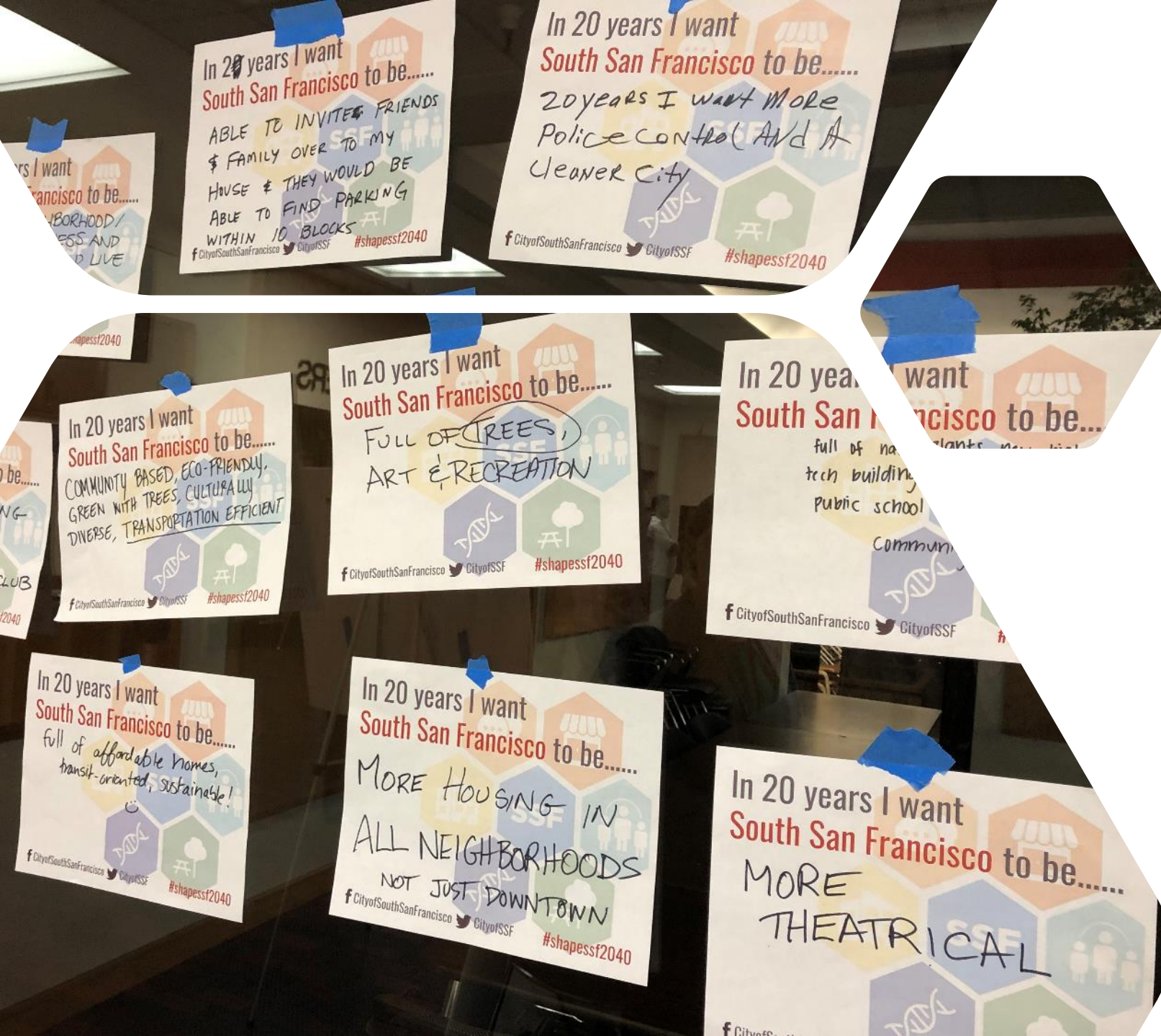




SHAPE SOUTH SAN
FRANCISCO
2040 GENERAL PLAN

General Plan Community Advisory Committee Meeting #25

October 12, 2021



Meeting Topics

- General Plan Outline
- Commission on Racial and Social Equity Action Plan
- Integration into the General Plan
- Discussion



Focus on Visual Design

OUR VISION FOR THE FUTURE

Shape SSF 2040 presents our community's vision for South San Francisco for the next two decades. The General Plan provides a roadmap for the City to implement policies and actions that create a resilient community, improve the quality of life of its residents, and expand economic development opportunities. The development of this plan has been guided by an overarching vision, a set of community values, and guiding principles that were shaped through community input.

Vision

South San Francisco is a place where everyone can thrive. Its high quality of life, diverse and inclusive community, livable neighborhoods and excellent services, culture of innovation, and environmental leadership ensure all people have the opportunity to reach their full potential.



South San Francisco Map of the City

Values

Throughout the General Plan process, community members identified many shared values and beliefs. These cross-cutting community values include: diversity and inclusion, livability, sustainability, and innovation. While each guiding principle, goal, policy, and action outline what the City wants to achieve and plans to do, these values describe how future actions should be implemented.

Diversity + Inclusion

We celebrate our diversity. We proactively promote diversity and inclusion for all races, ethnicities, genders, sexual orientations, abilities, ages, religions, and cultural and socioeconomic backgrounds. We strive to ensure equitable access to services and resources for all, build collaborative partnerships, and promote civic engagement.

Innovation

We encourage innovation, creative thinking, and state-of-the-art solutions. We pilot new tools and technologies and forge public-private partnerships that improve the well-being of residents and the efficiency of City operations and businesses.



2007 Historical Map of the City

Sustainability

We strive to build and maintain a healthy and safe city. Our actions reduce climate pollution, adapt to climate disruptions, preserve natural resources, foster a prosperous and just economy, and meet the needs of current and future generations to ensure all people have the opportunity to reach their full potential.



