



3

ECONOMIC DEVELOPMENT ELEMENT

San Bruno enjoys an enviable location on the Peninsula along major transportation and transit corridors, proximity to the San Francisco International Airport (SFO), and a mid-point location between San Francisco downtown and the Silicon Valley. The new BART extension, planned Caltrain station relocation/grade separation, revitalized Shops at Tanforan, and an increasingly vibrant Downtown centered along San Mateo Avenue provide assets upon which to build.

Although not required by State law,

the Economic Development Element is included to provide a policy framework for ensuring San Bruno's economic vitality and long-term competitiveness in the region. This element—based on the analysis of recognized business trends and available resources—outlines the City's economic development objectives, seeks to ensure that economic decision-making is integrated with other aspects of the city's development, and provides a framework for detailed implementing actions.

Economic development goals and

policies address land development and improvements, education and job training, telecommunications, and Downtown improvements. A brief overview of historic trends and future projections for San Bruno's employment base and key factors influencing San Bruno's position within the regional labor market are also presented.

3-1 VISION

The Economic Development Element focuses on provision of resources and incentives for business retention and expansion, primarily in retail, professional offices, and technology firms, and revitalization of sites with industrial and commercial uses in decline due to economic changes. Building on the presence of Google and the popularity of the Bayhill Office Park for Web 2.0 companies (San Bruno now has the lowest office vacancy rate in the northern peninsula), this General Plan seeks to promote San Bruno as an ideal location for businesses, and hotel and visitor-service uses conveniently accessed by the regional BART and Caltrain systems. This Element recognizes San Bruno’s emergence as a hub of high-technology internet-based companies. To further stimulate economic development and to enhance the city’s regional market share, the element outlines policies to enhance the city’s appearance and image through cultural amenities and special events, as well as the educational and professional programs available through Skyline College.

3-2 HISTORICAL TRENDS

Between 1990 and 2005, San Bruno’s employment base grew by an estimated ten percent—a pace faster than the increase experienced by San Mateo County and equivalent to that of the San Francisco Bay Area. This increase of 1,580 jobs was an important step in ameliorating the jobs/employed residents imbalance. Table 3-1 shows employment growth trends for the city (including the Sphere of Influence or SOI), the county, and the Bay Area region.

According to the State of California Employment Development Department, San Bruno’s unemployment rate is comparable to that of San Mateo County. In December 2005, San Bruno’s unemployment rate was estimated at 3.2 percent compared to 3.8 percent for San Mateo County.

Over the 15 year period between 1990 and 2005, most of the job growth has been in the Retail Trade sector, which has increased by over 1,300 jobs, primarily related to the reopening of the renovated Shops at Tanforan in 2005. Table 3.2 shows that retail trade jobs constituted the largest job category, with about 36 percent of total jobs in San Bruno in 2005.

San Bruno also experienced the downsizing of staff levels at the approximately 20-acre U.S. Naval Administra-

TABLE 3-1: Regional Employment Growth Trend

	1990	1995	2000	2005	% Change 1990-2005
San Bruno (Sphere of Influence) ¹	15,330	14,710	17,180	16,910	10
San Mateo County	326,670	332,100	386,590	336,460	3
San Francisco Bay Area	3,206,080	3,227,390	3,753,460	3,516,960	10

¹ ABAG estimates that the number of jobs in San Bruno SOI stood at 13,910 in January 2005. For the purposes of this analysis, an additional 3,000 jobs have been added to include jobs generated by the reopening of the Shops at Tanforan in Fall 2005. The San Bruno SOI includes the San Francisco Jail to the west and the marsh area between the eastern City boundary and Hwy 101.

Source: ABAG Projections 2000 (1990-1995), ABAG Projections 2005 (2000-2005).

tive Facility in the 1990s and its closure in 2000. The Naval Facility had staff levels as high as 1,700 military personnel and civilians. The Naval facility is now the site of The Crossing mixed-use development.

The General Plan Land Use Element provides development opportunities to ensure that San Bruno continues to maintain a vital share of the regional retail and consumer services employment base. Additionally, opportunities for growth in the office sector are also provided.

