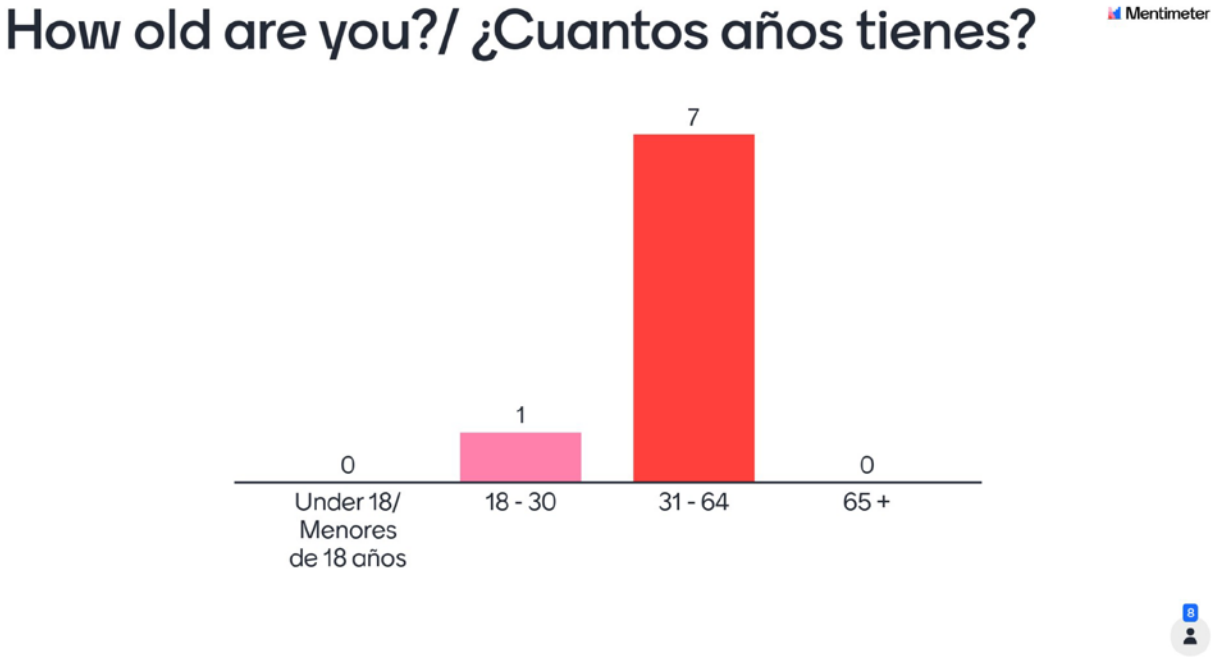
- Create open spaces for all ages that are safe, clean, and accessible
- Integrate more community gathering spaces in parks, specifically Cypress Park
- Consider a community center with a large parking garage that caters to the needs of youth, small business, non-English speaking residents, artists, and seniors
- Increase the opportunities for affordable housing, and eliminate barriers for non-English speakers seeking affordable housing options
- Account for limited land availability in the area with planning for community amenities
- Increase transit options and availability to reduce the need for cars, but also balance parking and planned housing
- Maximize affordable housing, but also create opportunities for market rate housing to support local economy
- Engage the working residents and at-risk of displacement residents in this effort
- Consider re-implementing the benches downtown

- Preserve the character of downtown with design standards
- Make downtown the anchor for multiple generations
- Integrate new park space with other amenities that are centrally located, like a park on a parking garage
- Consider a vacant property penalty to ensure small businesses and artists can afford rent
- Define what qualifies as affordable housing in SSF

Appendix

Sustainability Menti Polls





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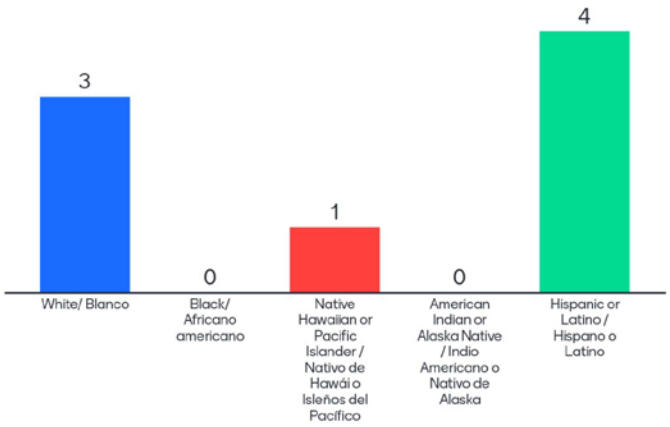


8

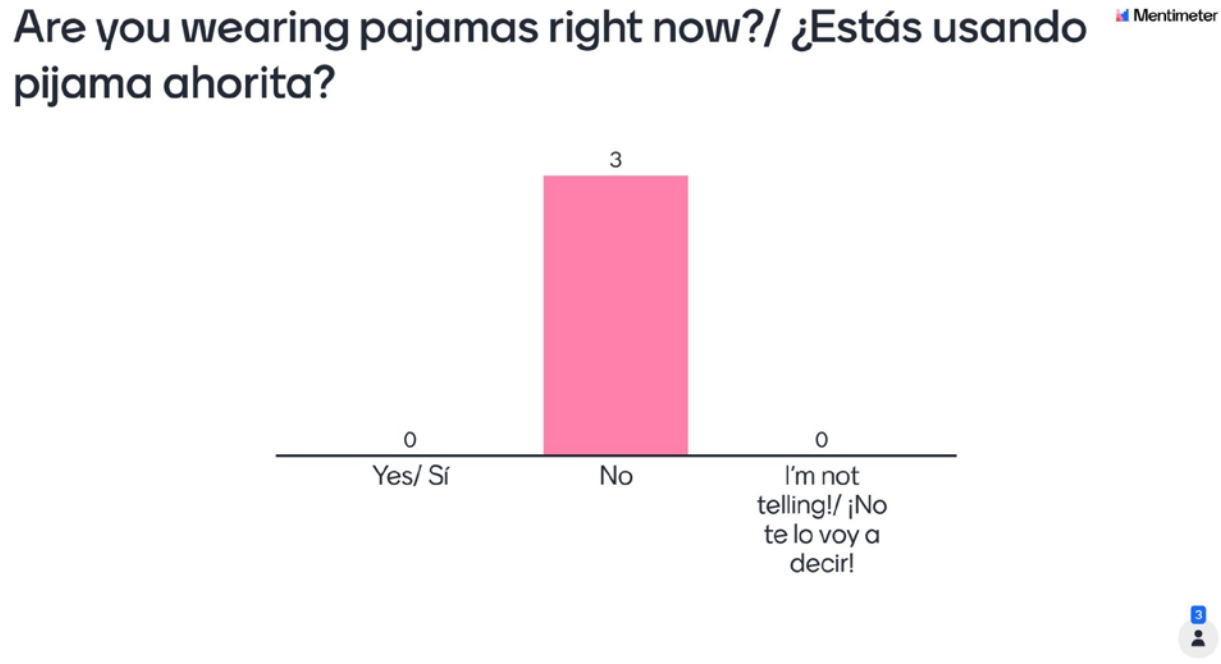
Which neighborhood do you live in?/ ¿En qué barrio vive?

