

City of San Mateo

Community Report

Fiscal Year 2012-2013



2012

Transitioning to a Sustainable Future

2013

www.cityofsanmateo.org

This year's annual community report reflects upon the progress we have been able to achieve over the last several years and the improvements to our financial situation. When I became City Manager in the summer of 2008, no one could have imagined the economic downturn which occurred. Since that time, we have accomplished much together. With resident support of a temporary sales tax measure combined with substantial budget restructuring, we have made significant progress in meeting our financial sustainability goals. This includes setting aside approximately \$20 million in reserves to help weather future economic downturns.

In addition to working towards a fiscally sustainable future, we can all be proud of what we have accomplished together. These accomplishments include levee improvements, two new fire stations, a new police station, park renovations, street improvements, and completion of transit oriented development projects. We've also expanded summer recreation camps, added library hours, and developed a shared service arrangement for fire services with Foster City and Belmont.

Additionally, the City has enhanced its community involvement and outreach efforts through expanded use of social media and collaboration with groups such as the San Mateo United Homeowners Association, the Chamber of Commerce, and the Downtown San Mateo Association. One indicator of our progress in community engagement is that volunteer involvement grew to an amazing 82,476 hours of service this past fiscal year.

With these accomplishments comes transition. I announced my retirement earlier this summer and will complete my tenure as City Manager on November 1st. I came to San Mateo in 1987 and always found the community to be a perfect fit. San Mateo has a diverse community, engaged residents, healthy business districts, a strong Council, and dedicated employees that care about the residents and businesses they serve.

Our next City Manager will inherit a great community and committed organization. As a 100+ year old city, we have a solid foundation and proven track record of accomplishment, strategic thinking, and collaboration in meeting the challenges we have faced. Although I will miss my day-to-day interactions with the San Mateo community and organization, I feel confident that new City leaders will carry on the tradition of dedicated, professional service to all sectors of our community.



Susan M. Loftus
City Manager

The City of San Mateo is reaching the financial sustainability goals established by the San Mateo City Council in 2010. The 2013-14 General Fund and Capital Improvement Project (CIP) budgets adopted by the Council demonstrates this strong financial outlook. This could not have been accomplished without establishing stringent budget management objectives, closely monitoring revenues and expenses, and restructuring employee compensation.

Although we must still proceed cautiously, we are close to meeting our emergency reserve goals, and now have the ability to reestablish an economic development program and address infrastructure projects as well as other needs.

Improved General Fund Position

General Fund revenues for the current fiscal year are \$87.9 million, which is an increase of \$1.68 million from original estimates. This is primarily due to increases in tax revenues including: property tax, sales tax, hotel/motel tax, and business license tax. Approved expenditures equal \$82.5 million, approximately \$1.77 million less than originally estimated and primarily due to the restructuring of employee compensation.

Operating Reserve Fund – Goal Within Reach!

As part of the City's financial sustainability goals, we have been working towards establishing an emergency operating reserve fund equal to three months of operating expenses or \$20.3 million. At the end of the 2012-13 Fiscal Year, the operating reserve fund had a balance of \$19.3 million. Budget program savings in 2012-13 will allow us to meet our goal this year.

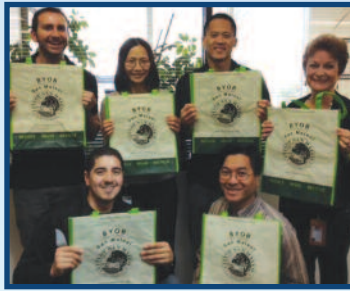
Funding For Infrastructure Improvements

Despite the economic downturn, we have been able to increase street rehabilitation funding, construct a new fire station, and make significant investments in our Waste Water Treatment Plant. When City Council adopted the current budget, additional funding was allocated to the CIP Budget to pursue needed infrastructure projects related to sewer and street rehabilitation improvements.

Through the years, the City has adapted and changed as necessary to address our economic conditions and community needs. Through discipline, dedication, and striving to meet financial sustainability goals, we are in a strong financial position. Moving forward with cautious optimism, we are positioned to implement projects and programs that will continue to make San Mateo a great place for its residents, employees, and businesses.

2012-2013 Significant Accomplishments

Focused on environmental sustainability by adopting the Reusable Bag Ordinance and Polystyrene Food Container Ban, implementing recommendations from the Bicycle and Pedestrian Master Plans, and researching the formation of a Sustainability Commission focused on environment, economics, and social equity.



1

Enhanced community engagement and collaboration efforts via the Neighborhood Watch Program, Notify Me email announcements, San Mateo Town Hall, and hosting community workshops regarding specific City initiatives.



