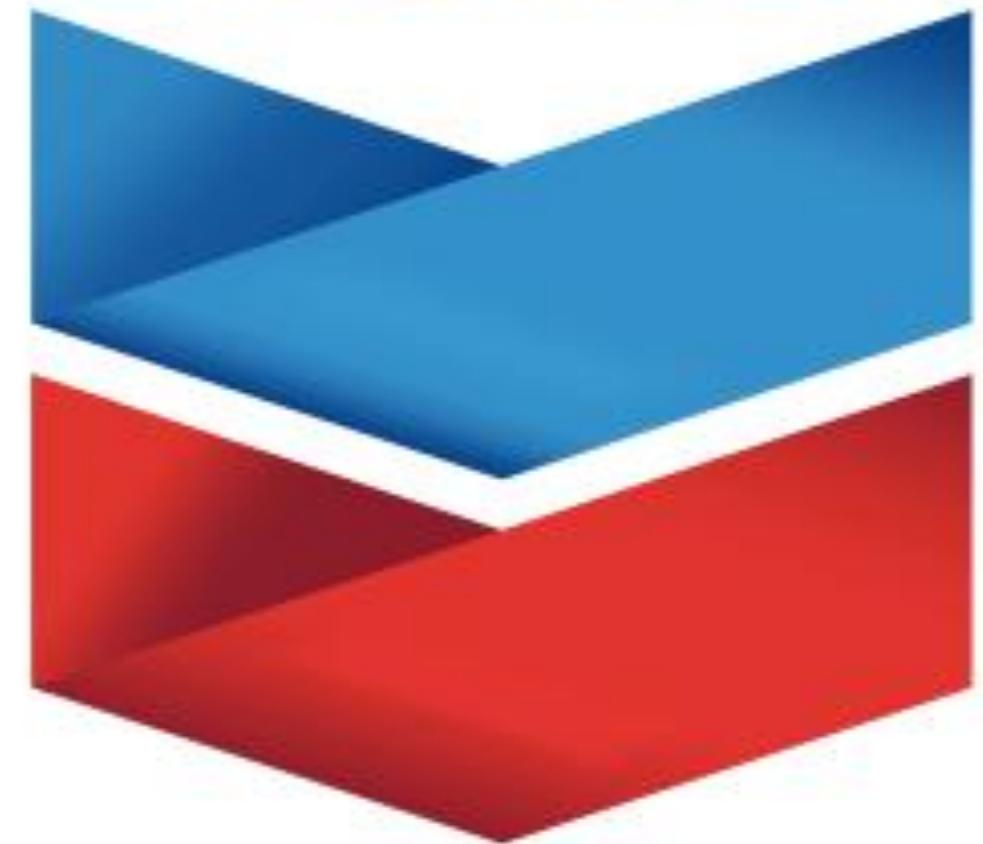


Retiree Board
Luncheon
11/12/25

Chevron



Today's line-up

- The Big Picture
- Building the City
- People & Place
- Community & Leadership

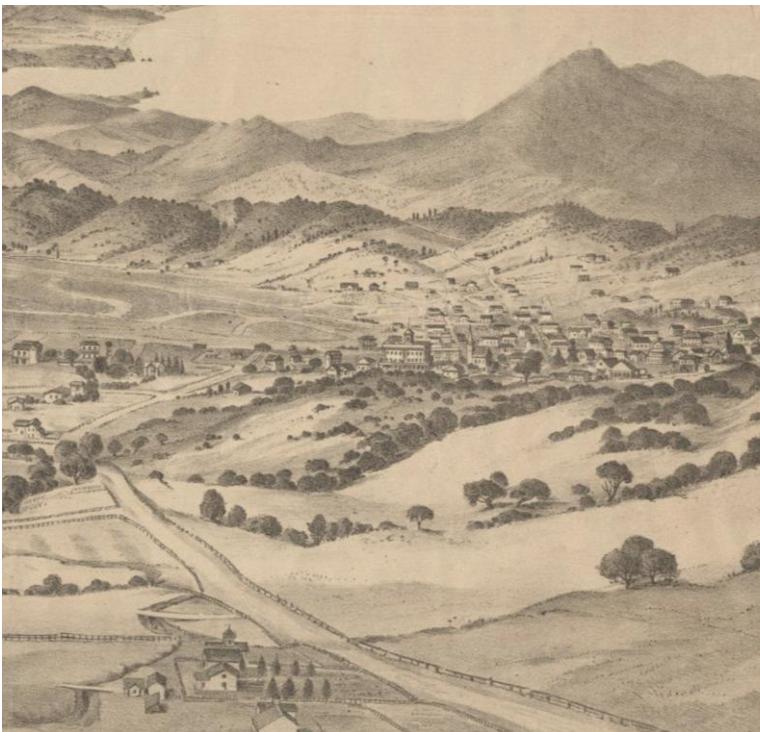
+ Trivia sprinkled in



TRIVIA!

What year was San Rafael incorporated?