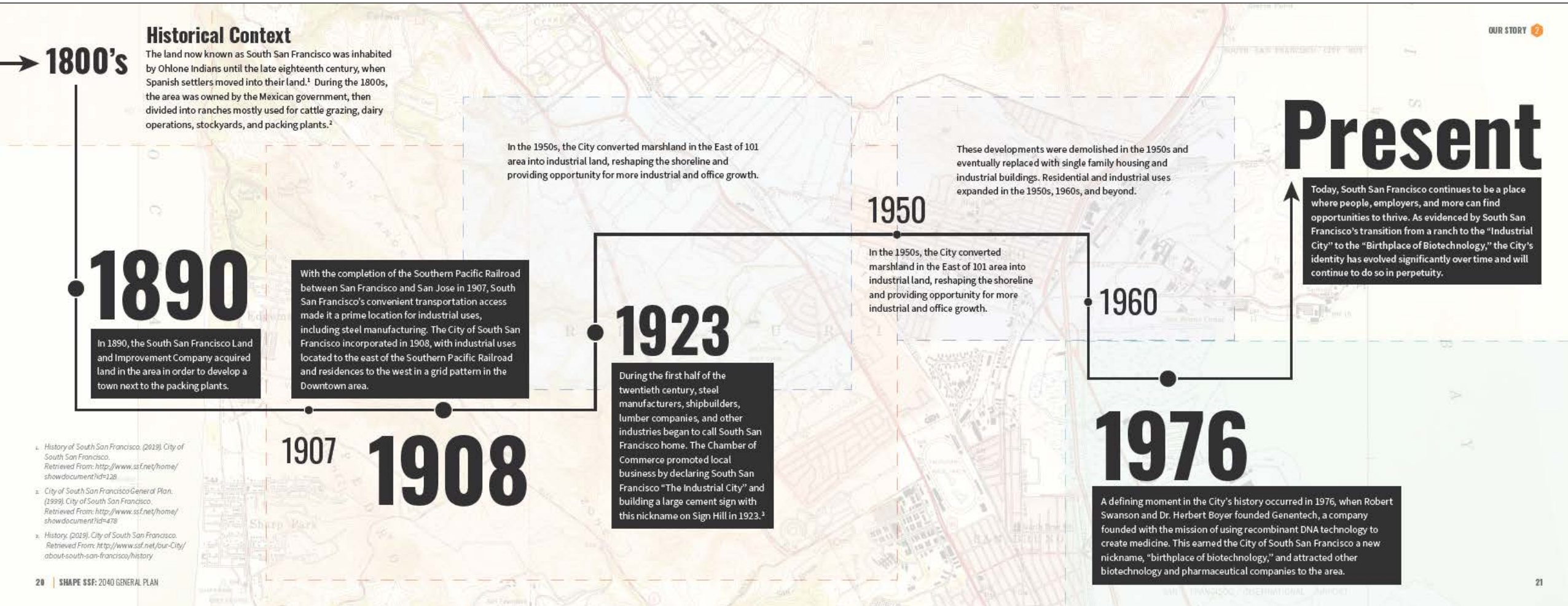
2007 Historical Map of the City

OUR VISION FOR THE FUTURE

Livability

We cherish our high quality of life. Residents of all ages, income levels, and abilities are able to comfortably live in a variety of housing options and can easily access quality parks, recreational facilities, libraries, and community services. We can travel via safe and reliable transportation options, including walking, biking, and public transit.

Infographics



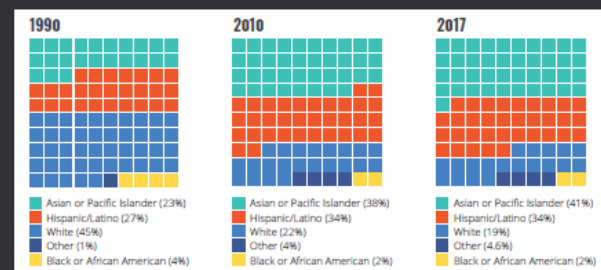
Data and Information Design

COMMUNITY PROFILE AND TRENDS

South San Francisco has undergone much change since the end of the 20th century. As South San Francisco has continued to grow, the demographic characteristics of the City's residents have continued to evolve. The continued growth of jobs has boosted South San Francisco's economy but has contributed to the city's jobs-housing imbalance. This has led to housing affordability and displacement issues, in addition to more commuter traffic congestion. The risks associated with climate change hazards have also increased, with sea level rise posing the greatest risk to South San Francisco. These opportunities and trends helped to shape the General Plan.

Demographic Trends

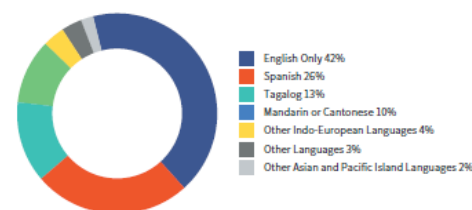
Race/Ethnicity Over Time



As the City has continued to grow, the racial composition has evolved since 1990, with a majority Asian Pacific Islander and Latino population in 2017. The majority of Asian Pacific Islanders reside in the Westborough sub-area, while the majority of Latinos reside in the Downtown sub-area.

Languages Spoken at Home

More than half of all South San Franciscans speak a language other than English at home. Nearly a quarter of the population speaks English less than very well.

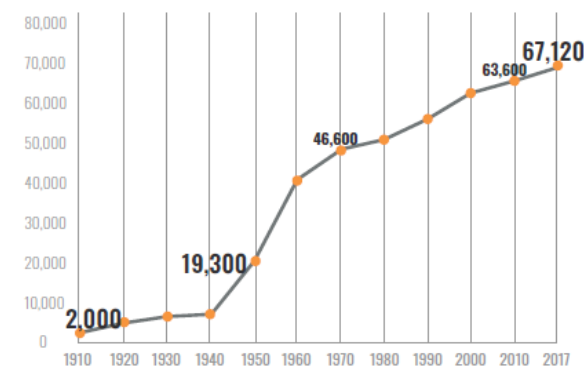


Population Growth

Since 1990, the city has seen a significant increase in older adult population (age 60+) and stable/decreasing youth population (age 18 and under). Most children live near downtown, and most older adults live in the western side of the city.

stable youth population: **+1%**

growing older population: **+69%**



Since 1990, more people (families, multi-generational families, and non-families) are living together in a single household.

+11% Increase in household size

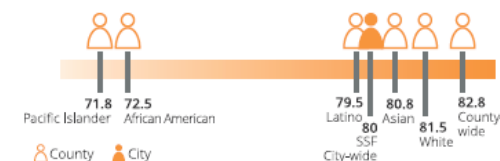
Education Attainment

Rates of educational attainment have greatly increased since 1990, but Pacific Islanders and Latinos have the lowest high school graduation rates (under 75%).

↓ 75%
latino & pacific islander high school graduation rate

Community Health

Place, income, living conditions, race, and education are all significant contributing factors to the health and livelihood of a community and its individuals. In the county, White and Asian residents are likely to live 10 years longer than Black or Pacific Islanders.



Digital Plan Integration

WHAT DOES THIS MEAN?



This icon serves two purposes. First, it is used as a marker, indicating chapter numbers throughout the plan. Second, it serves as a point of interaction, bridging the gap between our PDF and Web-based plan. Whenever this symbol or one of its variations below are present, expect an additional point of interaction or information available to you in the web-based plan. Click the icon or follow the instructions provided near the icon to access that additional point of interaction



This icon indicates chapter number and is selectable.



This icon indicates general web interaction and is selectable.

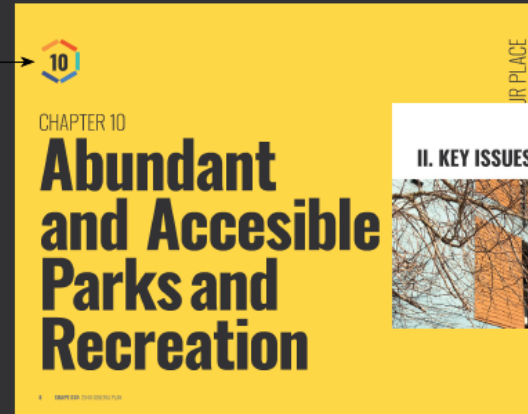


This icon indicates video is available and is selectable.



This icon indicates a closer look is available and is selectable.

Example
Selecting this icon will bring up the indicated section in the web-based plan.

