

Retiree Board  
Luncheon  
11/12/25



# Today's line-up

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

+ Trivia sprinkled in

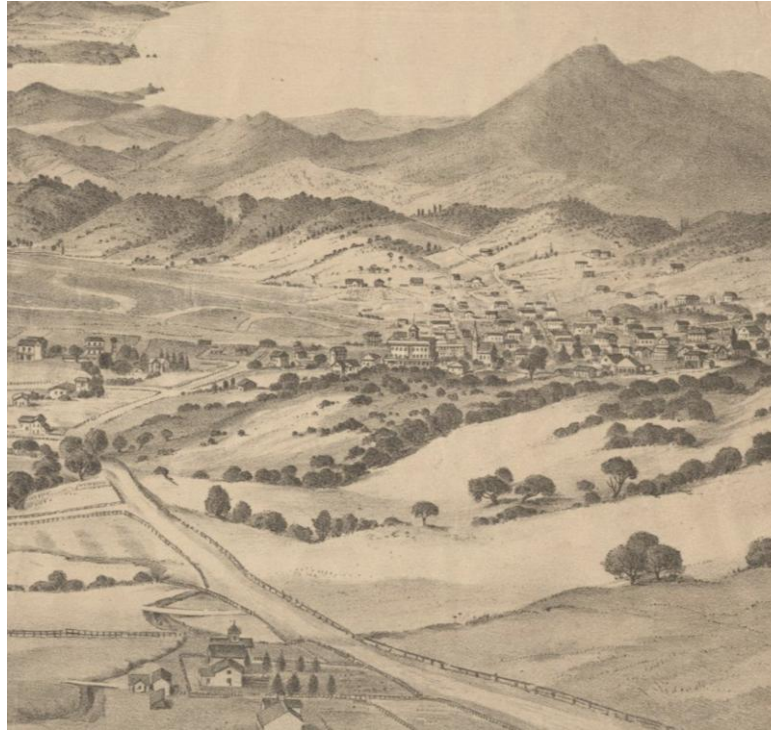


# TRIVIA!

What year was San Rafael incorporated?