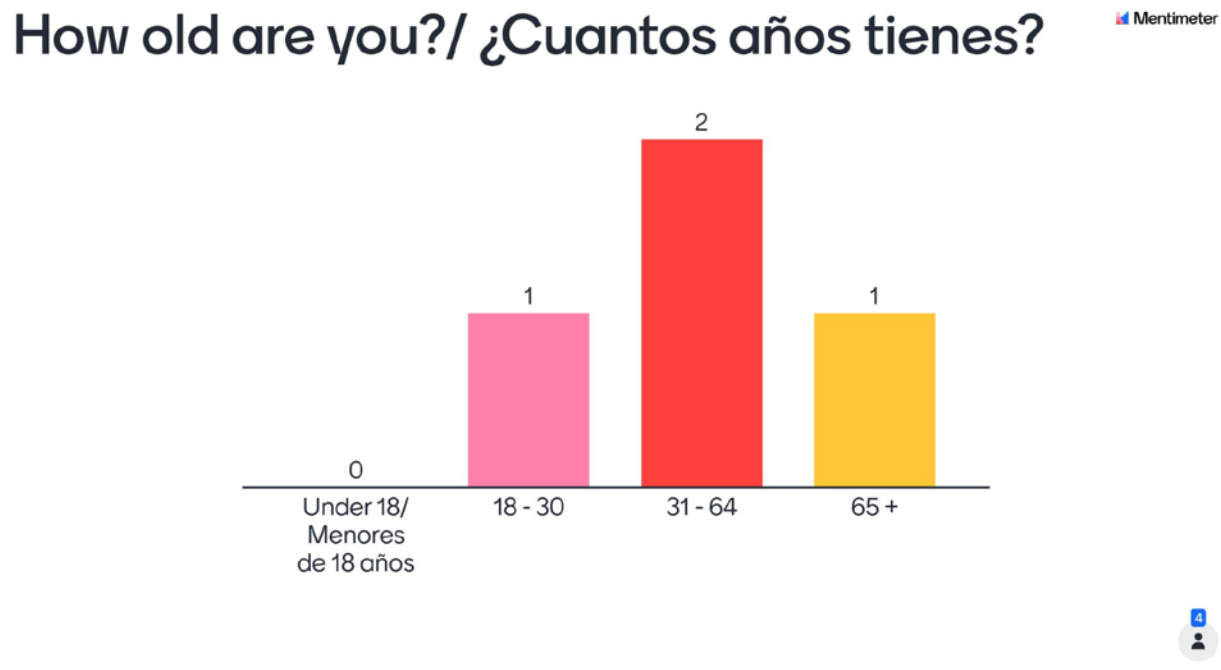
Mentimeter

0 Avalon/Brentwood	3 Downtown	0 East of 101	0 El Camino Real
0 Lindenville	0 Orange Park	1 Sign Hill	2 Sunshine Gardens
0 Terrabay/Paradise Valley	0 Westborough	2 Winston-Serra	1 I do not live in SSF/ Yo no vivo en SSF

9

Climate Menti Polls





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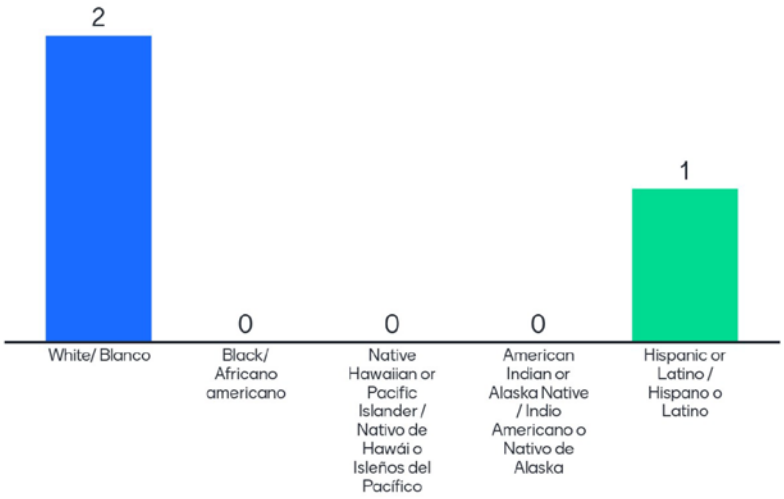
Mentimeter



3

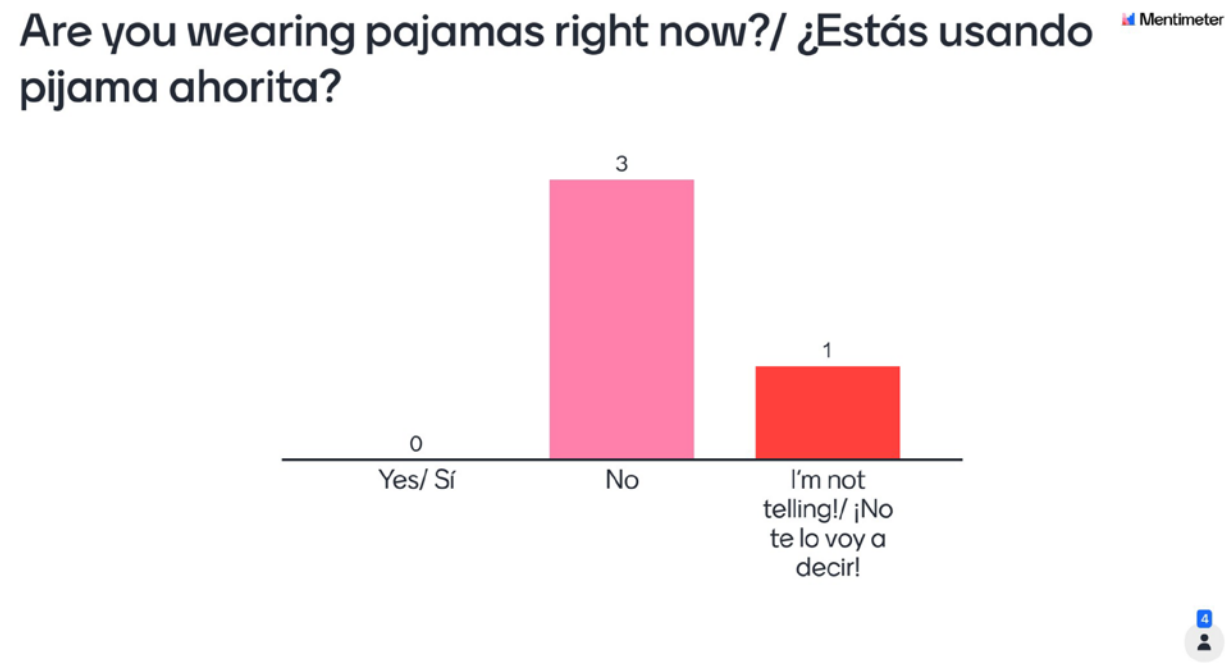
Which neighborhood do you live in?/ ¿En qué barrio vive?