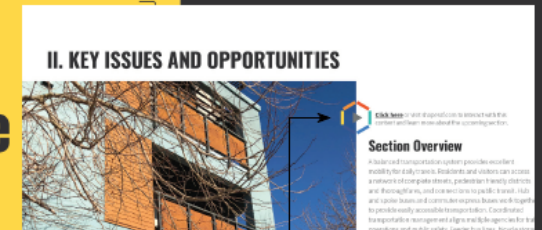


07 PERFORMANCE METRIC
Pollution exposure
Target:
Increase the percentage of residents, especially in disadvantaged communities, who live in buildings with air pollution reduction features and other measures that eliminate pollutants.

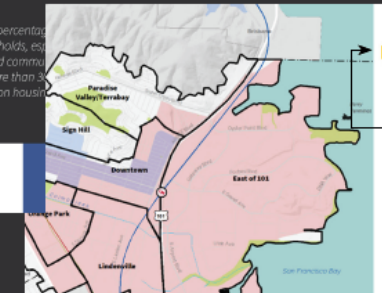
08 PERFORMANCE METRIC
Housing cost-burden
Target:
Decrease the percentage of income households, especially in disadvantaged communities, that contribute more than 30 percent of gross income on housing costs.

Click here or visit shapessf.com to view current progress on targets and performance metrics.

Example
Selecting this icon (or where indicated) will present live data figures in the web-based plan.



Example
Selecting this icon (or where indicated) will bring up an video pertaining to the section.



Click here or visit shapessf.com for a more interactive view of this map with live data.

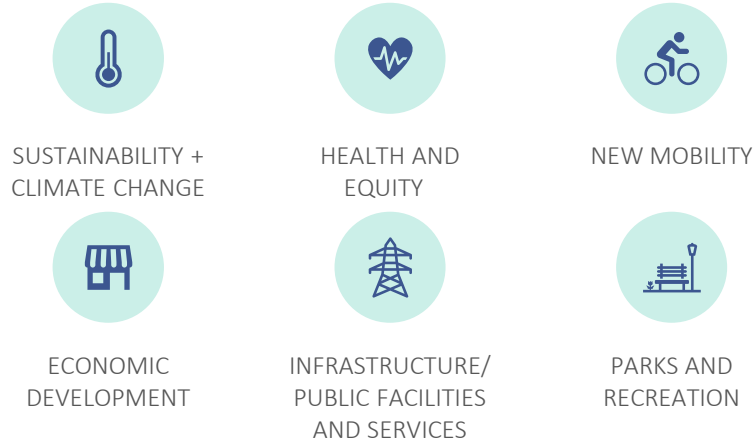
Example
Selecting this icon (or where indicated) will bring up an enlarged view of the map in the web-based plan.

General Plan Topics

Elements Required

- Land Use
- Circulation
- Housing
- Conservation
- Open Space
- Noise
- Safety
- Environmental Justice

General Plan addresses other topics:



STATE OF CALIFORNIA
2017
General Plan Guidelines
GOVERNOR'S OFFICE OF PLANNING AND RESEARCH

General Plan Organization



Our Plan

describes the community vision future for the future, planning process, and plan structure.



Our Place

contains elements that focus on the built environment of South San Francisco.



Our People

contains elements that focus on the safety and well-being of the people of South San Francisco.



Our Environment

contains elements that focus on the natural environment and environmental aspects that affect South San Francisco's natural environment.



Our Plan to Get There

summarizes the implementation actions to achieve the Vision and critical goals of the General Plan.

General Plan Elements

Part II: Our Place

- Land Use + Community Design
- Sub-Areas
- Prosperous Economy
- Housing
- Multimodal Mobility
- Abundant and Accessible Parks and Recreation

Part III: Our People

- Community Health and Environmental Justice
- Community Resilience
- Equitable Community Services

Part IV: Our Environment

- Climate Protection
- Environmental and Cultural Stewardship
- Noise

Example Element Organization

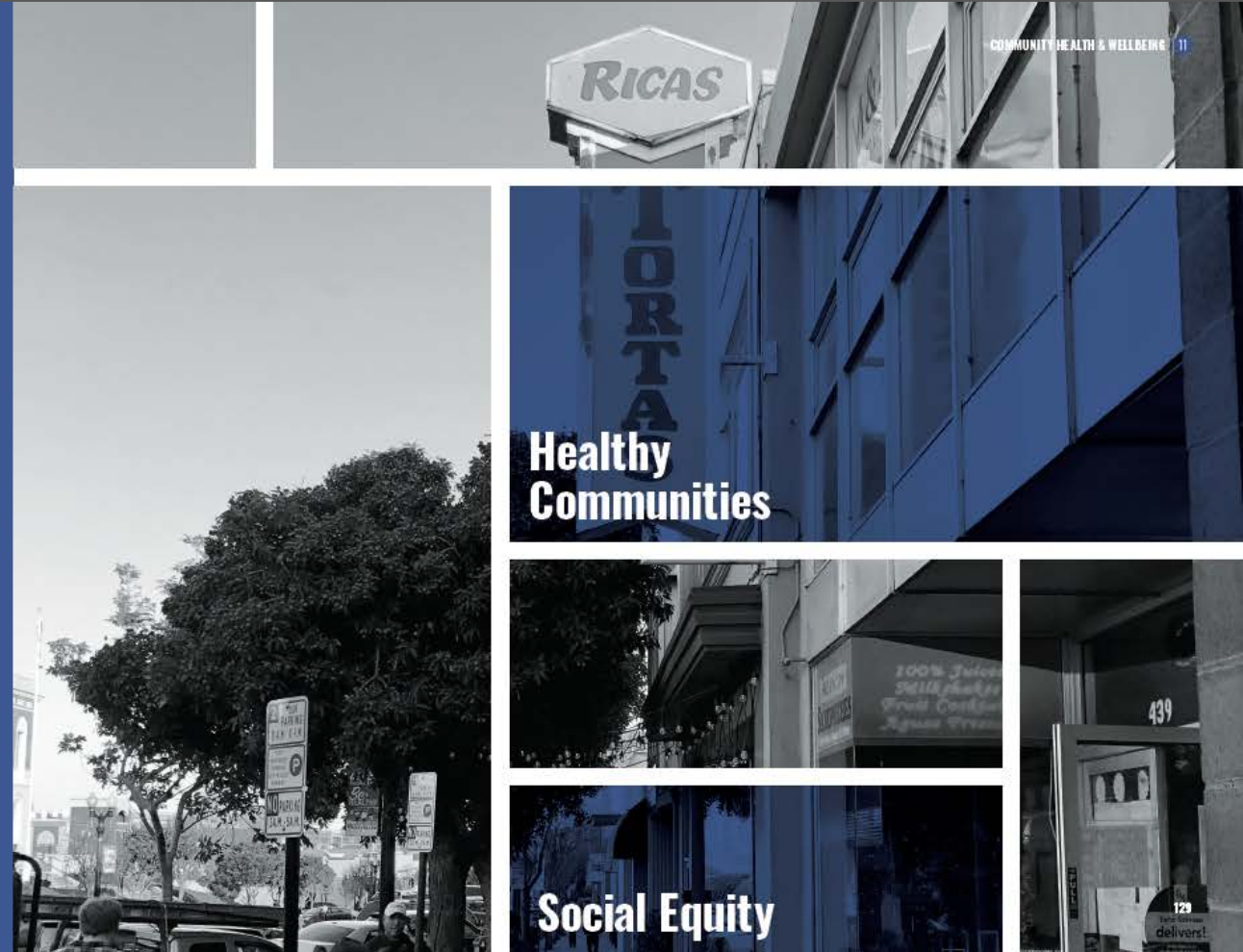


CHAPTER 11

Community Health and Wellbeing

326 SHAPE SOUTH SAN FRANCISCO ZONING GENERAL PLAN

PART III: OUR PEOPLE



COMMUNITY HEALTH & WELLBEING 11

Healthy
Communities

Social Equity

Element Organization: Where We Want to Be in the Future

WHERE WE WANT TO BE IN THE FUTURE

Key Outcomes

A high quality of life for residents of all ages, income levels, and abilities that increases life expectancy and reduces the disparity between racial groups.

