



## “The City with a Heart”

Rico Medina, Mayor  
Marty Medina, Vice Mayor  
Tom Hamilton, Councilmember  
Linda Mason, Councilmember  
Michael Salazar, Councilmember

**GOVERNOR’S EXECUTIVE ORDER N-25-20\*\*\*\*  
CORONAVIRUS COVID-19  
AND SAN MATEO COUNTY HEALTH DIRECTIVE  
FROM MARCH 14, 2020**

*On March 17, 2020, the Governor of California issued Executive Order N-29-20 suspending certain provisions of the Ralph M. Brown Act in order to allow for local legislative bodies to conduct their meetings telephonically or by other electronic means. Pursuant to the current Shelter-In-Place Order issued by the San Mateo County Health Officer which became effective on March 17, 2020, and which was updated and extended on March 31, 2020; the statewide Shelter-In-Place Order issued by the Governor in Executive Order N-33-20 on March 19, 2020; and the CDC’s social distancing guidelines which discourage large public gatherings, the San Bruno City Council Chambers at the Senior Center is no longer open to the public for meetings of the City Council.*

*If you would like to make a Public Comment on an item not on the agenda, or comment on a particular agenda item, please email us at [councilsb@sanbruno.ca.gov](mailto:councilsb@sanbruno.ca.gov) or at [mthurman@sanbruno.ca.gov](mailto:mthurman@sanbruno.ca.gov). The length of all emailed comments should be commensurate with the three minutes customarily allowed per speaker, which is approximately 300 words total. Emails received before the special or regular meeting start time will be forwarded to the City Council, posted on the City’s website and will become part of the public record for that meeting. If emailed comments are received after the meeting start time, or after the meeting ends, they will be forwarded to the City Council and filed with the agenda packet becoming part of the public record for that meeting.*

*Individuals who require special assistance of a disability-related modification or accommodation to participate in this meeting, or who have a disability and wish to request an alternative format for the agenda, agenda packet or other writings that may be distributed at the meeting, should contact Melissa Thurman, City Clerk 48 hours prior to the meeting at (650) 619-7070 or by email at [mthurman@sanbruno.ca.gov](mailto:mthurman@sanbruno.ca.gov). Notification in advance of the meeting will enable the City of San Bruno to make reasonable arrangements to ensure accessibility to this meeting, the materials related to it, and your ability to comment.*

## AGENDA

### SAN BRUNO CITY COUNCIL SPECIAL MEETING

March 12, 2021

4:00 p.m.

#### Zoom Meeting Details:

<https://sanbruno-ca-gov.zoom.us/j/92938163419?pwd=RDh3MGdNZ1Y1TGpkd1V0cyt3Y2VaZz09>

**Webinar or Meeting ID:** 929 3816 3419 (audio only)

**Participant ID:** #

**Webinar or Meeting Password:** 710737

**Zoom Phone Line:** 1-669-900-9128 (same webinar ID and password as above)

In compliance with the Americans with Disabilities Act, individuals requiring reasonable accommodations or appropriate alternative formats for notices, agendas and records for this meeting should notify us 48 hours prior to meeting. Please call the City Clerk’s Office (650) 616-7061, or email your request to Melissa Thurman, City Clerk at [mthurman@sanbruno.ca.gov](mailto:mthurman@sanbruno.ca.gov).

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA**
4. **STUDY SESSION**
  - a. Mayor and City Council Strategic Planning Advance Meeting.
5. **ADJOURNMENT:** The next Regular City Council Meeting will be held on March 23, 2021 at 7:00 p.m.

Posted Pursuant to Law 03/11/2021

# City of San Bruno Mayor and City Council Strategic Planning Meeting Agendas

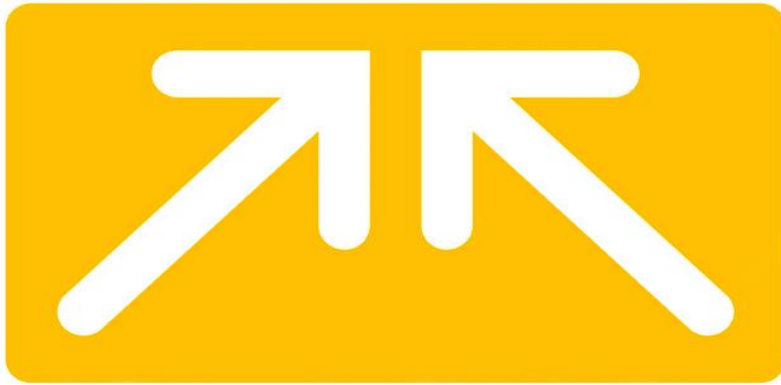
Facilitated by Patrick Ibarra  
The Mejorando Group

## Friday, March 12<sup>th</sup>

1. Open Meeting, roll call and Public Comments – (4:00 – 4:10)
2. Identify and discuss benefits from Good Government. Group discussion about the benefits of Good Government. (4:10 – 4:20)
3. Enhancing Credibility as a Governing Body: Review the Seven Factors which comprise a credible Governing Body. (4:20 – 4:35).
4. Strategies for Creating a More Collaborative Governing Body – Review and discuss the various dimensions essential to ensure sufficient credibility by residents in the governing body. (4:35 – 4:50).
5. Refresher on the Council-Manager form of government – Discuss the various roles and expectations of the Elected Officials, City Manager, department directors, City staff and community members. (4:50 – 5:25)
6. Update - City Manager will share high-level accomplishments reached in 2020 and major initiatives planned for 2021. (5:25 – 6:00)
7. Complete STEEP (Social, Technology, Economic, Environment and Political) Analysis - Explore trends and their potential impact to the community and city organization. (6:00 – 6:20)
8. Role as community builder – Group discussion about the city’s role as a community builder reflecting on its past role, present approach, and possible future role. (6:20 – 6:45)
9. Discuss agenda for second session scheduled for March 13<sup>th</sup> (6:45 – 7:00)