Industrial Sectors

While San Bruno’s share of county jobs in 2005 stood at 5.0 percent, San Bruno contained approximately 4.4 percent of the total businesses registered in San Mateo County (in 2003). This suggests that on average, business establishments in the city are larger than those in the county. According to the U.S. Census Bureau, the largest proportion of businesses in the city are dedicated to Retail Trade, occupying nearly 15 percent of the total jobs available, Other Services (13.5 percent), Accommodation and Food Services (11.5 percent), and Professional, Scientific and Technical Services (10.3 percent).

Overall, the composition of San Mateo County businesses are fairly similar to that of San Bruno’s, focused primarily on service industries such as Professional, Scientific, and Technical Services (14.4 percent of total jobs), Retail Trade (11.2 percent), and Health Care and Social Assistance (9.7 percent). Table 3-3 provides a break down of the number of businesses by type in both the city and the county and expresses these values as percent of total jobs.

Education and Training

Skyline College, which opened in 1969, is one of three community colleges in the San Mateo County Community College District. Skyline College primarily serves the northern portion of San Mateo County, including South San Francisco Unified and Jefferson Union High School districts and Capuchino High School of the San Mateo Union High School District.

Skyline College provides county residents both academic and vocational training. The College offers various Associates degrees (credits toward a Bachelor’s degree), vocational certificates, and career training. Programs

TABLE 3-2: Employment by Industrial Sector¹; San Bruno SOI

Agriculture and Mining	0	0.0%
Retail Sales ²	6,120	36.2%
Manufacturing, Wholesale, and Transportation	2,990	17.7%
Financial and Professional Services	2,560	15.1%
Health, Educational, and Recreation Services	3,530	20.9%
Other	1,710	10.1%
Total	16,910	100.0%

¹ ABAG began categorizing industrial sectors differently beginning with 2005 Projections using classifications from the North American Industrial Classification System (NAICS).

² Retail Sales 2005 assumes an additional 3,000 jobs generated by the reopening of The Shops at Tanforan in Fall 2005 in addition to the figure provided by ABAG 2005 projections.

offered at Skyline College include, but are not limited to, accounting, computer information systems, marketing, office assistant, retail management, legal secretary, automotive technology, telecommunications, anesthesia

technologist, medical transcription, respiratory therapy, cosmetology, hospitality administration, and recreation education. These programs are critical to improving and maintaining the job skills of local residents.

TABLE 3-3: Number of Businesses by NAICS, 2003

	San Bruno	% of Total Businesses	San Mateo County	% of Total Businesses
Forestry, Fishing, Hunting & Agricultural Support	-	-	26	0.1
Mining	-	-	11	0.1
Utilities	1	0.1	15	0.1
Unclassified	4	0.5	102	0.5
Arts, Entertainment & Recreation	6	0.7	239	1.2
Management of Companies & Enterprises	8	0.9	129	0.7
Educational Services	9	1.1	256	1.3
Manufacturing	15	1.8	816	4.2
Information	18	2.1	541	2.8
Wholesale Trade	34	4.0	1,292	6.6
Transportation & Warehousing	34	4.0	684	3.5
Real Estate, Rental & Leasing	38	4.4	1,101	5.7
Administration, Support, Waste Management, Remediation	46	5.4	1,076	5.5
Finance & Insurance	66	7.7	1,308	6.7
Construction	74	8.7	1,845	9.5
Health Care & Social Assistance	75	8.8	1,884	9.7
Professional, Scientific & Technical Services	88	10.3	2,794	14.4
Accommodation & Food Services	98	11.5	1,558	8.0
Other Services	115	13.5	1,593	8.2
Retail Trade	125	14.6	2,183	11.2
Total	854	100.0	19,453	100.0

Source: U.S. Census Bureau, ZIP Code Business Patterns (North American Industry Classification System, NAICS): 2003: San Bruno CA 94066 <http://censtats.census.gov/cgi-bin/zipnaic/zipsect.pl>, 2-19-2003.

3-3 ECONOMIC DEVELOPMENT KEY FACTORS

The following discussion outlines the local and regional context within which the City’s economic strategy will be administered. Three key factors set the context for the economic development strategy proposed in this element of the General Plan: a somewhat high jobs/employed residents ratio; strong job growth projected for San Bruno; and regional accessibility provided by three highways, BART, and Caltrain.