All residents, especially in disadvantaged communities, have access to high quality preventive and health services.

All residents, especially in disadvantaged communities, breathe clean air and are not exposed to hazardous materials.

All South San Francisco children have access to affordable childcare and universal pre-K.

All residents, especially in disadvantaged communities, have convenient access to opportunities in their neighborhoods to be physically active.

All residents, especially in disadvantaged communities, have access to fresh and affordable produce.

All residents, especially in disadvantaged communities, live in safe and sanitary housing without risk of displacement.



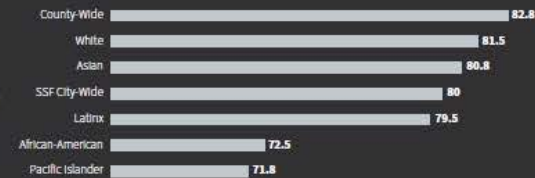
South San Francisco Overview

Performance Metrics

* Refer to Appendix page 000 to view a full list of Performance Metrics for this chapter

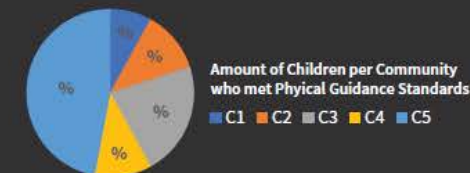
01 PERFORMANCE METRIC Life expectancy by race/ethnicity

Target:
Increase life expectancy for all residents and reduce racial disparities in life expectancy by 2040



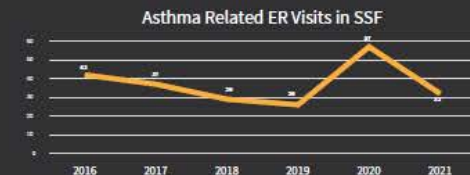
02 PERFORMANCE METRIC Children physical activity levels

Target:
Close the gap between the proportion of children, especially in disadvantaged communities, who meet physical activity guidance between South San Francisco and the County



03 PERFORMANCE METRIC Asthma related emergency department visits

Target:
Decrease the rate of asthma related emergency department visits, especially in the city's disadvantaged communities



Select here or visit shapessf.com to view current progress on targets and performance metrics.

How Our Plan Gets Us There

Place, race, income, and environmental conditions are all significant contributing factors to the health of South San Francisco.

The City's physical, social, and economic environments combine to make specific individuals and communities face a disproportionate burden of environmental pollution yet also have access to fewer of the City's existing health-promoting assets that make it a great place to live, work, and play. Therefore, the Health and Environmental Justice Element includes goals and policies that address existing community health concerns as well as approaches to managing new development to prevent future health and environmental justice issues. The topics covered include preventive healthcare, healthy food, pollution exposure, physical activity, safe housing, and anti-displacement. Other identified topics related to health and environmental justice, such as economic development, mobility, and social equity, are addressed in other elements of the General Plan.



Community Member

Element Organization: Key Issues and Opportunities

KEY ISSUES AND OPPORTUNITIES



Mixed-Use Building



Select here or visit shapessf.com to interact with this content and learn more about the upcoming section.

Section Overview

A balanced transportation system provides excellent mobility for daily travels. Residents and visitors can access a network of complete streets, pedestrian friendly districts and thoroughfares, and connections to public transit. Hub and spoke buses and commuter express buses work together to provide easily accessible transportation. Coordinated transportation management aligns multiple agencies for traffic operations and public safety. Feeder bus lines, bicycle storage and parking, and wayfinding signage for pedestrians will enhance connections to rail.

Health Status and Life Expectancy

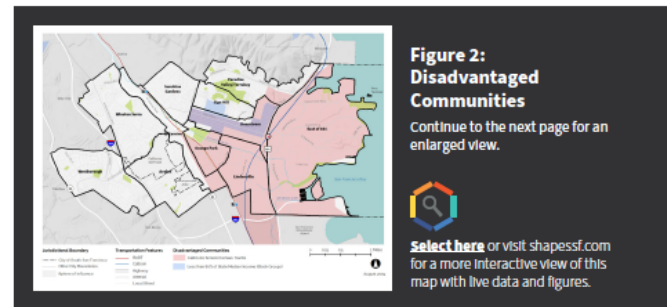
Life expectancy is an overarching health indicator for any population, and it varies based on race and ethnicity, gender identity, place of residence, and many other factors. On average, life expectancy in South San Francisco is 80 years, which is nearly 3 years less than the overall life expectancy for San Mateo County (82.8 years). Across the county, White residents (81.5 years) live 9-10 years longer than Pacific Islanders (71.8 years) and African Americans (72.5 years). Although there is no single cause for this disparity, it suggests that Pacific Islanders and African Americans in San Mateo County are experiencing hardships through physical, social, and economic conditions that negatively impact their health status and life expectancy. Disparities in life expectancy by place and race underscore the importance of improving community health as a critical long-term goal for the city.

Other indicators of health status can highlight a population's risk factors and suggest policy priorities. For example, in 2016, 17.2% of adults in South San Francisco had been diagnosed with asthma, which is significantly higher than the corresponding statewide asthma rate of 15.0%. Moreover, in 2016, about 60% of adults and about 90% of children in the city did not engage in regular physical activity. Therefore, general plan policies and actions to improve air quality and to expand safe and convenient opportunities for physical activity will go a long way to improving health for South San Francisco residents.

Pollution Burden and Disadvantaged Communities

In South San Francisco, the sub-areas of Orange Park, Downtown, Sign Hill, Paradise Valley/Terrabay, El Camino Real, Lindenville, and East of 101 have disadvantaged communities based on the CalEnviroScreen and low-income screening methods (Figure 2). Although there are currently no households in East of 101 or Lindenville, there are significant environmental pollutants that impact those who work there and those who may live there in the future. These areas were identified as disadvantaged communities because of the high proportion of low-income households exposed to high pollution burdens in comparison to the rest of the county and the state.

These pollution burdens include higher levels of diesel particulate matter, groundwater threats, toxic release from facilities, drinking water contamination, traffic density, cleanup sites, and solid waste facilities that may be associated with higher rates of asthma, cardiovascular diseases, and low birth weights. East of 101 and Lindenville have a significant amount of regionally-significant transportation infrastructure, including Caltrain, the Union Pacific railway, and highways (U.S. 101, I-280, I-380, SR 82 and SR 35). Production, distribution, and repair uses may be associated with more diesel trucks, hazardous material storage, and/or contaminated land. Therefore, this element prioritizes improvements that address the needs of these identified disadvantaged communities by reducing disproportionate pollution burden and promoting public health.



