Community Conversation
March 21, 2019
Introduction and Welcome

Welcome and thank you for joining us today

Thank you also to our partners:

HOME FOR ALL
SAN MATEO COUNTY

Common Knowledge
Our Purpose Today

- Bring our community together
- Have a different kind of conversation
- Think together about our community’s shared future
- Use what we learn today to help guide us moving forward
About Home for All

A community collaborative addressing the housing challenge in San Mateo County

- Educating
- Innovating
- Convening
Meeting Goals

★ Broaden the conversation about Brisbane’s future

★ Develop shared understanding about current conditions

★ Reflect on the values and principles that should guide us

★ Share our hopes and concerns for the future

★ Think about how we can retain and enhance Brisbane’s sense of community over time
Who’s In the Room?
Agenda

• Goal: A learning meeting
• How are common challenges affecting our community?
• Discussion #1
• Reflecting on our community’s shared future
• Discussion #2
• Next Steps
Conversation Guidelines

🌟 Speak from your own experience
🌟 Listen to understand each other
🌟 Respect differences; be curious
🌟 Let everyone participate
🌟 Your questions are valuable
Think/Pair/Share – Take :90 each

★ What brought you to this conversation tonight?
★ What do you hope to hear, share or learn tonight?
About Brisbane:
Regional Challenges & Quality of Life Data
The Jobs/Housing Gap

San Mateo County Between 2010 – 2017

83,000 JOBS

7,100 HOUSING UNITS
The Consequences in Our County

- Between 2011 and 2017
  - Median home price doubled
  - 2 bedroom apt. rent increased 66%

- Over 210,000 people commute into San Mateo County to work
  - That’s 5 Oracle Parks full of commuters

- 2017 business poll:
  - 40% of respondents may leave the Bay Area within the next few years
Long Commutes

- Less expensive housing is only available far further away, requiring lengthy commutes and creating traffic congestion.
Brisbane: Population & Jobs

Sources: Housing Element/Dept. of Finance Report 5/1/18, US Census Bureau
Brisbane: Who Works Here?

Number of Businesses in Brisbane: **622**

- Commercial Businesses: **600**
- Home-Based Businesses: **22**
- Number of employees assumed to be over **7,000**

Source: MuniServices
Brisbane: Age Distribution

- 0 to 19 years: 19%
- 20 to 34 years: 15%
- 35 to 44 years: 15%
- 45 to 59 years: 29%
- 60 to 74 years: 18%
- 75 and up: 4%

Median Age: 44.6

Sources: US Census/American Fact Finder, ACS Demographic and Housing Estimates
Brisbane: Household Income in 2017

Total Households: 1,871 | Median Income: $109,632
Brisbane: Housing Types

- Single Family Homes: 59%
- Duplexes & Townhouses: 22%
- Multifamily Homes (5+ units): 16%
- Mobile Homes: 3%

Source: Housing Element/Dept. of Finance Report 5/1/18
Brisbane: Housing Units

<table>
<thead>
<tr>
<th>Year</th>
<th>Units</th>
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<tbody>
<tr>
<td>2000</td>
<td>1,831</td>
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<tr>
<td>2018</td>
<td>2,028</td>
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Source: Housing Element/Dept. of Finance Report 5/1/18
Brisbane: Single Family Home Price

2019 Median Home Price: $942,500

Sources: Housing Element/SMC Association of Realtors & MLS Inc., Zillow
Brisbane: Ownership Costs

★ Median Home Price
  $942,500
★ Monthly Mortgage
  $4,850/mo.
★ Income required
  $194,000
★ Median Household Income (4 person)
  $118,400

Sources: Zillow 3/2019, Housing and Urban Development, 2018 San Mateo County Income Limits
Brisbane: Rental Costs

- Avg. Rent for a 1 bdrm $2,000/mo.
- Avg. Rent for a 2 bdrm $3,000/mo.