Jobs/Employed Residents Balance

Table 3-4 describes the jobs/employed residents balance in San Bruno, which is a major consideration of this General Plan. A jobs/employed residents ratio of 1.0 indicates a balance between employed residents (i.e., residents of the city who are employed—whether within the city limits or elsewhere) and jobs located within the city. A ratio of less than 1.0 indicates lower job availability relative to the city’s available workforce.

The City of San Bruno Sphere of Influence (SOI) had a jobs/employed residents ratio of 0.88 in 2005- 19,150 employed residents and 16,910 jobs, counting approximately 3,000 jobs from the reopening of the Shops at Tanforan in fall 2005, which had been closed for renovations for an extended period. While the City has made progress toward a closer balance between jobs and employed residents over the past two decades, the jobs/employed residents ratio in San Bruno is lower than in the county as a whole, which had a jobs surplus (1.06).

It should be noted that an increase in the jobs available within the city, and therefore an increase in the jobs/employed residents ratio, will not necessarily result in a greater percentage of San Bruno residents working within the city. Newly created jobs may or may not be compa-

rable to local residents’ education, skills, and salary expectations. Therefore, increases in jobs available could potentially result in an increase in the volume of workers commuting in to San Bruno from other parts of the region.

Daytime Population

Daytime population estimates are a first-time ever feature of the U.S. Census; estimates for 2000 were released in October 2005. The concept of daytime population refers to the number of people who are present in an area during normal business hours, including workers. This is in contrast to the “resident” population present during the evening and nighttime hours. Estimates indicate that in 2000, San Bruno’s daytime population decreased by about 5,400, indicating its status as a bedroom community, i.e., a primarily residential community from which most of the workforce commutes out to earn their livelihood. In contrast, San Bruno’s northern neighbor—South San Francisco—had a daytime population increase of nearly 12,000.

TABLE 3-4: Jobs-Employed Residents Ratio 2005

City (Sphere of Influence)	Jobs	Employed Residents	Jobs-Employed Residents Balance
Pacifica	6,170	18,490	0.33
Millbrae	6,860	8,540	0.80
San Bruno	16,910	19,150	0.88
Belmont	8,190	12,470	0.66
San Carlos	16,950	13,830	1.23
Menlo Park	28,750	15,230	1.89
South San Francisco	42,170	25,930	1.63
Burlingame	22,850	13,960	1.64
San Mateo County	336,460	318,600	1.06
San Francisco Bay Area	3,516,960	3,225,100	1.09

Note: ABAG Projects there were 13,910 jobs in San Bruno (SOI) in 2005. With a conservative estimate of 3,000 jobs at The Shops at Tanforan, which reopened fall 2005, the total jobs in San Bruno is estimated at 16,910. This would still be a modestly lower figure than the 17,180 jobs in the City’s SOI in 2000.



The General Plan encourages long-term investments in human capital, such as job training at Skyline College (top). General Plan policies also promote development that will enhance the City's fiscal position, such as high-end offices in Bayhill Office Park (The Gap Building, middle) and retail stores in Towne Center (bottom).

3-4 ECONOMIC DEVELOPMENT AND THE CITY'S ROLE

A coordinated economic development strategy is essential for supporting San Bruno's community development objectives, such as enhanced community character, revitalization of commercial corridors, and increased linkages within the city. Such a strategy should include a managed program of fiscal development, strategic public improvements, and a balanced approach to land use. This element envisions the following central roles for the City:

- *Promoting development that results in fiscal benefits to the City.* The relative benefit or burden of various land uses on the City's General Fund is important in considering how future development in San Bruno should be prioritized. Promoting the construction of revenue-generating uses (non-residential uses that generate sales and property tax monies and hotels that generate transient occupancy revenues), as well as ensuring that each new residential development pays its fair share of the costs to provide public services, provides the City with a more diverse fiscal base.
- *Retail and consumer service uses need to be located in areas with heavy pass-by traffic, good visibility, and image.* San Bruno has a significant advantage over neighboring communities in that it offers a supply of available and/or underutilized land in commercial locations that offer access and visibility for retail and service sector uses.
- *Promoting research and development (R&D), professional offices, and other high-end employers.* Research and development (R&D) industry clusters—which include multimedia, plastics, computer-related electronics, health care technology, and business services—are projected to benefit from significant

growth in the Bay Area through 2025, and would certainly provide excellent employment and revenue-generating opportunities for San Bruno if the City positioned itself properly to capture this growth. As San Bruno already contains several prestigious employers and well-designed office clusters (i.e., Bayhill Office Park)—as well as a convenient location near BART, Caltrain, and SFO—the city is in an ideal location to capture a larger share of this industry.

