

COUNTY OF SAN MATEO

PROFILE 2006 - 2007



County Geography, History, Economics, and Government

San Mateo County was established 150 years ago on April 19, 1856 and is celebrating its sesquicentennial in 2006. San Mateo County is located between San Francisco and Santa Clara counties on the San Francisco Bay. The County covers 531 square miles and boasts 54 miles of spectacular coastline bluffs and beaches. Seventy-four percent of its land is in agricultural use, watershed, open space, wetlands or parks. Mild climate, abundant natural resources, picturesque landscapes of oak tree-dotted rolling green foothills, creeks and majestic stands of old redwoods best describes San Mateo County, making it one of the most attractive communities in California. Historically, as is equally true today, residents have made a commitment to protect and preserve the County's natural resources. A vibrant economy, San Mateo County is strategically located in proximity to world-renowned research universities — University of California at Berkeley and San Francisco and Stanford University. As a result, many leading edge industries, such as medical therapeutic leader Genentech, Fortune 500 Oracle, gaming leader Electronic Arts, and Academy Award winner PDI DreamWorks, all call San Mateo County home. Consistently, San Mateo County boasts among the highest incomes and among the lowest unemployment rates in both the State and the nation.



Oracle Buildings at Redwood Shores

History



Trains played an important role in the growth of San Mateo County.

In 1769, while searching for Monterey Bay, a Spanish exploration team led by Captain Gaspar de Portola instead found San Francisco Bay. The Spanish expedition found the peninsula inhabited by several small bands of Costano Indians. As a result of that contact, many Costanos soon contracted disease that eventually contributed to their extinction. During the 23 years of Mexican rule, numerous large land grants were secured from the Mexican Government. San Mateo County became the site of 17 large ranchos. By 1846, American troops had defeated Mexico and just two years later gold was discovered, drawing the "forty-niners" in search of fortune. The territory's population grew and by 1850, Congress granted California statehood.

Up until 1856, San Mateo was part of San Francisco County when the County was created out of a political deal. In an effort to eliminate city government corruption a state legislative proposal was introduced to merge the City and County of San Francisco. That legislation only won approval when an amendment was added to also require splitting San Francisco into two counties. In 1856, the County Charter was approved and a battle for the location of the county seat ensued. After three elections and a state Supreme Court decision, Redwood City became the San Mateo County seat.

By 1860, the San Francisco peninsula had 3,214 residents. After the Southern Pacific peninsula line was completed the railroad brought something new to the Peninsula, the commuter. Many of the "Bonanza and Railroad Kings" purchased the old Mexican land grants. In fact, of the "Big Four" all but Collin Huntington made their home in San Mateo County. Leland Stanford, Charles Crocker and Mark Hopkins all constructed great mansions on estates.

Population



Between January 1, 2005 and January 1, 2006, San Mateo County's population grew 0.6 percent from 719,655 to 724,104 maintaining San Mateo County as the 14th most populous county in California. During that same time period, California grew by an estimated 1.2 percent to 37.2 million. Of San Mateo County's 724,104 residents, approximately 64,756 live in the unincorporated area of the County. ¹