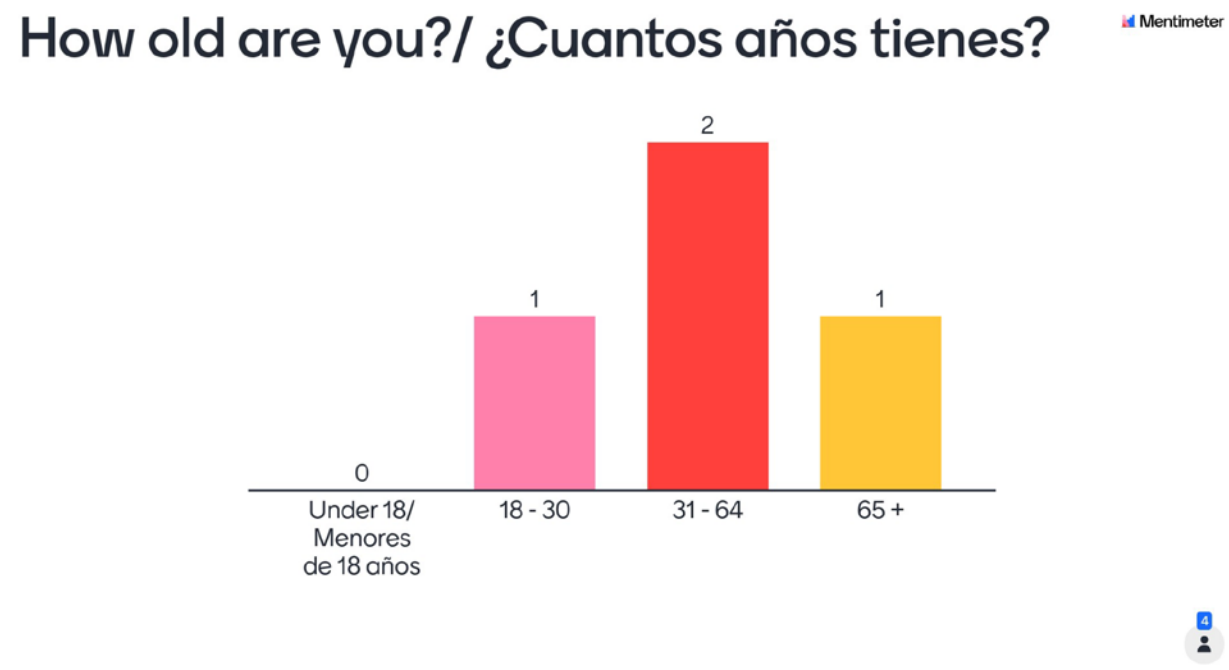
Mentimeter

1 Avalon/Brentwood	1 Downtown	0 East of 101	0 El Camino Real
0 Lindenville	0 Orange Park	0 Sign Hill	2 Sunshine Gardens
0 Terrabay/Paradise Valley	0 Westborough	1 Winston-Serra	0 I do not live in SSF/ Yo no vivo en SSF

5

Health Menti Polls





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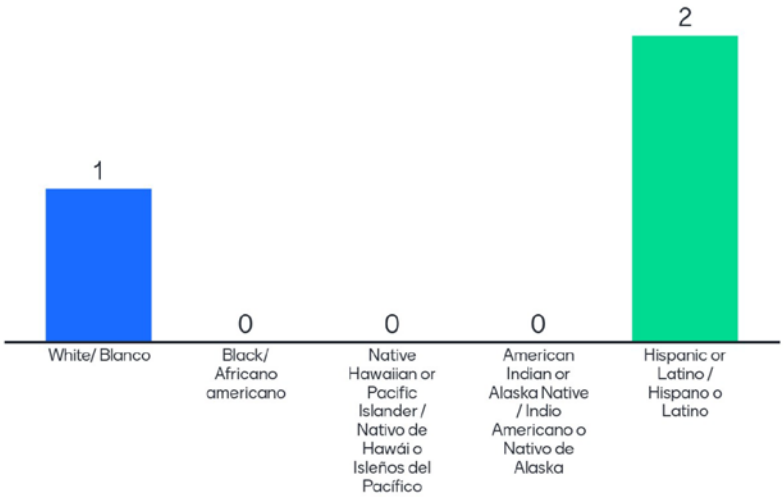