Businesses in these clusters have several locational considerations. Good access to major highways and proximity to amenities for employees are very important factors. Locations must project a high-quality image, typically expressed by a high-level of design, landscaping, and maintenance. Such an image is generally provided in campus-style office or business park developments. In addition, prestigious R&D and office tenants will pay a premium for space in high-profile or high-image buildings, often a mid-rise or otherwise architecturally interesting building with visibility from a major highway.

- *Cultivating mixed use development Downtown to provide day and night activity.* The City anticipates a mix of business types including service, professional, retail, and restaurants.

Additionally, the City may wish to consolidate parcels in the Montgomery Avenue area to develop a large-scale convention center that serves SFO clientele, surrounding offices, and Downtown. Two key benefits of this approach include convenient access from the San Bruno BART and San Bruno Avenue Caltrain stations, as well as proximity to Downtown restaurants and retailers.

- *Strengthening the role of Skyline College for job training, vocational school, or continuing education.* Skyline College, one of three in the San Mateo Community College District, provides residents with opportuni-

ties to pursue higher education. Strengthening the role of this campus as an amenity for San Bruno residents could contribute to improving the skills and educational attainment of the local labor force. Additionally, it would provide local employers with convenient opportunities for job training and/or vocational schooling.

San Bruno's economic development strategy combines traditional approaches—such as provision of tax breaks and other subsidies—with investing in the skills of the workforce, infrastructure for technological innovation, and a superb quality of life.

A principal challenge to economic development and reuse of declining industrial uses is the small size of the parcels and/or shallow depths in virtually all areas where reuse opportunities are present—including El Camino Real, San Bruno Avenue, and the San Mateo Avenue/Montgomery Avenue corridor. Because all of these areas are part of the Redevelopment Area, the City may consider strategies that would result in parcel agglomeration that may be more attractive to contemporary uses, while ensuring that the street network and block pattern is maintained.

3-5 FUTURE JOB GROWTH

The opportunities for job growth in San Bruno between 2005 and 2025 are impressive. Employment projections derived from the General Plan land use distribution result in a total of approximately 22,400 jobs, an increase of 33-percent from existing conditions. Over 5,400 additional jobs will be available in San Bruno if available commercial, office and industrial acreage is developed as planned.

New business commercial centers are expected to develop and expand at four major locations:

- San Bruno BART Station Area/The Shops at Tanforan and Towne Center (incremental changes in addition to the new jobs created at the expanded Tanforan);
- The Crossing (Former U.S. Navy Site), principally from addition of a full-service hotel;
- Planned San Bruno Avenue Caltrain Station Area / Downtown, and the Transit-oriented District; and
- El Camino Real.

Since employment growth is projected to outpace increases in population, San Bruno's jobs/employed residents ratio is projected to increase slightly from 0.88 in 2005 to 1.02 in 2025. While expansion of hospitality and retail sectors will provide fiscal benefits to the City, a cohesive economic development strategy will also need to focus on providing employment opportunities that match education, skills, and wage expectations of the increasingly affluent resident population that will result in shorter commutes and increased quality of life from living and working in the same community.

3-6 REDEVELOPMENT

The San Bruno Redevelopment Agency published its first Redevelopment Plan in 1999. The 717-acre Redevelopment Project Area comprises most of the San Bruno Park, Belle Air Park, and Lomita Park subareas, as well as The Shops at Tanforan and The Crossing development (former U.S. Navy site). Included in the Redevelopment Project Area are the city's main commercial corridors along El Camino Real, San Mateo Avenue, and San Bruno Avenue. The Lunardi's Supermarket and adjacent properties along San Bruno Avenue are also included. Figure 3-1 illustrates the Redevelopment Project Area.

