

DOWNTOWN BEAUTIFICATION PLANNING



SAN BRUNO CITY HALL

CITY HALL
567 El Camino Real

567

**MARCH 24, 2026
CITY COUNCIL MEETING**

El Camino Real

PARKING

6



AGENDA

- I. Objective
- II. Background
 - a. Downtown Priority FY27
 - b. Streetscape Plan
 - c. Completed Improvements
- III. Recommended Initiative
- IV. Questions



OBJECTIVE

Receive direction from the City Council for the content of the downtown initiative

BACKGROUND



DOWNTOWN PRIORITY FY27

- **January 2026**

- Councilmembers proposals to improve downtown
- Council voted to select an initiative, named “Downtown Beautification Planning,” furthering the Streetscape Plan, as one of the six goals for FY27

- **February 2026**

- Council directed staff to return with a recommendation for the content of this initiative



STREETSCAPE PLAN BACKGROUND

Adopted: October 2019

Study Area: San Mateo Avenue between Huntington Avenue & El Camino Real

Purpose: concept level design intent informed by community engagement to guide future design process





PROJECT GOALS

ACTIVATION

Activate the corridor, alleys (or "paseos"), Posy Park and Centennial Plaza day and night

GREENING

Plant trees, increase vegetation

BEAUTIFICATION

Provide an updated and unified corridor aesthetic, including additional seating opportunities and new paving

SAFETY

Ensure pedestrian safety

WAYFINDING

Provide wayfinding signage to San Mateo Avenue and parking lots and design gateways

IDENTITY

San Mateo Avenue's character should be simple, elegant and unique.

Downtown
Beautification
Planning → Downtown
Improvement
Initiative



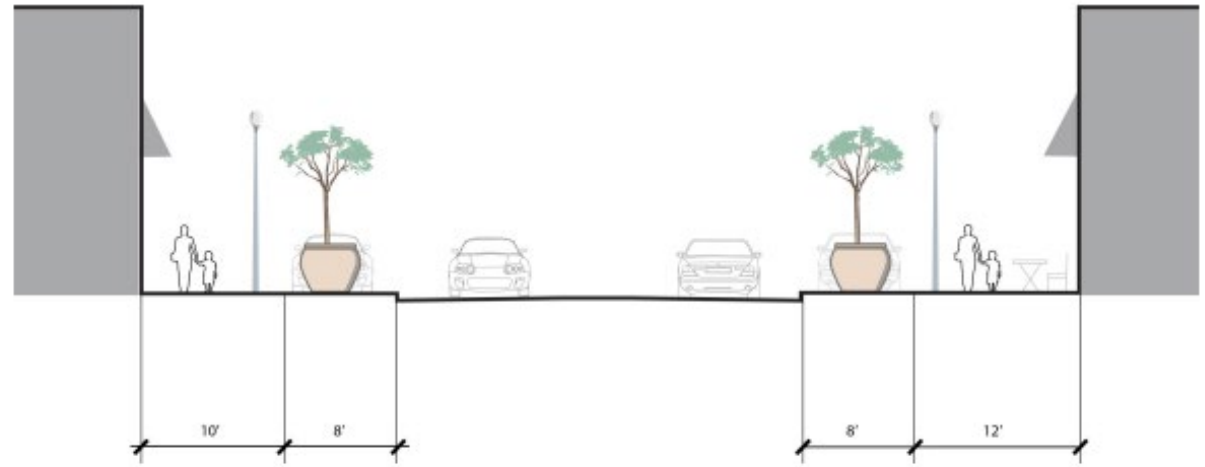
PROJECT SCOPE

- **Furnishings** including benches, bike racks, trash and recycling receptacles
- **New sidewalk paving**
- **Accessibility improvements** to bring the public right of way into conformance with current California building code
- Opportunities for **unique and artistic expression**, including public art, custom furnishings and special paving
- Improved **Planting and Greening**
- **Stormwater-management features** including permeable paving, suspended pavement, and bioretention planting areas
- **Mobility and parking improvements** include changes to the street and curb striping, improved bus stops, sharrows, and directional signage and lighting to improve access to off-street surface parking
- **Lighting improvements**, including new streetlights and decorative lighting
- Improvements to **special places** including Posy Park, Centennial Park, and paseos
- **Wayfinding signage and gateways**

TYPICAL STREET SECTIONS

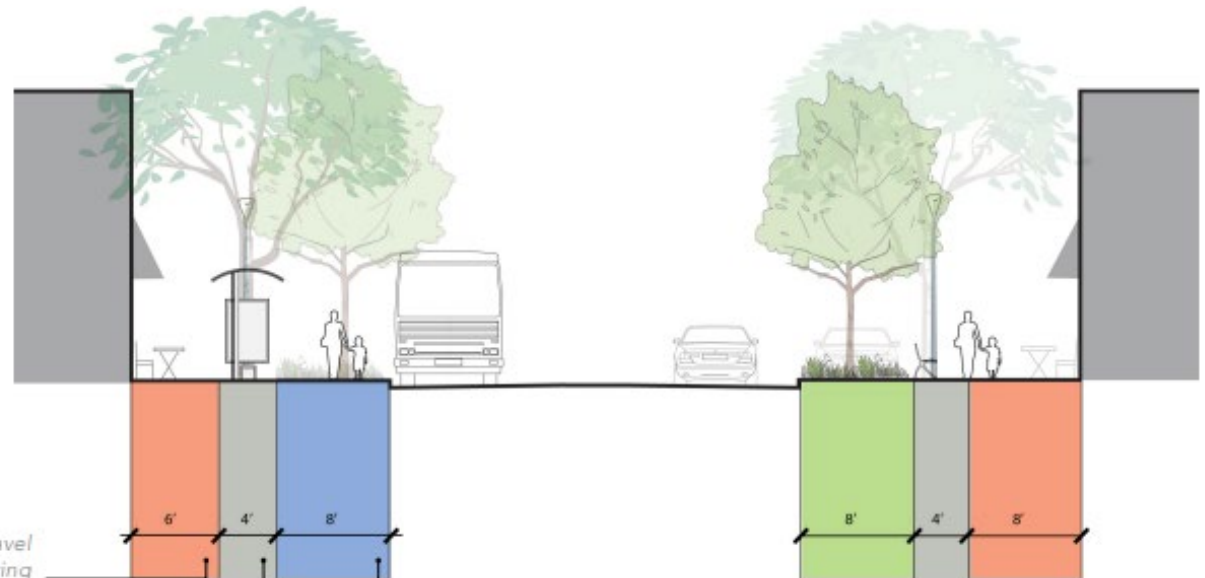
TYPICAL STREET SECTIONS

Existing Street Section A



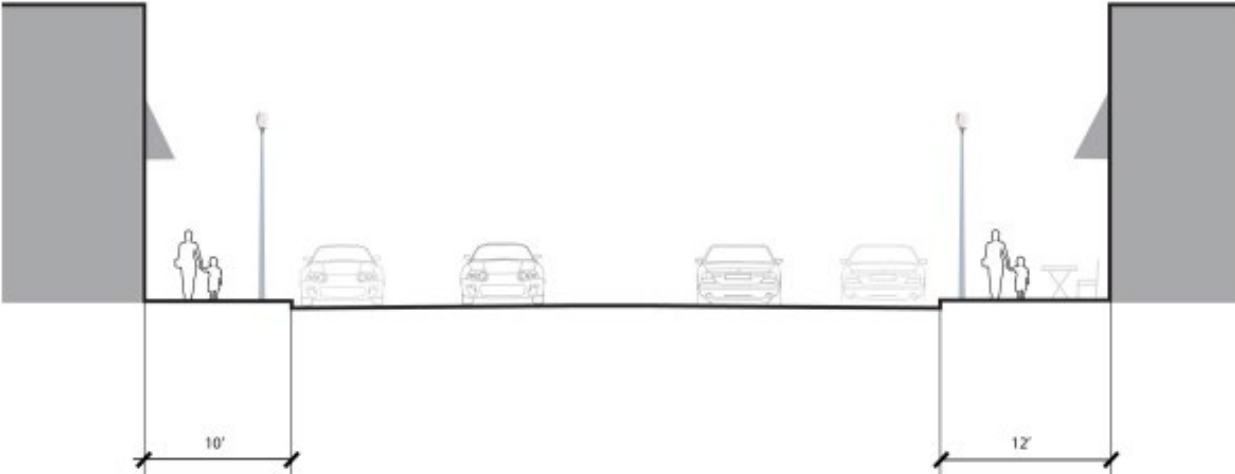
Proposed Street Section A:
Bus stop and corner bulb-out

- 6' (west) - 8' (east) path of travel and intermittent cafe seating
- 4' tree and amenity strip
- 8' parking and bulb out (for bus and planted zones)