- A. 1774
- B. 1874
- C. 1920
- D. 2020

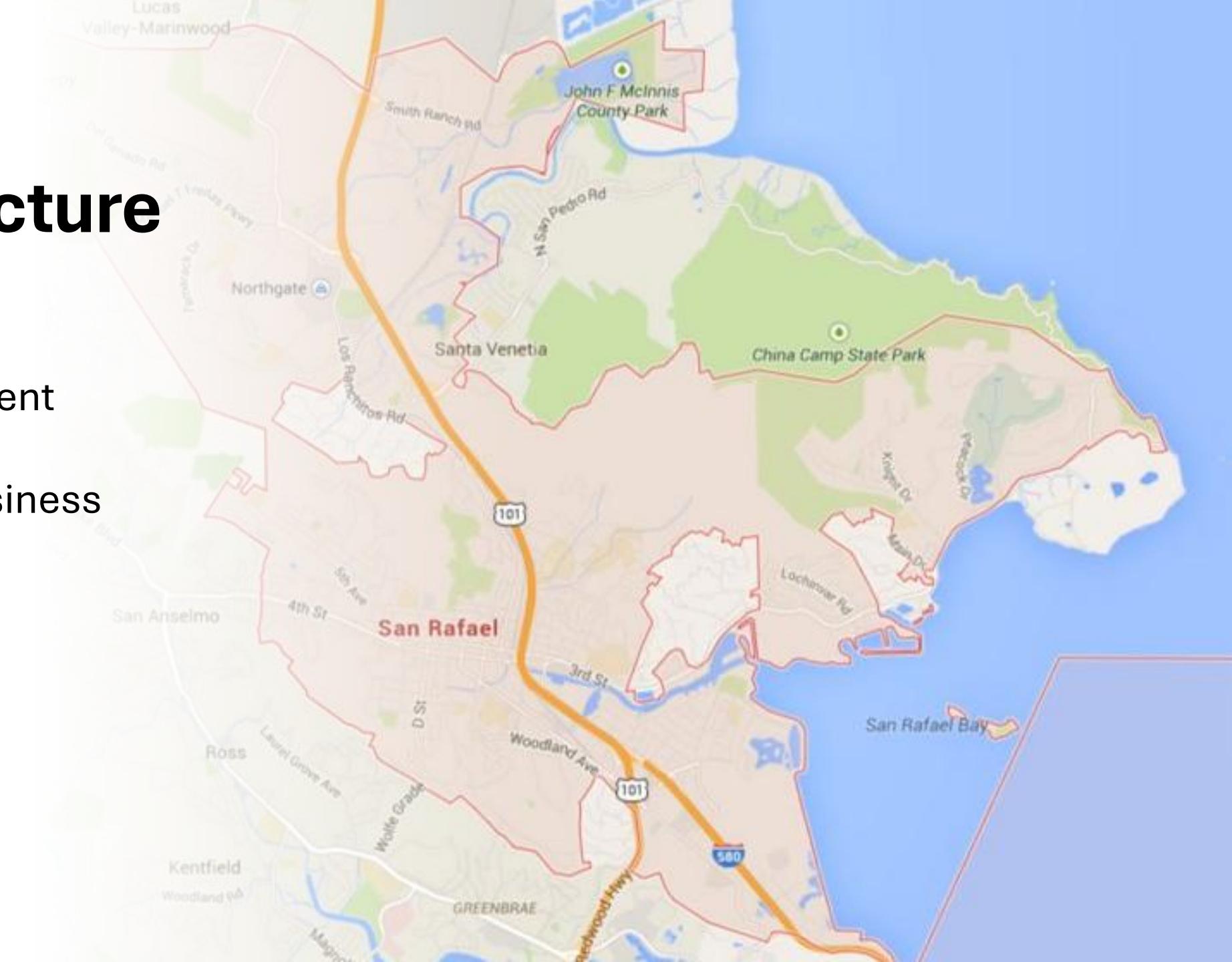


B. 1874 San Rafael was incorporated



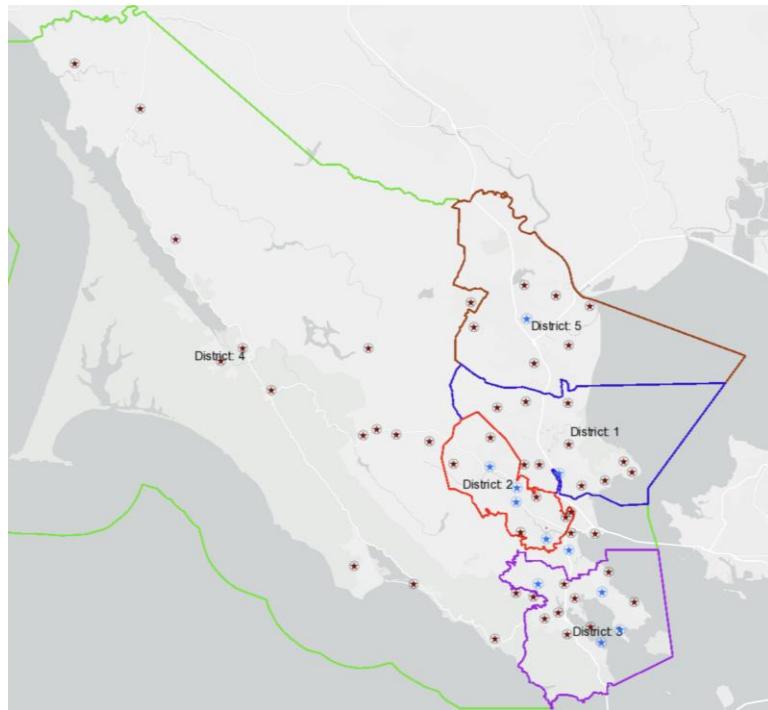
The Big Picture

- Local Government
- City Finances
- Economy & Business



Local Government

Marin County Districts



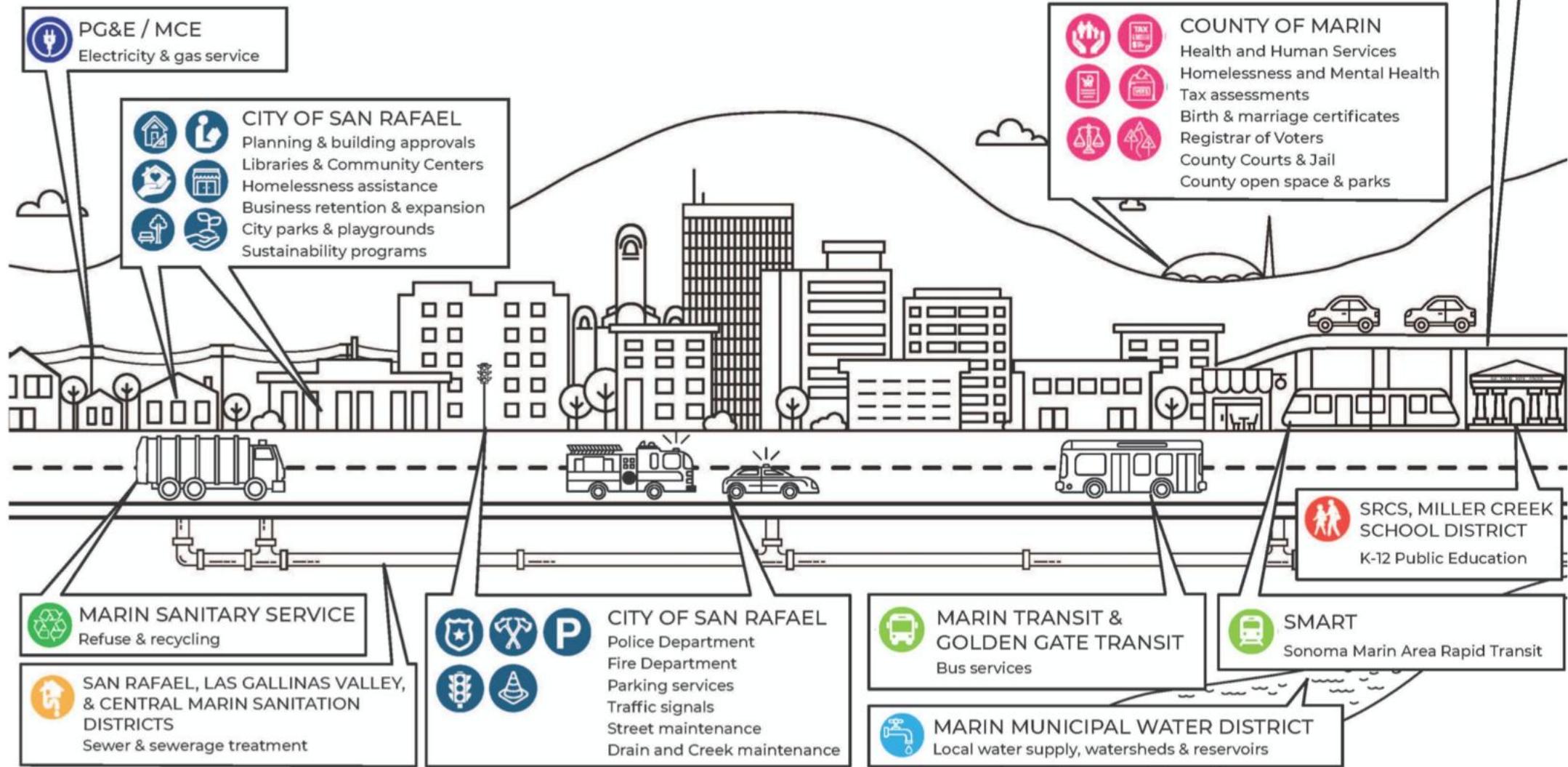
Incorporated San Rafael



City of San Rafael Districts



HOW DO I GET MY SERVICES?



City Finances

Balanced Budget & Reserves

General Fund budget: \$190M

General Fund balance: \$33.9M

\$16.2M = 15% reserve (meets City policy)