## **Saturday, March 13<sup>th</sup>**

1. Open Meeting, roll call and Public Comments – (9:00 – 9:10)
2. Review Vision statement to determine, what, if any changes should be made (9:10 – 9:20)  
*“San Bruno will be the Peninsula City of choice in which to live, learn, work, shop and play.*
3. “Hot” topics – Group discussion about those topics brought forth during pre-meeting interviews. (9:20 – 10:15)
4. Discuss potential goals for each of the Priority/Focus Areas – Based on the discussions held so far in this process, the Mayor and Council will begin to sketch the goals and objectives for each of the Priority/Focus areas. (10:15 – 11:55)
  - Implement Transit Corridor Vision to Revitalize Downtown and Commercial Corridor
  - Assure Rehabilitation & Replacement of Critical Community Facilities and Infrastructure
  - Grow City Revenues to Assure On-Going Fiscal Stability and Economic Vitality
  - Continue to Strengthen Community Connections and Engagement
  - Protect and Improve Community Aesthetics and Safety
  - Continue Proactive Planning for the Future of San Bruno
  - Organizational Health and Employee Success
5. Discuss next steps – City Manager, partnering with his staff, will review the draft strategic plan and add resources necessary for successful execution along with a schedule. This will be brought back to Mayor and Council for their consideration and adoption. (11:55 – 12/Noon)



mejorando group



***MAYOR AND  
CITY COUNCIL  
STRATEGIC PLANNING  
ADVANCE MEETING***

Facilitated by  
**PATRICK IBARRA**

March 12<sup>th</sup> and 13<sup>th</sup>, 2021

# BENEFITS FROM GOOD GOVERNMENT

***“Role of local government is to be the protagonist/advocate for a better quality of life.”***

# ENHANCING CREDIBILITY AS A GOVERNING BODY



# STRATEGIES FOR CREATING A MORE COLLABORATIVE, EFFECTIVE GOVERNING BODY

- 1) Think and Act Strategically
- 2) Respect “shared constituency”
- 3) Understand and Demonstrate the Elements of Teams and Teamwork
- 4) Have Clearly Defined Roles and Relationships
- 5) Honor the Council-Staff Partnership
- 6) Allocate Governing Body Time and Energy Appropriately
- 7) Have Clear Rules and Procedures for Council meetings
- 8) Practice Continuous Personal Learning and Development as a Leader
- 9) Communication and Problem Solving
  - a. Be attentive
  - b. Ask clarifying questions
  - c. Let people know you are listening
- 10) Distinctions between Values, Interests and Positions
  - a. Separate the people from the problem
  - b. Focus on interests
  - c. Invent options for mutual gain
  - d. Insist on using objective criteria
- 11) Civility and Councilmember Behavior
- 12) Effective Public Engagement

# REFRESHER ON FORM OF GOVERNMENT

- Role of Elected Officials
- Role of City Manager
- Role of Department Directors
- Role of city staff
- Role of community members



# ***HEADWINDS:*** **CHANGE AS A PROCESS, NOT AN EVENT**



- 1) What is our response to these shifts?
- 2) How can we be both responsive and proactive?
- 3) How will we enlist our community in our journey?
- 4) What types of services will residents require in the future that are not already provided? What might be required to fund and staff these services?

# ***TAILWINDS:* ROLE AS A CREDIBLE COMMUNITY BUILDER**

- Our past role was...
- Our current role is...
- Our future role will be...

## OUR VISION

***“San Bruno will be the Peninsula City of choice in which to live, learn, work, shop and play.”***

Vision statements for communities reflect the collective understanding of the ideal situation. They may reflect a certain standard of living, the pleasantness of the environment, or the general vibrancy of the community. In local government strategic plans, the vision statement typically represents a view of the ideal community toward which the group is working.

Recipe for compelling vision:

- **Captures imaginations and engages spirits.** It connects with people’s hopes and aspirations. To the extent it taps into a dream in which they can individually participate, it pulls them forward.
- **Inspires people to excellence.** It gives people a reason to strive to do their best in their day-to-day work.
- **Provides focus in an ever-changing world.** A vision is a place to return when faced with uncertainty or challenge. When people aren’t sure what to do, the vision gives them guidance.
- **Enables people to evaluate their actions.** An effective vision enables people to see each day whether they are making decisions, acting, and achieving results that will help fulfill the vision.
- **Challenges people to unite toward a common goal.** A bold vision should spur people to focus their individual and collaborative energies in ways that require extraordinary effort.

# DISCUSSION ABOUT TOPICS

- a) Economic Development
- b) Financial Challenges
- c) Redefining Public Safety
- d) Downtown Streetscape
- e) Cannabis
- f) Beautification - illegal dumping
- g) City staffing levels
- h) Communication/outreach

## GOALS FOR PRIORITY/FOCUS AREAS

- 1) Implement Transit Corridor Vision to Revitalize Downtown and Commercial Corridor
- 2) Assure Rehabilitation & Replacement of Critical Community Facilities and Infrastructure
- 3) Grow City Revenues to Assure On-Going Fiscal Stability and Economic Vitality
- 4) Continue to Strengthen Community Connections and Engagement
- 5) Protect and Improve Community Aesthetics and Safety
- 6) Continue Proactive Planning for the Future of San Bruno
- 7) Organizational Health and Employee Success

# WRAP-UP AND NEXT STEPS...