3

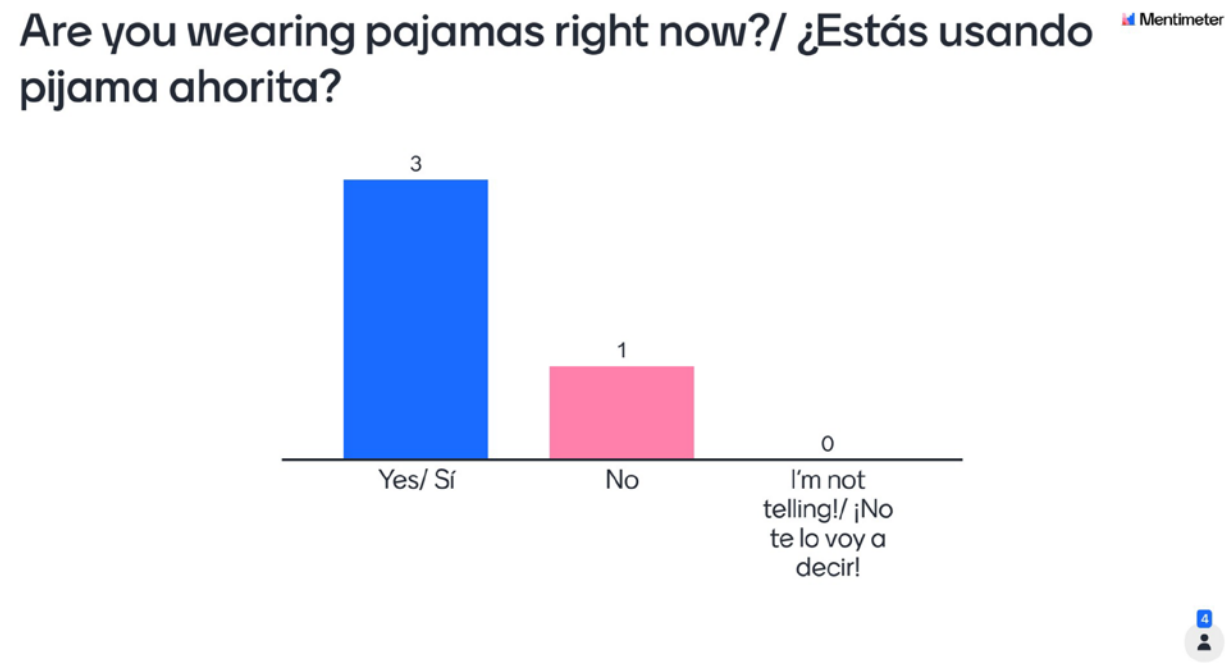
Which neighborhood do you live in?/ ¿En qué barrio vive?

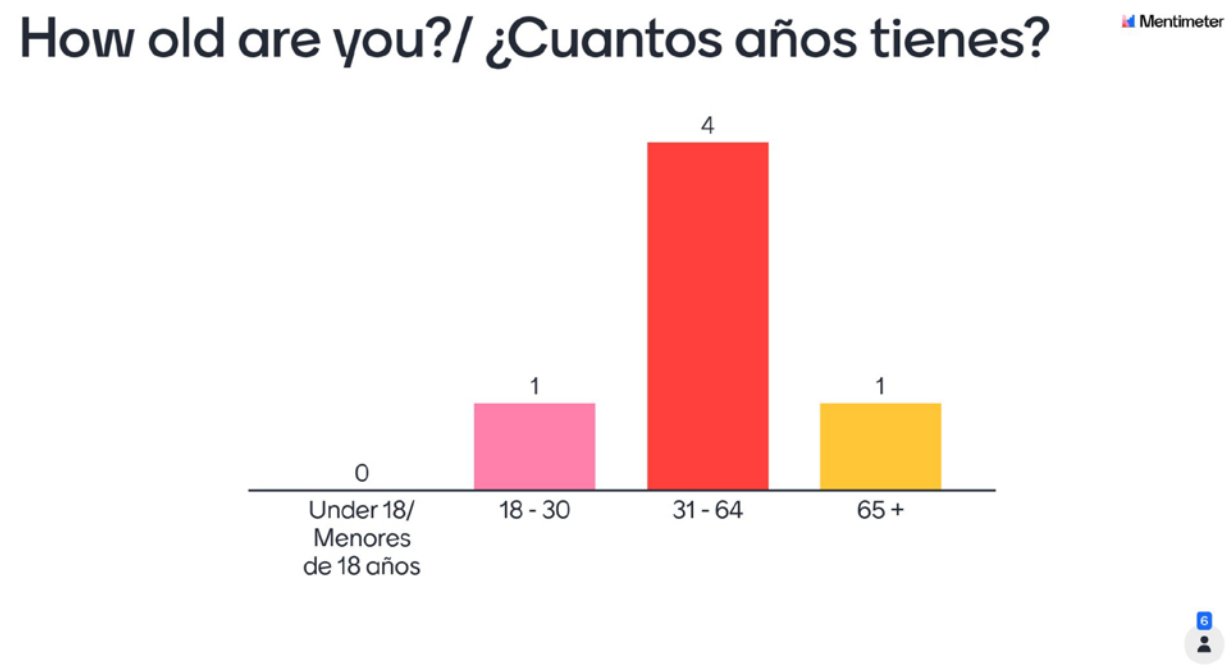
Mentimeter

1 Avalon/Brentwood	1 Downtown	0 East of 101	0 El Camino Real
0 Lindenville	0 Orange Park	0 Sign Hill	0 Sunshine Gardens
0 Terrabay/Paradise Valley	1 Westborough	0 Winston-Serra	1 I do not live in SSF/ Yo no vivo en SSF

4

Mobility Menti Polls





What is your race/ethnicity?/ ¿Cuál es su raza / etnia?

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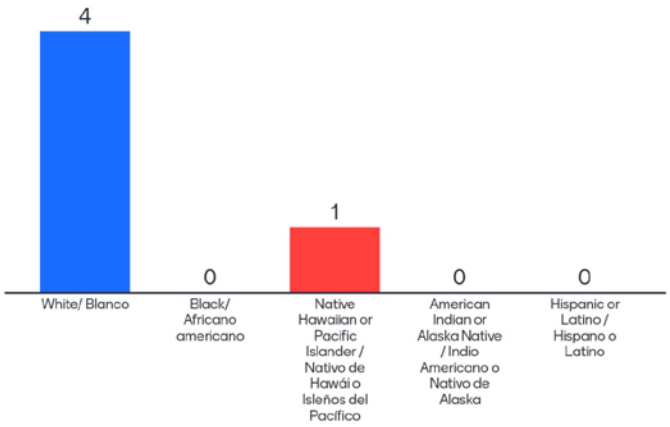


