

# NORTH FAIR OAKS COMMUNITY PLAN 10 YEAR REVIEW



North Fair Oaks  
Community Plan Review  
Community Council Meeting  
September 28, 2023



# PROJECT TEAM



**Aaron Aknin**  
*Principal*



**Leslie Parks**  
*Economic Development  
Director*



**Carol Johnson**  
*Planning Director*



**Sabina Mora**  
*Senior Planner*



**Dara Phung**  
*Graphic Designer*

# AGENDA

- Project Recap (Video)
- Outreach Update
- Next Steps & Milestones



# WHAT IS THE NORTH FAIR OAKS COMMUNITY PLAN REVIEW PROJECT?



# SUMMARY OF PROJECT

Good City will develop a document that will:



**Evaluate** the progress made towards implementing the North Fair Oaks Community Plan.



**Recommend** implementation actions that address the highest priorities of North Fair Oaks



Include performance measurements and dashboards to **gauge future progress.**

# OUTREACH OBJECTIVES

- **Create community awareness** of the North Fair Oaks Community Plan
- **Discuss the plan with residents**, including its purpose, initiatives, and how it is used by the County of San Mateo
- **Collect community input** to learn about North Fair Oaks priorities today
- **Collect a minimum of 200 surveys**



What **projects** have been helpful?



What are the **priorities** today?



What **remains** to be done?

# OUTREACH APPROACH

- **Combine outreach events** where appropriate
- **Meet people where they already are**
- **Acknowledge** that there has been significant public engagement in NFO & **share outcomes** with the community
- **Multilingual** with a focus on Spanish speakers



# INCORPORATING COMMUNITY INPUT

## Community input will:

- Guide the County when it is **evaluating** which priorities to focus on.
- Help the County understand how to be more successful when **implementing plan activities** in the future.
- Help the County **develop recommendations** for any changes to the plan's priorities.

# OUTREACH STRATEGY: SURVEYS



## English Survey

It is time for us to update our priorities. Between 2008-2011, significant community and stakeholder input was originally incorporated into the North Fair Oaks Community Plan. As we review progress made towards implementing the plan, we are seeking additional community feedback. The community input collected will help us prioritize the Plan's remaining work.

[Take the Survey](#)

## Spanish Survey

Ha llegado el momento de actualizar nuestras prioridades. Durante el desarrollo del Plan Comunitario de North Fair Oaks entre 2008-2011, la comunidad de North Fair Oaks aportó de manera sustantiva y su opinión fue incorporada en el Plan. A medida que evaluamos el progreso realizado hacia la implementación del Plan, buscamos comentarios adicionales de la comunidad. Los aportes de la comunidad nos ayudarán a priorizar el trabajo restante del Plan.

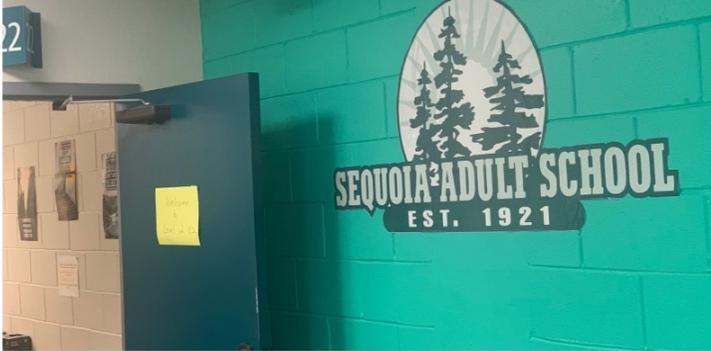
[Responda la encuesta](#)