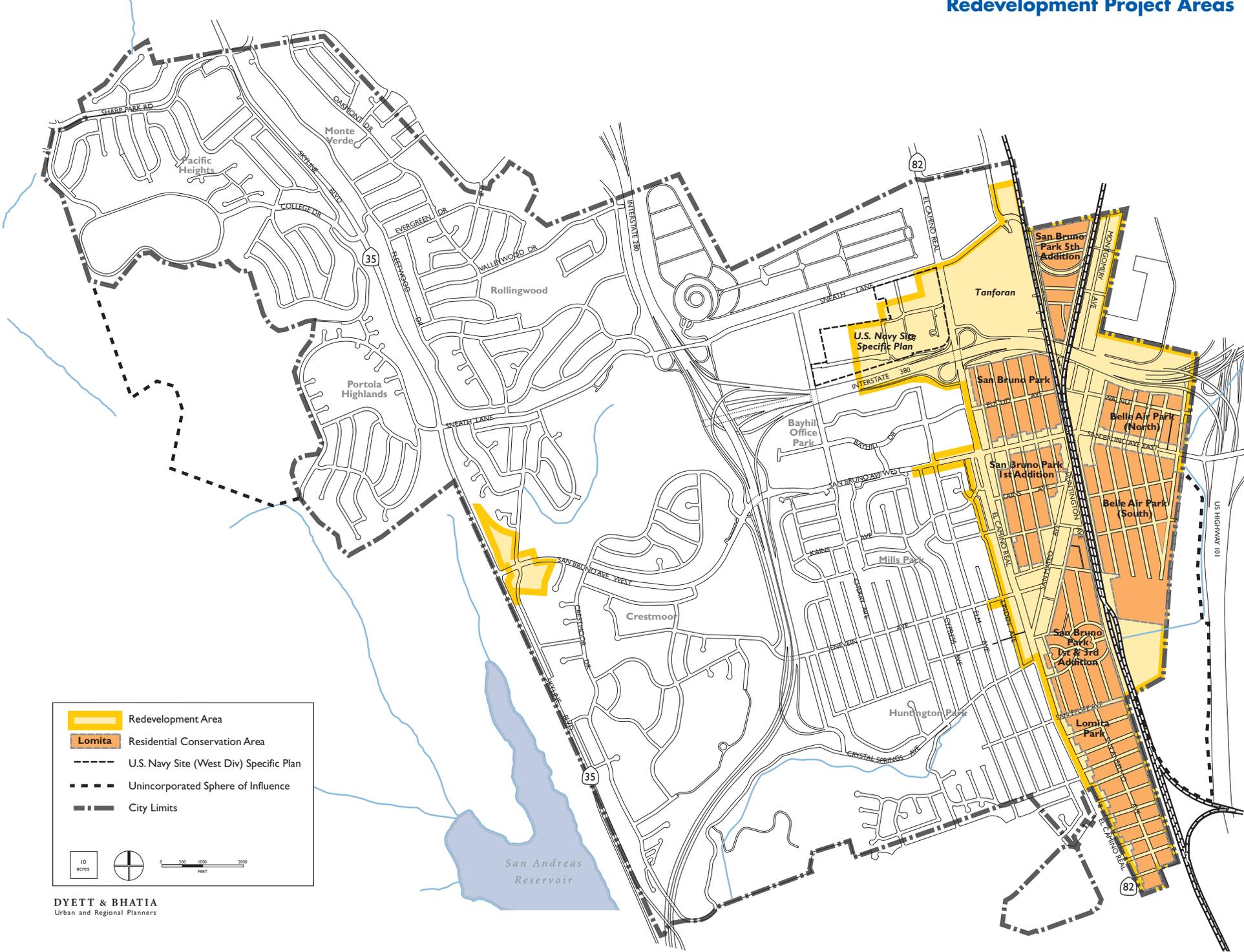
The Redevelopment Plan established programs designed to alleviate adverse physical and economic conditions in the Project Area and to promote economic development, residential neighborhood conservation, and area wide public improvements. The Agency is authorized to conduct the following redevelopment activities:

- Acquire and dispose of property in the Project Area as needed to accomplish the purposes of the Plan;
- Manage property under ownership and control of the Agency;
- Demolish or remove buildings and improvements owned by the Agency;
- Install, construct, expand, repair, or reconstruct streets, utilities, and other public infrastructure;
- Act jointly with private parties and/or other public agencies to redevelop property in the Project Area;
- Acquire and rehabilitate property for resale;
- Work with property owners in the Project Area to rehabilitate structures and other improvements; and

- Rehabilitate, develop, or construct, low- and moderate-income housing within the Project Area and/or the city.