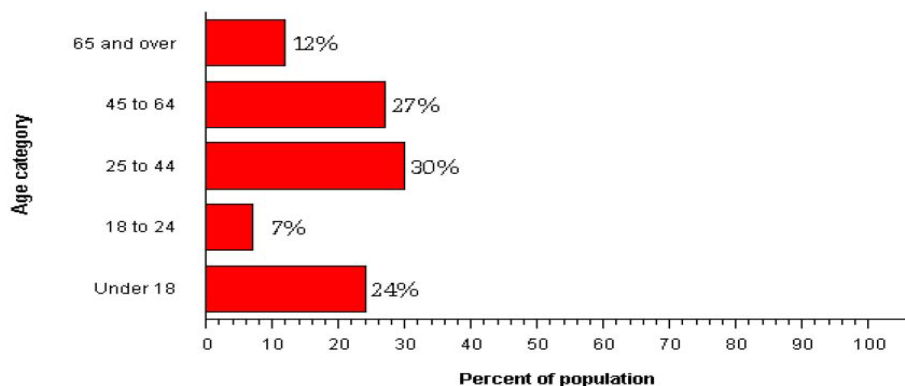
SAN MATEO CITY/COUNTY POPULATION ESTIMATES ²					
City	2002	2003	2004	2005	2006
ATHERTON	7,193	7,203	7,236	7,227	7,262
BELMONT	25,152	25,357	25,321	25,364	25,648
BRISBANE	3,642	3,641	3,669	3,710	3,744
BURLINGAME	28,297	28,214	28,171	28,162	28,322
COLMA	1,196	1,193	1,293	1,560	1,575
DALY CITY	103,982	104,141	104,167	104,223	104,820
EAST PALO ALTO	31,834	31,661	31,791	32,057	32,083
FOSTER CITY	28,803	29,780	29,720	29,749	29,900
HALF MOON BAY	12,122	12,270	12,354	12,639	12,739
HILLSBOROUGH	10,929	10,945	10,946	10,937	10,965
MENLO PARK	30,921	30,751	30,651	30,520	30,750
MILLBRAE	20,729	20,682	20,644	20,622	20,735
PACIFICA	38,595	38,548	38,518	38,515	38,739
PORTOLA VALLEY	4,489	4,488	4,521	4,520	4,553
REDWOOD CITY	76,014	75,865	75,747	75,671	76,087
SAN BRUNO	40,166	40,903	40,860	41,272	41,515
SAN CARLOS	27,777	27,723	27,906	28,071	28,265
SAN MATEO	93,670	93,533	93,853	93,818	94,315
SOUTH SAN FRANCISCO	60,728	60,767	60,912	61,400	61,824
WOODSIDE	5,366	5,353	5,452	5,474	5,507
Unincorporated	63,302	63,691	64,043	64,144	64,756
COUNTY TOTAL	714,907	716,709	717,775	719,655	724,104

*Totals may not equal sum due to rounding

The California Department of Finance projects that by the year 2010 San Mateo County's population will grow to 747,134 and by 2020 to 786,740. ³

In 2004, the County's median age was 38.6 (36.2 for the Nation) compared with 12 percent of San Mateo County residents of 65 years of age or older.

The Age Distribution of People in San Mateo County, California in 2004



Source: American Community Survey, 2004

¹ State of California, Department of Finance, *E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change — January 1, 2005 and 2006*, Sacramento, California, May 2006.

² Ibid

³ State of California, Department of Finance, *Population Projections by Race/Ethnicity for California and Its Counties 2000–2050*, Sacramento, California, May 2004.

In the nation, San Mateo County ranks 10th in the percentage of people who are foreign born at 30.1 percent. California counties with higher percentages include: Santa Clara (37.5 percent), San Francisco (37.3 percent), Los Angeles (36.1 percent) and Monterey (33 percent).⁴ The percentage of San Mateo County residents that identify as White has declined from 50.3% in 2000 to 46.7 in 2004. During that same time, the number of residents that identify as Hispanic or Asian has risen to a combined percentage of 45.9 percent.

SAN MATEO COUNTY RACE/ETHNIC POPULATION ESTIMATES ⁵										
	2000		2001		2002		2003		2004	
White	357,376	50.28%	354,566	49.67%	348,026	48.63%	341,470	47.59%	334,203	46.57%
Hispanic	156,519	22.02%	159,452	22.34%	163,070	22.79%	166,692	23.23%	169,942	23.68%
Asian	144,997	20.40%	147,469	20.66%	151,706	21.20%	155,941	21.73%	159,838	22.27%
Black	24,633	3.47%	24,584	3.44%	24,854	3.47%	25,111	3.50%	25,302	3.53%
Multirace	15,833	2.23%	16,267	2.28%	16,478	2.30%	16,721	2.33%	16,900	2.35%
Pacific Islander	9,782	1.38%	9,871	1.38%	9,856	1.38%	9,836	1.37%	9,769	1.36%
American Indian	1,592	0.22%	1,637	0.23%	1,682	0.24%	1,720	0.24%	1,756	0.24%

Major Employers

The largest employers in the County and their respective number of employees are set forth in the following table:

COUNTY OF SAN MATEO LARGEST EMPLOYERS ⁶		
Employer	Type of Business	Number of San Mateo County Employees
United Airlines	Airline	10,328
Oracle Corporation	Software	7,000
Genentech Inc.	Biotechnology	5,763
County of San Mateo	Government	5,288
Kaiser Permanente	Health Care	3,992
United State Postal Service	Postal Service	2,396
Safeway Inc.	Supermarkets	2,140
Applera (Applied Biosystems)	Biotechnology	2,000
Visa USA	Financial Services	1,901
Electronic Arts	Interactive Entertainment	1,800
Mills-Peninsula Health Services	Health Care	1,800
The Gap Inc.	Specialty Retail	1,700
Siebel Systems	Software	1,550
Stanford Linear Accelerator	Physics Research	1,500
San Mateo County Community College District	College District	1,450
SRI International	Research and Development	1,397
Catholic Healthcare West	Health Care	1,215
Franklin Templeton Investments	Investment Management	1,200
San Francisco International Airport	Airport	1,179
EMC Corp.	Information Management	1,086



555 County Center
one of the
County's government
office buildings.

⁴ U.S. Census Bureau, 2004 American Community Survey, R0501. Percent of People Who are Foreign Born: 2004 Universe: Total population.

⁵ State of California, Department of Finance, *E-3 California County Race/Ethnic Population Estimates and Components of Change by Year, July 1, 2000–2004*. Sacramento, California, March 2006.

⁶ San Francisco Business Times, *2006 Book of Lists*, 2006.

Income and Housing



San Mateo County's 2004 *median* family income was \$87,762, a 4.3 percent increase from 2003 and the highest in California and the 11th highest in the nation. San Mateo County's 2005 annual average unemployment rate has fallen from highs around six percent (2003) to approximately 4.3 percent for 2005. However, this unemployment rate is higher than the 1999 rates, which hovered around two percent.⁷

County of San Mateo Median Family Income ⁸				
	2001	2002	2003	2004
San Mateo County Median Family Income	\$83,021	\$80,287	\$84,171	\$87,762
National Ranking	11	18	11	9
California Ranking	2 nd to Santa Clara	2 nd to Santa Clara	1	1

COUNTY OF SAN MATEO Per Capita Income					
	2000	2001	2002	2003	2004
United States⁹	\$29,845	\$30,574	\$30,810	\$31,484	\$33,050
San Mateo County¹⁰	\$58,904	\$55,700	\$52,391	\$52,103	\$54,807
Percentage of San Mateo County vs. United States Per Capita Income¹¹	197%	182%	170%	165%	166%

California, and specifically the Bay Area, consistently has among the highest housing costs in the nation. The 2005 median single-family home price in San Mateo County rose to \$865,500 from \$755,000 in 2004—a 14.6 percent change from just a year ago. The December 2005 monthly rent for an average 2-bedroom unit was \$1,449 per month. The inability of families in San Mateo County to afford appropriate housing is the single greatest impediment to achieving self-sufficiency and continues to make affordable housing development a top County priority.

COUNTY OF SAN MATEO Average Apartment Rent					
	Dec. 2001	Dec. 2002	Dec. 2003	Dec. 2004	Dec. 2005
Two Bedroom	\$1,764	\$1,597	\$1,478	\$1,421	\$1,449
One-Bedroom	\$1,415	\$1,305	\$1,236	\$1,231	\$1,294

COUNTY OF SAN MATEO MEDIAN SALES PRICE FOR SINGLE FAMILY HOMES AND CONDOMINIUMS/TOWNHOMES					
	2001	2002	2003	2004	2005
Single Family Homes	\$590,000	\$625,000	\$650,000	\$755,000	\$865,500
Condominiums/Townhomes	\$382,500	\$385,000	\$400,000	\$462,000	\$550,000

⁷ State of California, Employment Development Department, Labor Market Information Division, *Monthly Labor Force Data for Counties, Annual Average 2005*, April 2006.

⁸ U.S. Census Bureau, American Community Survey for 2001-2004, *Median Family Income (Inflation-adjusted Dollars)*.

⁹ CA1-3 – Per capita personal income, Bureau of Economic Analysis, Regional Economic Accounts, April 2006.