Balance reinvested in infrastructure & capital projects

Revenues: \$105.8M → +3.6% above budget

Expenditures: \$3.8M under budget

Property & Sales Taxes up ~3%

AA Credit Rating

Reflects strong economy & fiscal discipline



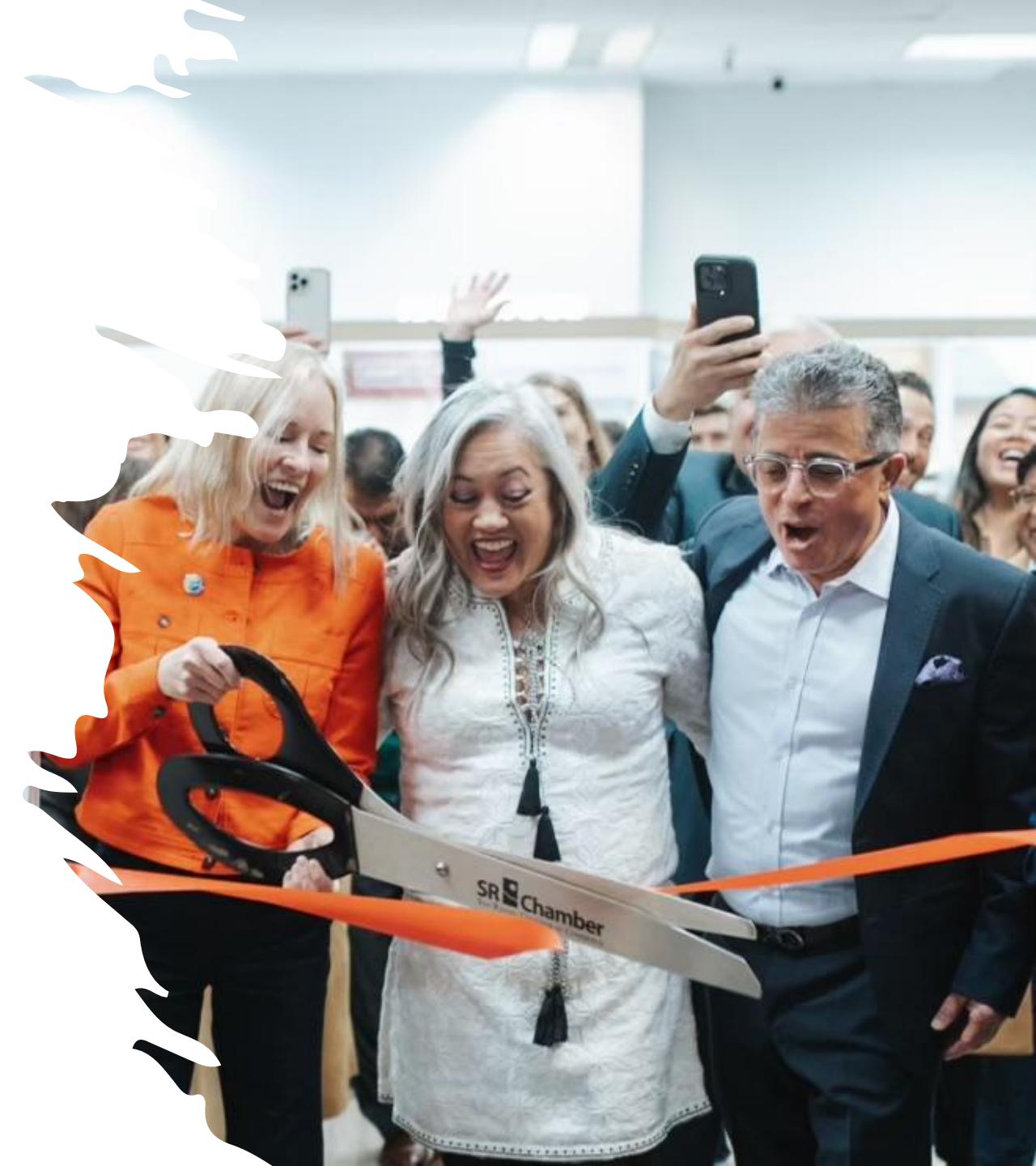
Local Economy

Economic Strategic Plan 2023 – 2028

Gateway Beautification

New businesses!

GO Program



Local Economy & Business

<https://www.cityofsanrafael.org/performance-metrics/>

Definition: Number of open businesses operating in San Rafael with an approved business license by 12/31 of a given year.

Most Recent Metric (2024 Data):

Number of businesses: 6195

Percent Change since 2019: -12.3%

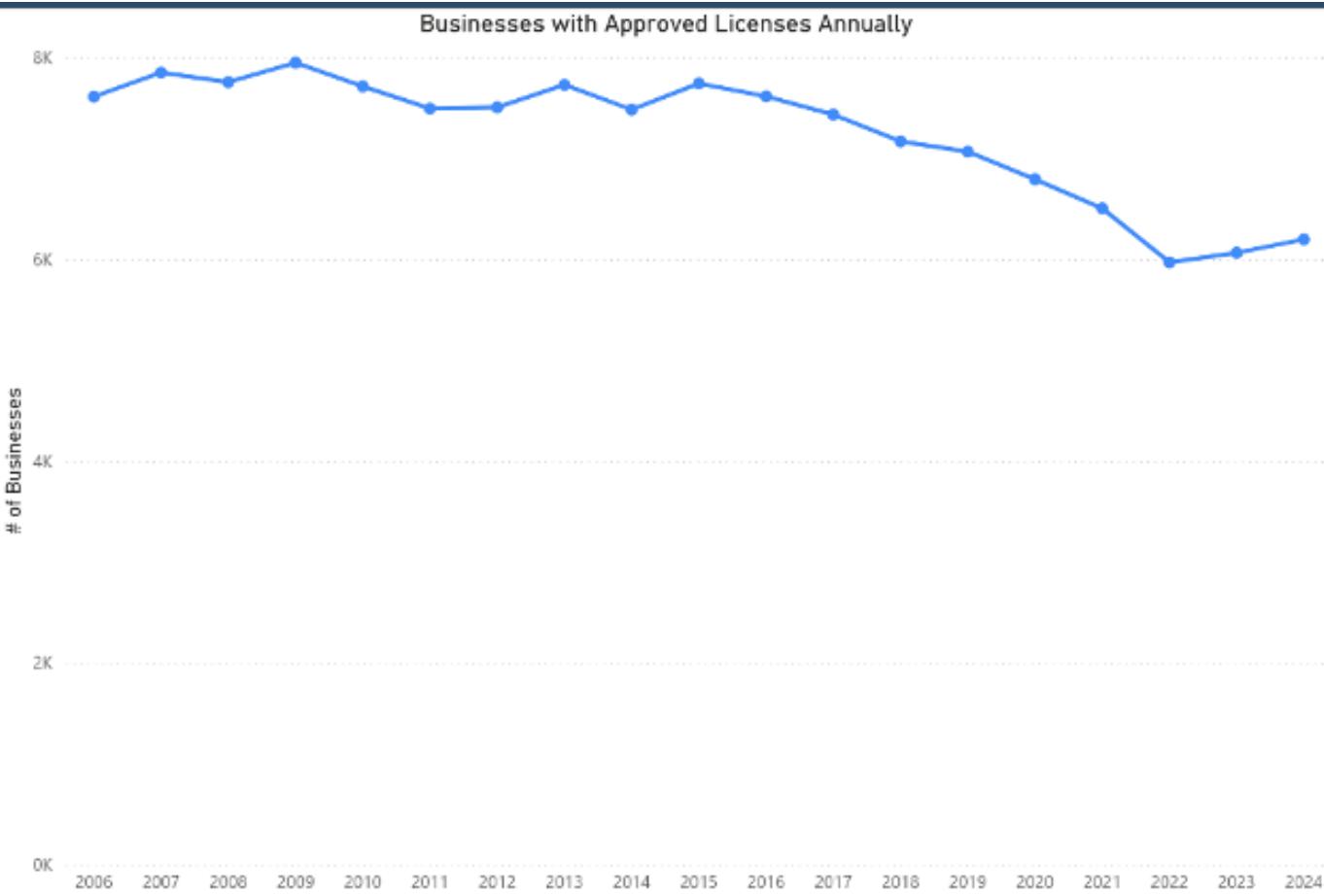
Percent Change since 2023: 2.2%

Summary: The total number of businesses operating in San Rafael has decreased by 12.3% since the pandemic started. The number of businesses have steadily increased since 2022.

There are a few caveats to keep in mind about this data. The data shows the number of business operating in San Rafael with an approved business license. This number does not capture the businesses that may be operating with an expired business license, or no license at all.

Data source: Finance Business License Tax Data

Data last updated: 3/20/2025





San Rafael GO

Simplify City Processes, Amplify Business Potential.



Site Selection Assistance

Find the right location with connections to brokers and property owners, zoning information, and infrastructure requirements.



Process Coordination/ Contact Us

Our economic development specialists will coordinate communication among city staff to increase your project's certainty.



Small Business Assistance

Have business questions? We can connect you to financial, workforce, and technical resources.