# OUTREACH STRATEGY: COMMUNITY LEADERS AND ORGS

Sheriff's Department Activities League (SAL) & Redwood City Police Athletic League (PAL)	Connect Community Charter School	Garfield School in Menlo Park
San Mateo County Supervisor's Office	City of Redwood City	Job Train
San Mateo County Office of Community Affairs	Sequoia District Adult School	Fair Oaks Beautification Association (FOBA)
San Mateo County Communications office	El Concilio of San Mateo County	VERBO Family Services
NFO Community Council	Hoover School – Redwood City School District	Mental Health Association of San Mateo County
San Mateo County Libraries	Connect Community Charter School	Multicultural Institute – Day workers and housekeepers program
NFO Community Alliance	Garfield School in Menlo Park	Hearts for Humanity
SMC Chamber	Redwood City Police Athletic League	Casa Circulo Cultural
St. Frances Center	St. Anthony's Church in Menlo Park	CARON - Community Alliance to Revitalize our Neighborhoods)
Redwood City Together	Fair Oaks Community Center	LatINFO Facebook Group
SAMCEDA	Renaissance Entrepreneurship Center	MRIP Newsletter
Fair Oaks Beautification Association (FOBA)	United through Education Familias Unidas	Generations United

# OUTREACH STRATEGY: POP-UP EVENTS & MEETINGS

Sequoia Adult School	Wed. Aug. 23
Familias Unidas Classroom	Wed. Aug. 16
Maze Day @ Hoover Elementary School	Thurs. Aug. 10
NFO Personal Safety Preparedness Day	Sat. July 15
Middlefield Road 3000-2700	Thurs. June 29
Mi Tienda	Thurs. June 27
Hoover Park & Fair Oaks Community Park	Sun. June 25
FOCC Diaper/Food Distribution	Tues. June 20
Middlefield Road 3100-3300	Fri. June 16
Second Harvest Food Distribution @FOCC	Fri. June 9
Mi Rancho Supermarket	Mon. June 5
Human Services Agency & Friendship Park	Thurs. May 25



# OUTREACH STRATEGY: POSTCARD MAILING



**North Fair Oaks Community Plan**  
**REVIEW PROJECT**  
Evaluación del Plan Comunitario de North Fair Oaks

Learn more at [www.nfoplan.com](http://www.nfoplan.com)  
Aprenda más aquí: [www.nfoplan.com](http://www.nfoplan.com)



**TAKE THE SURVEY!**  
**¡TOME LA ENCUESTA!**



**Help us review the North Fair Oaks Community Plan!**

**Evaluate** the progress made towards implementing the North Fair Oaks Community Plan over the last 10 years.

**Prioritize** actions that address the needs of North Fair Oaks today.

Visit [www.nfoplan.com](http://www.nfoplan.com) or contact us at [nfoplan@smcgov.org](mailto:nfoplan@smcgov.org).

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**Ayúdenos a evaluar el Plan Comunitario de North Fair Oaks!**

**Evaluar** lo que hemos completado en los últimos diez años.

**Priorizar** las acciones que son más importantes para los residentes de North Fair Oaks hoy día.

Visite [www.nfoplan.com](http://www.nfoplan.com) o contáctenos en [nfoplan@smcgov.org](mailto:nfoplan@smcgov.org).



**WWW.NFOPLAN.COM**

**WHAT IS A COMMUNITY PLAN? WATCH OUR VIDEO!**

**¡MIRE NUESTRO VIDEO!** **¿QUÉ ES UN PLAN COMUNITARIO?**

# OUTREACH STRATEGY: PROJECT WEBSITE

[www.nfoplan.com](http://www.nfoplan.com) 🔍



## Evaluación del Plan Comunitario de North Fair Oaks

**¡Ayúdenos a evaluar el Plan Comunitario de North Fair Oaks!**

- 

**Evaluaremos** como hemos realizado las acciones del Plan Comunitario de North Fair Oaks.
- 

**Ayúdanos** a priorizar proyectos y programas que logran los objetivos actuales de North Fair Oaks.
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**Se desarrollará** formas de medir como hemos realizado los proyectos y programas del plan.

# OUTREACH STRATEGY: ONLINE ENGAGEMENT

**HELP US REVIEW THE  
NORTH FAIR OAKS  
COMMUNITY PLAN!**  
**¡AYÚDENOS A EVALUAR  
EL PLAN COMUNITARIO  
DE NORTH FAIR OAKS!**



North Fair Oaks Community Plan  
Review Project  
Evaluación del Plan Comunitario  
de North Fair Oaks



**TAKE THE  
SURVEY!**  
**¡TOME LA  
ENCUESTA!**

[WWW.NFOPLAN.COM](http://WWW.NFOPLAN.COM)

