



COUNTY OF SAN MATEO
Inter-Departmental Correspondence

COUNTY MANAGER'S OFFICE

DATE: July 20, 2005
BOARD MEETING DATE: July 26, 2005
SPECIAL NOTICE/HEARING: None
VOTE REQUIRED: Majority

TO: Honorable Board of Supervisors
FROM: John L. Maltbie, County Manager
SUBJECT: Shared Vision 2010: Update of Progress Measures 2005

RECOMMENDATION:

Accept the Shared Vision 2010: Update of Progress Measures 2005 Report.

VISION ALIGNMENT:

Commitment: Responsive, effective and collaborative government

Goal 20: Government decisions are based on careful consideration of future impact, rather than temporary relief or immediate gain.

BACKGROUND:

In 1999, the Board of Supervisors initiated a countywide community visioning process to define a vision for the future of the county. The County's internal process, coupled with eight community forums resulted in a framework of people, place, prosperity and partnerships and ten commitments with 25 goals, which was ultimately adopted by the Board of Supervisors, as the Shared Vision 2010.

DISCUSSION:

Since the adoption of Shared Vision 2010 in 2001, much has been accomplished: the County implemented Outcome Based Management and County policies align with the Shared Vision. Attached is the Shared Vision 2010: Update of Progress Measures 2005, a summary of progress indicators as well as initiatives that contribute to Shared Vision goals. The Update provides a description of the County's population trends, programs and the economy and the quality of life indicators report on our progress. Many of the indicators point to real progress.

Initiative Highlights	
PEOPLE	<ul style="list-style-type: none"> ▪ Invested in Pre-School For All with \$1.7 million matching funds; ▪ Convened Jail Overcrowding Task Force; ▪ Conducted Health Disparities Summit; ▪ Funded Healthy Kids Health Insurance Program; and ▪ Launched Network of Care Mental Health website.
PLACE	<ul style="list-style-type: none"> ▪ Adopted Sustainable Building Policy; ▪ Established Housing Endowment and Trust (HEART) with \$3 million seed funds to develop affordable housing; ▪ Initiated update of the Midcoast Local Coastal Program Plan; and ▪ Partnered with Bridge Housing to develop 43 affordable housing units.
PROSPERITY	<ul style="list-style-type: none"> ▪ Sponsored Agricultural Summit to enhance and sustain economic vitality; ▪ Initiated Grand Boulevard Project; ▪ Developed displaced airline worker biotechnology training program; and ▪ Increased housing and employment services for emancipated foster care youth.
PARTNERSHIPS	<ul style="list-style-type: none"> ▪ Developed County Information Technology Strategic Plan; ▪ Expanded eGovernment Initiative to include marriage license, fictitious business statements and payment of child support wage assignments; ▪ Approved the First Restated Joint Powers Agreement for Library Services; ▪ Expanded Fatherhood Collaborative; and ▪ Broke ground on the San Mateo County Regional Law Enforcement Training Academy facility.

A more comprehensive list of the 2001-2004 initiatives is attached.

SUMMARY OF FINDINGS:

The County remains a desirable place to live, work and play. San Mateo County is regarded as one of the most beautiful areas in the state – with a spectacular coastline, protected open space, watershed, parks and rolling hills left in agricultural use; personal income is among the highest in the state and nation; the median cost of a home has risen to a new record high of \$800,000; and unemployment continues to drop from a high of 6 percent following the tech wreck and airline industry job losses just a few short years ago, to under 4 percent today.

San Mateo County continues to attract leading edge industries. The County is home to an Academy Award winning ogre – *Shrek* and his leading edge animator-creator PDI DreamWorks, fortune 500 Oracle Corporation, bio therapeutic industry leader Genentech, and software innovator Electronic Arts setting the standard for electronic games. Last year, the Baby Bullet Train came online, speeding workers across the Peninsula from San Francisco to the Silicon Valley, enabling the entire regional economy to grow.

At the same time the gap between rich and poor in California continues to expand. California has nine out of the ten most unaffordable housing markets in the nation, San Mateo County among them. While San Mateo County is able to boast the

highest personal income in the state, the County's *median* household income is \$70,000, which makes homeownership out of reach for 85 percent of San Mateo County households.

The cutting edge industries making San Mateo County their corporate home are reliant upon innovation and a highly educated and skilled workforce. Many schools out perform the statewide average, yet others lag, allowing San Mateo County children to fall behind and lose a competitive edge. San Mateo County must produce or be able to attract an educated workforce to sustain and grow our economy. In not too distant memory was the 20-minute drive it took to traverse the County. Today, that trip is a 45-minute or hour-long test-of-nerve commute. While we have faster trains, overall ridership on transit has declined and fares are going up.

FISCAL IMPACT:

None.

NEXT STEPS

Visioning is a process that requires regularly asking question(s):

- What kind of San Mateo County do we want?
- What kind of San Mateo County are we willing to pay for?
- What kind of San Mateo County are we willing to work for?
- What kind of San Mateo County are we willing to be responsible for?

The answers to these questions require thoughtful, deliberate choices, collaborative, inclusive deliberations and ultimately the development of strategic action plans.

Strategic Plan

This mid-point of Shared Vision 2010 offers the opportunity to develop a **County of San Mateo Shared Vision 2010 Strategic Plan**, to adjust, align and provide strategies to achieve Shared Vision 2010 long-term goals with short-term objectives. I recommend that the Board initiate such a plan to better link County programs and services to the community vision.

Community Conversations

Visioning is a process that requires renewal, understanding the changing needs and desires of county residents and assessing outside factors that could affect outcomes. Four facilitated community conversations are planned.

"More Livable San Mateo County" will be the first in the series. It is scheduled for November 1, 2005, with keynote speaker Dr. Richard Jackson, California's former Public Health Officer, pediatrician by training, and former Director of the Centers for Disease Control. Dr. Jackson has focused his considerable knowledge, experience and energy on the affects of our built environment, specifically the negative impacts of sprawl. Dr. Jackson successfully argues, "Healthy people and a healthy environment are inseparable."

Shared Vision 2010: Next Steps

Priorities	Initiatives
PEOPLE <i>San Mateo County leaders are able to build consensus to solve future problems</i>	
Level civic playing field	Target voter registration and turnout efforts Ensure boards and commission are inclusive, specifically with growing minority populations and youth
PLACE <i>San Mateo County's challenge is to balance demographic, social and economic trends against the fair distribution of resources</i>	
Adopt and implement smart growth policies	Advocate state laws and programs aligned to housing policies and programs Support incentives and rewards that promote and implement smart growth Manage and conserve natural resources
PROSPERTY <i>Bridge the growing gap between rich and poor</i>	
Improve access	Ensure programs and funds target most in need to improve access to education/training, jobs, housing, health care, and recreational opportunities; Target prevention programs to under performing school neighborhoods
PARTNERSHIPS <i>San Mateo County is able to produce or attract the educated workforce required to sustain our innovative economy</i>	
Meaningful two-way community conversations	Thoughtful, deliberate choices Collaborative deliberations Strategic action plans