

2023

Year in
ReviewAnnual
Community
Report

City of San Carlos

A YEAR AT THE MOVIES

IN THIS
ISSUE

Red Carpet Moments

The year in photos.



San Carlos Walk of Fame

Star people and programs of 2023.

Box Office Numbers

The year in numbers.



Behind the Scenes

A special look inside City happenings.

Currently Filming

Programs and projects in the works.



Coming Soon

A sneak preview of things to come.

Oscars

End of year community awards.



... and more!



From the Good Living Writers' Room

Lights. Camera. Community!

Fostering a safe, thriving city like San Carlos, while empowering an engaged community, can sometimes be a difficult and complex undertaking. The process, surprisingly, shares many similarities with the art of making an award-winning film.

Filmmaking is a collaborative endeavor where writers, actors, directors, and film crew work together to achieve a singular, cinematic vision. Similarly, thriving cities rely on a diverse community, coming together to form something greater than the sum of its parts. In San Carlos, residents, elected officials, business owners, City staff, and volunteers combine their talents and efforts to build and support our unique community.

Every great film begins with a compelling story. Likewise, every successful city is guided by a clear mission and vision. City staff, elected officials, and other decision-makers in San Carlos are steered by the City's commitment to provide the community with high quality services, in an equitable, sustainable, and transparent manner.

While making a movie, attention to detail is paramount. Just as props, costumes, and lighting can add depth and substance to a film, thoughtful planning of City programs, projects, events, and community spaces can enhance the quality of life for all who live in, work in, or visit San Carlos.

Every year, Hollywood gathers to recognize and award outstanding achievements in film at the Oscars. We invite you to join us for this special Community Report as we look back at a year of collaboration, celebration, and achievement in the City of Good Living.

San Carlos Walk of Fame

In Hollywood, the famous Walk of Fame serves as a tribute to the entertainers that have built the film industry over the years. Here in the City of Good Living, our Walk of Fame honors the people, projects, and events that have shaped San Carlos into the welcoming, safe, and vibrant community we all know and love.

We are proud to announce the 2023 inductees into the San Carlos Walk of Fame!



Shop Local Campaigns

Small Business Spotlight Program

In November, the City held its second annual Small Business Spotlight Program, highlighting unique local businesses that drive our San Carlos economy. In 2023, ten

business applicants were selected by the Economic Development Advisory Committee (EDAC) to receive a professional photoshoot and participate in an interview featured on our City website and social media platforms. Learn about the 2023 featured businesses at cityofsancarlos.org/smallbizspotlight.

Small Business Saturday Tote Bag Giveaway

Every year after Thanksgiving, the City of Good Living community comes together to celebrate Small Business Saturday, dedicated to recognizing and supporting the amazing local businesses in our community. This year, in a special collaboration with local nonprofit Art Bias, the City provided participating local businesses with free custom tote bags to distribute to shoppers supporting local retailers on Small Business Saturday.

Thursday Night Lights

For the first time in 2023, the City partnered with Chamber San Mateo County to create four evenings of local shopping magic in November and December during Thursday Night Lights. Participating businesses in downtown San Carlos extended their business hours and hosted special shopping events, while carolers, live music, and other entertainment provided by the City and Chamber added a festive holiday flair to local shopping.

Pedestrian Safety Improvements

Safe Routes to School

One of the cornerstones of safety in San Carlos is protecting pedestrians, especially children as they travel to and from school. With this goal in mind, the City Council approved the Safe Routes to School project at the start of 2023, to identify popular routes to San Carlos schools and recommend corresponding safety improvements.

Prior to the start of the 2023 school year, City staff refreshed existing traffic striping, pavement markings, and crosswalks along all school frontages. Sidewalk improvements, new ADA (Americans with Disabilities Act) approved curbed ramps, and new pedestrian and bicycle signage were also added to help guide students safely to the Youth Center, Burton Park, Central Middle School, and Arroyo Elementary School.

In addition to the Safe Routes to School project, our Public Works staff installed new technology in 2023 to increase pedestrian safety and driver awareness throughout San Carlos.



Earth Day at the
San Carlos Farmers' Market



Night of Holiday Lights



San Carlos Art
and Wine Faire



Hometown Days

Red
Carpet
Moment



Pride in the Park

Red
Carpet
Moment



GCC Lunar New Year

Red
Carpet
Moment



Bark Party



Rectangular Rapid Flashing Beacons

Rectangular rapid flashing beacon systems (RRFBs) were installed to improve the pedestrian crossings at the intersections of

San Carlos Avenue and Prospect Street, and San Carlos Avenue and Kenton Avenue. The RRFBs significantly improve pedestrian safety by alerting drivers to come to a full stop while pedestrians safely cross these busy corridors.