The Redevelopment Economic Development Program was designed to revitalize commercial areas (with a focus on Downtown) and stimulate private investment in the Project Area. The Redevelopment Agency can provide financial assistance in the form of grants, low-interest loans, and preconstruction design assistance, utilizing tax increment funds. Over time, the Redevelopment Agency will generate substantial tax increment revenues and provide a significant source of funds for economic development activities.

FIGURE 3-1
Redevelopment Project Areas



	Redevelopment Area
	Residential Conservation Area
	U.S. Navy Site (West Div) Specific Plan
	Unincorporated Sphere of Influence
	City Limits

10 acres

0 500 1000 2000 FEET

3-7 ECONOMIC DEVELOPMENT POLICIES

Guiding Policies

- ED-A** Maintain a positive business climate within San Bruno, including resources for business attraction and expansion.
- ED-B** Provide development opportunities that allow for establishment of jobs within San Bruno, commensurate with local residents' education and skills.
- ED-C** Capture the entire spectrum of retail sales and services within San Bruno, from regional uses in The Shops at Tanforan to Downtown commercial uses
- ED-D** Focus economic development within San Bruno on low-impact business uses, including offices, research and development, light manufacturing, etc.
- ED-E** Capture a larger share of spillover economic uses from San Francisco International Airport, including car rental, limousine services, hotels, etc.
- ED-F** Provide cultural amenities and special events to increase visitor spending in San Bruno.
- ED-G** Increase the skills of San Bruno workers through vocational schooling, on-the-job training, and professional development.
- ED-H** Capture a larger share of the regional high-tech industry through improvements in local telecommunications facilities.

- ED-I** Improve the image of San Mateo Avenue in Downtown as an appealing commercial street to shop, dine, and conduct business.

Implementing Policies

Business Climate

- ED-1** Work with the San Bruno Chamber of Commerce on business retention and to promote local business successes and ventures in all parts of the city.
- ED-2** Market the City's economic development strategies through preparation of newsletters, press releases, program summaries, mailing lists, client testimonials, economic data, and articles in various industry journals.
- ED-3** Seek establishment of high-quality hotels that serve travelers to and from the San Francisco International Airport. Cooperate with property-owners and developers to make available large sites at The Crossing, Bayhill Office Park, The Shops at Tanforan, and Towne Center. Focus on connections to BART and Caltrain, to provide convenient transit for visitors.

Land Development and Improvements

- ED-4** Explore feasibility of parcel consolidation, especially in the Montgomery Avenue/San Mateo Avenue area, as opportunities present.
- ED-5** Maintain efficient licensing and development permitting procedures and regulations. Ensure

streamlined procedures via a periodic review of the system with user input to help identify problem areas.

ED-6 Develop a fact sheet describing the development review process in San Bruno. Include a list of all documents necessary for approval of a variety of successful projects.

ED-7 Provide technical assistance to businesses wishing to locate or expand within San Bruno. Services may include site location assistance, employment linkages, marketing and public information, permit processing, financial referrals, façade improvement grants, and economic analysis.

ED-8 Monitor land use and development trends in the city to ensure a balanced supply of commercial, industrial, and mixed-use designations and development intensities.

ED-9 Coordinate with the Redevelopment Agency and Public Works Department on strategic improvements—infrastructure upgrade and extension, environmental remediation, land acquisition and/or assembly—as necessary to provide for orderly development of commercial, industrial, and mixed-use sites.

ED-10 Develop a Business Attraction Strategy that secures new business activity for San Bruno’s vacant and underutilized sites. The Strategy should include the following components:

- Identify target sites and solicit cooperation of property-owner(s);

- Initiate cooperation among property-owners, if lot consolidation is necessary;
- Identify necessary on- and off-site infrastructure improvements;
- Identify target industries (and possibly specific firms);
- Prepare marketing materials, in coordination with Chamber of Commerce;
- Conduct outreach through mailings, personal contact, and trade shows; and
- Coordinate with permit processing.

ED-11 Improve environmental quality by coordinating the remediation of sites that have been identified as having leaking underground storage tanks (USTs) or Spills, Leaks, Investigations, and Cleanup (SLIC), particularly where upfront private sector investment is unlikely due to perceived or actual environmental constraints or liabilities.