5

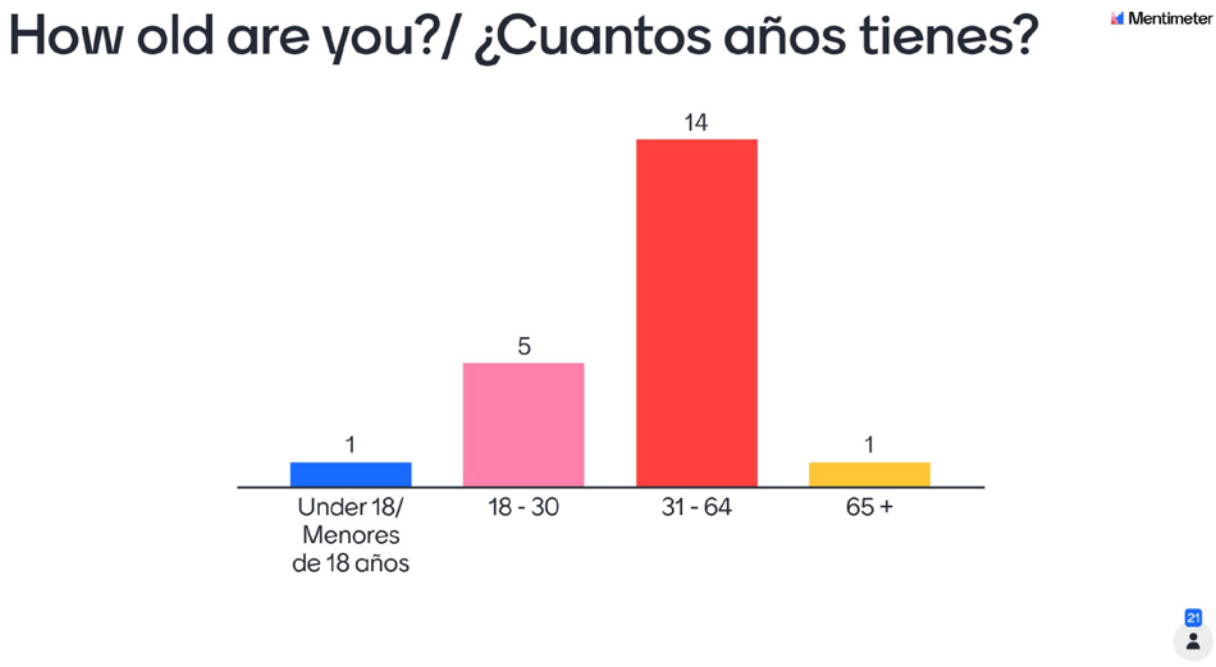
Which neighborhood do you live in?/ ¿En qué barrio vive?

Mentimeter

0 Avalon/Brentwood	0 Downtown	1 East of 101	0 El Camino Real
0 Lindenville	0 Orange Park	0 Sign Hill	2 Sunshine Gardens
0 Terrabay/Paradise Valley	0 Westborough	1 Winston-Serra	2 I do not live in SSF/ Yo no vivo en SSF

6

Land Use Menti Polls



What is your race/ethnicity?/ ¿Cuál es su raza / etnia?

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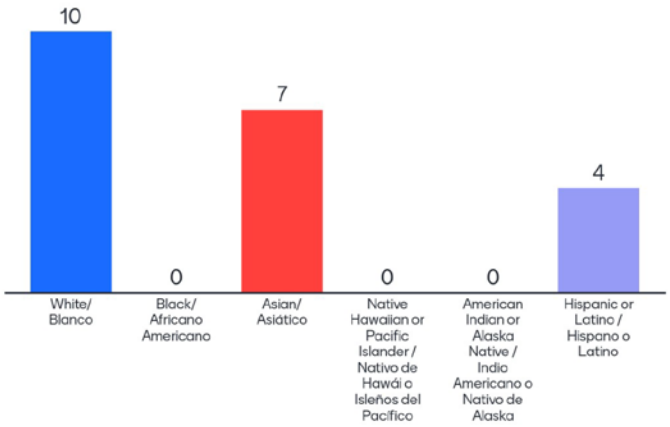

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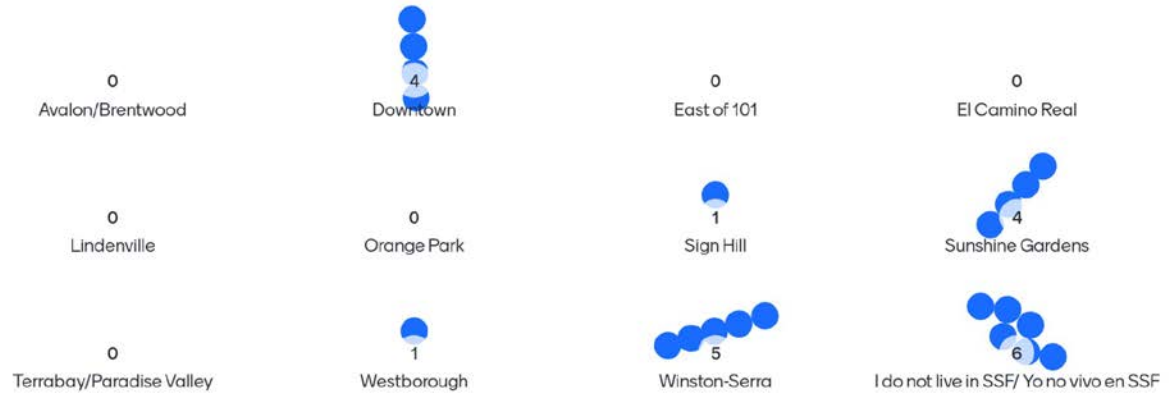
Which neighborhood do you live in?/ ¿En qué barrio vive?

Mentimeter



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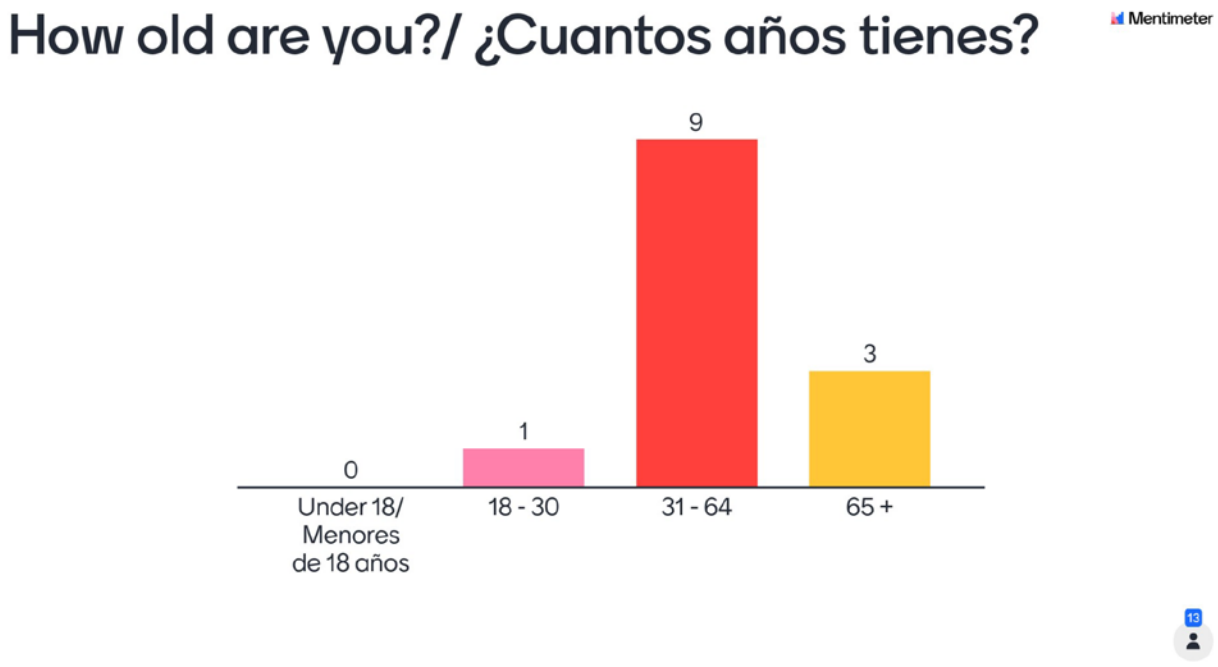
East of 101 Menti Polls



What is your race/ethnicity?/ ¿Cuál es su raza / etnia?