High-Intensity Activated Crosswalk Beacon (HAWK)

The existing crosswalk system at the intersection of Belmont Avenue and El Camino Real has been replaced with a HAWK signal to improve pedestrian safety. HAWK signals operate in a yellow, red, and then flashing red sequence to alert motorists that pedestrians or cyclists need to cross the road.

New Affordable Housing

Long a priority for the San Carlos City Council, new affordable housing projects were championed this past year. In June 2023, the development plans for 1232 Cherry Street were approved, adding 33 new affordable housing units to San Carlos. In addition, the City's purchase plan for a project at El Camino Real and Eaton Avenue also received the green light, estimated to add an additional 60 to 80 affordable housing units to the city's housing supply. These combined efforts are integral to meeting our City's housing goals, and to providing housing for residents of all income levels.



Red
Carpet
Moment



Youth Center Drop-In

Red
Carpet
Moment



Wee Woods Staff Training

Red
Carpet
Moment



Youth Center Staff



New Cast Members Join the City of San Carlos

YAC

Five new members and two alternates joined the cast of our San Carlos Youth Advisory Council (YAC) in September 2023. This all-youth council of volunteer middle school and high school students advises our Parks and Recreation staff on youth programming in San Carlos and leads community initiatives like downtown clean-ups and regional blood drives. We welcome the new YAC class and can't wait to see what positive changes they will bring next to the City of Good Living!

L.I.T.E (Leaders in Training Education) Program

Summer 2023 was the Summer of L.I.T.E.S! Our famous youth program trained 72 future community leaders, aged 13-17. Each participant earned 80 hours of service as they learned valuable job and leadership skills from our trained day camp leaders (and former L.I.T.E. graduates).

CASTING CALL!	
Production Title:	Production Number:
Director:	Producers:

Interested in becoming a L.I.T.E?
Visit cityofsancarlos.org/camps for more information and to apply for the 2024 L.I.T.E. Program by Friday, March 2, 2024.

BOX OFFICE NUMBERS





11 El Camino Real

New Housing Opportunities Come to the City of Good Living

Our San Carlos Community Development Department announced two major housing projects in 2023, following the adoption of the 2023-2031 San Carlos Housing Element. The Housing Element will guide new home construction in the city, with the aim of supporting housing opportunities for both current and future residents at all income levels. Under the new Housing Element, a project at 11 El Camino Real (242 new units) was approved in the summer of 2023. In the spring, 808 Alameda De Las Pulgas (87 new units) was also approved. These housing developments will help address the current statewide housing crisis and create more opportunities for the San Carlos community.



Behind the Scenes

Parks & Recreation Volunteers

Behind the scenes of every San Carlos event this year were our intrepid volunteers! More than 600 volunteers dedicated over 3,000 hours to make our San Carlos community events genuine showstoppers. Programs and events like Hometown Days, Youth Center dances, public gardening, and the San Carlos Art & Wine Faire were all hits this year, and they wouldn't be possible without the work of our superstar volunteers. Learn more about City volunteer opportunities at cityofsancarlos.org/volunteer.



Parks & Recreation Volunteers at Music in the Park

Return of The San Carlos Farmers' Market



Farmers' Market

After a seasonal intermission at the beginning of 2023, the Farmers' Market made a triumphant return with its Earth Day premiere in April 2023. With many new vendors joining the Market, there was no lack of variety of fresh produce, baked goods, sweet treats, and more!

The Farmers' Market will stay open year-round in 2024, so community members can bring home seasonal goods every week. Shop for fresh, local goods every Sunday from 9:00 a.m. to 1:00 p.m. on the 600 block of Laurel Street, near the Cherry Street intersection.

Discover more about the San Carlos Farmers' Market at cityofsancarlos.org/farmersmarket.