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



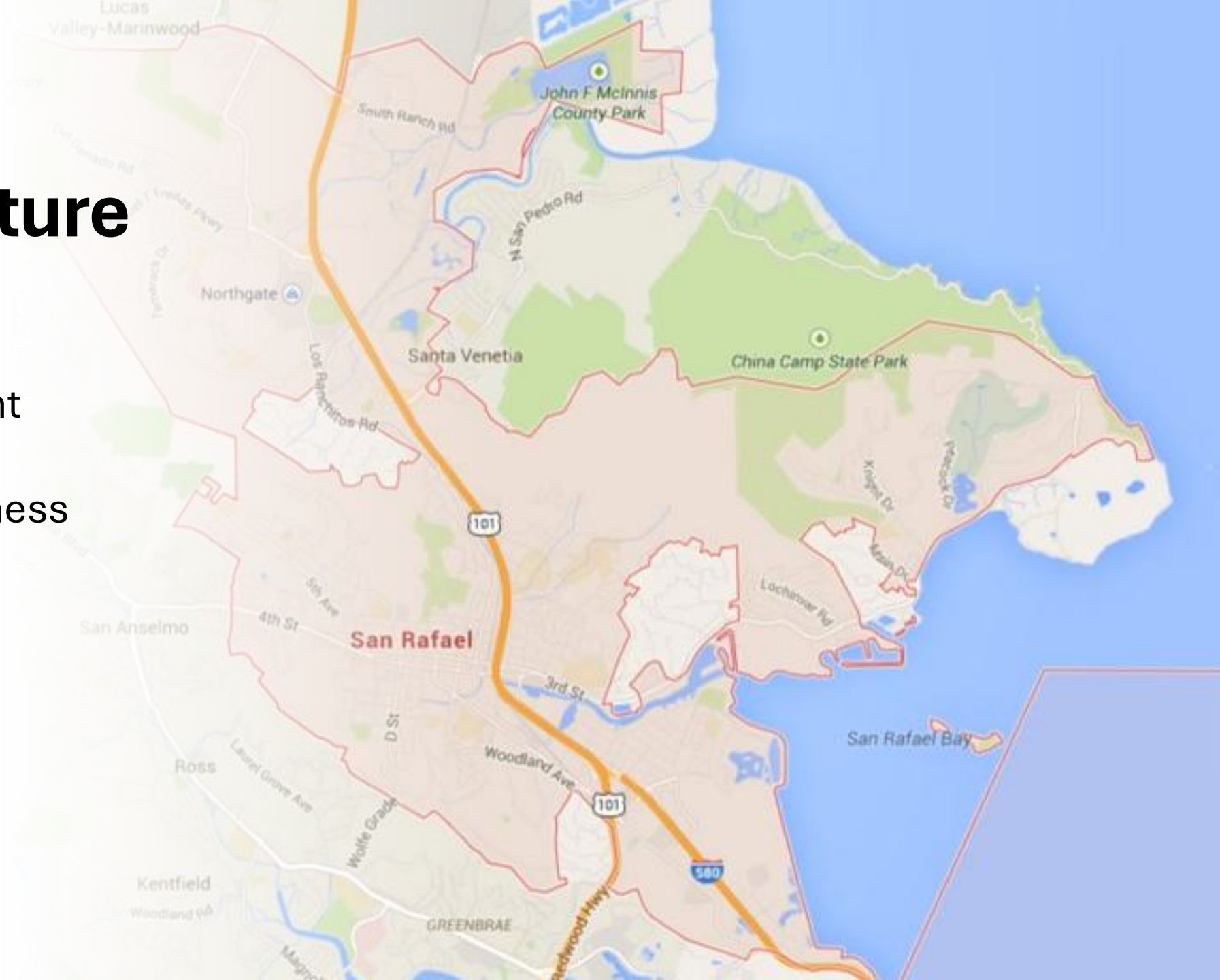


B. 1874 San Rafael was incorporated



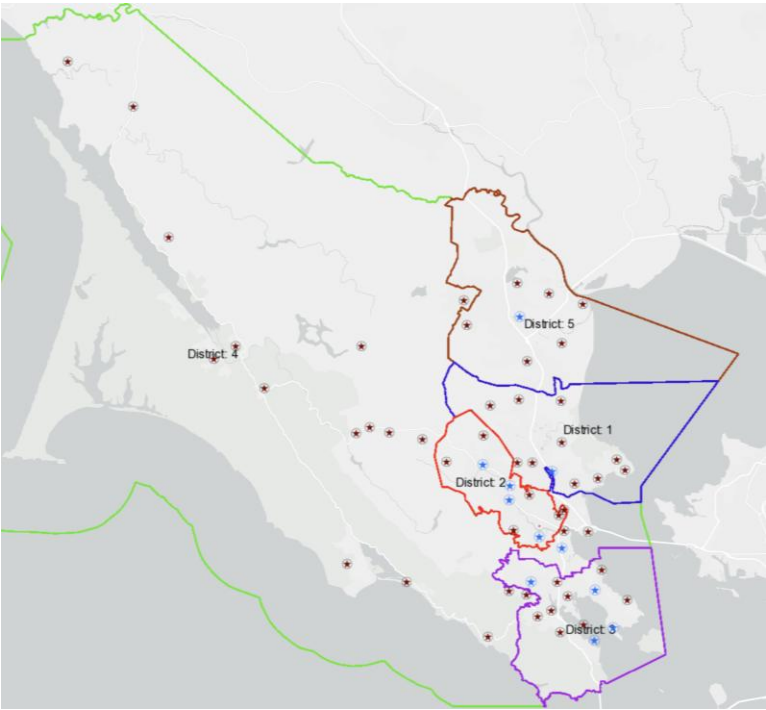
# The Big Picture

- Local Government
- City Finances