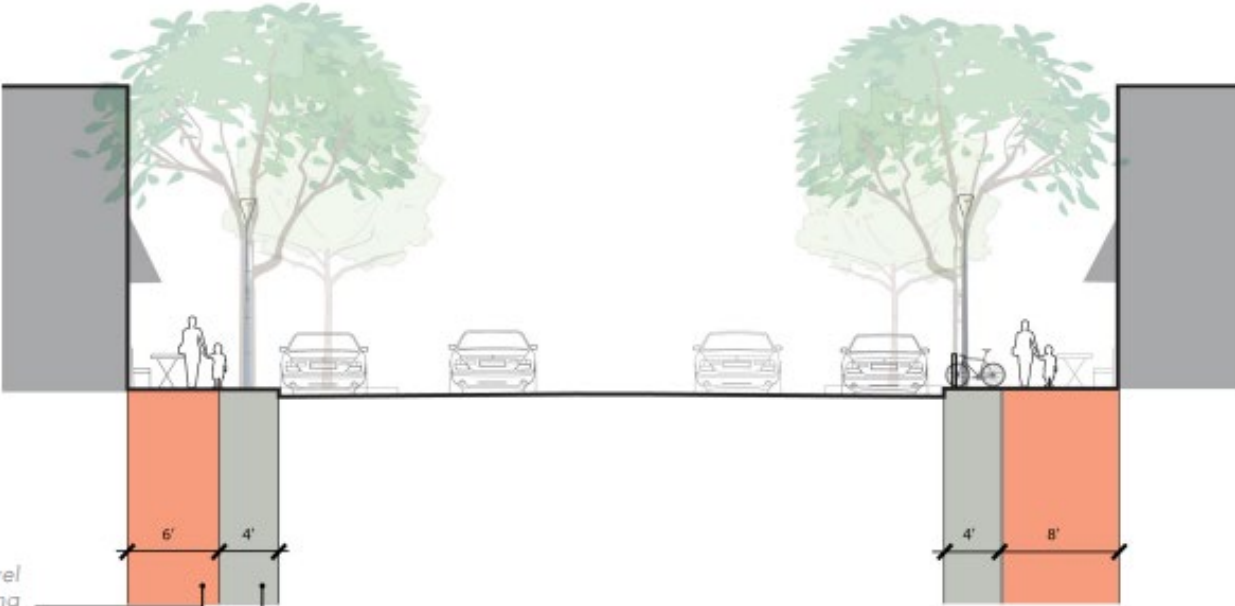


TYPICAL STREET SECTIONS

Existing Street Section B



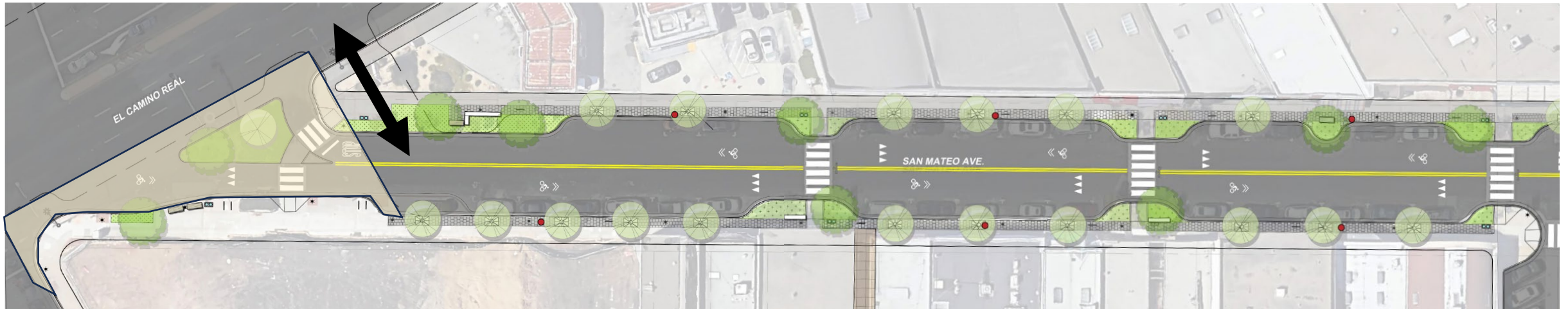
Proposed Street Section B: Midblock



6' (west) - 8' (east) path of travel and intermittent cafe seating
4' tree and amenity strip

ILLUSTRATIVE PLAN

Part 1 – El Camino & San Mateo Ave



LEGEND

- * LIGHTPOLE
- BIKE RACK
- PARKING METER
- ▬ BENCH

- ▬ SEATWALL
- ⊗ TRASH AND RECYCLING
- ▬ BUS SHELTER
- ▬ PASEO

- ⊗ ULMUS PARVIFLORA
- KOELREUTERIA BIPINNATA
- PLANTING

ILLUSTRATIVE PLAN

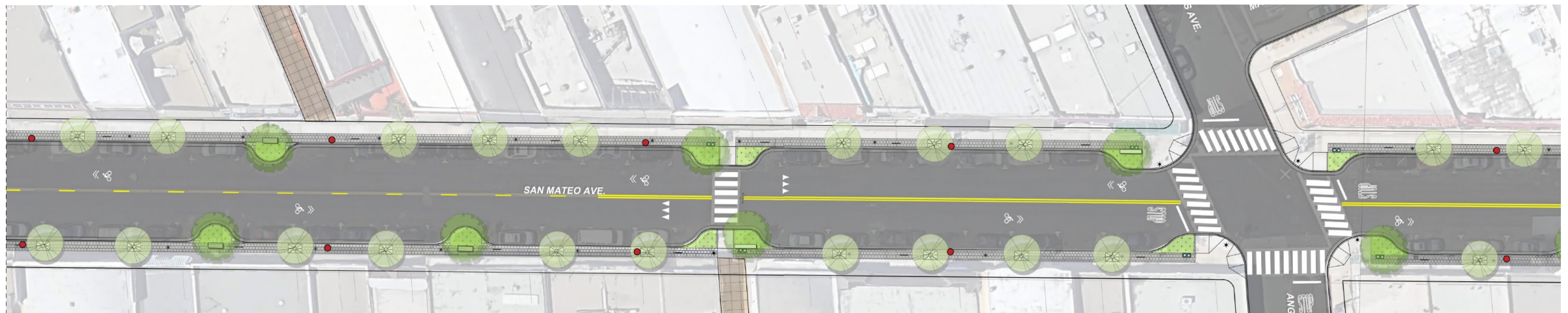
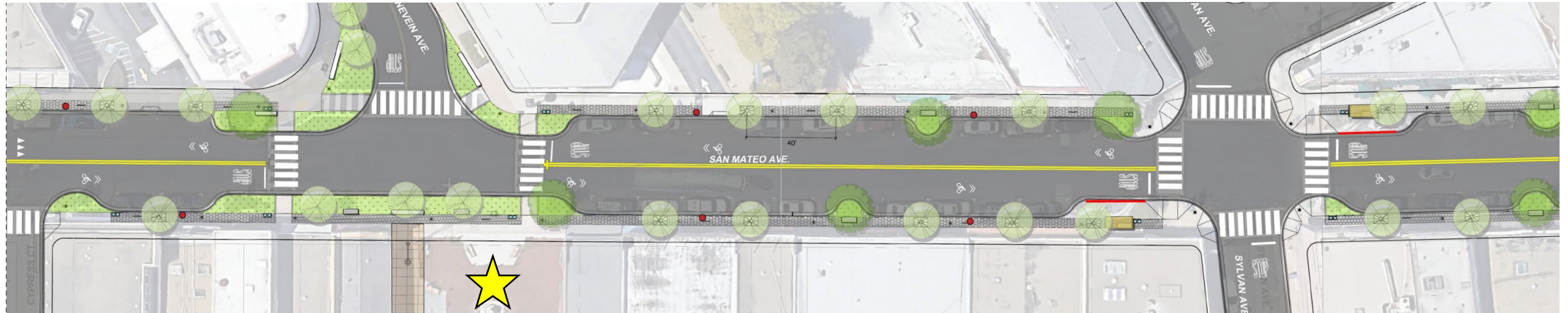
Part 2 and 3

LEGEND

- * LIGHTPOLE
- BIKE RACK
- PARKING METER
- ▭ BENCH

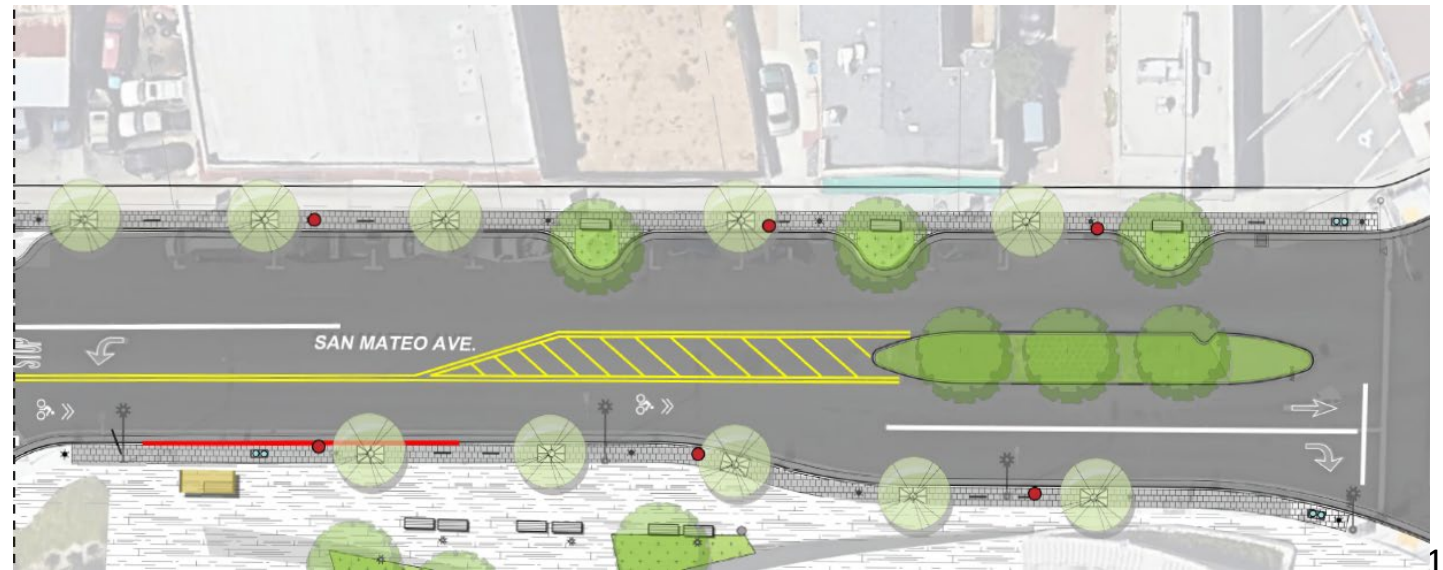
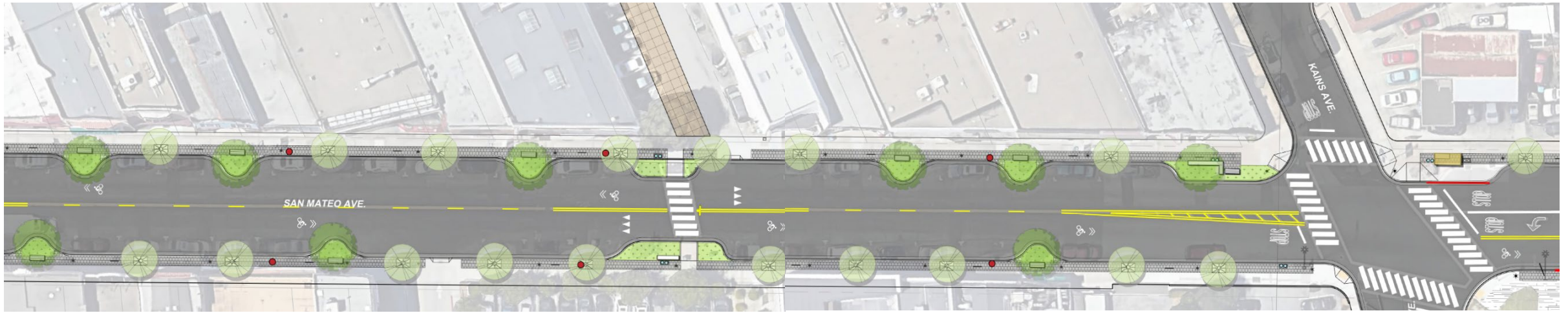
- ▭ SEATWALL
- ∞ TRASH AND RECYCLING
- ▭ BUS SHELTER
- ▭ PASEO