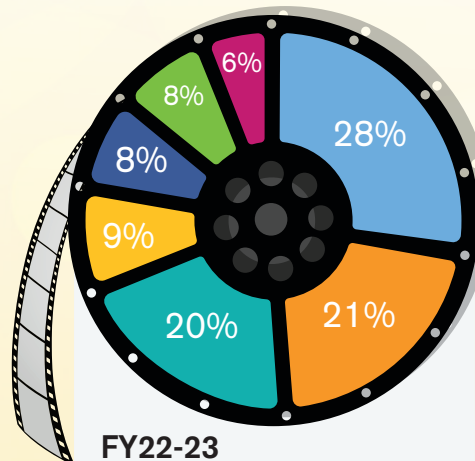


Production Budget

The most successful films are both critically acclaimed and financially profitable. Similarly, the most successful cities are those with happy and engaged communities, empowered by fiscally responsible City leadership.

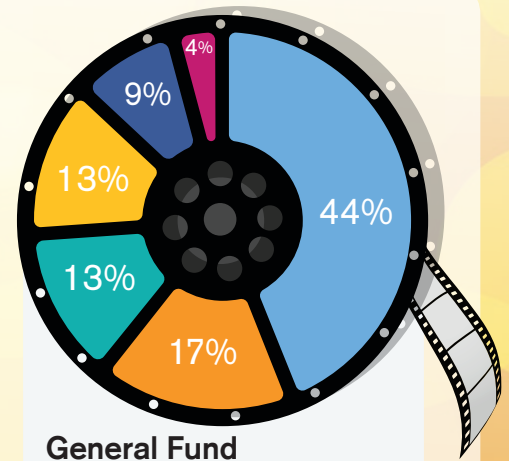
We're happy to report that the City of San Carlos again operated in the green during the last fiscal year, with general revenues far exceeding expenditures. Operating in a financially responsible manner allows the City to provide community services and amenities without sacrificing public safety.

Check out the breakdown of our revenues and expenditures below and learn more at cityofsancarlos.org/budget.



FY22-23 General Fund Revenues

Property Tax	\$17,587,725
Sales Tax	12,881,959
Fees for Services	12,152,062
Vehicle in Lieu	5,776,971
Investment	5,143,060
Other Taxes	5,024,324
Other Revenues	3,693,070
Total	\$62,259,171



General Fund Operating Expenditures

Public Safety	\$22,657,499
General Government	8,595,981
Community Development	6,973,565
Public Works	6,608,388
Parks & Recreation	4,473,637
Net transfers	2,588,000
Total	\$51,897,070

What's your favorite genre?



ACTION

HORROR

The 14th annual Goblin Walk brought out the spooky side of San Carlos in 2023, with more than 3,000 costumed community members descending on Laurel Street for trick-or-treating. Volunteers couldn't hand out trick-or-treat bags fast enough, and downtown businesses worked overtime to provide treats.



Summer Adventure Camps in San Carlos were all action last year! Our Wee Woods Camp for children ages 4 and 5 experienced significant growth in 2023, attracting an additional 20 participants every week, leading to a full nine-week sell out! Wee Woods featured weekly site visits from the San Carlos Police Bureau, Fire Department, San Mateo County Libraries, and Recology for hands-on learning and fun.

Similarly, our Burton Adventure Camp for children 6 to 8 was action-packed. Campers stepped outside their comfort zones and adventured to places far and wide including the Oakland Zoo, Santa Cruz Beach Boardwalk, and Cull Canyon.

Not to be outdone, the Arguello Adventure Camp for kids 9 to 12 took summer action in San Carlos to new extremes. A highlight of the summer was water slide obstacle courses! Arguello had 50+ campers each week traveling to Great America, Aqua Adventures, the Academy of Sciences, and more!



MUSICALS



The San Carlos hills were alive with the sound of music in 2023! Music in the Park saw record crowds this past summer, with our family-friendly concert series earning rave reviews for its fantastic lineup of ear-catching, toe-tapping

bands. New for 2023, the San Carlos Parks and Recreation Foundation supplied VIP seating to concert goers, successfully fundraising for future park improvements and recreation programming. Learn more about the series and check back for information on the 2024 lineup at cityofsancarlos.org/music.

Holiday

There's nothing better than putting on a holiday classic! This past year, our community favorite Night of Holiday Lights event was brighter than ever, with live music, holiday carolers, and new snowflake lights on Laurel Street adding a little something extra to this always festive affair. Parks and Recreation also added new holiday arts & crafts for kids in 2023, giving community members the chance to create their own holiday ornaments featuring the new San Carlos Parks and Recreation logo.

STREAMING THIS YEAR!