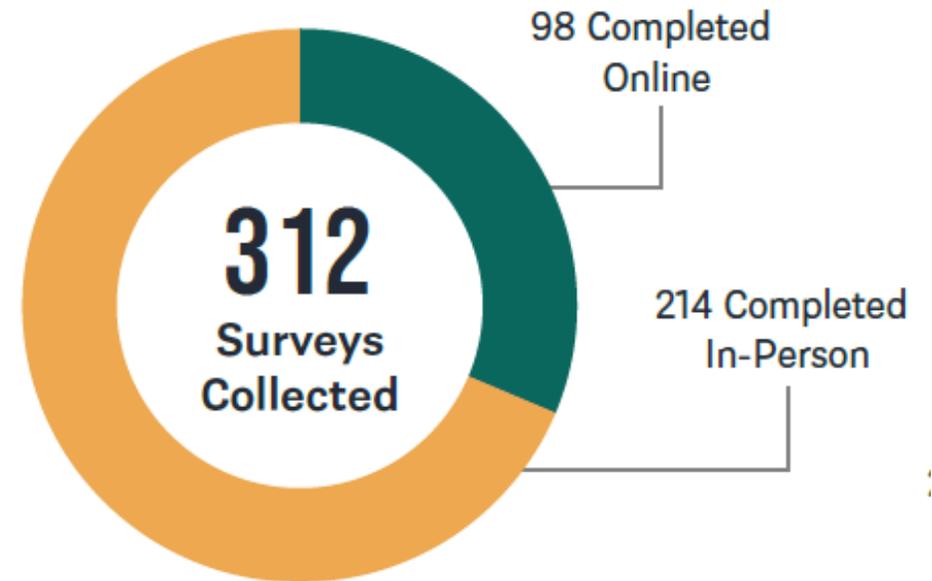


# OUTREACH STRATEGY: VIDEOS

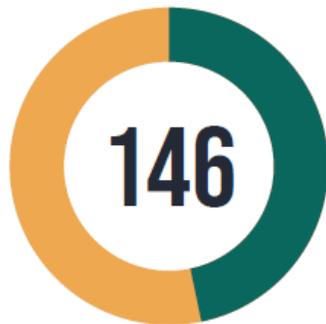
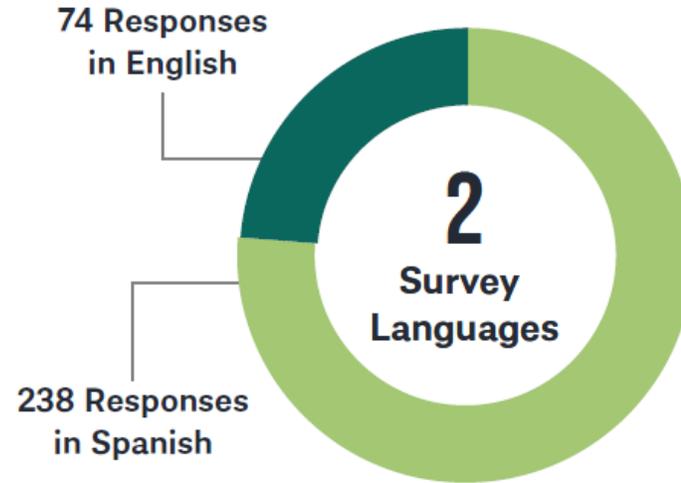


# SURVEY DATA CONSIDERATIONS

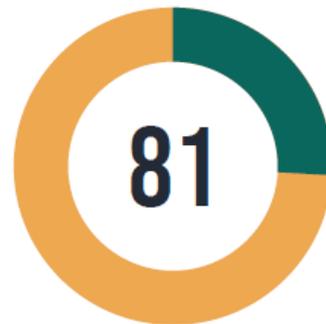
- Survey results may not total 312 for every question due to multiple "check all that apply" questions and respondents who elected not to answer every question.
- Survey was administered mostly in-person (214 surveys) during 12 pop-up events throughout the community.
- Survey is focused on lower-income and bilingual or Spanish speaking residents