- GO program staff supported transactions totaling approximately \$15.5 million in land value and 330 new housing units. Facilitating inter-departmental coordination so projects advance efficiently through the permitting process .
- GO Program general inquiries primarily related to small business site selection questions. About 50 inquiries for 2025.
- Businesses not yet working with a broker, the site selection tool embedded in the City's website provides a free resource to help businesses with real estate research.

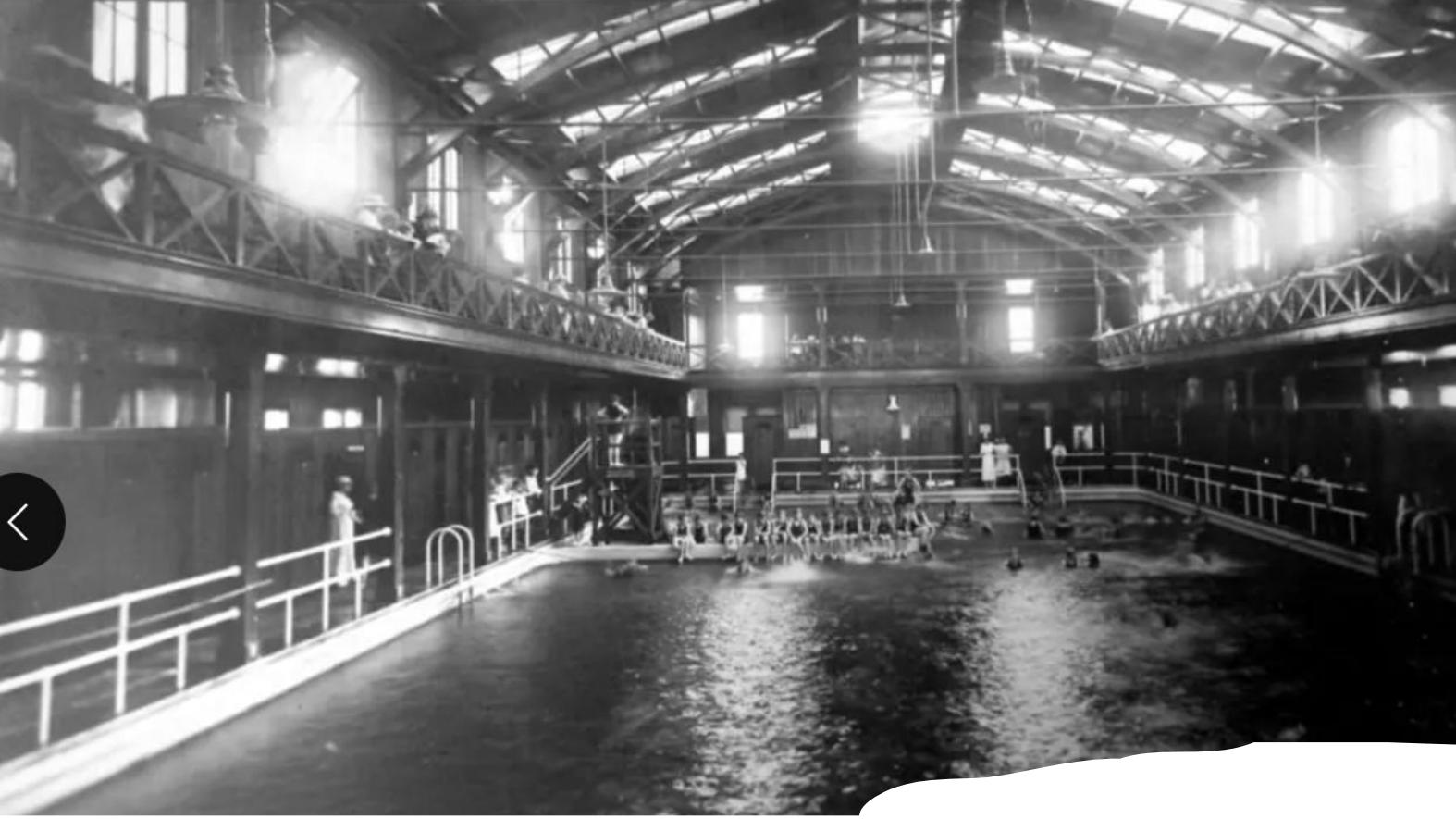
TRIVIA!

San Rafael is first in the state of California to build:

- A. Minor League Baseball Park
- B. Mission San Rafael Arcangel
- C. Salt Water Swimming Pool
- D. Electric Railroad



D. ELECTRIC RAILROAD
First one in California to use third rail
electrification



Fun photos of the salt water baths at Third and Irwin

An aerial photograph of a coastal city. In the upper left, a marina is filled with many sailboats and small boats. To the right of the marina, there is a mix of industrial buildings with large parking lots and residential neighborhoods with single-family homes. A major highway with a bridge crosses the city. In the lower right, there is a large area of wetlands or undeveloped land. The city is built on a peninsula, with the ocean visible on the right and a river or channel to the left.

Building the City

- Infrastructure & Transportation
- Climate & Sea Level Rise

Infrastructure & Transportation

- Richmond Bridge Bike Pilot (MTC)
- Pavement Upkeep (SR)
- 101/580 Interchange (TAM)
 - Bellam Ave



101/580 Interchange

Regional project to relieve congestion and improve safety at Marin's most complex interchange