¹⁰ Ibid

¹¹ CA1-3 – Per capita personal income, percent of US, Bureau of Economic Analysis, Regional Economic Accounts, April 2006.

Commercial Activity

Commercial activity is an important contributor to San Mateo County's economy. The following table shows the County's taxable transactions from year 2000 to 2004:

COUNTY OF SAN MATEO TAXABLE SALES BY TYPE OF BUSINESS (in thousands of dollars) ¹²					
Type of Business	2000	2001	2002	2003	2004
Apparel Stores	\$349,256	\$327,455	\$313,513	\$312,708	\$337,738
General Merchandise	1,255,683	1,259,242	1,220,051	1,228,323	1,246,473
Specialty Stores	1,538,989	1,267,916	1,062,791	1,090,344	1,129,654
Food Stores	405,860	415,023	401,241	399,776	401,438
Packaged Liquor Stores	64,959	68,360	69,418	68,878	73,434
Eating/Drinking Places	980,888	982,152	952,970	951,632	1,019,966
Home Furnishings	486,075	439,347	407,611	437,556	510,736
Building Materials	813,509	873,013	869,275	861,172	1,067,142
Service Stations	801,639	739,561	655,492	655,484	714,645
Cars, Boats, Planes, Parts & Dealers	1,900,086	1,843,498	1,748,003	1,695,663	1,667,539
Total Retail Outlets	8,596,944	8,215,567	7,700,365	7,701,536	8,088,935
Business & Personal Services	616,464	591,870	540,008	484,754	480,851
All Other Outlets	4,830,608	4,052,152	3,374,436	3,172,149	3,238,2888
Total/All Outlets	\$14,044,016	\$12,859,589	\$11,614,809	\$11,358,439	\$11,808,074

Transportation

San Francisco International Airport

The San Francisco International Airport (SFO) is located in an unincorporated area of the County. According to the Airports Council International—North America, in 2005, SFO was the 14th busiest airport in the nation in terms of passenger volume (down from 12th in 2004) and 13th busiest in cargo volume (up from 14th in 2004).¹³ SFO reports that air traffic in 2005 included over 33 million passengers, a 2 percent increase from 2004, representing over 56 percent of the Bay Area airport market share.¹⁴ Fifty-five passenger and commuter airlines fly from the Airport, the largest of which is United Airlines (48 percent market share).



San Francisco International Airport

¹² State of California, California State Board of Equalization, *Taxable Sales in California (Sales & Use Tax)*, 2000-2004, Sacramento, California, December 2000-2005.

¹³ Airports Council International, North America, ACI-NA 2005 North American Final Traffic Report, Washington D.C., 2006

¹⁴ City and County of San Francisco, San Francisco International Airport, *Comparative Traffic Report*, San Francisco, California, February 2006.

Although SFO is owned and operated by the City and County of San Francisco, it plays a very significant part in the economy of the County. Tens of thousands of people are employed at SFO by the airlines, cargo carriers, restaurants, aviation suppliers and other SFO-related business and support services. Impacted by a sluggish economy and the events of September 11, 2001, SFO's passenger and cargo volumes declined. United Airlines, the largest carrier at San Francisco International Airport representing nearly half of all passengers and flights, with 10,000 employees in San Mateo County, was forced to declare bankruptcy. However, the industry is recovering. United Airlines has emerged from bankruptcy and passenger rates are rising.

SAN FRANCISCO INTERNATIONAL AIRPORT COMPARATIVE TRAFFIC REPORTS ¹⁵			
Fiscal Year	Total Enplaned and Deplaned Passengers	Freight and Express Air Cargo Enplaned and Deplaned (Metric Tons)	U.S. and Foreign Mail (Metric Tons)
1998	39,326,635	598,580	173,454
1999	39,515,808	655,409	186,805
2000	40,287,832	695,258	176,994
2001	33,955,220	516,184	118,959
2002	30,741,660	506,083	89,873
2003	28,786,385	483,412	90,112
2004	32,156,828	489,776	73,099
2005	32,794,050	520,386	70,170

Port of Redwood City

The Port of The Redwood City Port is also located in the County. The Port has a deep-water channel and handles bulk and specialty cargo including lumber, scrap metal and liquid cargos. In FY 2002-03, the Port handled 900,000 metric tons of cargo, rising to 1.1 million tons in 2004 and to a record high of 1.9 million metric tons in 2005. Redwood City Port revenues rose from \$4.25 million in 2004 to \$5.95 million in 2005.