Element Organization: Policy Framework

GOAL HEJ-4. Reduce the generation of solid waste, clean up hazardous sites, and ensure safe storage and transportation of hazardous materials in Lindenville and East of 101.

INTENT:

To decrease residents' risk of exposure to hazardous materials, especially in disadvantaged communities.

Policy HEJ-4.1: Continue to support clean-up and reuse of contaminated sites in Lindenville and East of 101 to protect human health.

Policy HEJ-4.2: Work with state, federal, regional, and local agencies to eliminate and reduce concentrations of regulated legacy pollutants and hazardous materials.

GOAL HEJ-5. Ensure residents of all ages and abilities have opportunities to lead active lifestyles.

INTENT:

To provide safe and convenient places for physical activity, especially in disadvantaged communities.

Policy HEJ-5.1: Partner with the South San Francisco Unified School District to encourage physical activity in the city.

Policy HEJ-5.2: Prioritize investments in safe and convenient recreational programs that encourage physical activity.

Policy HEJ-5.3: Design neighborhoods that support safe pedestrian, bicycle, and public transit use for residents of all ages.



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GOAL HEJ-6. Support safe housing and shelter throughout South San Francisco.

INTENT:

To enhance the quality of existing affordable housing and to expand housing opportunities and services for unhoused residents.

Policy HEJ-6.1: Strengthen programs to maintain a safe and sanitary supply of affordable housing.

Policy HEJ-6.2: Strengthen programs to provide housing opportunities and services for unhoused residents.

GOAL HEJ-7. Protect vulnerable households from displacement.

INTENT:

To ensure existing low-income residents are able to continue to comfortably live in South San Francisco.

Policy HEJ-7.1: Develop an anti-displacement plan to halt displacement in the city, particularly in Downtown, Sign Hill, El Camino and Sunshine Gardens, which may include a rent stabilization policy, just cause-eviction and harassment protects, tenant and landlord mediation programs, right of first refusal, rental assistance, tenant legal counseling, and a rent board to implement the program.

Policy HEJ-7.2: Support low and moderate-income residents in securing homeownership and establishing wealth in South San Francisco as a pathway to prevent displacement.

Policy HEJ-7.3: Strictly enforce fair housing laws to protect residents from housing discrimination.



Apartment Complex

Element Organization: Policy Framework

GOAL HEJ-3. Reduce air pollution exposure near freeways and industrial uses.

Policy	Implementation Action	Priority	Department
Policy HEJ-3.1	Work with the Bay Area Air Quality Management District to establish and identify funding for air quality monitoring and reduction strategies. This may include purchasing PM2.5 monitors to track local air quality data in Lindenville, East of 101, and Downtown.		
Policy HEJ-3.2	Prohibit the designation of new truck routes on residential and collector streets in South San Francisco.		
	Establish a local ordinance that exceeds the state vehicle idling restrictions where appropriate, including restrictions for bus layovers, delivery vehicles, trucks at warehouses and distribution facilities and taxis, particularly when these activities take place near sensitive land uses (schools, healthcare facilities, affordable housing, and elder and childcare centers)		
Policy HEJ-3.3	Create incentives for production, distribution, and warehousing uses in Lindenville and East of 101 to reduce pollution, such as greener trucks, energy efficient buildings, and other strategies.		
	Encourage existing businesses and industries to participate in the San Mateo County Green Business program.		
	Incentivize property owners to rehabilitate existing buildings adjacent to production, distribution, and warehousing uses; freeways; or rail to implement appropriate mitigation measures to reduce indoor air pollution such as air filtration/ventilation systems, landscaping and other physical improvement as recommended by the California Air Resource Board (CARB) and/or the Bay Area Air Quality Management District.		
	Require new development adjacent to production, distribution, and warehousing uses; freeways; and rail to implement appropriate mitigation measures to reduce indoor air pollution, such as air filtration/ventilation systems, landscaping, and other physical improvement as recommended by the California Air Resource Board (CARB) and/or the Bay Area Air Quality Management District.		
Policy HEJ-3.4	Provide residential units with individual HVAC systems in order to allow adequate ventilation with windows closed.		
	Locate air intake systems for heating, ventilation, and air conditioning (HVAC) systems as far away from existing air pollution sources as possible.		
	Use high-efficiency particulate air (HEPA) filters in the HVAC system and develop a maintenance plan to ensure the filtering system is properly maintained.		
	Utilize only fixed windows next to any existing sources of pollution.		
	Plant landscape barrier between highways and residential areas to reduce noise and air pollution for residents.		

GOAL HEJ-4. Reduce the generation of solid waste, clean up hazardous sites, and ensure safe storage and transportation of hazardous materials in Lindenville and East of 101.

Policy	Implementation Action	Priority	Department
Policy HEJ-4.1	Maintain a map and database of contaminated, hazardous waste and substance sites (e.g. Cortese list).		
	Prevent the former Oyster Point Landfill from flooding and releasing toxins into the Bay.		
	Ensure that contaminated sites are adequately remediated before allowing new development.		
	Engage community members in overseeing remediation of toxic sites and the permitting and monitoring of potentially hazardous industrial uses.		
Policy HEJ-4.2	Maintain an up-to-date truck routes map that minimizes exposures to sensitive land uses from vehicles carrying hazardous materials.		
	Prohibit new non-residential uses that are known to release or emit toxic waste at levels that are harmful to human health while continuing to allow research and development uses, medical uses, and other necessary services such as dry cleaners.		



SOUTH
SAN FRANCISCO
THE INDUSTRIAL CITY

Commission on Racial and Social Equity

Commission Vision

Government and other institutions within the city proactively address structural racism and promote social equity.

This will create a community in which all Black, Hispanic/Latinx, other residents of color, and historically disenfranchised community members are safe, feel a sense of belonging, have abundant opportunities, and reach their full potential.



SSF Commission on Racial + Social Equity

Phase 1

August-November 2020

✓ Learn

Phase II

December 2020-April 2021

✓ Identify the best options to address inequities in SSF

Phase 3

May-July 2021

✓ Get specific about action

The Opportunity to Listen + Learn

- 27 approaches to promote equity
- As many as 228 participants for each meeting + and meeting recordings played as many as 179 times!
- 164 survey participants + 55 public comments
- 15 guest presentations





Advancing Equity in South San Francisco

Four goals related to:

- Oversight and accountability to advance racial and social equity
- Safety of community members of color
- Gaps created by structural inequities
- Equitable local land use planning

Nine strategies to focus on in the first year of implementing an action plan for racial and social equity



First Year Action Plan Goals and Strategies

GOAL 1

Ensure ongoing oversight and accountability to advance racial and social equity in South San Francisco

Strategy 1.1: Establish a dedicated staff position (e.g., an Equity and Inclusion Officer) to institutionalize accountability, advance equity initiatives and monitor equity-related outcomes throughout South San Francisco

GOAL 2

Ensure the safety of community members of color by eliminating racist practices and policies in the criminal justice system

Strategy 2.1: Create a community wellness and crisis response team for mental health crises, substance use, and homelessness focused on conflict management, de-escalation and linking people to supportive services