- Economy & Business



# Local Government

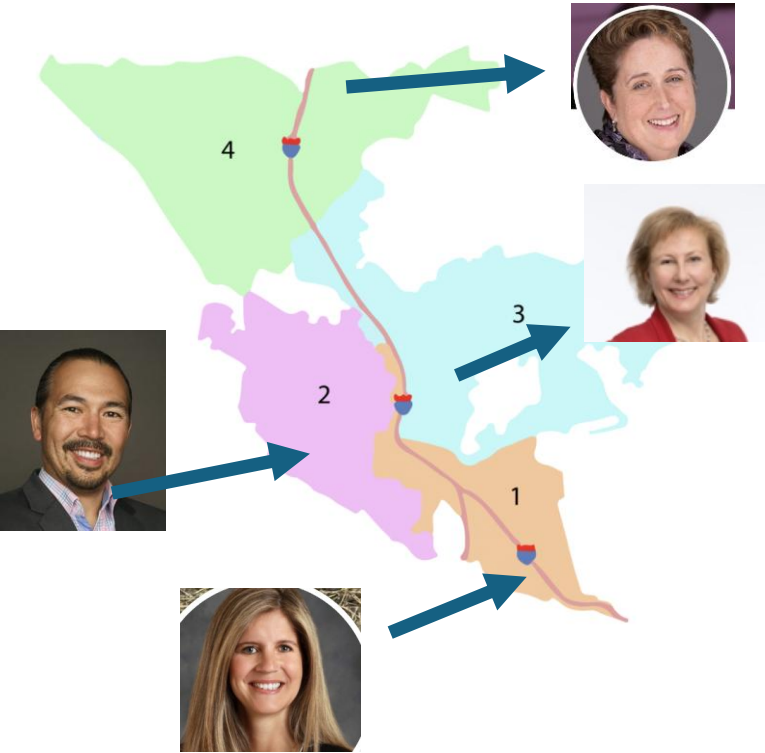
Marin County Districts



Incorporated San Rafael

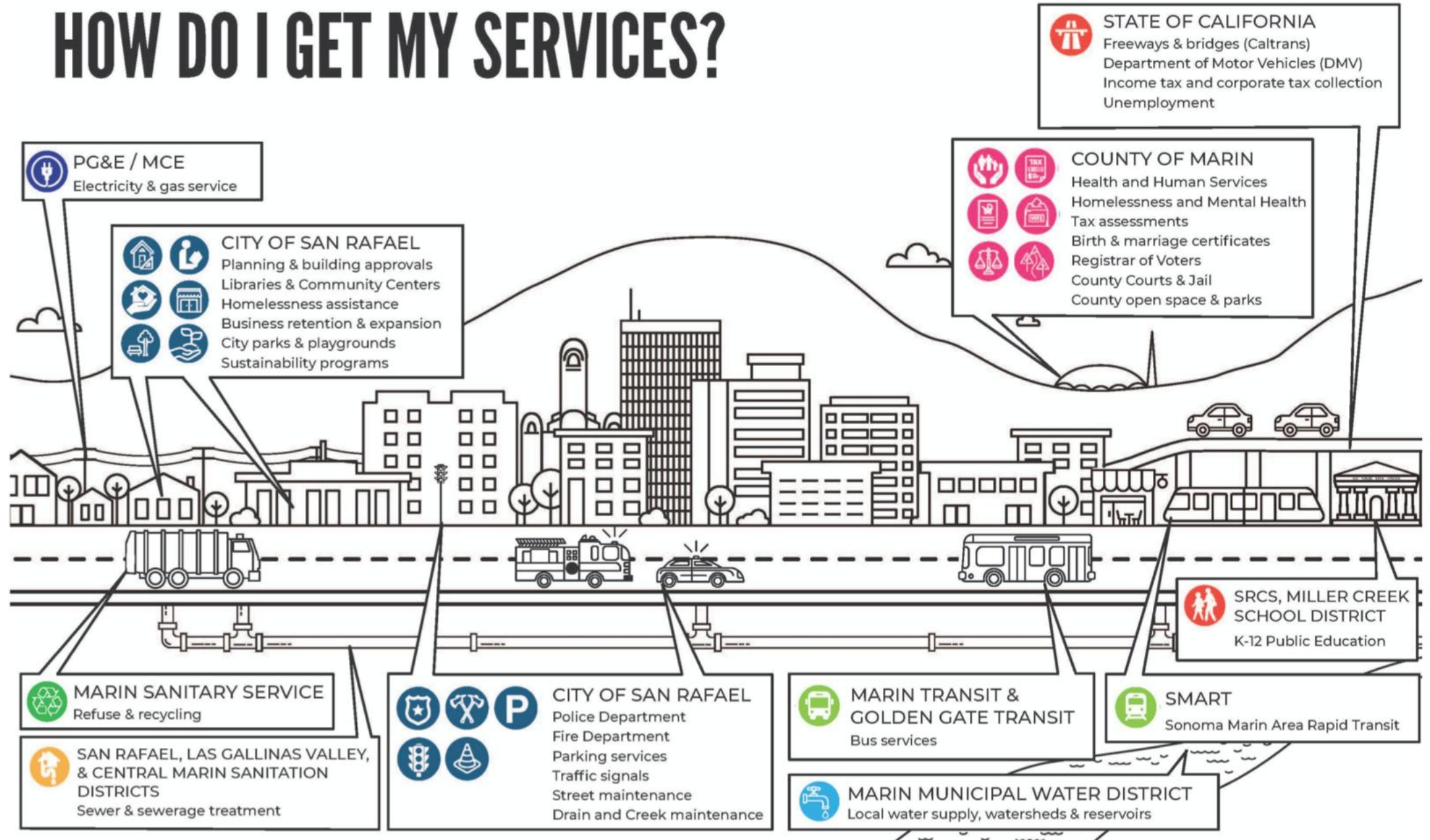


City of San Rafael Districts





# 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