BART, Caltrain, SamTrans



San Mateo County has worked hard to improve public transportation. In June 2003, the Bay Area Rapid Transit (BART) opened the Millbrae/SFO extension, which includes BART's four newest stations—South San Francisco, San Bruno, SFO and Millbrae. In June 2004, Caltrain launched the Baby Bullet train service, which provides express service including travel between San Francisco and San Jose in less than an hour. In 2005, Caltrain doubled the number of Baby Bullet trains (from 10 to 22). These past efforts are creating results. Both BART and Caltrain ridership are rising. However, more work needs to be done. SamTrans ridership continues to fall. Since 2001, SamTrans' ridership fell from over 60,000 average weekday rides to less than 47,000.

Average Weekday Ridership for BART, Caltrain and SamTrans			
	2004	2005	2006
BART	25,187	27,554	28,064
Caltrain	25,550	28,393	32,031
SamTrans	48,073	46,797	NA

¹⁵ City and County of San Francisco, San Francisco International Airport, *Comparative Traffic Report*, San Francisco, California, February 1999-2006.

County of San Mateo Government

San Mateo County is only one of two California counties that requires each of the five members of the Board of Supervisors to be elected at-large by all voters of the County, but requires each supervisor to reside within one of five geographic supervisorial districts. Supervisors are elected to four-year terms and are limited to no more than three terms. The Board of Supervisors makes policy for county government activity, except for those functions reserved for other elected officials. The Board legislates and sets policy and oversees county government by ordinances and regulations.

In addition to the five Board seats, there are six elected officials who are chosen by general election every four years. They are the Assessor-County Clerk-Recorder, Controller, Coroner, District Attorney/Public Administrator, Sheriff and the Treasurer-Tax Collector. The Clerk of the Superior Court and the Chief Probation Officer are appointed by the Superior Court. All other department heads are appointed by and report directly to the County Manager, who is appointed by the Board of Supervisors.

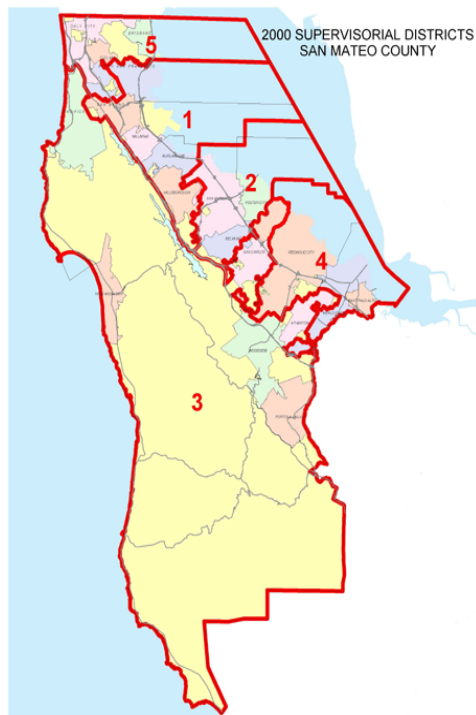
Board of Supervisors

Adrienne Tissier, 5th District

Incorporated: Brisbane, Colma, Daly City, South San Francisco (west of El Camino Real)
Unincorporated: Broadmoor, Country Club Park

Rich Gordon, 3rd District

Pacifica, Montara, Moss Beach, El Granada, Princeton, Half Moon Bay, Redwood Shores (community of Redwood City), Harbor Industrial, San Carlos, Woodside, Portola Valley, Atherton, Devonshire, Palomar Park, Emerald Lake Hills, Sequoia Tract, West Menlo Park, Stanford Lands, Ladera, Los Trancos Woods, La Honda, Skyline, Pescadero, Menlo Oaks