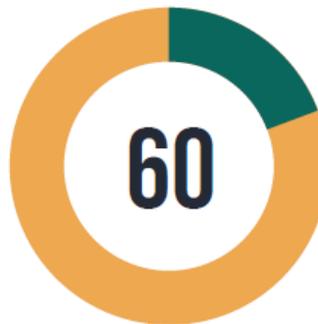
# SURVEY RESPONDENTS SUMMARY



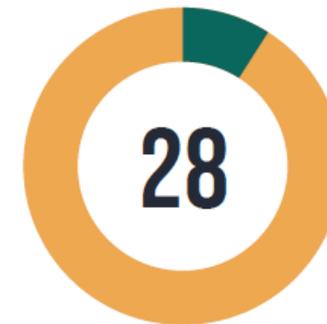
Live in North Fair Oaks



Worked in North Fair Oaks



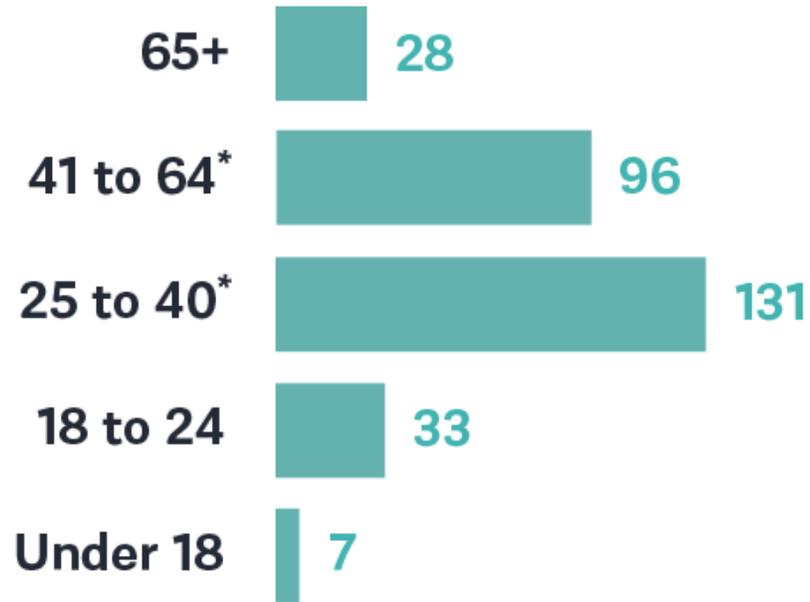
Visit North Fair Oaks



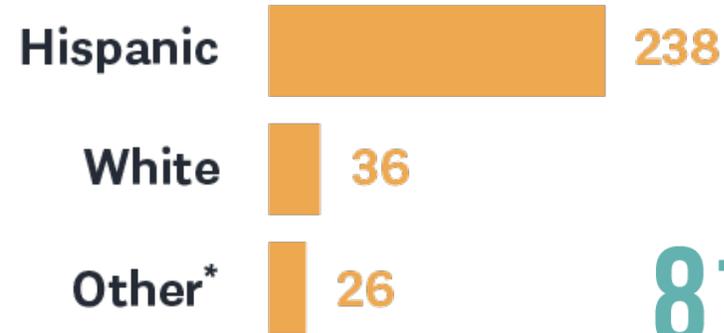
Were not connected to North Fair Oaks

# SURVEY RESPONDENTS

## AGE



## RACE/ETHNICITY



## LANGUAGES SPOKEN

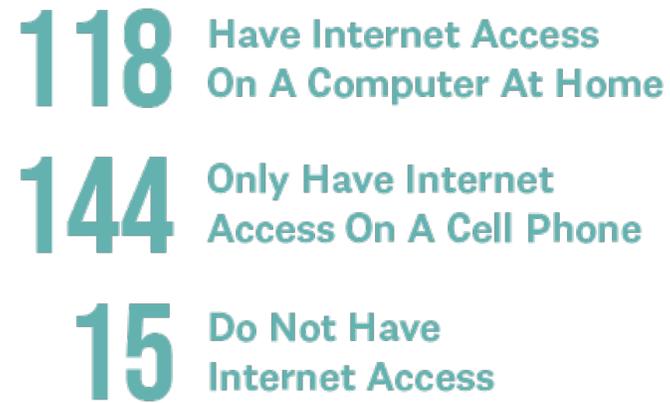


# SURVEY RESPONDENTS

## ANNUAL HOUSEHOLD INCOME



## INTERNET ACCESS

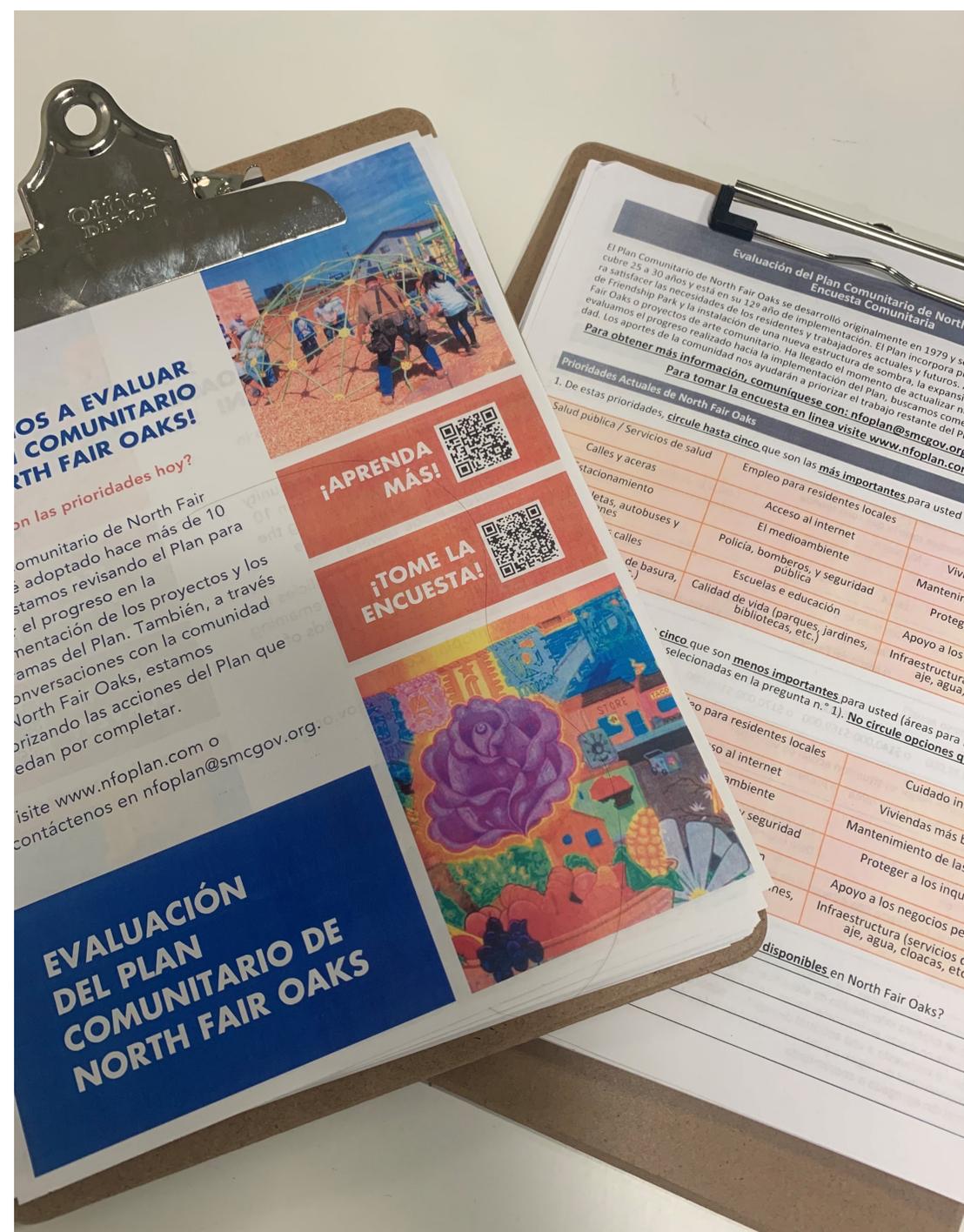


## HOMEOWNERSHIP



# SURVEY QUESTIONS

- **Question 1:** Of the priorities listed below, please select up to five that are the most important to you (areas for improvement)
- **Question 2:** Of the priorities listed below, please select up to five that are least important to you (areas for improvement that are less important relative to your selections in question no. 1). Do not select options already selected in question no. 1.