Sources: Zillow 3/2019, Housing and Urban Development, 2018 San Mateo County Income Limits
Brisbane: Renters & Owners

Renter-Occupied: 31%
Owner-Occupied: 69%

Sources: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates
Creating Community Together

- Personal experiences and connections
- Community organizations and events
- Physical environment
  - San Bruno Mtn.
  - SF Bay
- Personal and shared principles & values
City of Brisbane’s 5 Values and Guiding Principles
City of Brisbane’s 5 Values and Guiding Principles

*Safe Community*
Residents and visitors will experience a sense of safety
City of Brisbane’s 5 Values and Guiding Principles

Community Building

Brisbane will honor the rich diversity of our city through community engagement and participation
City of Brisbane’s 5 Values and Guiding Principles

Ecological Sustainability

Brisbane will be a leader in setting policies and practicing service delivery innovations that promote ecological sustainability
Fiscally Prudent

Brisbane’s fiscal vitality will reflect sound decisions which also speak to the values of the community.
City of Brisbane’s 5 Values and Guiding Principles

🌟 Economic Development
Brisbane will work with businesses and residents to provide for economic vitality/diversity
Table Discussion #1

1. What do you value about living or working in Brisbane?

2. What challenges are affecting you and the people you know in Brisbane?
Future Challenges

Identifying community values and goals that inform decision-making

Informed and engaged community participating in the decision-making process
Future Challenges

- Global issues with local implications (sea level rise, greenhouse gas emissions, climate change)

- Regional pressures
  - Traffic
  - Housing
  - Economy

- State efforts limiting local land use control

- Managing local change, including the Baylands
Managing Local Change

- Parkside
- Precise Plan
- Buildout of Sierra Point
- Baylands
Managing Local Change

- Brisbane Baylands; ongoing planning process since 2005
  - More than 50 public workshops, meetings and hearings
  - Thousands of pages of documents produced and reviewed
  - Supporting documents including Sustainability Framework and Public Space Plan
    - tinyurl.com/bay321
- Latest step – passage of Measure JJ in Nov. 2018
Amended the City’s General Plan

Established broad parameters for future development of the Baylands

Did not approve a project or any site development

Requires the preparation of a Specific Plan (SP) and Development Agreement (DA) for the actual development of the site

- Both SP and DA must comply with terms of Measure JJ and are subject to approval by the City of Brisbane
Measure JJ

- Was approved by a 55%/45% margin
- Allows 1,800-2,200 residential units
- Allows 7 mil. sq. ft. non-residential
- Est. General Plan policies for future Specific Plan and/or Develop. Agreement
Principles Embedded in Measure JJ

Health and Safety

- Plans for site remediation and landfill closure approved prior to SP submittal
- Areas planned for residential will be remediated to allow for ground-level residential uses
- Detailed methods to ensure remediation is completed in accordance with approved plans
Principles Embedded in Measure JJ

Ecological Sustainability

- Secure a reliable water supply
- Protect, enhance and restore key habitat areas
- Incorporate sustainability principles as set forth in Baylands Sustainability Framework
- Provide for flood protection, taking into account sea level rise
Principles Embedded in Measure JJ

Fiscally Prudent

- Each increment of development shall provide appropriate transportation-related and other infrastructure, facilities, and site amenities

- Development shall be revenue positive to the City on an annual basis during all phases of development and upon final buildout
Principles Embedded in Measure JJ

⭐ Protect, enhance and restore the historic Roundhouse
How is Brisbane planning for the future?

Future Specific Plan will:

- Be consistent with the General Plan and land use program approved under Measure JJ
- Implement the principles and values approved under Measure JJ
- Incorporate other recognized identified guiding principles and values
- Reflect other community goals and values
Listening to Our Community

- All of us have a role to play in shaping the community’s future

- Ensure that future plans are responsive to values and principles recognized in the past

- Enable the community to identify other values and principles that should be taken into account in future planning efforts

- Provide opportunities for community feedback on how future planning efforts reflect and respond to values and principles
Table Discussion #2

1. As we think about Brisbane’s future, what kind of community do you want to live in? Why is that important to you?
   - What hopes do you have?
   - What concerns you about the future?

2. How can we work together to enhance Brisbane’s sense of community?
Housing Resources

★ For information about home sharing, volunteering, legal services and down payment assistance, visit the City’s housing website at:

tinyurl.com/brisbaneres

★ Please suggest other resources to add
Next Steps

- A report about what was shared today will be sent out in the next few weeks.
- Updates will be added to the City website with information people have requested.
- Planning for a second community conversation in early May to build on themes and issues raised in this meeting.
Stay Involved

1. We’ll make sure your email is added to our Friday blast list

2. Share what you learned with others

3. Pass on the meeting report or ask them to subscribe

4. Attend the next community conversation
Thank you for coming today!

www.brisbaneca.org