Mark Church, 1st District

Incorporated: San Mateo (west portion, adjacent to Hillsborough), Burlingame, Hillsborough, Millbrae, San Bruno, South San Francisco (east of El Camino Real)
Unincorporated: Burlingame Hills, Highlands/Baywood Park, San Francisco Airport

Jerry Hill, 2nd District

Belmont, Foster City, San Mateo

Rose Jacobs Gibson, 4th District

Incorporated: Redwood City, Menlo Park, East Palo Alto.
Unincorporated: North Fair Oaks, Oak Knoll

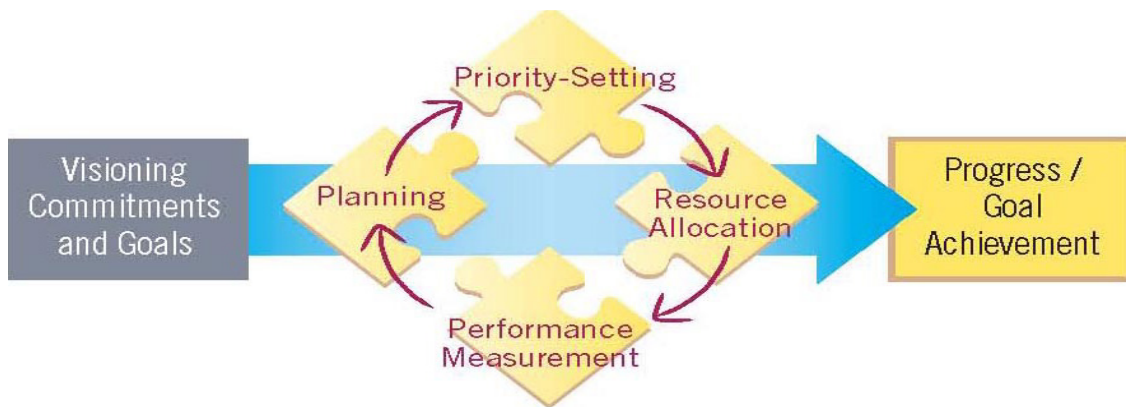
Elected Department Heads

Warren Slocum, Assessor-County Clerk-Recorder
Tom Huening, Controller
Robert Foucraut, Coroner
Jim Fox, District Attorney/Public Administrator
Don Horsley, Sheriff
Lee Buffington, Treasurer-Tax Collector

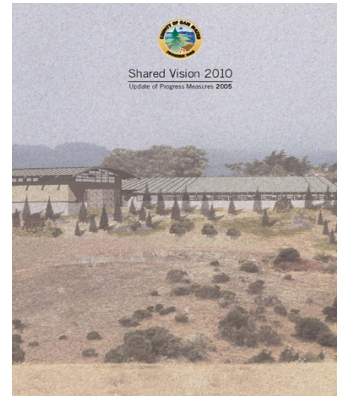
Visioning Project



In 2000, the San Mateo County Board of Supervisors asked the community to identify the strategic priorities for the future of the County, asking the question: "What is the most important goal that San Mateo County should set for the year 2010?". With broad participation at eight community forums conducted throughout the county, 10 commitments and 25 goals were developed into the County's **Shared Vision 2010**. Since the adoption of **Shared Vision 2010**, the Board of Supervisors actions have been aligned with the 10 commitments and 25 goals. Moreover, the Board of Supervisors established and phased-in a system referred to as Outcome Based Management (OBM) to integrate the Shared Vision 2010 into department planning, priority-setting, performance measurement and budget development. The County budget process is an integral part of OBM, which requires resources in County programs and services to be allocated toward meeting performance targets and improving overall County service delivery. Using the commitments and goals identified through the community visioning process as the long-term direction for County programs and services, all resources are now allocated toward those areas that can significantly contribute to progress and achieve the goals set out in Shared vision 2010.



Now at mid-point, the Board issued Shared Vision 2010: **Update of Progress Measures 2005**, to provide a summary of progress, a report card and an accounting of the initiatives that have been undertaken which contribute to the Shared Vision goals. Taken together, real progress has been demonstrated, yet indicators also report more work is needed. Mid-point is an opportune time for reflection, as well as to once again look to the future. As a result, the Board has set out a new course of civic engagement with community conversations to develop strategic plans for Shared Vision 2010, again answering the question: "What kind of San Mateo County do we want?".