NEW
EVENTS &
PROGRAMS



1st Annual Pancakes & Pickleball Tournament



We held our first ever Pancakes and Pickleball tournament in January 2023, with over 50 youth participants working up their appetites on the court. Broiler Express served up more than 200 pancakes to our hungry athletes. Be on the lookout for more pickleball action at the Youth Center gym!



New Programs for Active Adults

The San Carlos Adult Community Center (ACC) helps promote healthy, active lifestyles for our older community members. In 2023 the ACC focused on implementing new and unique wellness activities and informative seminars. New programs included a weekly Drum for Health class and a bi-weekly Brain Games class, both sponsored by the Friends of the ACC and made free to participants. The ACC also offered monthly seminars on topics requested by participants, such as Stroke Prevention and Senior Fraud Prevention.



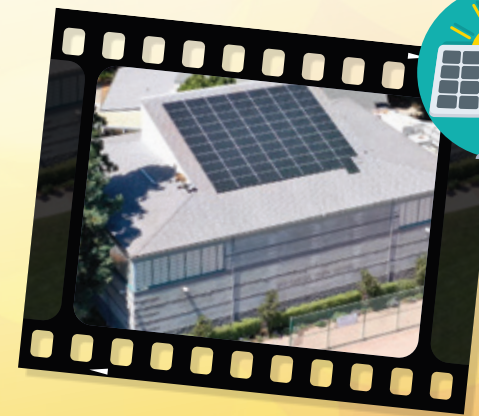
San Carlos Bark Party

Our canine community came out to party this past summer! The first Bark Party on downtown Laurel Street was the place for San Carlos pups and their people to see and be seen on July 16. Talented dogs from local training center Zoom Room put on a show of agility and training skills, while their human family members enjoyed the chance to dance to jazz classics by local band Scots Tape.



1st Annual No Foolin' Race

This new San Carlos fun run debuted in August 2023, put on by the Parks and Recreation Foundation of San Carlos. More than 100 community members laced up their running shoes for a special route along Crestview Trail. More information coming soon for the next No Foolin' Race, returning in April 2024. Honest!



Going Solar? There's an App for That

The San Carlos Building Department debuted a new app called SolarApp+ to process residential solar permit applications more quickly. The new app saves residents time during the permitting process and ensures compliance with Senate Bill 379. This effort helps cut the red tape and roll out the red carpet for community-members looking to make their homes more sustainable.

Currently Filming

Community improvements are always ongoing in the City of Good Living. While we accomplished a lot in 2023, some projects remain in the works, and will continue through 2024 and beyond.

Take a look at some of the safety improvements and community planning initiatives currently underway in San Carlos.



Public Works Safety Improvements Currently in Production



San Carlos Avenue Pedestrian Safety Improvement Project – Phase III

The final phase of this ongoing safety project is currently underway. Safety improvements include new sidewalks, high-visibility bike lanes, and other traffic calming improvements on San Carlos Avenue.

Slow Down! City to Test New Traffic Circles

The City is planning to test traffic circles at the intersections of Morse Boulevard and Rosewood Avenue, and Crestview Drive and Edmond Drive. The pilot project will use temporary curbs and delineators to replicate a permanent traffic circle.

The City will study the effectiveness of the circles at reducing vehicular speeds at these locations to improve pedestrian safety.

Brittan Avenue and San Carlos Avenue Sidewalk Improvements

Major sidewalk improvements are currently in the works, with target areas along Brittan Avenue, from Rogers Avenue to Sunset Drive, and on San Carlos Avenue between Alameda de las Pulgas and Cordilleras Avenue. Newly constructed sidewalks and the repair of existing walkways will provide additional pedestrian connectivity and improve pedestrian safety throughout San Carlos.

Sewer Master Plan Update

While it may not be glamorous, our city's sewer system is certainly critical. The time has come for an update to our city's aging infrastructure, which will be further impacted by anticipated population growth and development in the coming years.

A new sewer plan update is currently in production and will capture recent development growth and major planning initiatives such as the East Side Innovation District Vision Plan, the adoption of a new Housing Element, and ongoing efforts to prepare both the Downtown and Northeast Area Specific Plans. The updated plan will ensure that our critical infrastructure is functional and effective for years to come.



Long Range Planning

The City of San Carlos continues to create long-range plans to guide new development within San Carlos. There are two Specific Plans currently in the works: the Northeast Area Specific Plan and the Downtown Specific Plan.