- ULMUS PARVIFLORA
- KOELREUTERIA BIPINNATA
- PLANTING



ILLUSTRATIVE PLAN

Part 4 and 5

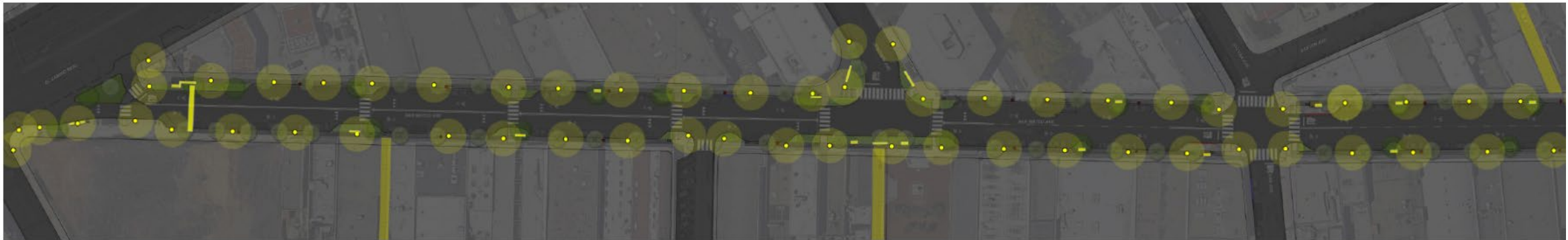


STREET LIGHTING PLAN

EXISTING LIGHTING LAYOUT



PROPOSED LIGHTING LAYOUT



SIGNAGE AND GATEWAY PLAN



Wayfinding





PRIORITY RANKING OF PROPOSED IMPROVEMENTS

Tier	Recommended Improvement	ROM Cost
1	Sidewalk replacement, ramps	\$ 1,676,000
	Bus-stop improvements	\$ 77,000
	Street trees (with tree grates)	\$ 240,000
	Street lights (pole-mounted, 60' spacing)	\$ 396,000
	Trash and recycling receptacles	\$ 114,000
	Benches	\$ 36,000
	Seatwalls	\$ 76,000
	Bike racks	\$ 31,000
	Wayfinding signage	\$ 90,000
	Planting and Irrigation	\$ 45,000
	Water Line Relocation	\$ 225,000
	Demolition and earthwork	\$ 629,000
	General conditions (mobilization, etc.)	\$ 394,000
	Subtotal	\$ 4,633,000
	Contingency (35%)	\$ 1,622,000
Design (15% of total)	\$ 816,000	
Total Project Cost	\$ 6,254,000	
2	Permeable paving along sidewalks, additional cost (move to Tier 1 if required)	\$ 338,000
	Curb realignment and planting at Jenevien Ave.	\$ 65,000
	Suspended pavement for street trees	\$ 204,000
	Gateway monuments	\$ 750,000
	Paseo gateway monuments	\$ 100,000
	Roadway striping	\$ 15,000
	Planting and irrigation at existing bulbouts	\$ 111,000
	Paseo improvements/art installation	\$ 400,000
	Subtotal	\$ 1,983,000
	Contingency (35%)	\$ 694,000
	Design (15% of total)	\$ 402,000
	Total Tier 2	\$ 3,079,000
Total Project Cost (Tier 1 + Tier 2)	\$ 9,333,000	
3	Centennial Park improvements	\$ 524,000
	Artistic expression: Lighting at benches and seatwalls	\$ 41,000
	Additional stormwater management: suspended pavement and bioretention	\$ 1,383,000
	Soft Costs (design @ 15%)	\$ 292,000
	Subtotal	\$ 2,240,000
	Contingency (35%)	\$ 784,000
	Design (15% of total)	\$ 454,000
Total Tier 3	\$ 3,478,000	
Total Project Cost (Tier 1 + Tier 2 + Tier 3)	\$ 12,811,000	
4	Posey Park improvements	\$ 1,489,000
	Artistic expression: Crosswalks	\$ 371,000
	Artistic expression: Paving	\$ 969,000
	Artistic expression: Seatwalls	\$ 45,000
	Artistic expression: Benches	\$ 42,000
	Additional stormwater management: permeable vehicular pavement	\$ 1,136,000
	Subtotal	\$ 4,052,000
	Contingency (35%)	\$ 1,418,000
	Design (15% of total)	\$ 821,000
	Total	\$ 6,291,000
Total Project Cost (Tier 1 + Tier 2 + Tier 3 + Tier 4)	\$ 19,102,000	

PRIORITY RANKING

Tier 1 – Foundational Work “*should be considered the bare minimum, lowest cost project that would provide the highest value*”. Intended to be done as a single project

Tier 2 – Second highest priority. Combined with Tier 1, this fulfills the “*baseline*” streetscape project

Tier 3 and 4 – improvements that are either

- Outside the right-of-way (*Centennial Plaza, Posy Park*)
- Purely aesthetic (*artistic elements*)
- Only functional (*additional stormwater*)



COMPLETED IMPROVEMENTS

- Trash and Recycling Receptacles (2021)
- Newsracks (2024)
- Parking Meters and Wayfinding (2024)
- Banners (2025)
- Planting and Irrigation (2026)



CENTENNIAL PLAZA (2024)



POSY PARK (2026)





COMPLETED IMPROVEMENTS

1	Sidewalk replacement, ramps
	Bus-stop improvements
	Street trees (with tree grates)
	Street lights (pole-mounted, 60' spacing)
	Trash and recycling receptacles
	Benches
	Seatwalls
2	Bike racks
	Wayfinding signage
	Planting and Irrigation
3	Water Line Relocation
	Demolition and earthwork
	Permeable paving along sidewalks, additional cost (move to Tier 1 if required)
	Curb realignment and planting at Jenevien Ave.
	Suspended pavement for street trees
	Gateway monuments
4	Paseo gateway monuments
	Roadway striping
5	Planting and irrigation at existing bulbouts
	Paseo improvements/art installation
	Centennial Park improvements
6	Artistic expression: Lighting at benches and seatwalls
	Additional stormwater management: suspended pavement and bioretention
	Posey Park improvements
7	Artistic expression: Crosswalks
	Artistic expression: Paving
	Artistic expression: Seatwalls
	Artistic expression: Benches
	Additional stormwater management: permeable vehicular pavement

+ Meters

+ Newsracks

+ Banners

RECOMMENDED INITIATIVE



BUILDING UPON THE STREETSCAPE PLAN

1	Sidewalk replacement, ramps
	Bus-stop improvements
	Street trees (with tree grates)
	Street lights (pole-mounted, 60' spacing)
	Trash and recycling receptacles
	Benches
	Seatwalls
	Bike racks
2	Wayfinding signage
	Planting and Irrigation
	Water Line Relocation
	Demolition and earthwork
	Permeable paving along sidewalks, additional cost (move to Tier 1 if required)
	Curb realignment and planting at Jenevien Ave.
3	Suspended pavement for street trees
	Gateway monuments
	Paseo gateway monuments
	Roadway striping
	Planting and irrigation at existing bulbouts
4	Paseo improvements/art installation
	Centennial Park improvements
	Artistic expression: Lighting at benches and seatwalls
4	Additional stormwater management: suspended pavement and bioretention
	Posey Park improvements
	Artistic expression: Crosswalks
	Artistic expression: Paving
	Artistic expression: Seatwalls
4	Artistic expression: Benches
	Additional stormwater management: permeable vehicular pavement



Tier 1/2 design and studies which inform future projects to further

- ACTIVATION
- GREENING
- BEAUTIFICATION
- SAFETY
- IDENTITY




Branding to inform future art, monuments, signage to further

- BEAUTIFICATION
- WAYFINDING
- IDENTITY

RECOMMENDATION

Downtown Improvement Initiative



Action	Direct Impact	Scope of Impact	Cost	Results
Zoning Adjustments	+ Activation Beautification	+++++ Entire Avenue	+ (GP)	Incremental improvement to buildings/tenant spaces along the entire Avenue
2 Public Art Projects (Mural +)	++++ Beautification Identity	+ Centennial Plaza	+ (Art)	Significant visual improvement for one location Second art project TBD – El Camino monument?
Building upon the Streetscape Plan – Menu				
- Tier 1/2 Design 		+++++	+++++ \$4.3 M w/ 1 limited term FTE (GF R, DIF)	Required step for baseline improvements
- Branding 		+++	+++ Up to \$125 K-\$200 K one-time (GF R)	Allows for future Beautification, Wayfinding, Identity improvements
- Downtown Events	+++++ Activation, Identity, Safety	+++	+++++ \$2 M one-time for bollards (GF R) \$225 K ongoing 1 FTE (GF) \$130 K annually for 10 events (GF, Art)	Significant improvement for central area
- Focused Update		+++	+ Up to \$50 K one-time (GP)	Improve future prioritization and decision making

QUESTIONS?