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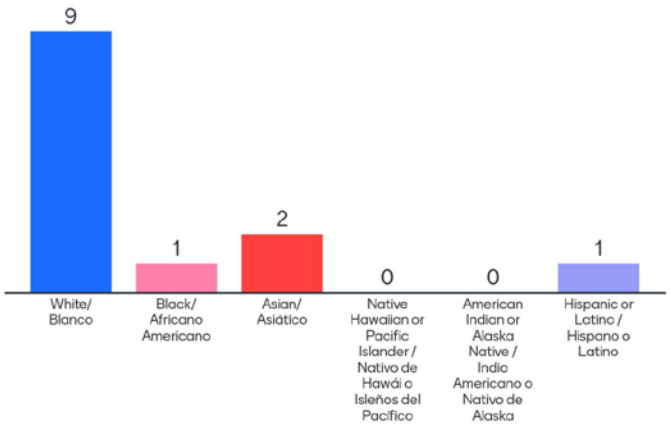

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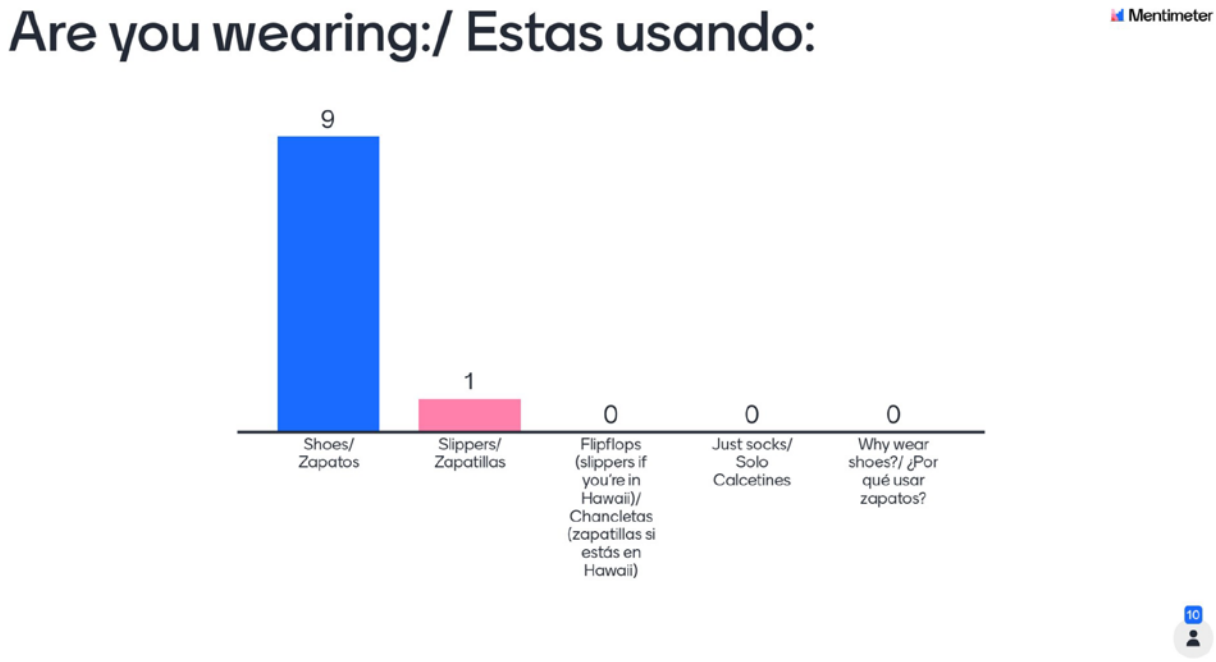
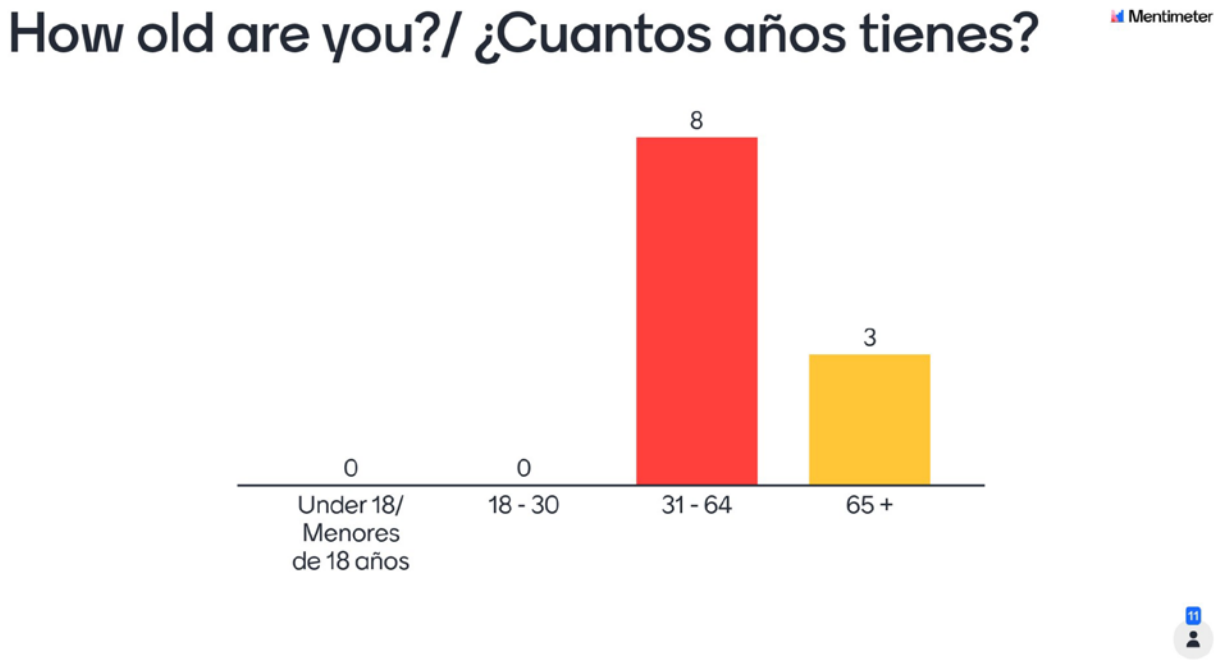
Which neighborhood do you live in?/ ¿En qué barrio vive?