More Livable San Mateo County



First in that series, **More Livable San Mateo County**, drew broad community representation with 250 participants engaged in a lively facilitated discussion on ways San Mateo County can work together to as a community and as individuals to reduce the damaging impacts caused by the built environment. The strategies include ways of making our community more pedestrian friendly, promoting locally grown food products, and increasing the use of transit. These efforts contribute to reducing the incidence of diabetes, childhood obesity, depression, and heart disease.

Year in Review

Priority Projects



Youth Services Center

The new 300,000 square foot San Mateo County Youth Services Center (YSC) will replace the 50-year old Hillcrest Juvenile Hall. In addition to the 180-bed Juvenile Hall, YSA integrates a 30-bed girls' camp, three separate group homes containing 24 beds designed to serve specific need populations, a receiving home, juvenile courts, probation offices, administration, and education building as well as health clinic. The 30-month construction of the \$150 million state-of-the-art center will be completed Fall 2006. San Mateo County's YSC complies with the "New Design" of California youth facilities and is rightfully earning national acclaim.

June/July 2005

Planning and Building Task Force

The Planning and Building Task Force completed their mission recommending improvements to service delivery including sensible, consistent rules and regulation, allowing for timely and efficient processing of planning and building applications. As a regulatory agency, Planning and Building not only controls the proper construction of homes and their appropriate placement in the environment, but more importantly, ensures the health safety and well-being of all those who build or improve their homes or businesses in the unincorporated area of the County. The Task Force recommendations will be rolled out in phases over the coming year beginning with the implementation of the internal improvement plan for public delivery of service has been acted upon.

Emancipating Youth

Nationally, as with San Mateo County, fifty percent of emancipated foster youth become homeless within two years. In an effort to improve the outlook for emancipating foster youth, the Board augmented the Adolescent Services Unit, Child and Family Services, Human Services Agency to provide additional support for these youth to improve their ability to reach self-sufficiency. The additional funds target efforts to provide housing, additional education, job and life-skills.

August/September 2005

Gang Suppression

August 2005, the San Mateo County Police Chief's and Sheriff Association tasked a group of senior law enforcement managers to develop a Countywide Gang Task Force to respond to increased gang-related activity occurring throughout San Mateo County. In September 2005, the Board of Supervisors approved the creation of the Sheriff's Gang Intelligence and Investigations Unit to create a centralized clearing-house of gang-related programs, gang member information and establish a confidential hot line to report gang activities.

Being Prepared

The horrifying images from the aftermath of Hurricanes Katrina and Rita were sobering reminders that the entire Bay Area is equally vulnerable to natural forces potentially even more violent and destructive. On October 11, 2005, a crowd of more than 4,000 people met with critical first-responders, including police, fire and hazardous material handlers and emergency medical teams, as well as search rescue squads who demonstrated the use of their specialized and life-saving equipment and exercised long-developed response plans. The County's first Preparedness Day served to underscore the need for personal preparedness. Participants learned how to be better prepared in the event of a disaster, including an earthquake. In concert, the San Mateo County Health Department prepared and distributed a **Pocket Guide to Emergency Preparedness** to every household in San Mateo County.



November 2005

100 Best communities for Young People by America's Promise

November 2005, San Mateo County was awarded one of the 100 Best Communities for Young People by America's Promise, founded by Retired General Colin Powell in 1997 following the President's Summit for America's Future. America's Promise is a broad-based alliance whose members work to ensure that all young people realize their full potential. They are dedicated to mobilizing people from every sector of American life to build the character and competence of our nation's youth. San Mateo County Youth Commissioners traveled to Washington, D.C. to accept the award.



December 2005

Local Coastal Plan

Nearly a year ago an update of the Midcoast Local Coastal Program (LCP) began with series of public hearings to consider revisions to land use policies affecting the unincorporated Midcoast and update the Local Coastal Plan (LCP) with the desired outcomes of averting development permit appeals, updating baseline data and policies and improving the LCP-Coastal Act consistency. This community visioning process is designed to result in a prepared statement of principles to guide Midcoast growth. The principles resulted in a framework for future action on the Midcoast to address non-conforming lots, adequate water delivery, better coordination of pedestrian and bicycle travel, Half Moon Bay Airport use, development controls and resource conservation and protection.