FY2026-27 City Council Initiative: Street Sweeping Program Analysis



Matthew Lee, P.E., Public Works Director

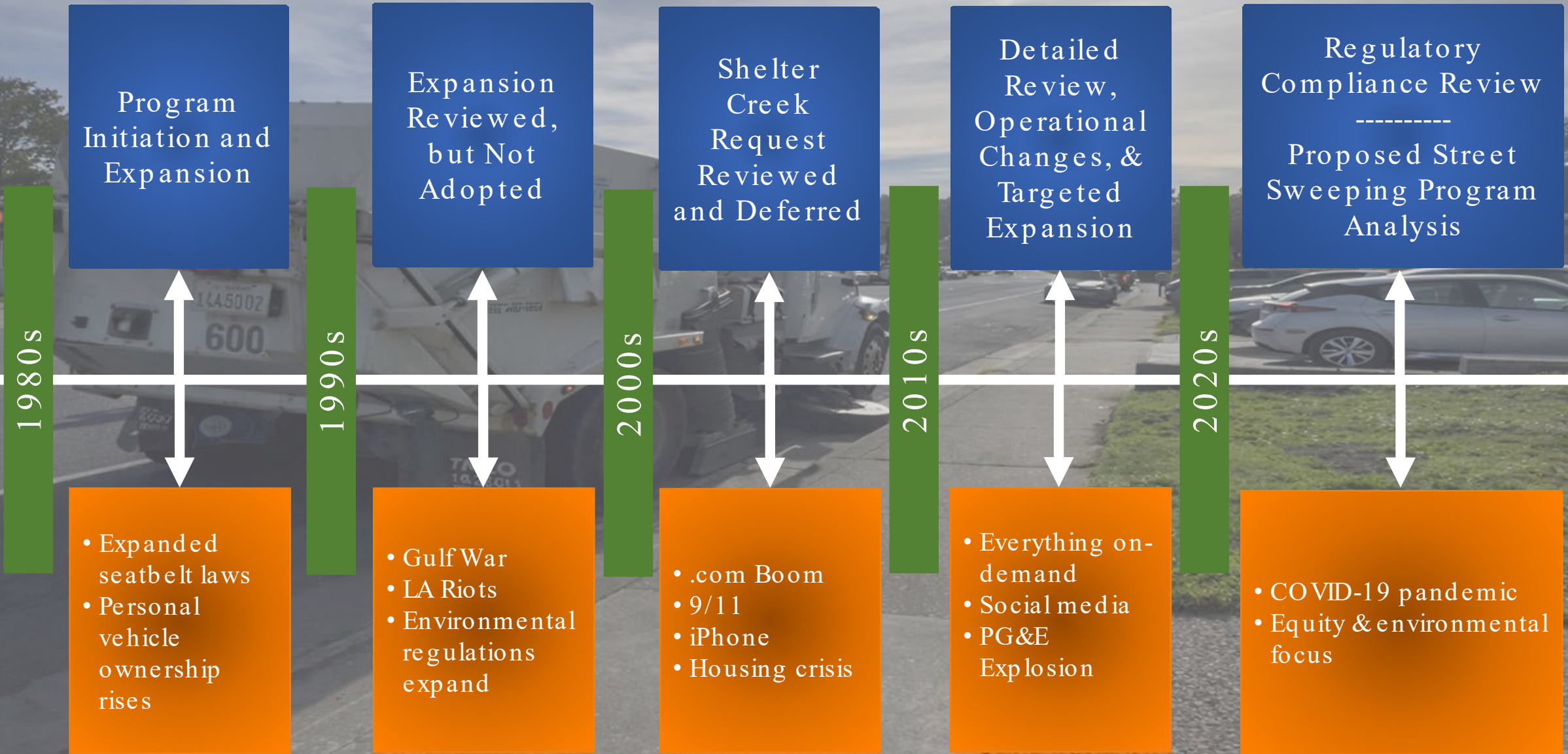
March 24, 2026

City Council Study Session

Agenda

- Street Sweeping History
- What is the Issue We Are Trying to Solve?
 - Factors Considered for Restricted Parking
 - What Are Other Cities Doing?
 - Main Goal of Restricted Parking
 - Are We Being Equitable?
 - Equality vs Equity
 - Looking at Data
 - Trash Generation
 - Current Parking Enforcement
 - Current Enforcement Activity
- Proposed Program Analysis
- Council Feedback

STREET SWEEPING PROGRAM TIMELINE





*What is the Issue We
Are Trying to Solve?*

A black silhouette of a person in a thinking pose (hand on chin) is centered in the foreground. Behind it is a white street sweeper truck on a paved road. The background shows a residential area with trees and a cloudy sky. Three colored circles (brown, green, blue) contain text questions.

*Why Do
We Street
Sweep?*

*Are We
Being
Equitable?*


*How Do We
Ensure
Trash/Debris/
Sediment
Don't Go into
the Bay?*

~~MORE~~ CURB ACCESS


=

INEFFECTIVE STREET SWEEPING

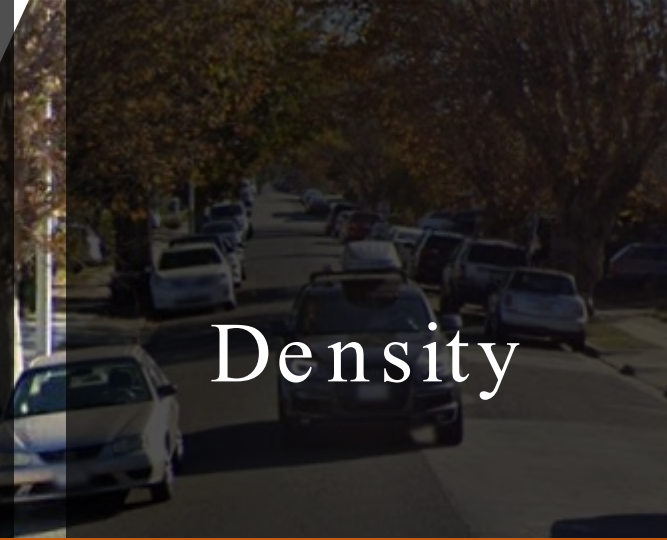
- Debris accumulates at the curb line
- Sweeper cannot reach under parked vehicles

A photograph of a residential street with houses and trees, overlaid with a semi-transparent dark grey rectangle.

Flood-prone
areas

A photograph of a residential street with a large pile of trash and debris on the sidewalk, overlaid with a semi-transparent dark grey rectangle.

Trash/debris/
sediment
accumulation

A photograph of a residential street with many cars parked along the side, overlaid with a semi-transparent dark grey rectangle.

Density

A photograph of a residential street with a white pickup truck parked on the side, overlaid with a semi-transparent dark grey rectangle.


Street width

A central orange banner with white text.

**HISTORICAL FACTORS & PHYSICAL
CONDITIONS THAT INFORMED
RESTRICTING PARKING**

A photograph of a residential street with a house and trees, overlaid with a semi-transparent dark grey rectangle.

Tree types

A photograph of a residential street with a white van parked in a driveway, overlaid with a semi-transparent dark grey rectangle.

Size and
number of
garages

A photograph of a residential street with a tree and a house, overlaid with a semi-transparent dark grey rectangle.

Setback
distance

A photograph of a residential street with many parked vehicles, overlaid with a semi-transparent dark grey rectangle.

Number of
parked
vehicles

What Are Other Cities Doing?

City	Mixed Parking Restrictions
Burlingame*	Green
Daly City/Broadmoor	Red
Millbrae	Green
San Bruno	Dark Green
San Carlos	Red
San Mateo*	Green
South San Francisco	Green

* Seasonal variability

A semi-truck is parked on a street. The truck is white with a dark stripe and has 'TMCO 1828011' printed on its side. The background shows a cloudy sky and some buildings. A large black banner with white text is overlaid on the image.

Are We Being Equitable?

Equality

Different
barriers

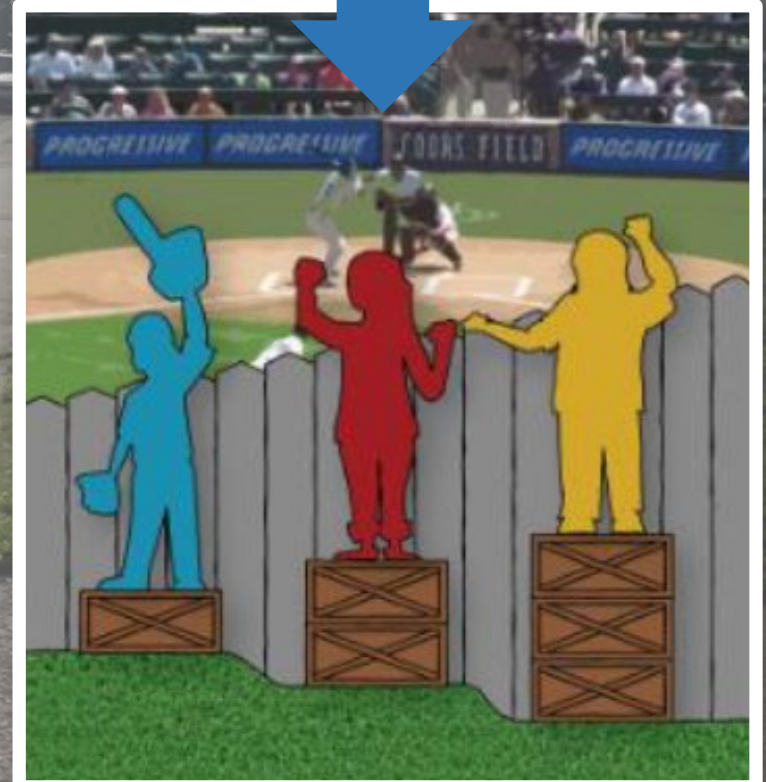


Remove barriers
and level the
playing field

*How do we get
from Equality
to Equity?*

Equity

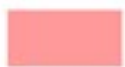
Different Needs
=
Different Resources



Higher trash generation
east of El Camino Real

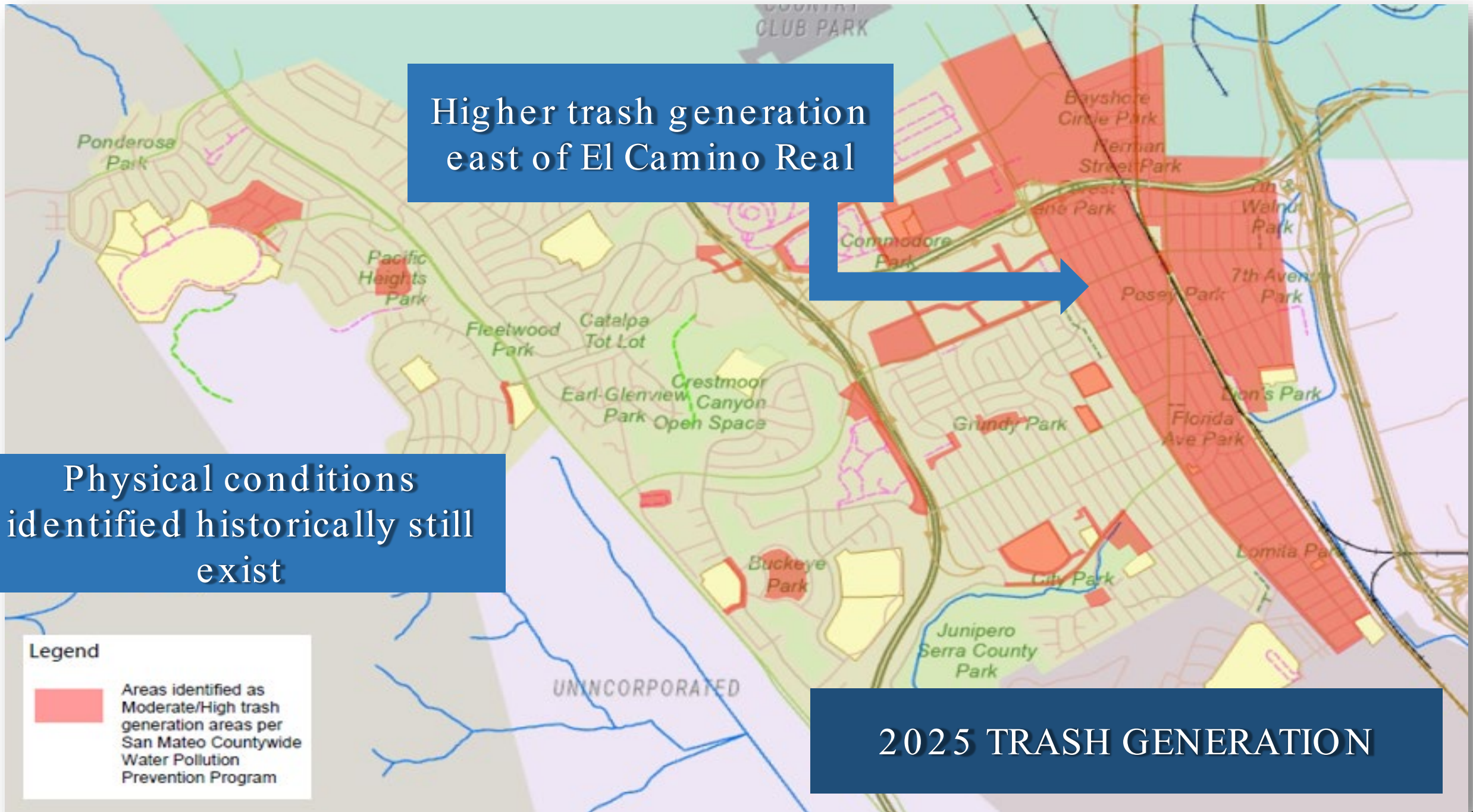
Physical conditions
identified historically still
exist