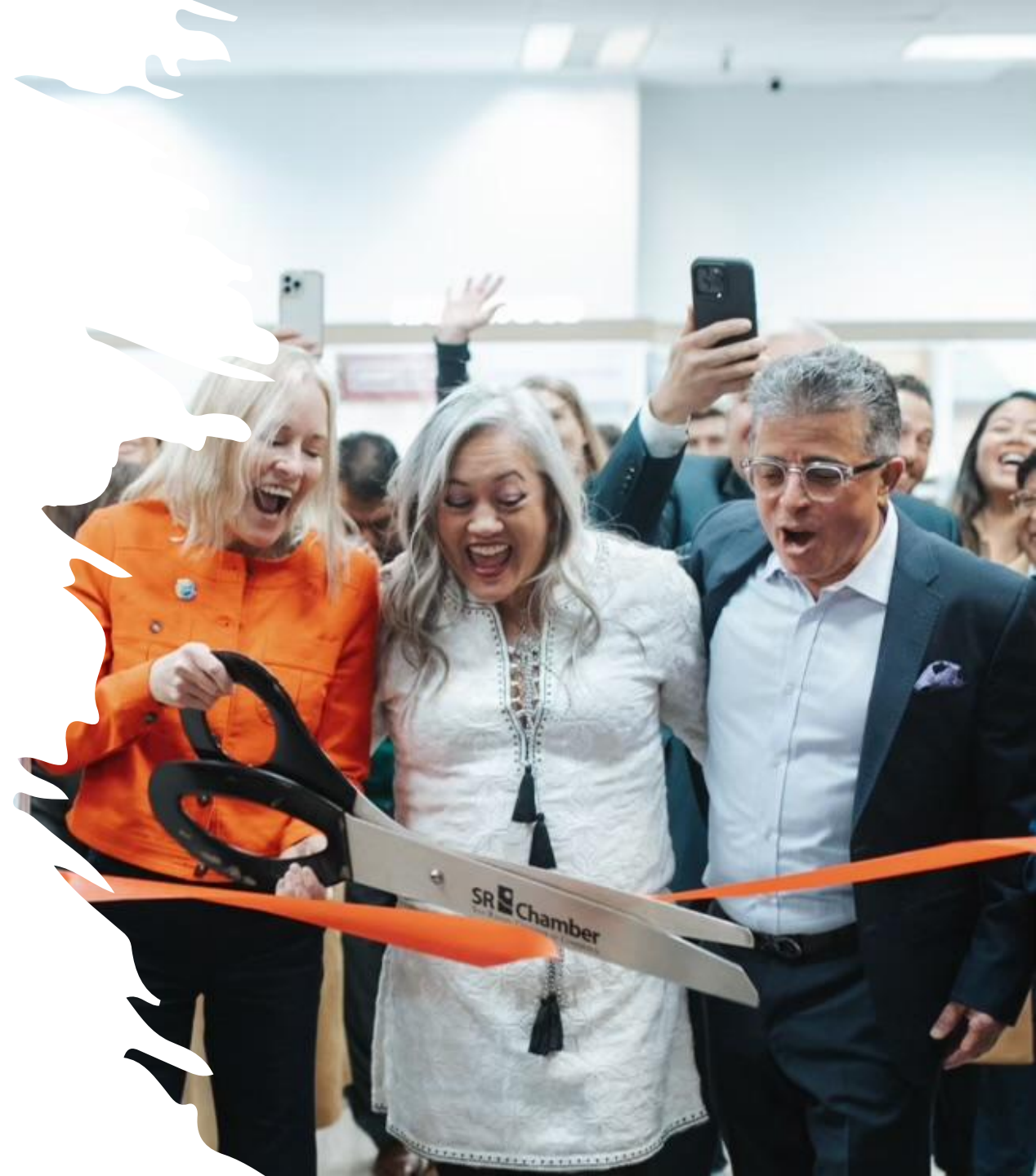
# Local Economy

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%**

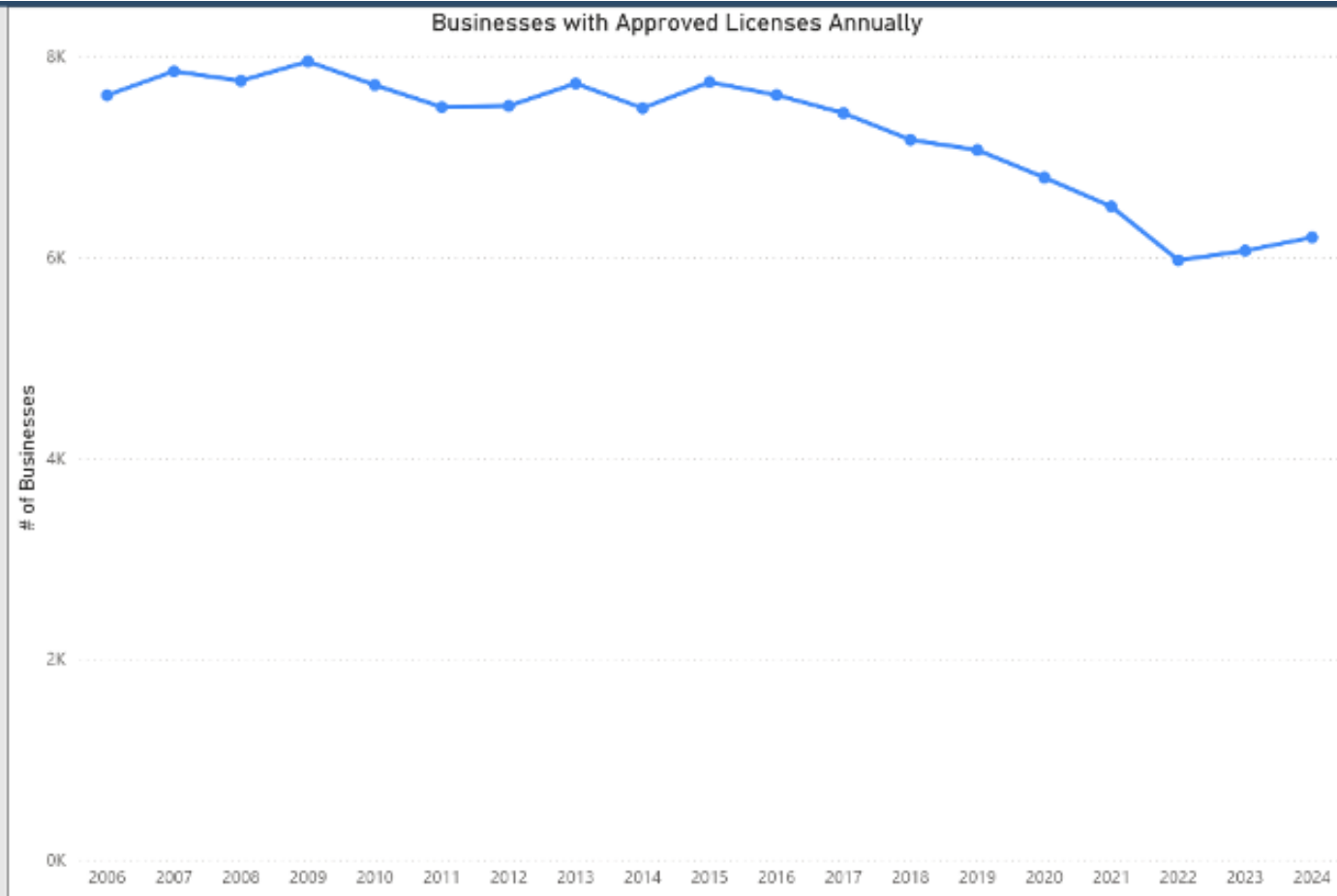
**Percent Change since 2023: 2.2%**

**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







## 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. A river or inlet winds through the center, lined with numerous houses and buildings. To the left, a large marina is filled with many sailboats. In the foreground, there's a large green field and a tennis court. The city extends to the water's edge, with some industrial or commercial buildings visible. The right side of the image is faded into a white background where the text is located.