ED-12 Encourage development of home-based businesses in San Bruno through simplified permitting procedures, such as administrative approval and/or lower fees.

Industrial Uses

ED-13 Allow and support a mix of non-residential uses along Montgomery Avenue, including advanced technology, research and development (R&D), professional offices, and telecommunications businesses.

ED-14 Conduct a study to assess different techniques for replacing existing non-conforming residences along Montgomery Avenue with viable non-residential uses. Such techniques may include a Relocation Fee Program or District, which would assess all new development within the area to pay for relocation of existing residences.

ED-15 Require pedestrian-scale design of new business and industrial uses along Montgomery Avenue, particularly along the southern portion adjacent to the planned San Bruno Avenue Caltrain Station. Provide sidewalks, street trees, and benches for employees and visitors, and prohibit storage or parking areas along the street frontage.

Cultural Amenities

ED-16 Promote cultural amenities and facilitate special events—such as a Farmers Market, annual festivals, Shakespeare Downtown, sporting events, or other seasonal events—that will draw visitors to San Bruno.

ED-17 Consider establishment of a convention or performing arts center, amphitheater, or other public cultural amenity in or linked to the Downtown. Ensure design of the facility remains consistent with the scale and character of the Downtown.

ED-18 Develop a partnership between the City and Downtown business-owners to provide funding for physical improvements, public art installations, arts programming, and marketing.

ED-19 Encourage funding and installation of art throughout San Bruno. Public art may include sculpture, water fountains and features, murals, etc.

ED-20 Publicize the need for private donations to fund the placement of art, in order to create a sense of identity for the city's public spaces (i.e., parks, BART and Caltrain stations, Downtown, Civic Center complex, etc).

ED-21 Emphasize Downtown as San Bruno's historic center, providing an identity and a sense of place for the entire city, by establishing a focused revitalization strategy. Initiatives of the Downtown Revitalization Strategy may include:

- Monitoring of land use and development trends in Downtown to ensure a sufficient supply of land, development intensities, and parking facilities;
- Attraction of retail, hotel, and service sector business to key locations in Downtown;
- Establishment of a proactive land assembly strategy in Downtown for the purposes of redevelopment and revitalization;
- Facilitation of additional cultural attractions and events that bring both residents and visitors to the Downtown; and
- Preservation and enhancement of historic structures contributing to the unique character of the Downtown.

ED-22 Consider establishing a Downtown Association of business- and property-owners that will serve

as a unified voice representing Downtown interests, and engage in marketing, promotions, business retention and recruitment, and event coordination.

- ED-23** Preserve and enhance the ethnically diverse character of businesses on San Mateo Avenue in Downtown.

Education and Job Training

- ED-24** Work with Skyline College to offer appropriate associates degrees and vocational programs for local residents. Work to establish practical job and career training geared to specific local industries and occupational needs.
- ED-25** Coordinate with Skyline College to publicize available educational and training programs by using the City's website and making it available through libraries and City Hall.
- ED-26** Encourage Skyline College to develop business management classes for local small-business owners. Publicize these classes to retail, service, and restaurant establishments along El Camino Real, San Mateo Avenue, and San Bruno Avenue.
- ED-27** Encourage businesses to identify training resources to upgrade technology, improve worker productivity, and train workers in transferable skills. Focus training programs on small-to medium-sized firms which, due to financial constraints and higher worker turnover, are least likely to provide on-the-job-training.
- ED-28** Encourage local school districts to incorporate internship, mentoring, and/or structured workplace learning programs into the last year of high school programs, to guide students who are not college-bound into productive adult careers.

Technology

- ED-29** Work with the private sector, community organizations, and local school districts to ensure schools, community centers, boys and girls clubs, libraries, and other public places offer public Internet access.
- ED-30** Redesign and expand the City's website so that City administration, programs, and information are easily available to all residents and businesses. Consider using digital technology to conduct basic City services on-line, such as paying parking tickets, reviewing tax records, and submitting permit applications.
- ED-31** Encourage use of the Internet and e-commerce for small businesses within San Bruno. Contact and market educational and local technology support programs.
- ED-32** Coordinate with San Bruno Cable Television to provide community-related announcements and programming to San Bruno residents.

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