Legend



Areas identified as
Moderate/High trash
generation areas per
San Mateo Countywide
Water Pollution
Prevention Program

2025 TRASH GENERATION



CURRENT PARKING ENFORCEMENT

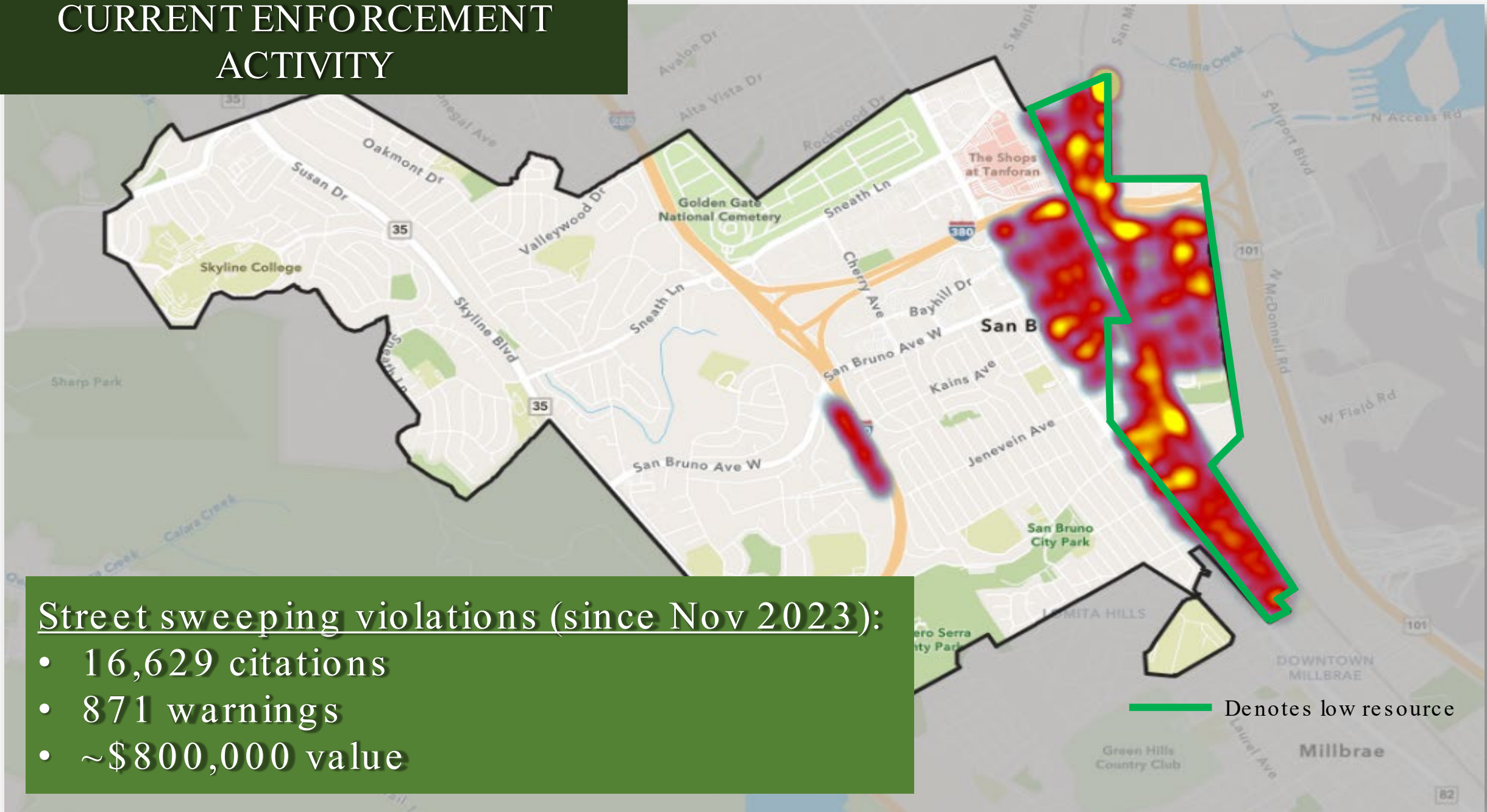
- Reflects historical program design
- Resulting in uneven distribution of:
 - Parking restrictions
 - Citations



Enforcement concentrated east of El Camino Real

Same areas = highest need AND highest enforcement

CURRENT ENFORCEMENT ACTIVITY



Street sweeping violations (since Nov 2023):

- 16,629 citations
- 871 warnings
- ~\$800,000 value

— Denotes low resource

What's Different this Time?

- Formal equity analysis
- Data-driven evaluation

Regulatory
Compliance

Community
Feedback

ESTIMATED COST: \$600,000

COUNCIL FEEDBACK



Confirm the problem we are trying to solve



Confirm that the scope solves the problem



Provide feedback



STUDY SESSION: SAFE SAN BRUNO COUNCIL INITIATIVE

Traffic Safety and Crime Hotspot Improvement Program

SAN BRUNO CITY HALL

CITY HALL
367 El Camino Real

Matt Lethin, Police Chief
Matt Lee, P.E., Public Works Director

March 24, 2026

City Council Study Session



AGENDA

- I. Objective
- II. Background
- III. Discussion
 - i. Problem Definition
 - ii. Approach
 - iii. 3 Options
- IV. Recommendation
- V. Questions and Comments



OBJECTIVE

City Council receive a presentation and provide direction to staff regarding the preferred scope and approach for the Safe San Bruno Council Initiative so that staff may refine it for consideration as part of the FY 2026-27 City Council priority setting and budget preparation process.

BACKGROUND – Staff Approach



BACKGROUND: Two Distinct Focus Areas



Traffic Safety

- Guided by Engineering, Enforcement, Education
- Focus on both infrastructure and behavior
- Aligned with LRSP, data driven

Crime Hotspots

- Can be different types of crime and nuisance activity
- Occur across public, private, and outside jurisdictions
- Intervention tactics can include crime analysis for environmental design, place-based interventions and targeted enforcement