Strategy 2.2: Establish a Community Safety and Equity Advisory Board to review data, provide recommendations, ensure accountability, and build trust

Strategy 2.3: Strengthen community cohesion through community engagement efforts to build cross-cultural trust with a focus on residents of color and low-income residents

GOAL 3

Target resources and support to residents of color to reduce gaps created by structural inequities

Strategy 3.1: Expand linkage and navigation support for low- income, people of color and other historically disenfranchised community members and build trust between community members and the City

Strategy 3.2: Expand economic opportunities for people of color and other historically disenfranchised community members

Strategy 3.3: Expand information and support to address housing insecurity for people of color and other historically disenfranchised community members

Strategy 3.4: Expand educational resources for people of color and other historically disenfranchised community members

GOAL 4

Ensure local land use planning increases access to resources and opportunities for people of color and other historically disenfranchised community members

Strategy 4.1: Leverage available land assets to expand housing affordability to people of color and other historically disenfranchised community members

South San Francisco Commission on Racial + Social Equity Final Report

1. Letter from the Chair
2. Introduction
3. Launch of the SSF Commission on Racial + Social Equity
4. The Opportunity to Listen and Learn
5. Advancing Equity in South San Francisco
6. Sustaining & Accelerating Change:
The South San Francisco Action Plan for
Racial & Social Equity



SSF Racial & Social Equity Action Plan: Year 1

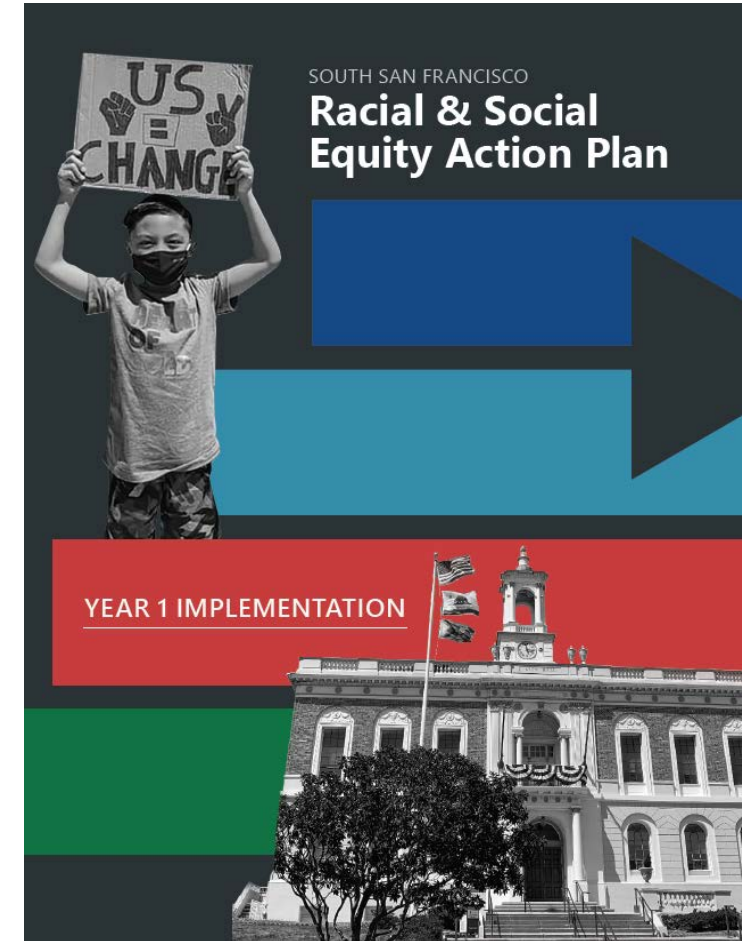


→ This first year
will set the stage

for continuing the work into the
future.

→ A community-
focused effort.

Take a look at what the
Commission has done. We invite
you to join us in the critical journey
to broaden and deepen racial and
social equity in South San
Francisco.



Action Plan Components

Each of the 9 strategies have:

- ✓ **Commissioner-identified considerations** to focus implementation on promoting equity
- ✓ **Actions** (3 to 17 per strategy), leads, and implementation timeline
- ✓ Up to 4 **outcomes** and corresponding measures/data



Sustaining & Accelerating Change

August 8, 2020

First meeting for the
South San Francisco
Commission on
Racial & Social Equity

“I don’t want what we do to be an empty gesture. I want what we decide as a committee to have real meaning and purpose.”

Commissioner

May 19, 2021

“This work is so important, and I’m really energized and inspired by it.”

***South San Francisco
Community Member***

Accomplishments and Next Steps

Accomplishments

- ✓ **Goal 1:** City Council created and hired 2 new fellow positions and currently recruiting for promotores program.
- ✓ **Goal 2:** City Council has an agreement with the County to assist police with calls and outreach. Staff is also working on approach for the Community Safety Advisory Board.
- ✓ **Goal 3:** City Council approved the minimum income program and community resource center in downtown. The City also expanded support for residents impacted by the pandemic
- ✓ **Goal 4:** Approaches will be further reviewed in the General Plan and Housing Element update process.
- ✓ Study session with City Council scheduled to review approach to Community Safety Advisory Board

Next steps

- ❑ **Executive Summary translated** into Spanish, Tagalog, Chinese (Cantonese)



A blue-tinted photograph of a hillside. Large, white, block letters are painted on the slope, reading "SOUTH SAN FRANCISCO" on the top two lines and "THE INDUSTRIAL CITY" on the bottom line. The letters are slightly faded and blend into the blue background. The hillside is covered in vegetation, and the overall tone is a solid blue.

SOUTH
SAN FRANCISCO
THE INDUSTRIAL CITY

Integration into the General Plan

A photograph of the South San Francisco City Hall building. A large banner is hanging across the front of the building, featuring the text "SOUTH SAN FRANCISCO STAND UNITED AGAINST HATE" and the dates "November 30 - December 4" and the hashtag "#SSFSStandUnitedAgainstHate". The banner is dark blue with white and pink text. The building has classical architecture with columns and arches.

Four Goals

GOAL 1

Ensure ongoing oversight and accountability to advance racial and social equity in South San Francisco

GOAL 2

Ensure the safety of community members of color by eliminating racist practices and policies in the criminal justice system

GOAL 3

Target resources and support to residents of color to reduce gaps created by structural inequities

GOAL 4

Ensure local land use planning increases access to resources and opportunities for people of color and other historically disenfranchised community members

Connecting the Action Plan to the General Plan

Ongoing oversight and accountability

GOAL 1

Equitable
Community Services

The safety of community members of color

GOAL 2

Community Health
and Environmental
Justice

Resources and support to residents of color

GOAL 3

Community
Resilience

Local land use planning increases access to resources and opportunities

GOAL 4

Abundant and
Accessible Parks
and Recreation

Land Use and Sub-
Areas

Goal 1: Oversight and Accountability

Equitable Community Services Element

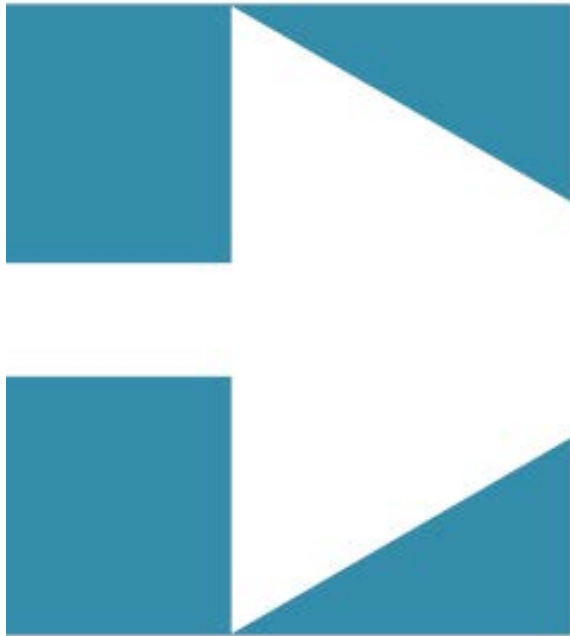
Policy ECS-2.1: Internal capacity. Increase the City's internal organizational capacity to advance racial and social equity.