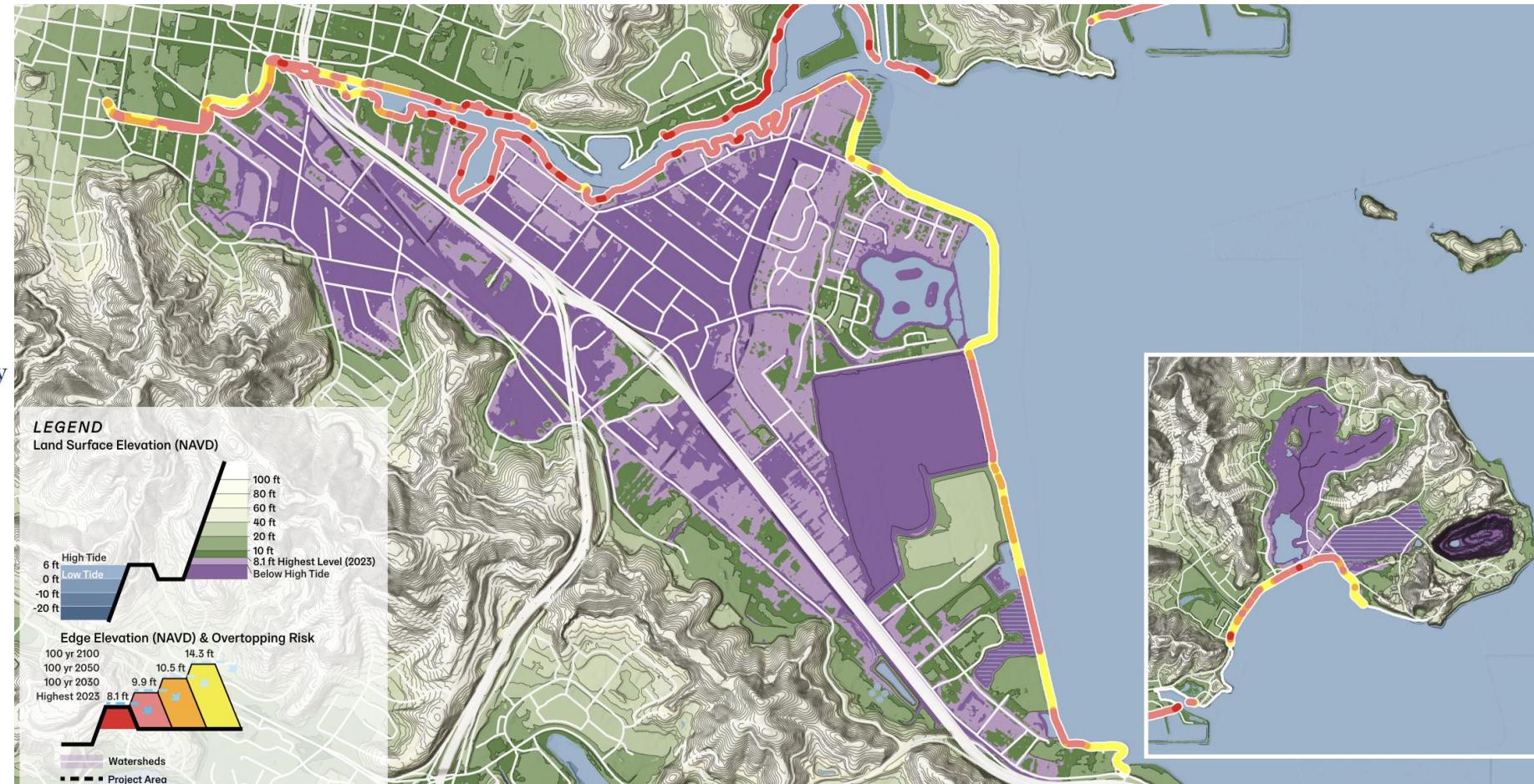
PROJECT TIMELINE



Sea Level Rise

<https://www.cityofsanrafael.org/sea-level-rise-collaborative/>

- Options are adapt, mitigate or retreat
- Community planning - Sea Level Rise Collaborative (approx \$800k grants)
- Funding realities: \$110 billion for SF Bay projects



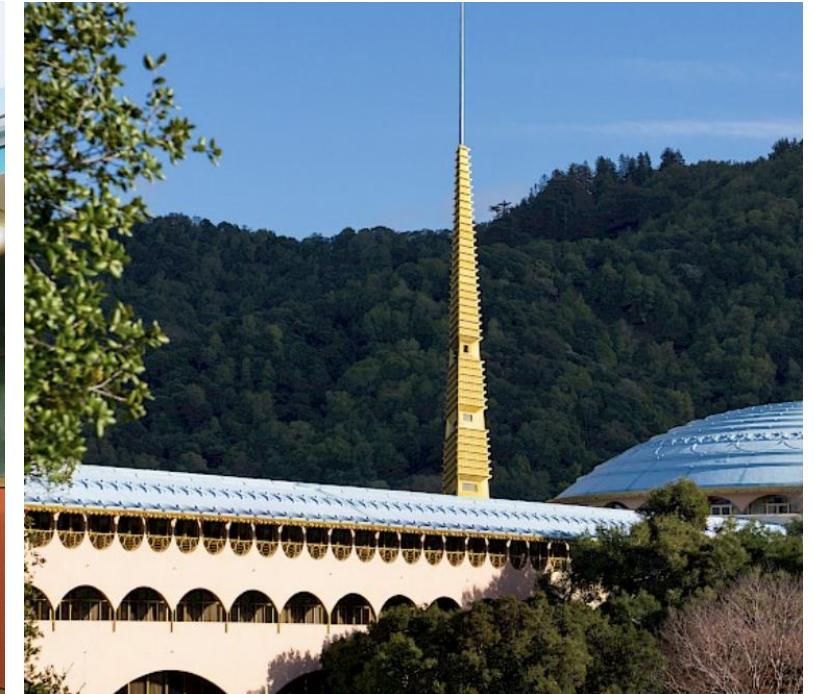
TRIVIA!

Which famous architect designed an iconic building in San Rafael?

- A. Walt Disney
- B. Frank Gehry
- C. Frank Lloyd Wright
- D. Joseph Eichler

C. FRANK LLOYD WRIGHT

Marin County Civic Center



People & Place

- Growth, Housing & Development
- Homelessness
- Immigration
- Public Safety



Growth, Housing & Development





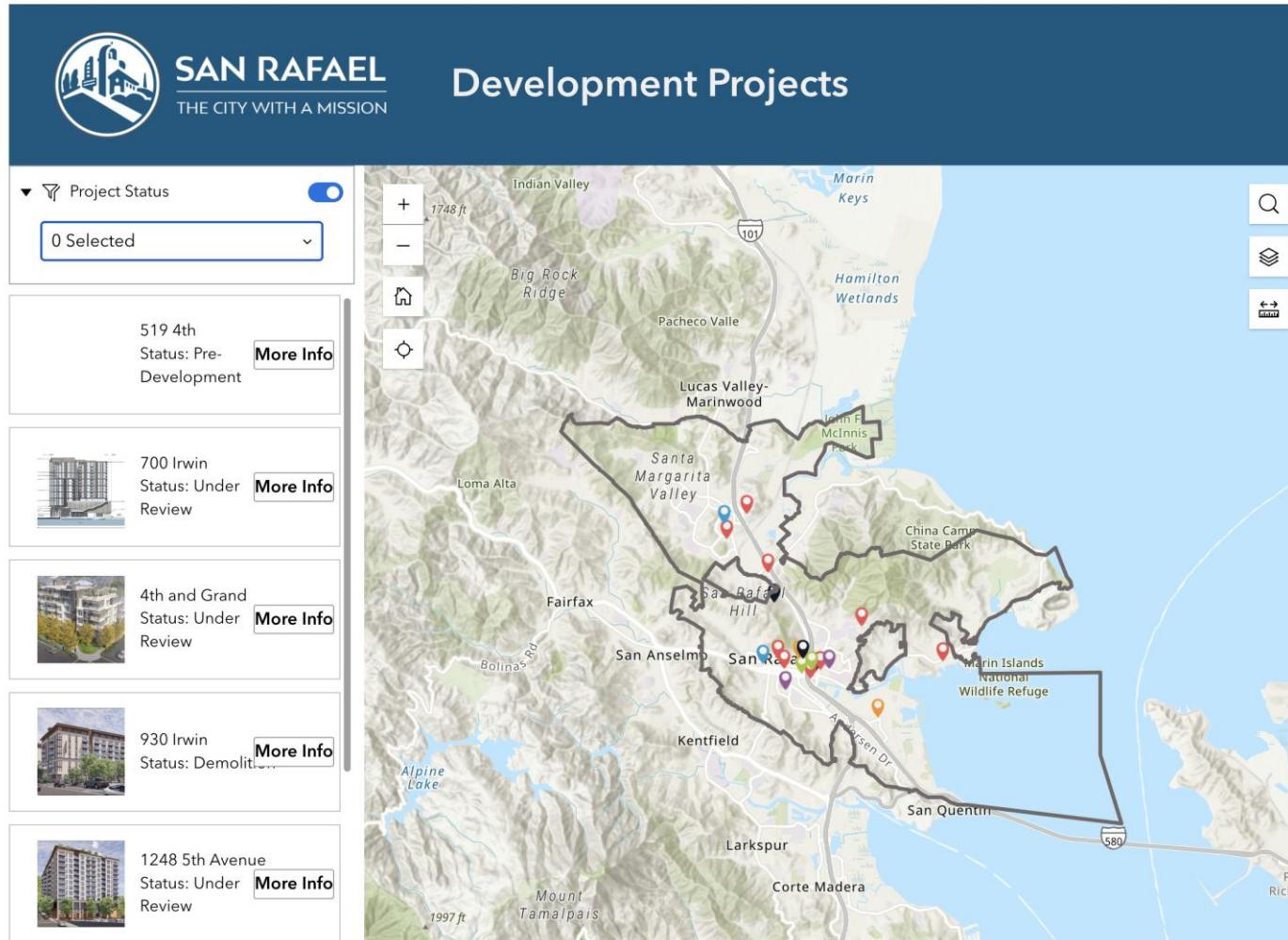
California Housing Laws (2019 – 2025)