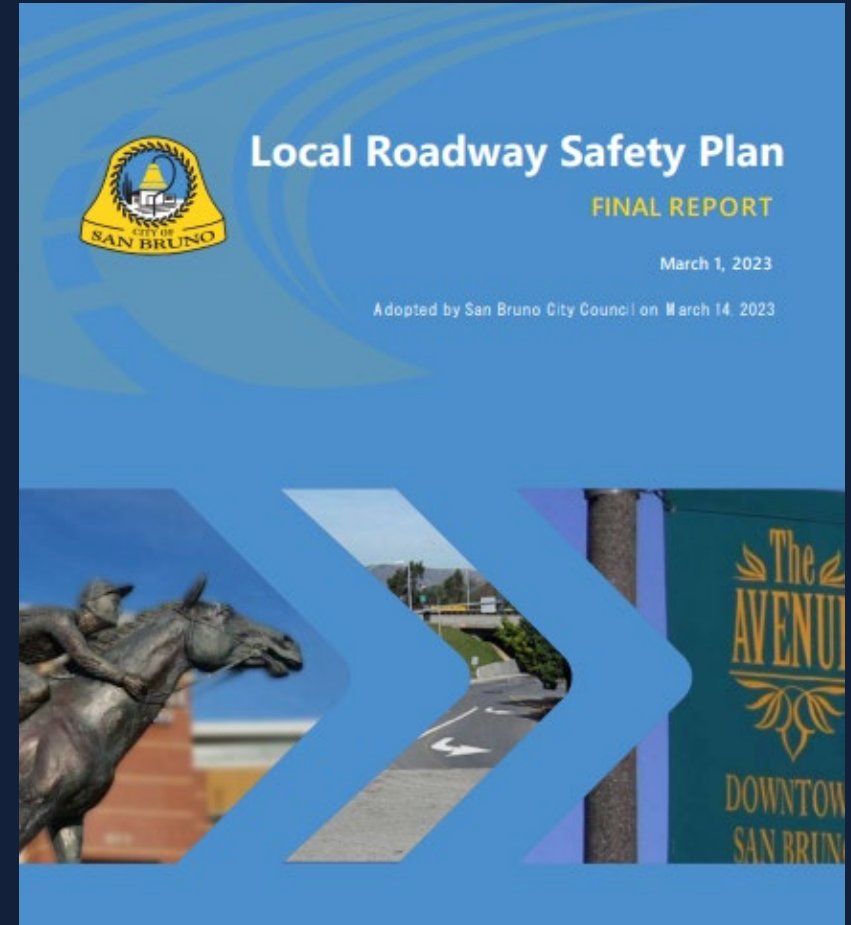
BACKGROUND

Existing Traffic Safety Work

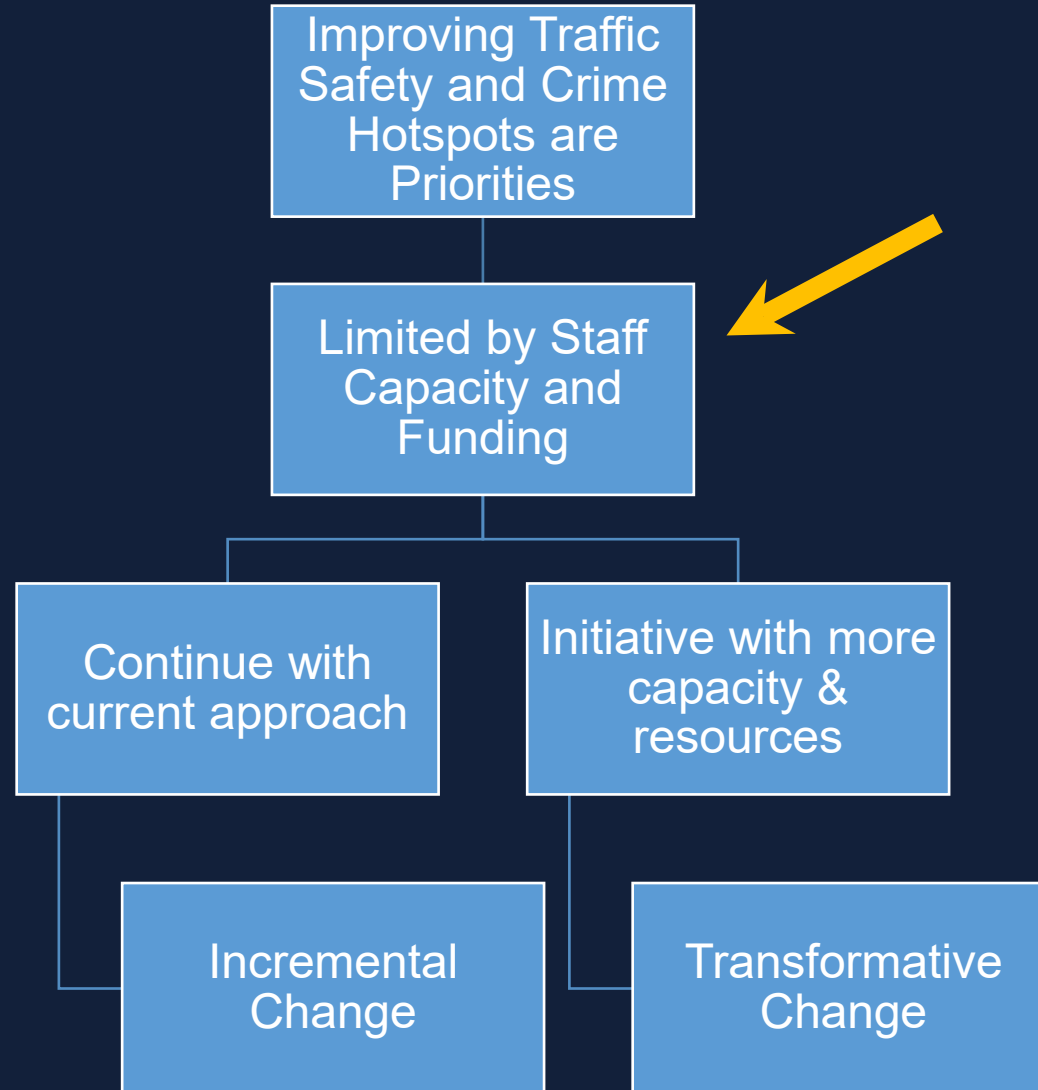
- Mainly guided by Local Roadway Safety Plan
 - Goal: Reduce Severe/Fatal Collisions
 - High injury network prioritization
 - Map to program CIP and development improvements
- Outside of LRSP, staff still works on minor traffic requests as time allows

Examples of **Current** and *Completed Projects*

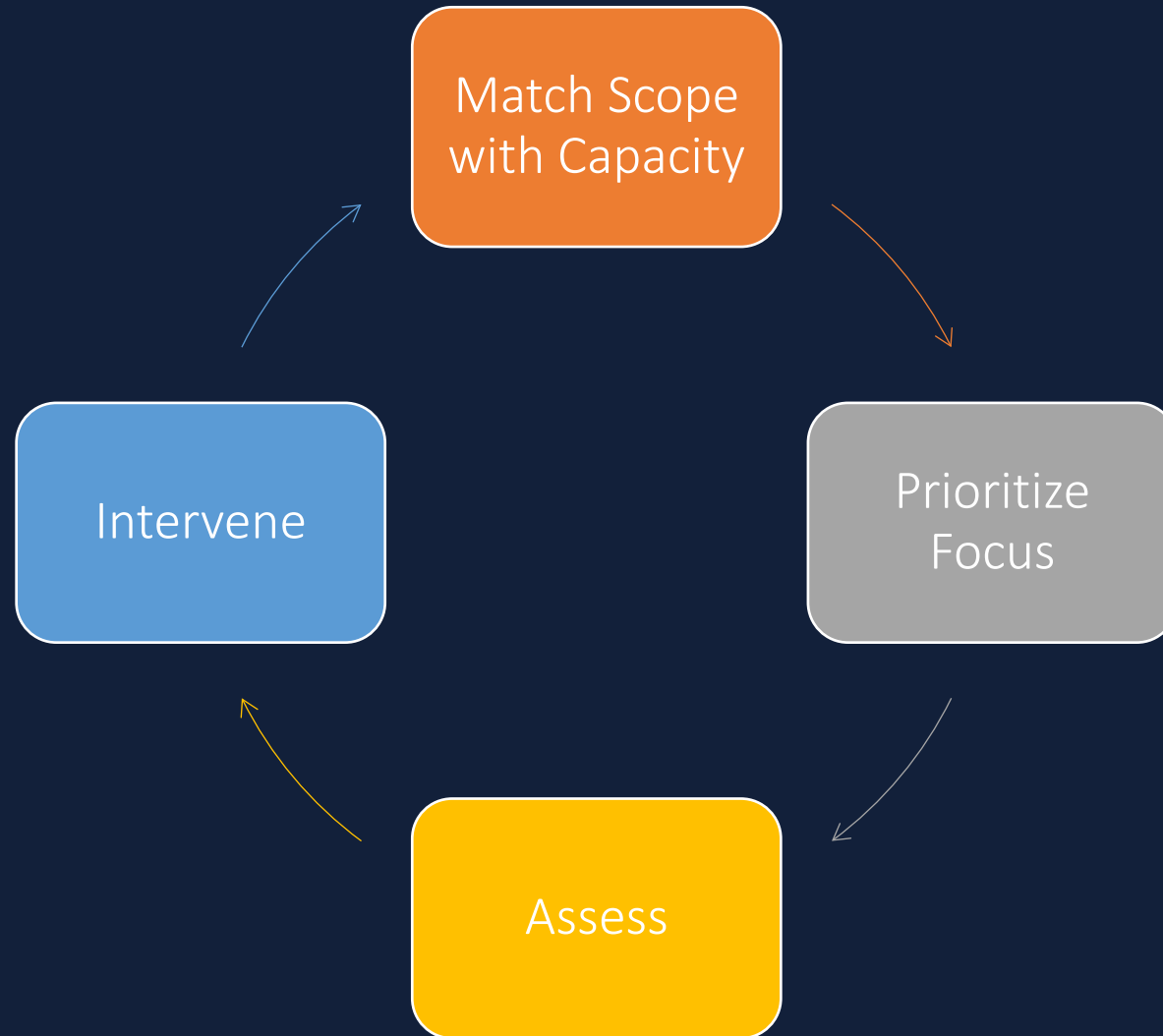
- *San Bruno Ave and Cherry Ave Improvements*
- *San Antonio/Huntington Ave Ped/Bicycle Corridor*
- **San Bruno Ave Pedestrian Improvements**
- **Huntington Avenue Bike and Pedestrian Improvements Project Segment 2**
- **Bayhill and El Camino Real Intersection Improvements**



DISCUSSION: Problem Definition



DISCUSSION: Recommended Approach





DISCUSSION: Options

1. Comprehensive Education, Engineering, and Enforcement
2. Enhanced Evaluation Program
3. Limited Enhancements



DISCUSSION

Option 1 - Comprehensive Education, Engineering, and Enforcement

Traffic Safety

- Full LRSP implementation
- \$15M multi-year capital investment for safety improvements
- Increase funding for traffic calming program

Additional Staff

- Project Manager
- Management Analyst
- Traffic and Crime Prevention Officer
- Both focused on traffic safety and crime reduction

Additional Equipment

- Examples
 - Speed feedback signs
 - Variable message boards
 - Surveillance cameras
 - Lighting trailers
 - Streetlights
- Public dashboard

Cost - \$16.2M (\$15.2M one-time and \$1M on-going)



DISCUSSION

Option 2 - Enhanced Evaluation Program

Traffic Safety

- Retain focus on LRSP improvements
 - Compete with other priorities and staff capacity
- No additional funding
- No project manager

Additional Staff

- Management Analyst
- Traffic and Crime Prevention Community Services Officer
 - Full-time or part-time
- Both focused on traffic safety and crime reduction

Additional Equipment

- Examples
 - Speed feedback signs
 - Variable message boards
 - Surveillance cameras
 - Lighting trailers
 - Streetlights
- Public dashboard

Cost - \$422,000 - \$520,000 (\$200,000 one-time and \$222,000 - \$320,000 on-going)



DISCUSSION

Option 3 - Limited Enhancements

Additional Equipment

- Examples
 - Speed feedback signs
 - Variable message boards
 - Surveillance cameras
 - Lighting trailers
 - Streetlights
- Public dashboard
- Important to note that without additional staff capacity, usage of the equipment will be constrained

Cost - \$200,000 (one-time)



RECOMMENDATION

Receive the presentation and provide direction to staff regarding the preferred scope and approach for the Safe San Bruno Council Initiative so that staff may refine it for consideration as part of the FY 2026-27 City Council priority setting and budget preparation process.



QUESTIONS AND COMMENTS



DISCUSSION - Options, Costs, Components



Option	Description	Cost	Cost Components
1	Comprehensive Education, Engineering, and Enforcement Program	\$16.2M (\$15.2M one-time and \$1M on-going)	<ul style="list-style-type: none"> • Accelerated Implementation of LRSP (3-year Term Limited Project Manager paid for by projects) - \$15,000,000 (One-time) • Increased Traffic Calming - \$500,000 (On-going) • Management Analyst - \$180,000 (On-going) • Traffic and Crime Prevention Officer - \$262,000 (On-going) • Equipment - \$150,000 (One time) • Online Dashboard - \$50,000 (One time)
2	Enhanced Evaluation Program	\$422,000 - \$520,000 (\$200,00 one-time and \$222,000 - \$320,000 on-going)	<ul style="list-style-type: none"> • Management Analyst - \$180,000 (On-going) • Either <ul style="list-style-type: none"> • Full-Time CSO - \$140,000 (On-going) • Or Part-time CSO - \$42,000 (On-going) • Equipment - \$150,000 (One time) • Online Dashboard - \$50,000 (One time)
3	Limited Enhancements	\$200,000 (one-time)	<ul style="list-style-type: none"> • Equipment - \$150,000 (One time) • Online Dashboard - \$50,000 (One time)



CITY OF SAN BRUNO

SPRING EGG HUNT

**SATURDAY
MARCH 28, 2026**

SAN BRUNO CITY PARK
251 CITY PARK WAY
SAN BRUNO, CA 94066

Activities, Bunny Photos, & Egg Hunts!