- **Action ECS-2.1.1: Dedicated staff .** Establish a dedicated staff position (e.g., an Equity and Inclusion Officer) to institutionalize accountability, advance equity initiatives, and monitor equity-related outcomes throughout South San Francisco.
- **Action ECS-2.1.2: National network.** Join the Government Alliance on Race and Equity.
- **Action ECS-2.1.4: Trainings.** Ensure that City staff from all departments take part in capacity building trainings to equip them to understand and apply an equity lens in their day-to-day work.
- **Action ECS-2.2.2: Institutionalize equity.** All City department leads will work with the Equity and Inclusion Officer in identifying opportunities to increase racial and social equity in internal and external practices, programs, and policies.
- **Action ECS-2.2.4: Reporting.** Develop a standardized approach to tracking data to address racial and social equity.



Goal 1: Linking Outcomes + Measures

Outcomes & Measures for Strategy



- Action Plan
 - **Outcome:** Increase community engagement (especially with community members most impacted by racial and social inequities) to advance racial and social equity in SSF
 - **Measure:** Develop a standardized approach to tracking data to address racial and social disparities
- General Plan
 - **Outcome:** South San Francisco applies an inclusive engagement process that allows everyone to take part in City decision-making that impacts their lives.
 - **Performance Metric:** Equity in City decision-making
 - **Target:** Increase in the percentage of Spanish, Mandarin, and Tagalog speakers; Latino, Asian, and Pacific Islanders; and residents of varying abilities (blind, deaf, mobile impairment, mental or emotional condition) who participate in the City's boards and commissions.



Goal 2: Safety of Residents of Color

Community Health and Environmental Justice Element

Policy CHEJ-1.2. Crisis Response. Improve crisis response through the use of trained community wellness and crisis response teams.

- **Action CHEJ-1.2.1: Mental health crisis response pilot.** Establish a community wellness and crisis response team pilot program to respond to emergency calls related to mental health, substance use, homelessness, and domestic violence. This response team will be focused on conflict management, de-escalation, and linking residents to supportive services.
- **Action CHEJ-1.2.2: Homeless services.** Work with homeless service providers to conduct outreach and connect unhoused individuals to health care, housing and shelter, and other services.



Goal 2: Safety of Residents of Color

Equitable Community Services Element

Policy ECS-5.1: Public Safety. Seek to improve public safety, especially for communities of color.

- **Action ECS-5.1.1: Community Fire Stations.** Maintain equitable distribution of Fire Stations so that each neighborhood is equally and adequately served.
- **Action ECS-5.1.2: Community Safety and Equity Advisory Board.** Establish a Community Safety and Equity Advisory Board to review data, provide recommendations, and build trust.
- **Action ECS-5.1.3: Community cohesion.** Strengthen community cohesion through community engagement efforts to build cross-cultural trust between the Police and Fire Departments and residents of color and low-income residents.



Goal 2: Safety of Residents of Color

Community Resilience Element

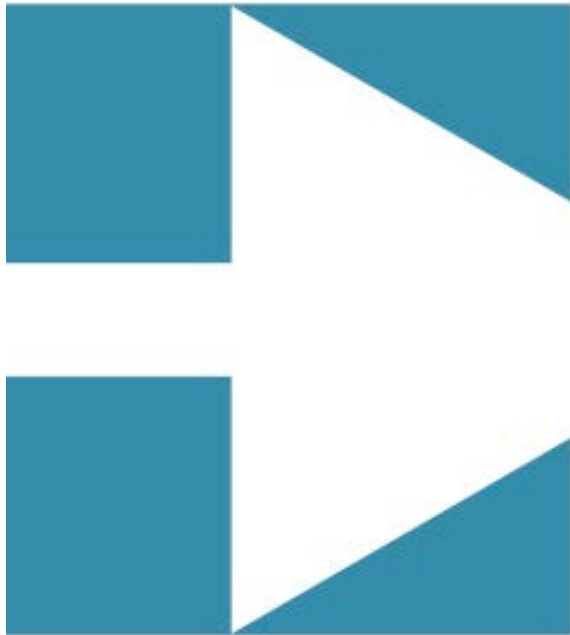
Policy CR-1.7: Community Emergency Response Team expansion. Continue expanding the reach of the Community Emergency Response Team (CERT) program to strengthen community cohesion and emergency preparedness through community engagement efforts.

- **Action CR-1.7.1: CERT – Promotores collaboration.** Work closely with the promotores program to deepen and expand relationships and partnerships with community members and organizations that serve diverse South San Francisco community members including those who do not speak English as their first language, the Latinx, and faith-based communities.
- **Action CR-1.7.2: CERT outreach in Downtown.** Target outreach for South San Francisco CERT offerings in specific South San Francisco neighborhoods, such as Downtown.
- **Action CR-1.7.3: CERT outreach at the library.** Partner with library to ensure that key populations have access to information about CERT and other South San Francisco programs and resources.



Goal 2: Linking Outcomes + Measures

Outcomes & Measures for Strategy



- Action Plan
 - **Outcome:** Increase participation of people of color and residents fluent in languages other than English in the South San Francisco Community Emergency Response Team (CERT) program
 - **Measure:** Key demographic data of CERT participants (e.g., race/ethnicity, zip code, age)
- General Plan
 - **Performance Metric:** Emergency preparedness and disaster response
 - **Target:** Train 1,000 individuals in emergency preparedness and disaster response techniques through the Community Emergency Response Team Program. Track program demographics.



Goal 3: Resources and Supports

Community Health and Environmental Justice Element

Policy CHEJ-1.1: Access to healthcare. Increase access to healthcare for South San Francisco residents, especially for residents living in disadvantaged communities, through the City's Promotores in partnership with the County, service providers, and non-profits.

- **Action CHEJ-1.1.1: Promotores.** Recruit and hire promotores and community navigators who can provide culturally and linguistically responsive navigation to help low-income residents and residents of color learn about, connect to, and navigate healthcare and social services.
- **Action CHEJ-1.1.8: Reduce documentation.** Work with San Mateo County and other agencies to minimize the documentation required to access healthcare services in order to reduce barriers to seeking and utilizing services, including eliminating requirements whenever possible.

Goal 3: Resources and Supports

Equitable Community Services Element

Policy ECS-2.2: Equity implementation. Implement programs and procedures to advance racial and social equity.