2

Engaged community volunteers in a greater variety of activities including opportunities within various City departments, and community events such as the First Annual Downtown Clean-up, the Central Park Music Series, and the 50th Anniversary of our Sister City affiliation with Toyonaka, Japan.



3

Continued to explore and expand shared service delivery methods including incorporating Belmont into our Shared Services Agreement for fire services and participating in efforts to assess regional opportunities for police services.



4

Improved parks and open space through community partnerships and volunteer efforts including completion of the Butterfly Garden in Central Park and the construction of a trail identified in the Sugarloaf Mountain Master Plan.



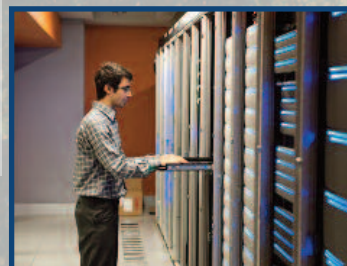
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Received Library Foundation funding to expand library hours by raising funds through the San Mateo Public Library Foundation to keep the Main Library open on Sundays throughout the summer and on Sundays preceding a Monday holiday through June 2014.



6

Implemented new technologies to increase efficiencies, as well as improve project and document management.



7

Launch of New Economic Development Program

As the City's financial position improved, the San Mateo City Council determined economic development to be a priority and supported the launch of a new economic development program focusing on: Marketing & Events, Business Attraction, Retention & Expansion, Real Estate Development, and Supporting External Economic Development Partners.

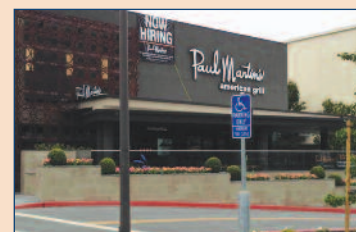
Since re-launching the Economic Development program in June, the focus has been on building stronger relationships with partner economic development organizations such as the Downtown San Mateo Association, the Chamber of Commerce and the EDGE, and building greater awareness about all San Mateo has to offer.

In its first few months, Economic Development staff has made numerous presentations, coordinated Downtown business "Testimonials," and created special San Mateo T-Shirts.

To promote San Mateo as a dining destination, the City entered the 2013 Rand McNally Best of the Road competition. Through an aggressive social media


campaign, a consistent community engagement process, and highlighting the variety of our food and dining establishments — we won the prestigious "Best Food" title. Rand McNally judges were won over by the diversity of our culinary options and community support.

San Mateo is fortunate to have a diverse, healthy economy, which attracts exceptional businesses, quality jobs, and strong tax revenues — all of which creates a stronger community and maintains San Mateo as the premier location on the Peninsula.



The San Mateo community enjoys a variety of shopping and dining options. Premier Boutique, a sporty shoe store on Third Avenue in downtown, and Paul Martin's, a trendy restaurant at Hillsdale Shopping Center, are two of the latest businesses to locate in San Mateo.

Stay Informed Get Involved

 **Nextdoor.com** serves as a network for neighborhoods and fosters neighbor-to-neighbor and citywide communication. We encourage you to visit and sign up today.



SanMateoTownHall.org helps gather ideas to create an even better city. The forum encourages lively discussion amongst community members through personal stories, pictures, comments, and new ideas.



Follow us on Twitter (@CityofSanMateo) to get all the latest news and information from San Mateo.



NotifyMe makes it easy to stay up-to-date on everything you want to know by offering over 30 email topics, such as City Council Agendas, Parks and Recreation notifications, Library Events, and more!



VolunteerSource provides a quick and easy way to connect potential volunteers with opportunities in the area. In the past year, citywide volunteering resulted in an estimated in-kind value of \$1,797,152 with the help of VolunteerSource placement. Find your connection today!



The City Services Academy gives an in-depth look at the City and our operations through a free, 12-week class.



The Neighborhood Watch Program connects police officers and concerned residents to over 400 blocks in the City, making it one of the most active programs in the county.



San Mateo's Community Emergency Response Team is comprised of residents trained to care for themselves and the community in the aftermath of a major disaster. Classes are offered throughout the year for those interested in joining.



Homeowner and Neighborhood Associations (HOAs) work to inform members of important events and share information with the City and the community. They also offer a way to meet your neighbors, get involved together, and make a difference.

Visit www.cityofsanmateo.org

San Mateo City Council

Mayor: David Lim

Deputy Mayor: Robert Ross

Council Members: Maureen Freschet, Brandt Grotte, and Jack Matthews