The **Downtown Specific Plan (DTSP)** aims to create a plan for downtown San Carlos that meets the needs of our community and businesses now and into the future. The DTSP will build upon what is best and most loved about Downtown San Carlos and take a close look at what needs updating or changing. The plan will focus on Laurel Street, El Camino Real, and the cross streets from Holly Street to Greenwood Avenue. As part of the DTSP, and under the Pedestrian Mall Law, the 700 Block of Laurel Street, between Cherry and Olive Streets, has been permanently closed to all vehicular traffic and open to pedestrians only.



The Downtown Specific Plan received a grant from the Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG) for \$300,000. The process will last about two years, with completion targeted for spring 2025. Learn more about the future of Downtown San Carlos at sancarlosdowntownplan.com.



City limits at Belmont Creek, between Highway 101 and Old County Road. The Plan seeks to balance many needs and interests, and will plan for change in the northeast area in a way that supports existing and new businesses, residents, and the overall community. After months of community outreach, a revised draft land use option was created based on input from policy makers, property and business owners, and the San Carlos community. The process is expected to be completed in early 2025. Get additional information at sancarlosnortheastplan.com.

The **Northeast Area Specific Plan** will create a vision, policies, and standards to guide new development in the area north of Holly Street, to San Carlos



San Carlos Current Projects Map



Did you know that you can see an interactive map of all Public Works and development projects happening in San Carlos?

Learn more about the status, duration, and impact of projects happening around the city. View the map now at cityofsancarlos.org/projectsmap.



Coming Soon!

Adopt a Drain Program

Stay tuned for the launch of the San Carlos Adopt a Drain Program for residents and businesses alike. This program will rely on the support of civic minded community members to help prevent flooding and make San Carlos storm-ready. Check back for more details and updates as we finalize and launch the program at cityofsancarlos.org/drain.

SAN CARLOS OSCARS

In the world of filmmaking, the Oscars are presented annually in recognition of outstanding creative, technical, and personal cinematic achievements. In this same spirit, we want to recognize outstanding community accomplishments in San Carlos in 2023 that helped reinforce our shared ideals as the City of Good Living.

These exceptional people, projects, and programs make San Carlos the safe, supportive, and successful community we are all proud to be a part of.

Here are your 2023 San Carlos Community Oscar winners!



**Best Production
Design with a
Green Focus**

Youth Center Solar

In 2023 we partnered with Peninsula Clean Energy to install rooftop solar on the San Carlos Youth Center. The solar array will produce over 42,000 kWh per year and offset nearly half of the electricity consumption of the entire building. This collaborative project between the City Manager's Office, Building Department, Parks and Recreation, and Peninsula Clean Energy will help us meet our goal to be carbon neutral and serves as a model for future sustainable building projects throughout San Carlos.



**Best Set
Design**



Downtown Water Wall Barriers

When the City Council decided to move forward with the transformation of the 700 block of Laurel Street into a walking plaza, they also requested that staff develop ideas to "soften" the look of the orange water wall barriers used for pedestrian safety. While effective at directing traffic, the bright orange color and reflective markings detracted from the aesthetics of our downtown.

To transform the orange barriers, San Carlos Public Works constructed wooden planter covers to fit perfectly over the barriers, even adding decorative flowerpots on top. A water wicking system was also devised to pull water stored in the barriers up into the pots for continuous watering. During this process, the idea to repurpose old cement garbage receptacles into planters was also formulated. These decorative and innovative barriers perfectly marry form with function, and are a testament to the ingenuity of our Public Works team.



**Best Electrically
Charged
Performance**



Public Works Electric Vehicle Fleet

The City began transitioning its fleet of Public Works vehicles to an EV platform last year with the purchase of five Ford Lightning EV trucks. The Ford Lightning trucks are a popular governmental agency maintenance vehicle, providing a powerful but eco-friendly tool which enables us to move away from internal combustion engines. The new City trucks come equipped with a "Pro Power Pack" that allows us to power our pumps, signals, and other equipment during a potential power outage. These trucks are just the start of a larger plan to provide City services in a more sustainable and environmentally friendly manner.



**Best
Production
Design**

Annual Pavement Rehabilitation

This year, over four and a half miles of roadway were rehabilitated through mill and fill and slurry seal treatment. Along with pavement rehabilitation, approximately 67 curb ramps were constructed or reconstructed to improve pedestrian safety throughout the City. In addition to pavement rehabilitation, all existing painted traffic striping and pavement markings were replaced with new, high-visibility thermoplastic to improve visibility and safety for drivers.