Free Egg Hunt registration is encouraged.
Day of event registration accepted!

Register at 10:00am for FREE
on March 2 at
www.sanbruno.ca.gov/recsignup

10:00AM 0-3 years egg hunt
10:30AM 4-6 years egg hunt
11:00AM 7-10 years egg hunt
11:30AM Accessible egg hunt
(Tennis Courts)



PANCAKE BREAKFAST
HOSTED BY THE
SAN BRUNO LIONS CLUB
@ CITY PARK CONCESSIONS

**STARTING AT 9:00AM
UNTIL SOLD OUT**





WE WANT YOUR FEEDBACK!

TAKE THE SURVEY





BE WHERE THE ACTION IS GET INVOLVED

APPLY
ONLINE

www.sanbruno.ca.gov/AdvisoryCBC



SPRING COMMUNITY CLEAN-UP DROP-OFF DAY

New
Location
→

Saturday, April 25th | 8AM - 11AM

Skyline College, Parking Lot N, San Bruno



Bulky Items | E-Waste
Appliances | Latex Paint Only
Limit of 3 Cubic Yards per Vehicle
(No dirt, rock or concrete)

San Bruno Residents Only (must show ID)

For more information, please call (650) 583-8536



SPRING COMPOST GIVEAWAY

April 25th & April 26th
8AM - 11AM

500 First Avenue, San Bruno
(Lions Field Back Parking Lot, First Base Line)



**Self-service event. Please bring your own bucket.
One 5-gallon bucket per resident.**

San Bruno Residents Only (must show ID)

For more information, please call (650) 583-8536





April is

AUTISM
ACCEPTANCE

MONTH

San Bruno Recreation & Aquatic Center Financial Update



Presentation by: Travis M Karlen, Community Services Director
CITY COUNCIL REGULAR MEETING

March 24, 2026



AGENDA

- I. Objective
- II. Evolution of RAC Operating Models
- III. Membership and Daily Admissions
- IV. Rentals & Program Statistics
- V. RAC Actuals and Projections
- VI. SBCF Access Grant Support
- VII. Strategic Efficiency Initiatives
- VIII. Revenue Enhancement Initiatives
- IX. Questions



OBJECTIVE

To provide the City Council with a comprehensive overview of the San Bruno Recreation and Aquatic Center's operations to date, with a focus on second-year performance, including key metrics, community impact, program participation, financial outcomes, and opportunities for continued growth and operational improvement.



Evolution of RAC Operating Models

Strategic Business Plan 2021

Primary Revenue

- Aquatics – Lap Swim & Programs
- Facility Rentals
- Contract Classes

Secondary Revenue

- Daily Admissions – No Membership

Projected General Fund Support

- FY 2024/25 - \$1.63M
- FY 2025/26 - \$1.43M

Implementation Plan 2022

Primary Revenue

- Facility Rentals – Heavy Focus
- Daily Drop-in Fees – Aquatics & Gym
- Punch Passes – Aquatics

Secondary Revenue

- Membership - Fitness Center & Track
- Contract Classes

Projected General Fund Support

- FY 2024/25 - \$1.47M
- FY 2025/26 - \$1.5M

Operational Plan 2024

Primary Revenue – Full Facility Access

- Membership
- Daily Drop-in Fees
- Punch Passes
- Facility Rentals

Secondary Revenue

- Contract Classes

General Fund Support

- FY 2024/25 - \$2.40M - Actual
- FY 2025/26 - \$1.49M - Projected

Membership and Daily Admissions



FY 2024/25 - Actuals

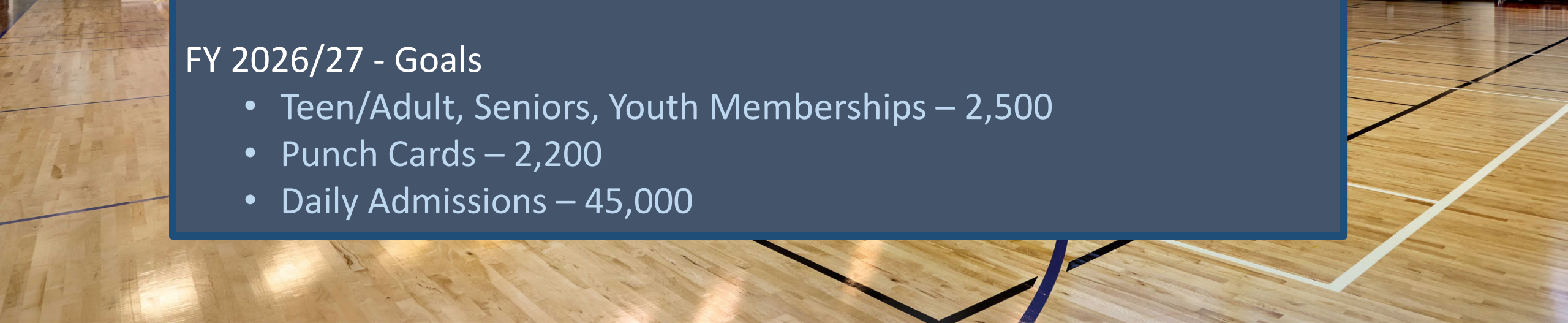
- Teen/Adult Memberships – 1,938 (80% Residents)
- Punch Cards – 2,439
- Daily Admissions – 32,805

FY 2025/26 - Projected

- Teen/Adult, Seniors, Youth Memberships – 2,100 (70% Residents)
- Punch Cards – 1,950
- Daily Admissions – 39,500

FY 2026/27 - Goals

- Teen/Adult, Seniors, Youth Memberships – 2,500
- Punch Cards – 2,200
- Daily Admissions – 45,000



Rentals & Program Statistics

FY 2024/25 - Actuals

- Rentals - 448
- Event Participants – 2,851
- Programs & Fitness Class Participants – 995
- Swim Lesson Participants – 865

FY 2025/26 - Projected

- Rentals - 500
- Event Participants – 4,300
- Programs & Fitness Class Participants – 8,800
- Swim Lesson Participants – 2,800

FY 2026/27 - Goals

- Rentals - 650
- Event Participants – 5,000
- Programs & Fitness Class Participants – 10,000
- Swim Lessons – 3,500

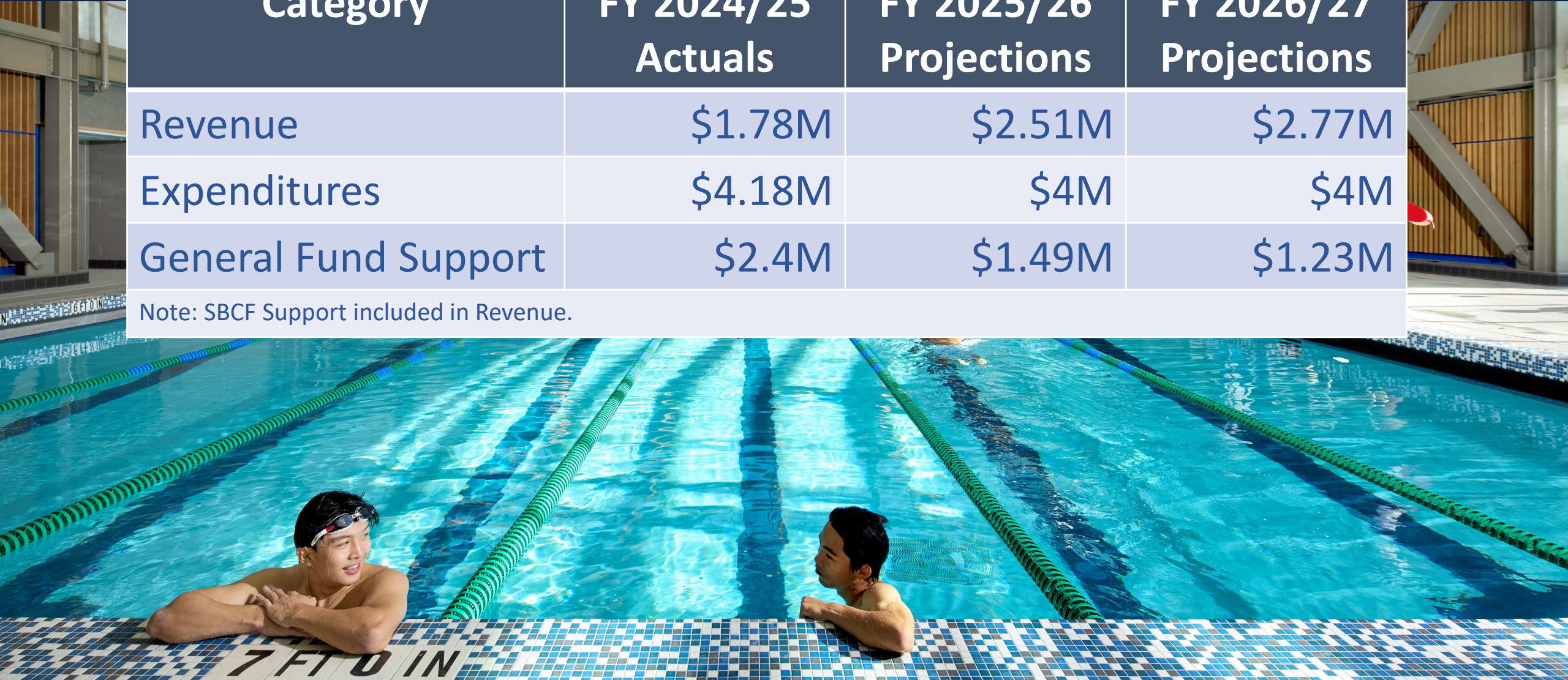




RAC Actuals and Projections

Category	FY 2024/25 Actuals	FY 2025/26 Projections	FY 2026/27 Projections
Revenue	\$1.78M	\$2.51M	\$2.77M
Expenditures	\$4.18M	\$4M	\$4M
General Fund Support	\$2.4M	\$1.49M	\$1.23M

Note: SBCF Support included in Revenue.