# SURVEY ANSWER CHOICES

Affordable housing	Quality of life (parks, gardens, libraries, etc.)	Parking	Roads and sidewalks	Protect renters	Internet access
Public health and health services	Schools and education	Traffic Congestion	Bike lanes, busses, and trains	Police, fire & safety	Housing maintenance
Infrastructure (sewers, drainage, water, etc. )	Childcare services	Improve neighborhoods (trash accumulation, community art, etc.)	Small business support	Environment	Jobs for local residents

# TOP PRIORITIES

Affordable housing	Public health and health services	Schools and education
Quality of life (parks, gardens, libraries, etc.)	Protect renters	Police, fire & safety

# CONFLICTING PRIORITIES

Parking

Traffic Congestion

# MEDIUM PRIORITIES

Childcare services

Improve neighborhoods  
(trash accumulation,  
community art, etc.)

Small business  
support

Environment

Jobs for local  
residents

# LESS IMPORTANT RELATIVE TO OTHERS

Internet access

Roads and sidewalks

Housing  
maintenance

Infrastructure  
(sewers, drainage,  
water, etc.)

Bike lanes, buses,  
and trains

# EXISTING STRENGTHS IN NFO

## Survey Question:

Are there existing North Fair Oaks services or resources that were already accessible to you today? (Examples of good initiatives)

## Top responses:

- Fair Oaks Clinic or Health Services (public health, hospitals, clinics, mobile clinic, fair oaks clinic)
- Library Services
- Internet Access
- Schools and Education
- Public transit
- Food distribution and services for people in need

# ADDITIONAL PRIORITIES

## Survey Question:

Are there additional priorities you would like to share?

## Top responses:

- More affordable rents and housing (support for rent, build dense housing, more affordable housing, facilitate ADUs, build housing that makes sense for this community, housing for people with disabilities)
- Parking (parking signs, permit parking, parking spaces, curb management, loading zones in commercial areas, enforcement, handicap parking)
- Public safety, Sherriff Substation
- Parks (dog friendly parks, green spaces, parks with walking trails, public bathrooms)
- Illumination of public streets and sidewalks

# NEXT STEPS & MILESTONES

- **Survey with Plan Implementation Staff** – October-November 2023
- **Complete Technical Review** – November-December 2023
- **Draft Current Priorities and Recommendations** – February 2024
- **Performance Metrics and Dashboard Development** – February 2024
- **Final Report and Project Completion** – April 2024
- **Presentations to share information** – April-May 2024

# STAFF CONTACTS: PROJECT TEAM

## GOOD CITY TEAM

**Sabina Mora** ([smora@goodcityco.com](mailto:smora@goodcityco.com))

Housing, Land Use, Design Standards & Guidelines

**Leslie Parks** ([lparks@goodcityco.com](mailto:lparks@goodcityco.com))

Economic Development

**Carol Johnson** ([cjohnson@goodcityco.com](mailto:cjohnson@goodcityco.com))

Planning Director

**Aaron Aknin** ([aaknin@goodcityco.com](mailto:aaknin@goodcityco.com))

Principal of Good City Company

## SAN MATEO COUNTY

**Steve Monowitz** ([smonowitz@smcgov.org](mailto:smonowitz@smcgov.org))

Director of Community Development

**Will Gibson** ([wgibson@smcgov.org](mailto:wgibson@smcgov.org))

Planning and Community Development

# STAFF CONTACTS

## ADDITIONAL COUNTY STAFF SUPPORT

### **Heather Forshey, MS, REHS**

Environmental Health

### **Dr. Tamarra Jones**

Health Equity Officer

### **Emma Gonzalez**

Community Affairs

### **Belen Seara**

Equity and Belonging Manager  
from the CEO's Equity Office

### **Ann Stillman**

Director of Public Works

### **Khoa Vo**

Deputy Director of Public Works

### **Maggie Cornejo**

Supervisor Slocum's Office

### **Helen Tong-Ishikawa**

Department of Housing

### **Isabel Pares Ramon**

Office of Sustainability,  
Sustainability & Climate Change  
Specialist

### **Ken Cole**

Director of Human Services  
Agency