Bill	Year Passed	Title / Focus	What It Does (Brief Summary)
AB 1482	2019	Tenant Protection Act	Caps rent increases (5% + CPI, max 10%) and requires “just cause” for eviction for most rentals statewide.
SB 330	2019	Housing Crisis Act	Limits local down-zoning or moratoria; speeds approvals; protects existing housing units; sunsets 2030.
AB 68 / AB 881	2019	ADU Streamlining	Requires cities to allow up to two ADUs per lot with faster, ministerial approvals.
SB 35 (amendments)	2020–22	Housing Streamlining Updates	Expands “by-right” approval for projects in cities failing RHNA targets.
SB 8	2021	Extends Housing Crisis Act	Extends SB 330 protections through 2030 and strengthens tenant relocation and replacement housing rules.
SB 9	2021	HOME Act	Allows up to two units on single-family lots and lot splits with ministerial approval (no public hearing).
SB 10	2021	Voluntary Upzoning Near Transit	Allows local governments to zone for up to 10 units per parcel near transit or urban infill without CEQA.
AB 2011	2022	Affordable Housing and High-Road Jobs Act	Makes housing “by right” on commercial corridors if wage and affordability standards are met.
SB 6	2022	Middle-Class Housing Act	Allows housing on commercial-zoned land without rezoning if labor standards are met.
AB 2097	2022	Parking Reform Near Transit	Prohibits cities from requiring minimum parking for most developments within ½ mile of major transit.
SB 4	2023	Affordable Housing on Faith & Higher-Ed Lands	Lets religious institutions and nonprofit colleges build affordable housing on their land by right.
AB 1633	2023	CEQA Accountability Reform	Prevents cities from using CEQA to deny housing projects that meet objective standards.
SB 423	2023	Extends and Expands SB 35	Expands “by-right” approval to coastal zones; extends law to 2036.
SB 684	2023	Small-Lot Subdivision Streamlining	Eases lot splits for up to 10 homes in urban areas; simplifies mapping and approvals.

<https://www.cityofsanrafael.org/major-planning-projects-2025/>

Map of Current Major Development Projects

Explore projects on our **interactive map**, which shows where major developments are proposed across San Rafael. Click on any project location to view a summary and link directly to the project's page for more information. [Click here to explore in a new tab!](#)



Interactive Map

 **SAN RAFAEL**
THE CITY WITH A MISSION

Development Projects

▼  Project Status

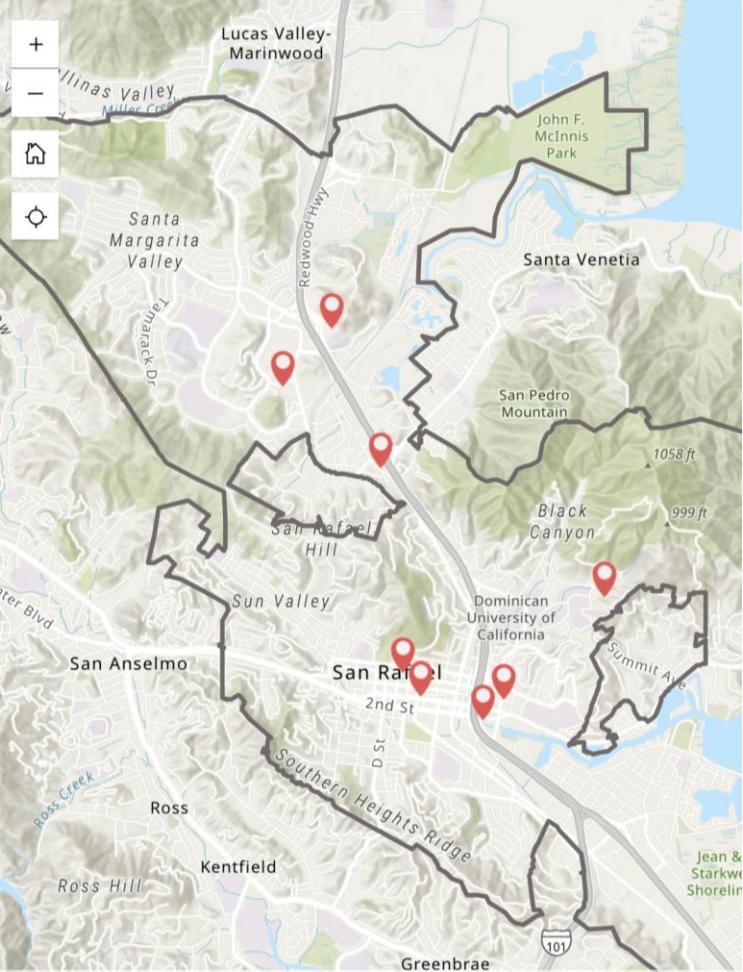
1 Selected

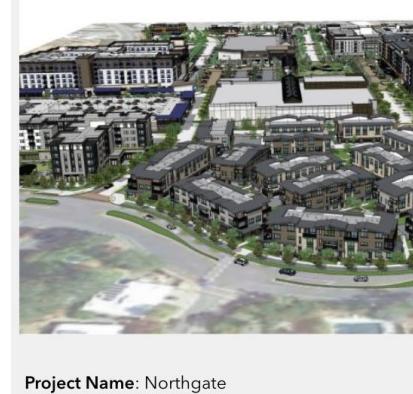
Approved
 Construction
 Demolition
 Newly Completed
 Pre-Development
 Under Review

 1248 5th Avenue [More Info](#)
Status: Under Rev...

 555 Northgate [More Info](#)
Status: Under Rev...

 900 A Street [More Info](#)
Status: Under Rev...

 A detailed map of San Rafael, California, showing various development projects marked with red pins. The map includes labels for Lucas Valley-Marinwood, John F. McInnis Park, Santa Margarita Valley, Redwood Hwy, Santa Venetia, San Pedro Mountain, Black Canyon, Sun Valley, San Anselmo, Dominican University of California, Ross, Kentfield, Ross Hill, Southern Heights Ridge, Greenbrae, and Jean & Starkweather Shoreline. The map also shows the 101 and 20 Freeways, and local creeks like Miller Creek and Ross Creek. A legend on the left indicates project status: Approved (light blue), Construction (orange), Demolition (red), Newly Completed (green), Pre-Development (purple), and Under Review (yellow).



Project Name: Northgate



Name: 1515 Fourth St
Approved

Homelessness



- San Rafael: Encampment resolution, SAFE, Mental-health liaison
- Marin County: All homeless-related services, support and funding

City Role



Homelessness

City Response to Homelessness

Supporting Unhoused Community Members

Report Issues

Community Questions About Homelessness

The City of San Rafael is committed to addressing homelessness with compassion and accountability.

Our goal is to honor the dignity of every person while ensuring that public spaces remain safe, clean, and accessible to all. On this page you'll find information about City policies, the sanctioned camping program, upcoming plans, and ways to connect with services or report issues.



Ordinance Regulating Encampments

Learn about San Rafael's local camping ordinance, why it was updated, and how enforcement works



Interim Shelter Site

Information about the interim shelter program at 350 Merrydale Road.

Contact



Daniel Cooperman
Community Services Division Director



(415) 256-5565



endhomelessness@cityofsanrafael.org



1400 Fifth Avenue
San Rafael, CA 94901



Community Questions (FAQ)

Answers to common questions about homelessness in San Rafael.



Supporting Unhoused Community Members

An overview of local services, programs, and ways residents and businesses can help.



Resources for Renters

Information on tenant protections, rental assistance, and programs to prevent homelessness.



Sanctioned Camping Area

Information about the Mahon Creek Path site, services provided, and future plans.

Francisco Blvd. West – Before & After



Mahon Creek Path Before & After



Andersen Drive – Before and After



Mahon Path Sanctioned Camping Area



Marin County HHS (Health, Human Services)

<https://hhs.marincounty.gov/divisions/homelessness-and-coordinated-care/see-current-data>

Marin County progress by population since 2018

Chronic homelessness



- 904 chronically homeless individuals have been housed through Permanent Supportive Housing, 4 in October.

Veteran homelessness



- 138 homeless veterans have been housed, 1 in October.
- Approximately 9 homeless veterans remain.

Family homelessness



- 271 homeless families have been housed, 3 in October.
- Approximately 45 sheltered and 9 unsheltered homeless families are in Marin.