SBCF Access Grant Support

SAN BRUNO
Community Foundation

Program	FY 24/25 Actuals	FY 25/26 Projected
Special Events	\$13,303	\$125,000
RAC Accessibility	\$65,146	\$150,000
Special Needs Programs	\$1,456	\$7,000
Community Promotions	\$2,582	\$25,000
Advertising and Consulting	\$102,387	\$35,000
Membership Incentives	N/A	\$75,000
Fitness Class Incentives	N/A	\$65,000
Silver Sneakers	N/A	\$9,000
Outdoor Pool Winter Activation	N/A	\$40,000
Total	\$184,874	\$531,000





Strategic Efficiency Initiatives

1. Operational Efficiency

- Optimize Facility Coverage and Staffing Models
- Optimize Program Scheduling and Space Utilization
- Strengthen Internal Communication and SOPs

2. Financial Optimization

- Reduce Supply Costs Through Strategic Procurement
- Improve Cost Recovery and Financial Transparency

3. Revenue & Customer Growth

- Enhance Membership Incentives and Retention
- Strengthen Tour Conversion and Follow-Up

4. Strategic Partnerships & Utilization

- Expand Partnerships
- Bundle Rental Opportunities



Revenue Enhancement Initiatives

1. Program Growth & Optimization

- Expand Program Offerings and Fee-Based Services
- Align and Stack Programs to Maximize Participation

2. Workforce Capacity

- Strengthen Lifeguard and Swim Instructor Recruitment

3. Facility Utilization

- Maximize Rentals and Event Use
- Balance Rentals with Programs and Membership Demand

4. Strategic Partnerships & Funding

- Corporate Memberships and Institutional Partnerships
- Sponsorship and Naming Rights Opportunities



QUESTIONS?



Municipal Code Amendments for the Clean-Up San Bruno Initiative

Ordinance Introduction

Presentation by the San Bruno Police Department

Chief Matt Lethin

Captain Brent Schimek

March 24, 2026



AGENDA

- I. Objective
- II. Background
- III. Review of recommendation amendments
- IV. Recommendation
- V. Questions, Comments, Action



OBJECTIVE

Introduction of Ordinance entitled an Ordinance of the City Council of the City of San Bruno Amending Chapter 5.04 of the San Bruno Municipal Code regarding Nuisances, Amending Chapter 5.24 of the San Bruno Municipal Code regarding Maintenance of Distressed Vacant Properties, and Amending Chapter 10.20 of the San Bruno Municipal Code regarding Collection, Transport, and Disposal of Garbage.



BACKGROUND

- Clean Up San Bruno is a City Council initiative focused on reducing illegal dumping and littering, improving neighborhood cleanliness conditions, and enhancing the overall beauty of San Bruno.
- Staff has identified areas for improvement with amendments to the San Bruno Municipal Code to offer the following improvements:
 1. Modernize enforcement tools
 2. Clarify responsibility
 3. Strengthen deterrence, and
 4. Provide a clear legislative framework to support Clean Up San Bruno.
- Amendments to the Municipal Code require introduction and adoption by the City Council.



TOPICS



Vacant Property as Nuisance and Management Plan



Dumping as a Public Nuisance



Collection, Transport, and Disposal in Accordance with the Law



Dumping Prohibited Where



Surveillance-based Enforcement



SBMC 5.24.040(A) Vacant Property as Public Nuisance

PROPOSED CODE LANGUAGE

A property is a public nuisance when the property is vacant and the city has within twelve months issued ~~three~~ two or more notices to correct or administrative citations set forth in Chapter 5.04 of the San Bruno Municipal Code, or other violations of local, state, or other law, which notices or citations were either not contested or were contested and the hearing officer or hearing body found a violation of law.

Proposed Code Language Effects

Lowers threshold for designating vacant property as a nuisance

Will allow staff to require vacant property mgmt. plan sooner

Enables more timely resolution of problematic properties



SBMC 5.24.040(B)(3)(f)

Vacant Property Management Plan

PROPOSED CODE LANGUAGE

The property shall be secured in a manner so as not to be accessible to unauthorized persons nor creates an attractive nuisance (as defined in Chapter 5.04 of this code), including, but not limited to, **installing fencing constructed of materials and colors compatible with the surrounding streetscape and neighborhood environment to prevent access to the property, or** closing and locking of windows, doors and garage doors, gates and any other opening of such size that it may allow access to the interior of the property and or structure(s). In the case of broken windows, securing means the reglazing or boarding of the window.

Proposed Code Language Effects

Explicitly requires property be secured with fencing

Ensures property will not be accessed

Ensures fencing and other materials will be compatible with surrounding area



SBMC 5.24.080 Declaration of Illegal Dumping as a Public Nuisance

PROPOSED CODE LANGUAGE

Pursuant to California Government Code Section 38771, the city council hereby declares that the transport, hauling, carrying, gathering, or disposing of any garbage or rubbish in the city in violation of this Code, including but not limited to Chapter 10.20 (Garbage and Refuse), or State or Federal law to be a nuisance.

Proposed Code Language Effects

Formally defines
dumping and other
related actions to be
a public nuisance

Strengthens City's
authority to take
action, such as cost
recovery

Aligns municipal
code with California
Government Code



SBMC 10.20.035

Collection, Transport, Disposal in Accordance with the Law

- 10.20.035 will be a new part of Chapter 10, with 4 subsections that create clear expectations for the owners and operators of vehicles and properties
- The following 4 slides describe each of these subsections



SBMC 10.20.035(A) Collection, Transport, Disposal in Accordance with the Law

PROPOSED CODE LANGUAGE

The operator or the owner of a motor vehicle, trailer, or other means of transport shall not permit its use for the collection, transporting, hauling, carrying, gathering, or disposing of any garbage in violation of this Code, or State or Federal law.

Proposed Code Language Effects

Sets expectation of
vehicle owner and
operators

Allows for
accountability when
vehicles haul/dispose
of dumping material

Best practice



SBMC 10.20.035(B) Collection, Transport, Disposal in Accordance with the Law

PROPOSED CODE LANGUAGE

Each of the operator and the owner of a motor vehicle, trailer, or other means of transport has a duty to take all reasonable steps to prevent the illegal collection, transporting, hauling, carrying, gathering, or disposing of any garbage in violation of this Code, or State or Federal law. Reasonable steps are controlling use of the motor vehicle, trailer, or other means of transport to prevent the collection, transporting, hauling, carrying, gathering, or disposing of any garbage in violation of this Code, or State or Federal law.

Proposed Code Language Effects

Sets duty for vehicle owners and operators to prevent illegal dumping or transport

Requires reasonable steps to control the use of vehicle or trailer

Enables enforcement for failure to prevent misuse of a vehicle for illegal dumping



SBMC 10.20.035(C) Collection, Transport, Disposal in Accordance with the Law

PROPOSED CODE LANGUAGE

It is the duty of each person creating or generating discarded items or waste matter to take reasonable steps to ensure such items or waste matter are disposed of in a container or receptacle as required by law. Reasonable steps are controlling discarded items or waste matter to ensure disposal as required by law. The person who creates or generates discarded items or waste matter is jointly responsible for disposal in violation of this Code, or State or Federal law, along with any party who commits the act of disposal in violation of this Code, or State or Federal law

Proposed Code Language Effects

Waste generator has
responsibility for
disposal

Shared responsibility
between the waste
generator and the
person dumping it

Overcomes common
excuses and aligns
with best practices



SBMC 10.20.035(D) Collection, Transport, Disposal in Accordance with the Law

PROPOSED CODE LANGUAGE

It is the duty of the owner of a premises to take reasonable steps to dispose of garbage from the premises as required by this Code, or State or Federal law, and to ensure the owner's tenants, licensees, invitees or any other occupants of the premises dispose of garbage or otherwise discard items from the premises as required by this Code, or State or Federal law. Reasonable steps are providing receptacles for the proper collection of garbage and refuse on the premises and controlling the removal of items from the premises upon the owner's termination of the rights of any tenant, licensee, invitee or any other occupant to use the premises, to ensure that such items are disposed of in accordance with this Code, or State or Federal law.

Proposed Code Language Effects

Property owners
responsible for waste
generated on
their premises

Owners must provide
adequate waste
receptacles and
manage waste
removal

Encourages shared
ownership to prevent
dumping



SBMC 10.20.070(C) Dumping Prohibited Where

PROPOSED CODE LANGUAGE

It is unlawful for any owner, employee, or agent of a business or owner or tenant of residential property to dump, or cause to be dumped, any garbage or rubbish of any kind that is generated from that business or property into, on top of, or adjacent to a public litter container placed for incidental use by the public.

Proposed Code Language Effects

Clear expectation for business owners and tenants

Allows for accountability when violations occur

Ensures public garbage cans are used as intended



SBMC 10.20.100 Surveillance-based enforcement

A violation of this Chapter may be established based upon direct, indirect, or circumstantial evidence. Personal observation of the act by a City employee or peace officer is not required to establish a violation.

B. Evidence sufficient to establish a violation may include, but is not limited to, any of the following:

1. Video surveillance footage, whether obtained from City-owned equipment or lawfully obtained from private or third-party sources;
2. Photographs or recorded images depicting the activity, vehicle involvement, or dumped materials;
3. Identification of a vehicle used in connection with the violation, including license plate information;
4. Documents, materials, or identifying information found within or among the dumped materials that reasonably indicate ownership, possession, or responsibility;
5. Witness statements, investigative findings, or other evidence reasonably relied upon in administrative or civil enforcement proceedings.

Existing Code Language Effects

Sets clear expectations on how violations can be established

Transparent with community on how code enforcement investigates cases

Best practice



SBMC 10.20.110 Reward Program

PROPOSED CODE LANGUAGE

The City Manager may establish a special fund to pay rewards in the amount of no more than \$500.00 to individuals providing information leading to identification of, and successful criminal, civil or administrative action against, any person violating this chapter. The City Manager may create rules concerning administration of the fund and eligibility for rewards.

Proposed Code Language Effects

City Manager
can establish a
reward fund

Encourages
community
cooperation to hold
San Bruno standards

Allows for rewards up
to \$500 for info
leading to criminal,
civil, or admin action



RECOMMENDATION

Staff recommends that the City Council introduce an ordinance entitled an Ordinance of the City Council of the City of San Bruno Amending Chapter 5.04 of the San Bruno Municipal Code regarding Nuisances, Amending Chapter 5.24 of the San Bruno Municipal Code regarding Maintenance of Distressed Vacant Properties, and Amending Chapter 10.20 of the San Bruno Municipal Code regarding Collection, Transport, and Disposal of Garbage.



QUESTIONS, COMMENTS, and ACTION