Best
Reimagined
Sequel



San Carlos Civics Academy

In fall 2023, San Carlos Civics Academy made a triumphant return with the first graduating class since the spring of 2019. Unlike previous sessions, last year's program was reimagined and streamlined, featuring six 90-minute sessions, which were open to high-school aged community members for the first time ever.

The program's new format was organized around distinct themes for each session, covering critical aspects of civic life including governance, communications and engagement, public safety, streets and traffic, budget, planning for the future, and parks and events. During each session, participants had the opportunity to listen to informative presentations from department directors and City staff, gaining valuable insights into the inner workings of their local government. Participants also actively engaged in group activities that tested their understanding of the session's topics. This hands-on approach allowed Academy members to apply what they learned and help foster a deeper appreciation for different perspectives and the challenges and opportunities we face together in San Carlos.

Learn more about the program at cityofsancarlos.org/civicsacademy.



Caring Cupboard Volunteers

Volunteers are the true stars of any thriving community, and the dedicated group that runs the San Carlos Caring Cupboard is no exception. Caring Cupboard, a free and confidential food support program, is led by the San Carlos Service Club for Seniors in partnership with the San Carlos Adult Community Center (ACC). Volunteers and City staff gather at the ACC every Tuesday to pack grocery bags for nearly 200 community members. In addition to packing bags, volunteer drivers deliver groceries to homebound residents. In 2023, Caring Cupboard distributed more than 20,000 pounds of food, making a real difference in the lives of our most vulnerable community members. Visit cityofsancarlos.org/caringcupboard to learn more.



Best
Community
Performance



Mental Health Resource Week

Mental Health Week is recognized each year in October to shine a spotlight on the challenges caused by mental illness and educate the community about the importance of mental health. This past year, the City and the San Carlos community collaborated to support one another and de-stigmatize mental health challenges.

Through resource and information sharing, free workshops, tabling events, support groups, and more, San Carlans of all ages came forward to give and receive support in a safe environment. Special thanks to the San Mateo County Libraries system for setting up a "Calm Corner," the San Carlos Youth Advisory Committee for creating a Wellness Resource Fair, the SPCA for bringing out their therapy dogs, and the Yoga Health Center for providing free community classes.

Help support your mental health and the well-being of loved ones by browsing our free resources at cityofsancarlos.org/mentalhealth.



Best
Ensemble
Production



New City Website

We launched a brand-new website in 2023, complete with a fully reimagined layout, new online service functionality, curated search, and more! Created to function as a "virtual City Hall," we've prioritized intuitive organization, robust online services, and easy-to-access information.

Our new predictive search bar makes finding an online service or department information easier than ever. Looking for an event or public meeting? Check out our newly updated and easily sortable calendar to find out what's happening in San Carlos quickly and easily. Worried about missing the latest news or chance to provide your opinion on City happenings? Visit cityofsancarlos.org/enews, and opt-in to receive email updates on up to 28 topics of your choice, such as City Council meetings, community events, development projects, and more.

As the "front page" of City happenings, the new website is an achievement in community service delivery and one we look forward to constantly improving. Let us know your thoughts and suggestions by emailing the Communications Division at communications@cityofsancarlos.org.



Best
Visual
Effects

Local
Postal Customer

Community Policing Programs Spotlight a People-Focused Approach

The San Carlos Police Bureau, under new leadership, prioritized service to the community in 2023 through the implementation of projects that promote equity, compassion, and kindness. Initiatives like **Project Guardian**, took center-stage this past year, allowing families or caregivers to register at-risk or special-needs individuals with the San Mateo County Sheriff's Office. In addition, the **Lights On!** program provided an innovative approach to assisting community members in fixing minor vehicle code violations. Finally, the **CARE Program**, provided a forum for members of the Sheriff's Office to engage with residents, small businesses, and community-based organizations to learn about ongoing initiatives, exchange ideas, and discuss concerns centered around public safety.

New Police Chief Mark Myers hosted a **Coffee with the Chief** event last year, giving members of the community an opportunity to ask questions about public safety in San Carlos. Deputies and Community Service Officers (CSOs) actively participated in the **Public Safety Fair** and **Civics Academy**, where community members learned about disaster and emergency preparedness, and were provided tips on crime prevention and traffic safety. It was a busy year with over **12,000** calls for service, two **DUI Checkpoints**, and planning and the organizing of two **Gun Buy Back** events.



Public Safety Fair



San Carlos Art and Wine Faire



Wee Woods



Youth Center



Family Campout



Hometown Days