24 HOUR HOTLINE: 415-991-4545



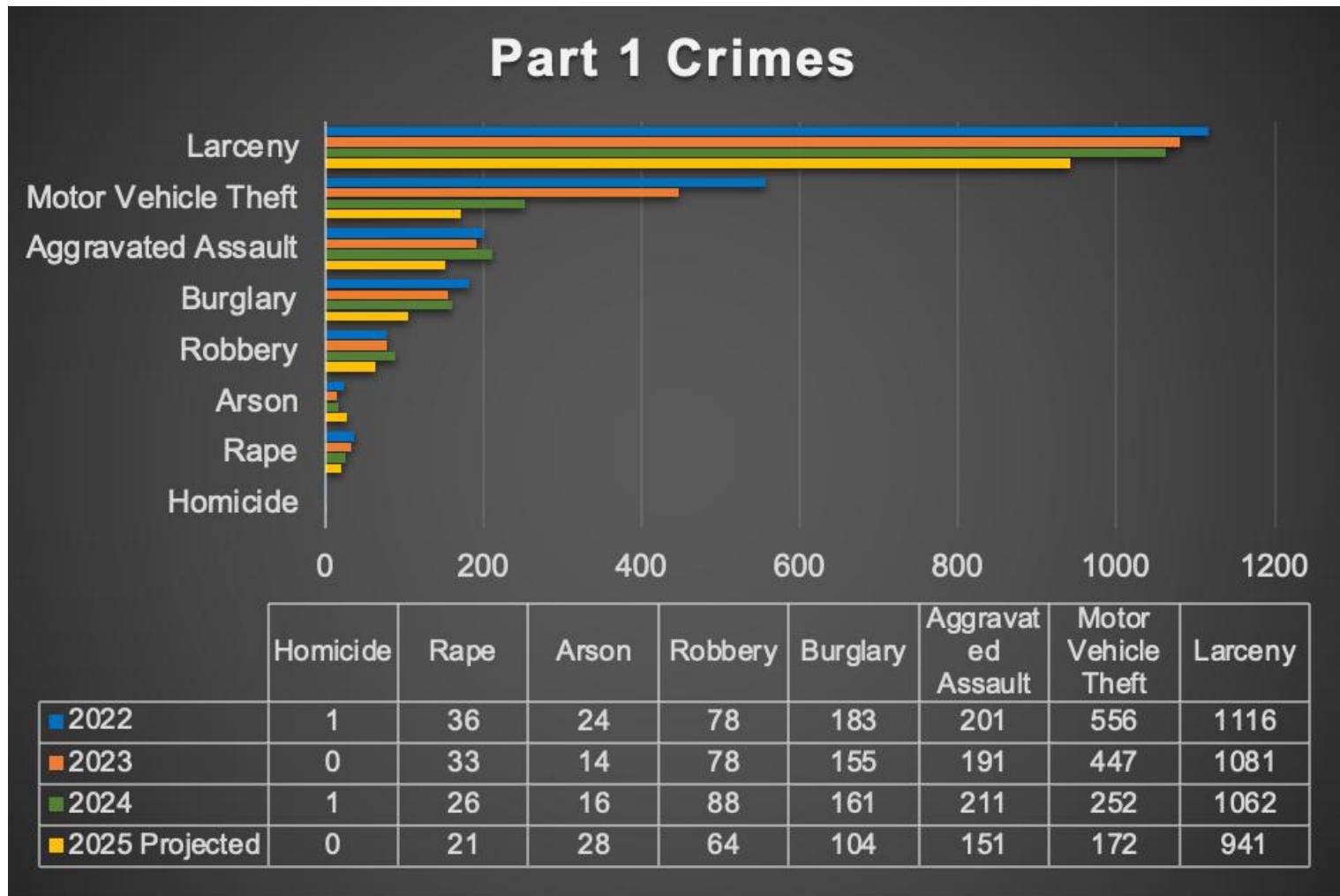
Immigration

QUESTION: In stating the obvious, most if not all of us here today are here because we or our ancestors immigrated to this country. SR has many recent immigrants; many legally, and many not. Until our Federal and State politicians resolve the fundamental issues like border control, the number of work visas, which undocumented immigrant will be given a pathway to citizenship etc. the City of SR finds itself doing the best it can to make everyone residing, working and going to school here feel safe and welcomed.

Do you believe San Rafael has found the right balance, or are we falling short in either protecting residents or in allowing the various law enforcement organizations to do their jobs?



ANSWER: Yes the City has the right balance. California State Law and the California Values Act (SB 54) and SRPD Policy 414, SRPD does not participate in federal immigration enforcement.





Public Safety

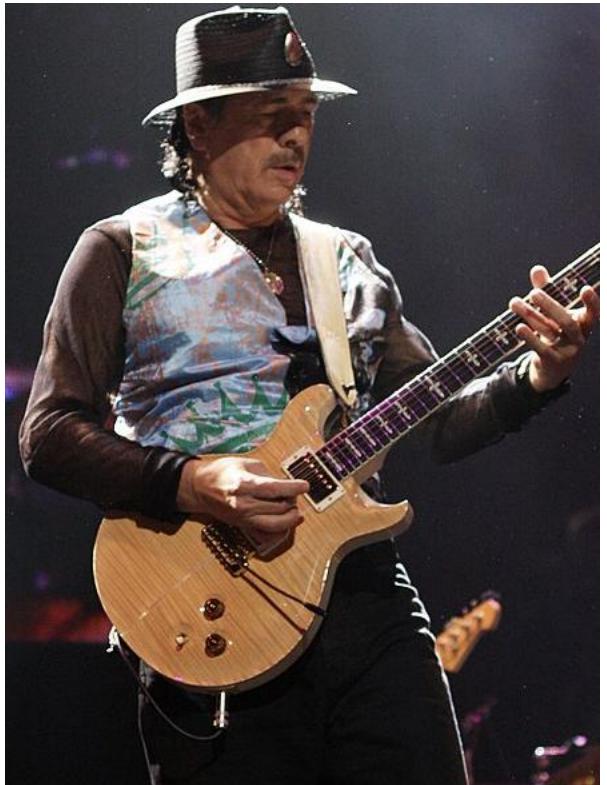
Part 1 Crime	2022	2025 <u>Projected</u>	% Change (2022–2025)
Homicide	1	0	-100.00%
Rape	36	21	-41.67%
Arson	24	28	16.67%
Robbery	78	64	-17.95%
Burglary	183	104	-43.17%
Aggravated Assault	201	151	-24.88%
Motor Vehicle Theft	556	172	-69.06%
Larceny	1116	941	-15.68%

TRIVIA!

Which band(s) have members living (or lived) in San Rafael?:

- A. Grateful Dead
- B. Metallica
- C. Carlos Santana
- D. Sammy Hagar, lead singer for Van Halen
- E. All the above

E: All those bands had musician members in San Rafael!



Community & Leadership

- San Rafael Public Schools
- Accomplishments
- Looking Ahead!



San Rafael Public Schools

About the Neighborhood

San Rafael has the **2nd highest racial disparity in outcomes** out of 498 cities in California*
Source: RaceCounts.org

Demographics



Renters

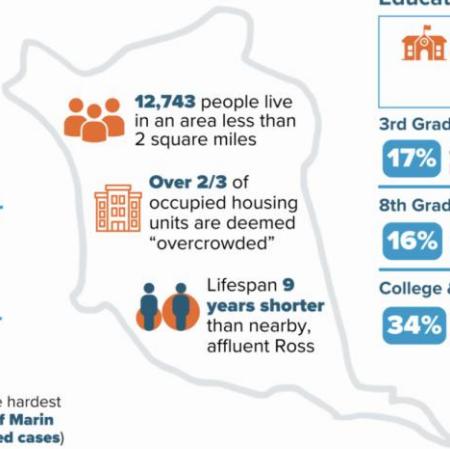


One third of residents live below the federal poverty line



The Canal was hit the hardest by COVID-19 (half of Marin County's documented cases)