Mentimeter

13

Lindenville Menti Polls





What is your race/ethnicity?/ ¿Cuál es su raza / etnia?

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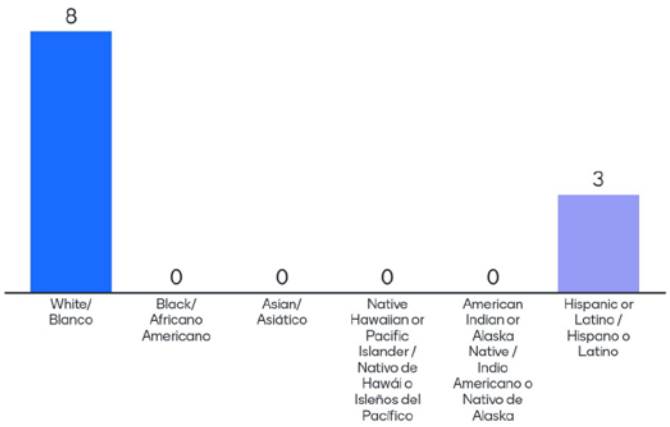

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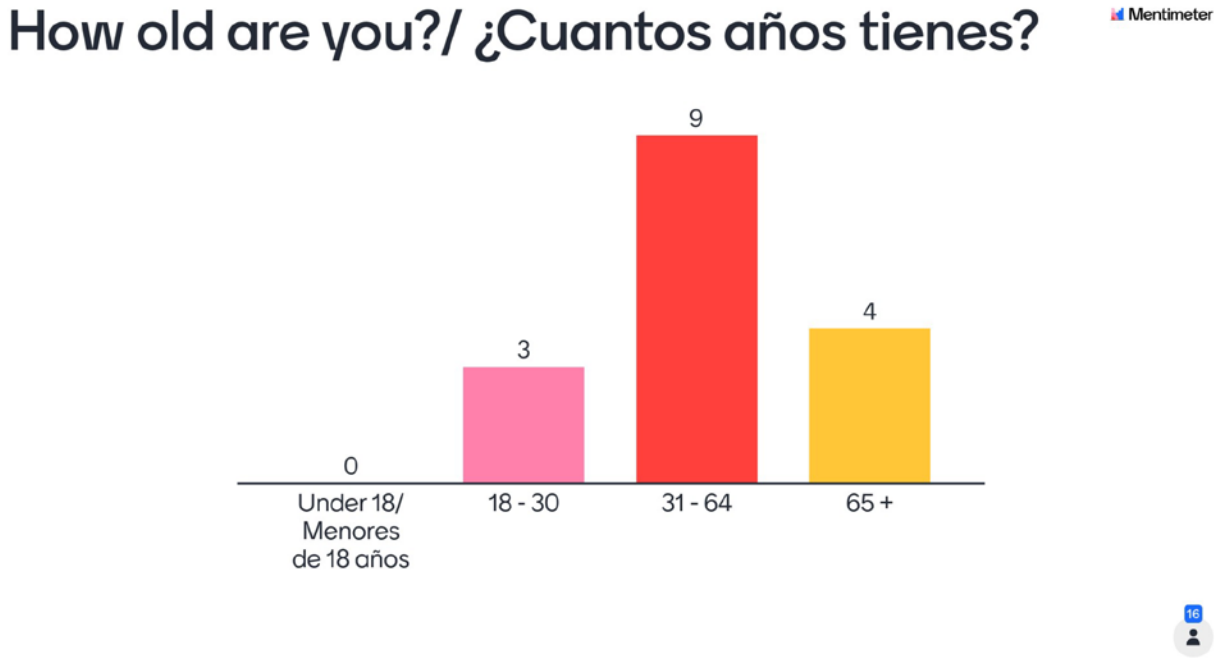
Which neighborhood do you live in?/ ¿En qué barrio vive?

Mentimeter

11

Parks Menti Polls



What is your race/ethnicity?/ ¿Cuál es su raza / etnia?

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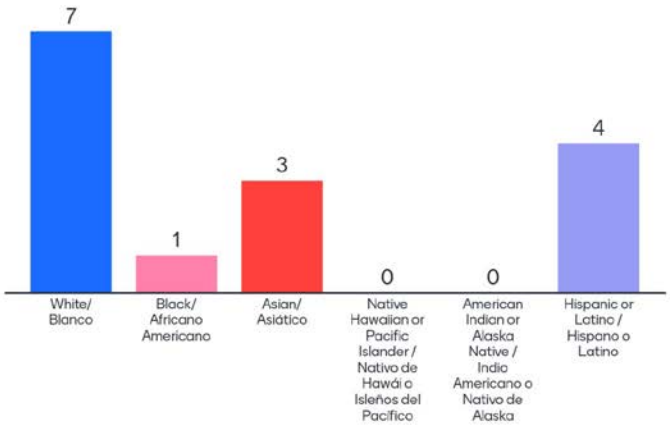