January 2006



Sesquicentennial Documentary

To observe and celebrate the County's 150-year anniversary, the San Mateo County Historical Association prepared a year-long series of community events, including "How the Vote Was Won" at Old Molloy's Tavern, Old Woodside Store Day, Maritime Day featuring historic tall ships and reading the original minutes from the Board of Supervisors in 1856 at a regular Board meeting. In addition to supporting and participating in these events, and to capture the County's rich and diverse history, the Board provided matching funds to produce a documentary film of the County's history. This educational film will highlight the county's history from the gold rush days, the "big four," post World War II boom through to today's spectacular economy, social and cultural diversity.

March - April 2006



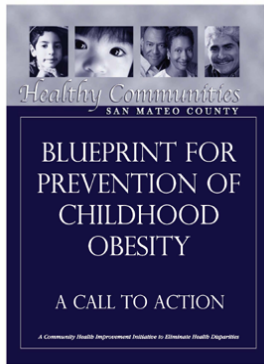
More Livable San Mateo County

More Livable San Mateo County, the first in a series of community conversations, featured Dr. Richard Jackson, Professor of Environmental Health at the University of California, Berkeley and co-author of **Urban Sprawl and Public Health**. Dr. Jackson's provocative insights excited the diverse crowd of 250, on the damaging effects that the built environment has on health well-being of the community. A lively facilitated discussion followed to explore ways in which the community can work together and as individuals to combat the effects the built environment has on San Mateo County as well as to prevent and reduce diabetes, obesity, depression, heart disease and cancer. A participant work group has been formed to prioritize and develop a plan to implement the strategies from the forum, including efforts to ensure healthy choices for school children and efforts to make the community more pedestrian friendly and the County has begun a thoughtful review of its own zoning and building requirements for its livability, to encourage physical activity, nutritious food choices and community connectivity.

HOPE



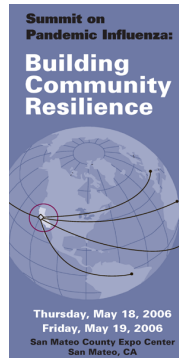
Housing Our People Effectively (HOPE) was created in response to an emerging consensus among political and civic leaders, business people, community activists, homeless people and their families, housing and service providers and other stakeholders in San Mateo County, that homelessness must end. **HOPE** sets forth a ten-year plan of action to ensure that San Mateo County residents who have been homeless or are at severe risk of becoming homeless will be housed. The goal of HOPE is that by 2015, 7,900 individual and family households in San Mateo County who have been homeless or are at severe risk of becoming homeless due to extremely low incomes, chronic disabilities and or other health or special needs, will secure and maintain safe, permanent, accessible, affordable and where needed, supportive housing.



Prevention of Childhood Obesity Blueprint

April 2006, the Board adopted the Prevention of Childhood Obesity Blueprint as part of the community's observance of Public Health Week, themed "**Designing Healthy Communities, Raising Health Kids.**" The Blueprint outlines several objectives for the community including the following milestones for action. By 2007, its objectives includes resources to assist local school districts in developing federally-mandated local school wellness policies addressing food served at schools, physical education and health education. By 2010, all residents will have access to high-quality, appealing and affordable fruits, vegetables and other healthy foods. A plan will also be in place to provide convenient access to safe, high quality parks, playgrounds and green space in all neighborhoods.

May 2006



Pandemic Influenza Summit

Hosting a two-day pandemic influenza summit on May 18 and 19, 2006, the County hopes to strengthen public-private partnerships and build community resilience in the wake of a global epidemic. The first-of-its kind summit is focusing on risk, science and policy for health care professionals. Bringing together stakeholders including elected officials, city managers, emergency management, law enforcement, fire/EMS, hospitals, education, transportation, business, and faith-based and community-based organizations, the summit will provide knowledge about pandemic influenza and the County's response plan. It will also help to assess the community's preparedness plans and to improve coordination of disaster planning between the private and public sectors.