MARIN PROMISE PARTNERSHIP



Education in the Canal

5 schools 3,501 students
85% students of color

3rd Grade Literacy

17% of students of color are reading at grade level

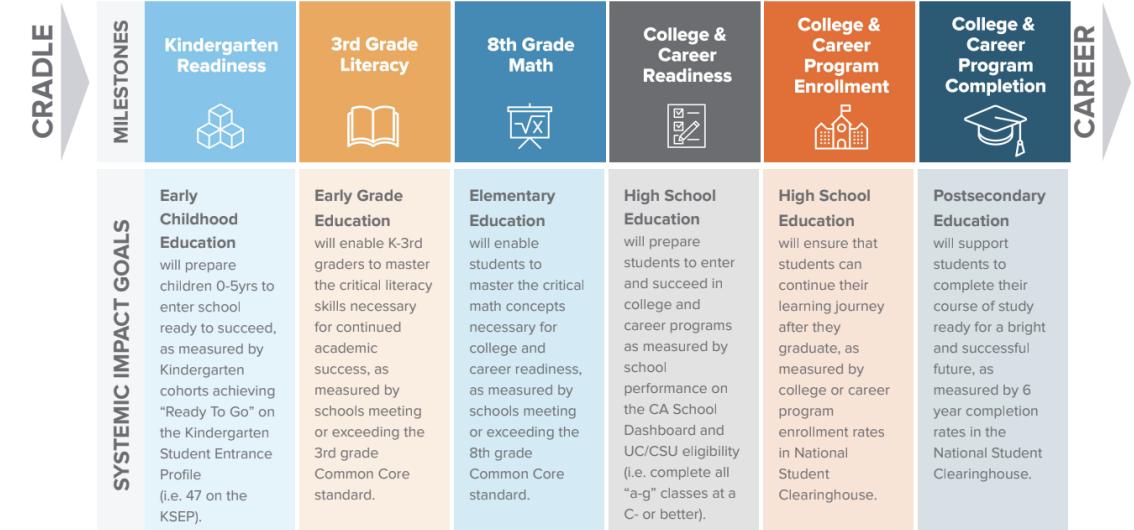
8th Grade Math

16% of students of color are prepared for advanced math courses in high school

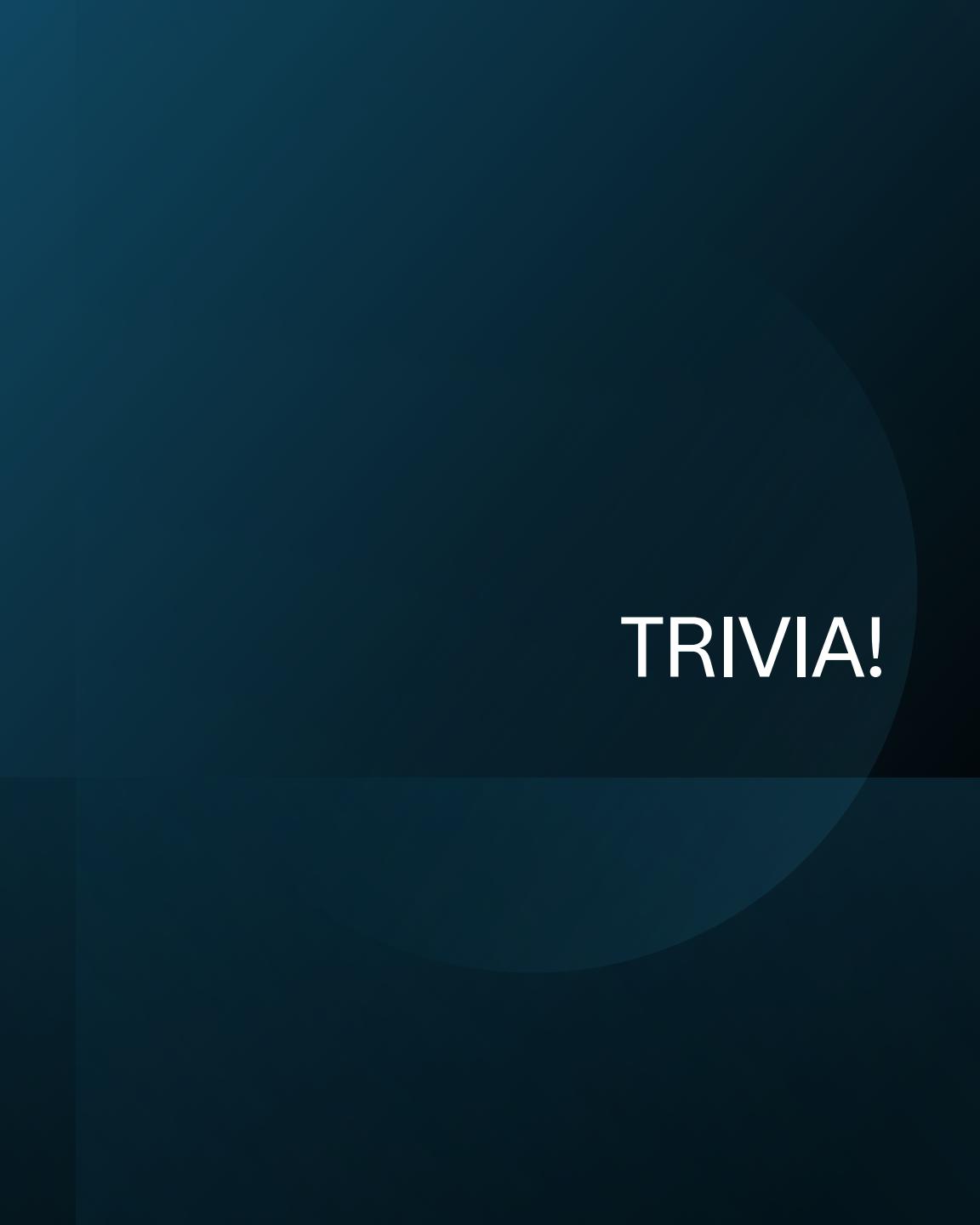
College & Career Readiness *

34% of students of color are graduating high school with the required courses to be eligible for admission to California colleges

Cradle-to-Career Educational Milestones



Whole-Child Focused: Social, Emotional and Physical Wellbeing. Trauma Informed. Culturally Responsive. Antiracist.



TRIVIA!

How many women have served on the City Council* to date?

- A. 0
- B. 7
- C. 35
- D. 68

*Bonus Question: How many women Mayors have served San Rafael?



B.

7 women have served
(in 150 years) on the
San Rafael city council

Of those 7, four are
presently on the
Council

Accomplishments

 Strong Leadership & Governance

 Investing in the City

 Community & Economic Vitality



Leadership and Governance

- First woman Mayor of San Rafael (inc. 1874)
- Navigated COVID-19 impacts
- Strengthened City Boards & Commissions
 - Police Advisory Accountability Committee
 - Public Art Committee
 - Planning Commission updates
- Strong financial planning
- Successful labor negotiations (3-year contracts)
- Ballot measure success:
 - Measure C – Wildfire Prevention
 - Measure R – Sales Tax Renewal
 - Measure P – New Library





Investing in the City

- Dredged the San Rafael Canal
- Completed Second & Third Street improvements
- Rebuilt Fire Stations 54 & 55
- Sea Level Rise Collaborative (\$800k in stakeholder funding)
- Pickleweed Park upgrades



💡 Community & Economic Vitality

- First Economic Development Strategic Plan
- California Arts District recertified (\$709k grant)
- Downtown “Streetary” outdoor dining program
- First Parks & Recreation Master Strategic Plan
- SAFE Team (mobile mental-health crisis support)
- Mahon Path Sanctioned Camping Area
- Strengthened partnership with Marin County on homelessness
- Updated legal ordinances re encampments



Looking Ahead!

San Rafael is loved!

- Beautiful gateways
- Clean and vibrant downtown
- Community events throughout the city, throughout the year

San Rafael is responsive!

- AI tools for residents to get info
- See/Click/Fix
- Broad array of voices

San Rafael spends taxpayer dollars wisely!

- Budget reflects community values
- Competes successfully for funding

San Rafael receives investments!

- Desired housing built
- New business growth

Thank you!