- **Action ECS-2.2.5: Diversity and inclusion.** Work to ensure that City staff and Boards and Commissions are reflective of the diversity (race/ethnicity, gender, languages spoken) in South San Francisco.
- **Action ECS-2.2.6: Communications.** Promotional materials and library collections will reflect the languages, cultures, and ethnicities found in the South San Francisco community.
- **Action ECS-2.2.7: Literacy.** Provide inclusive programming, technological resources, and services at libraries to promote literacy and support educational and lifelong learning outcomes of community members.
- **Action ECS-2.2.8: Reduce documentation.** Minimize the documentation required to access supportive services (e.g., driver's license, lease, pay stubs) to reduce barriers to seeking and utilizing services, including eliminating requirements whenever possible.



Goal 3: Resources and Supports

Abundant and Accessible Parks and Recreation Element

Policy PR-10.1: Early childhood education for families of color and low-income families. Expand early childhood education for families of color and low-income families in South San Francisco and/or establishing universal preschool.

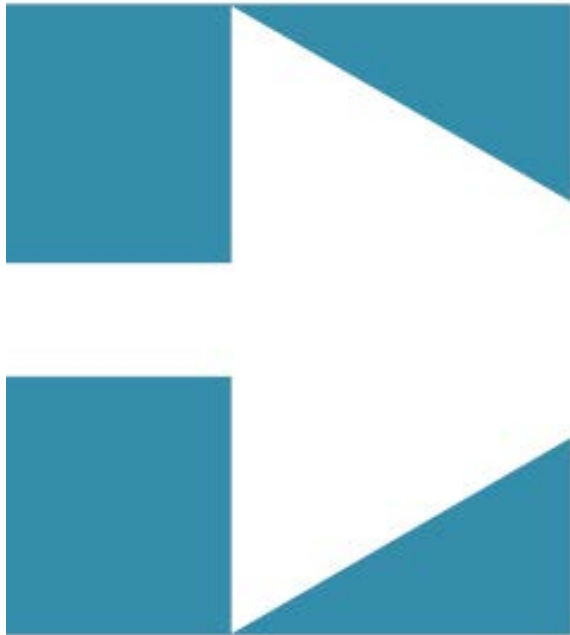
- **Action PR-10.1.1: Funding for universal preschool.** Continue exploring possible funding to establish and maintain universal preschool or to establish universal preschool for lower-income families.
- **Action PR-10.1.2: Prioritization criteria.** Develop criteria to select people from waitlist for City preschools (e.g., Siebecker) that further equity (e.g., prioritizing children of low-wage workers).

Policy PR 10.2: Enrichment programs. Ensure that City-run enrichment programs promote racial and social equity by ensuring that young people—and especially youth of color and youth from other historically disenfranchised communities—are involved in (and ideally leading) City-run enrichment programs.

- **Action PR-10.2.1: Pilot enrichment programs.** Identify and pilot new ways to engage young people and their families who have not previously participated in City-run enrichment programming – and use these efforts to identify common reasons youth and families have not participated in these community resources.
- **Action PR-10.2.2: Targeted locations.** Use targeted locations and coordinate with existing programs/organizations to strengthen/expand youth development opportunities specifically for youth of color and youth from historically disenfranchised community members.

Goal 3: Linking Outcomes + Measures

Outcomes & Measures for Strategy



- Action Plan
 - **Outcome:** Increase participation among low-income young people and their families in enrichment programs/leadership development programs
 - **Measure:** Key demographics (e.g., race/ethnicity, socio-economic status) of participants in educational resource programming
- General Plan
 - **Outcome:** The city increases enrichment and youth development opportunities and increases participation for children of color in South San Francisco.
 - **Performance Metric:** Percent of recreation program utilization, including by populations of color, low-income populations, and marginalized communities.
 - **Target:** % program utilization



Goal 4: Housing Affordability

Community Health and Environmental Justice Element

Policy CHEJ-7.2: Homeownership. Support low-income residents in securing homeownership and establishing wealth in South San Francisco as a pathway to prevent displacement.

- **Action CHEJ-7.2.1: Foreclosure prevention.** Provide mortgage assistance to help low-income homeowners at risk of foreclosure with financial or counseling support. Provide residents with resources and connections to HEART of San Mateo County, a countywide homeowner assistance program, and other non-profit homeowner assistance programs.
- **Action CHEJ-7.2.2: Limited-equity housing.** Encourage resident controlled limited-equity ownership, such as limited-equity condominiums, limited-equity cooperatives, and community land trusts.
- **Action CHEJ-7.2.3: Housing Funds and Programs.** Continue to expand housing funds and ensure residents have access to home repair programs.



Goal 4: Housing Affordability

Land Use and Sub-Areas Elements

Goal LU-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.

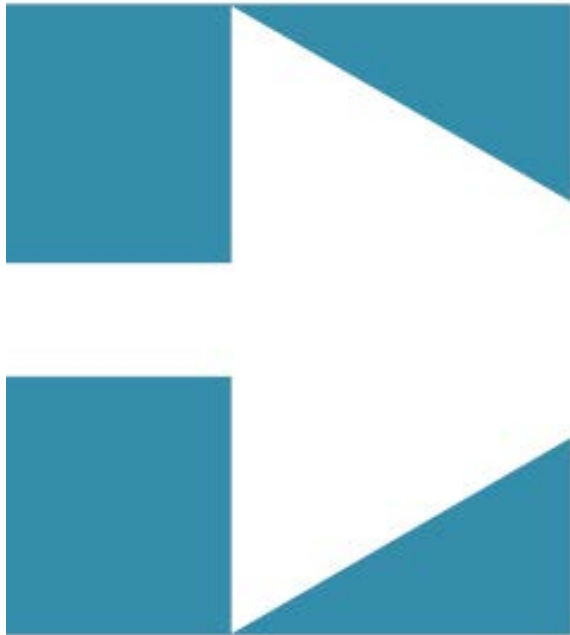
- **Policy: Affordable and workforce housing.** Actively facilitate adding affordable and workforce housing in all South San Francisco neighborhoods equitably.
 - **Action: SSFUSD coordination.** Work with the South San Francisco Unified School District (SSFUSD) to study the potential of developing housing on closed school sites, including the former Foxridge school site.

Goal SA-41: There is new residential infill development and recreational and childcare amenities in Westborough.

- **Action: Housing partnership with SSFUSD:** Work with the South San Francisco Unified School District to convert the Foxridge School site to park space and housing that offers affordable, teacher housing opportunities.

Goal 4: Linking Outcomes + Measures

Outcomes & Measures for Strategy



- Action Plan
 - **Outcome:** Decrease in costs for developing housing units that are affordable
 - **Measure:** Track demographics of SSF community members who participate in programs
- General Plan
 - **Outcome:** All residents, especially in disadvantaged communities, live in safe and sanitary housing without risk of displacement
 - **Performance Metric:** Housing cost-burden
 - **Target:** Decrease the percentage of low-income households, especially in disadvantaged communities, who contribute more than 30% of their gross income on housing



Questions for Discussion

- What policies and actions resonated with you?
- Are there policies and actions not listed here that should be considered?
- Anything else you would like to share with us about racial and social equity?