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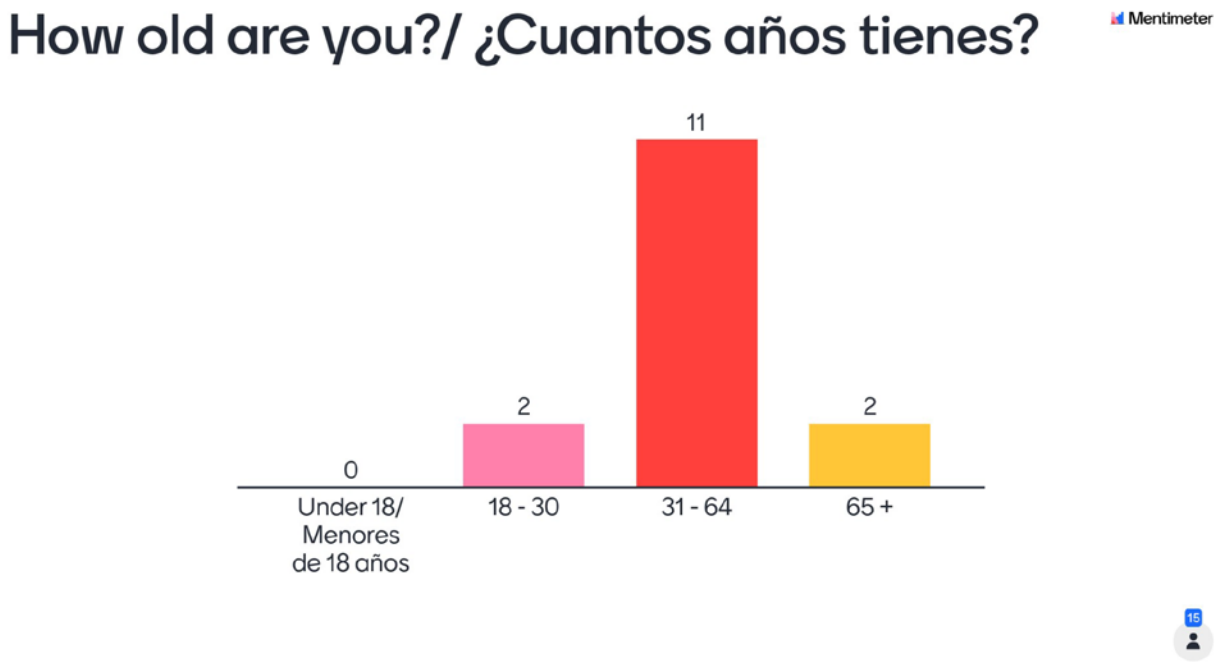
Which neighborhood do you live in?/ ¿En qué barrio vive?

Mentimeter

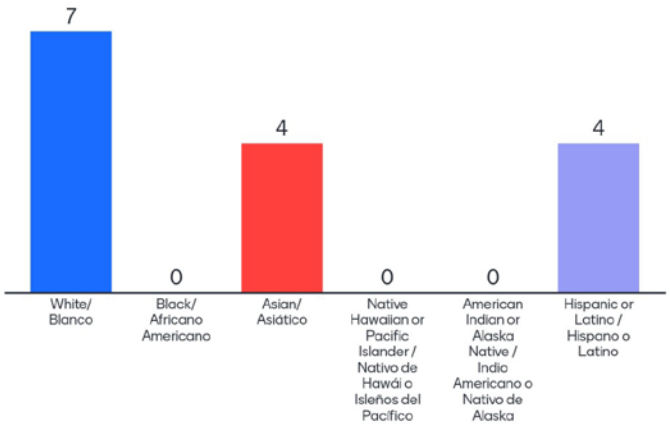
14

Housing Menti Polls



What is your race/ethnicity?/ ¿Cuál es su raza / etnia?

Mentimeter



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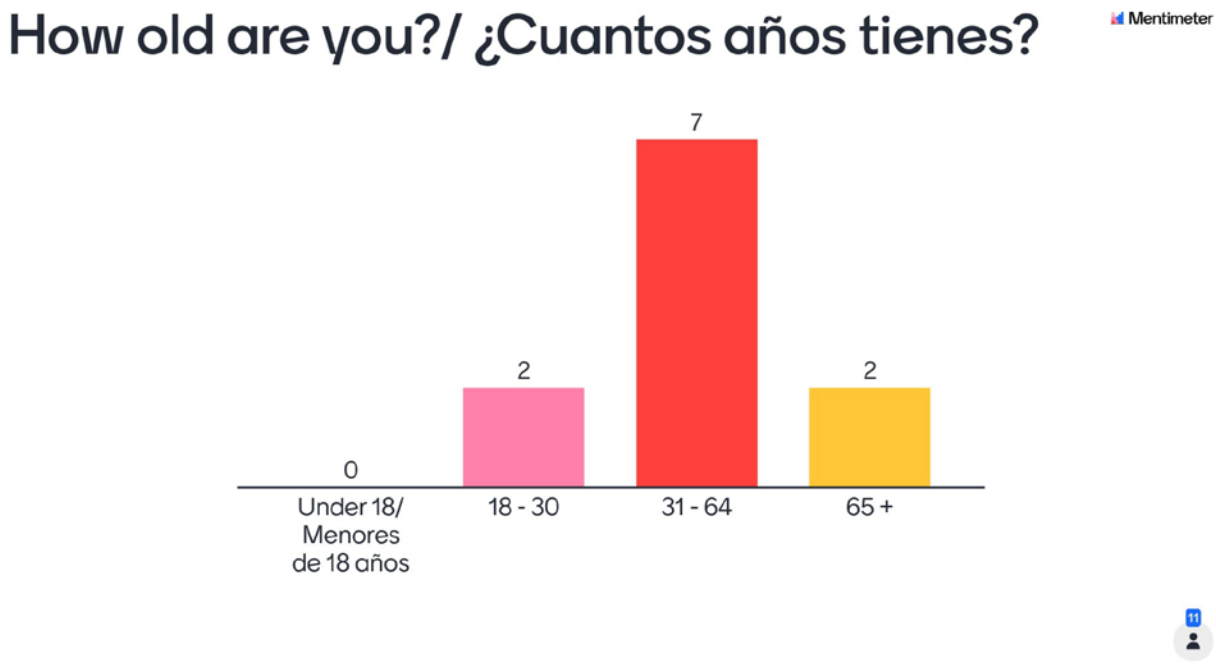
Which neighborhood do you live in?/ ¿En qué barrio vive?

Mentimeter

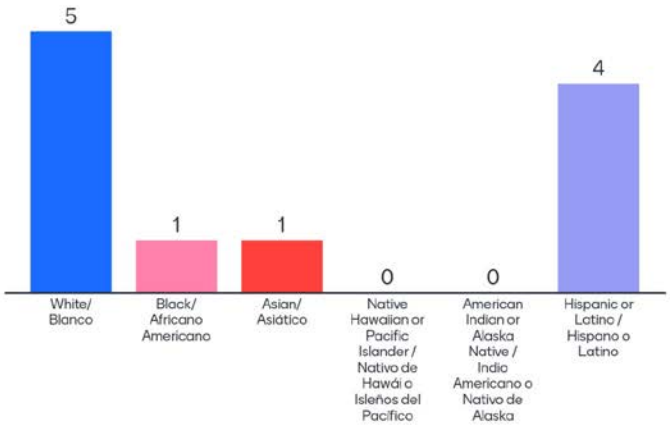
15

Downtown Menti Polls



What is your race/ethnicity?/ ¿Cuál es su raza / etnia?

Mentimeter



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Which neighborhood do you live in?/ ¿En qué barrio vive?

Mentimeter

11