# 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



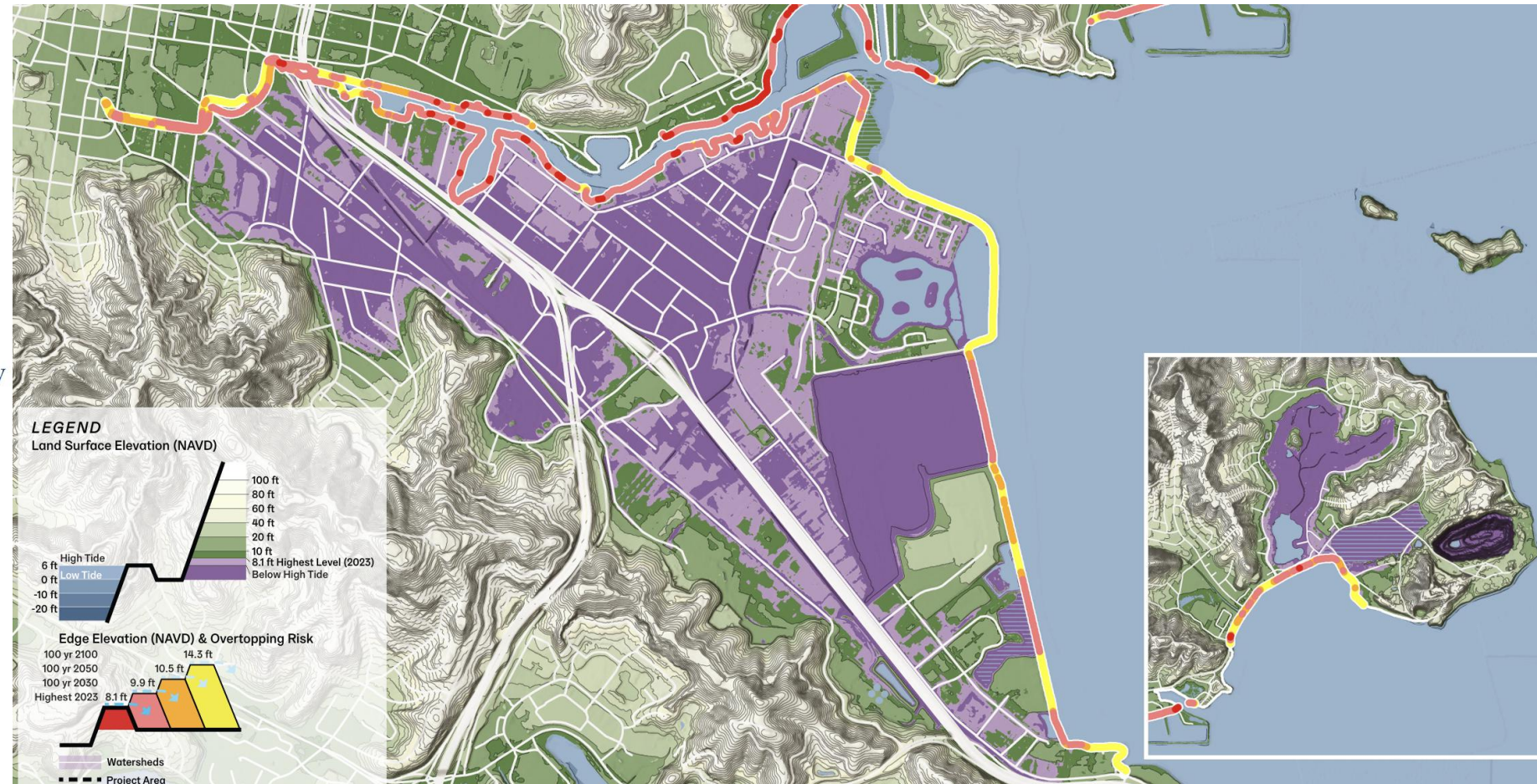
## PROJECT TIMELINE



# 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!

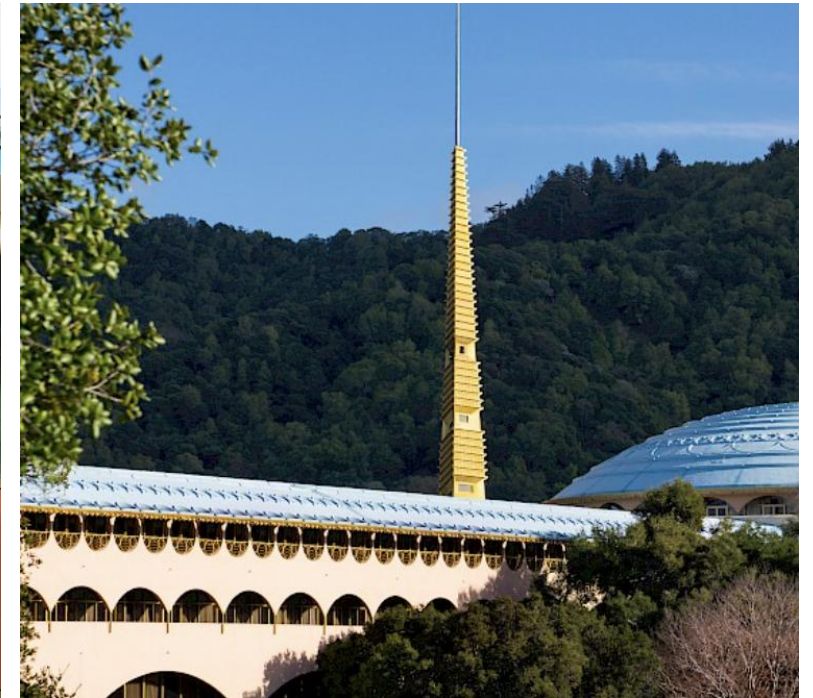
Which famous architect designed an iconic building in San Rafael?

- 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!](#)




**SAN RAFAEL**  
THE CITY WITH A MISSION

## Development Projects


▼ Project Status ☒

0 Selected




519 4th  
Status: Pre-Development

More Info




700 Irwin  
Status: Under Review

More Info




4th and Grand  
Status: Under Review

More Info



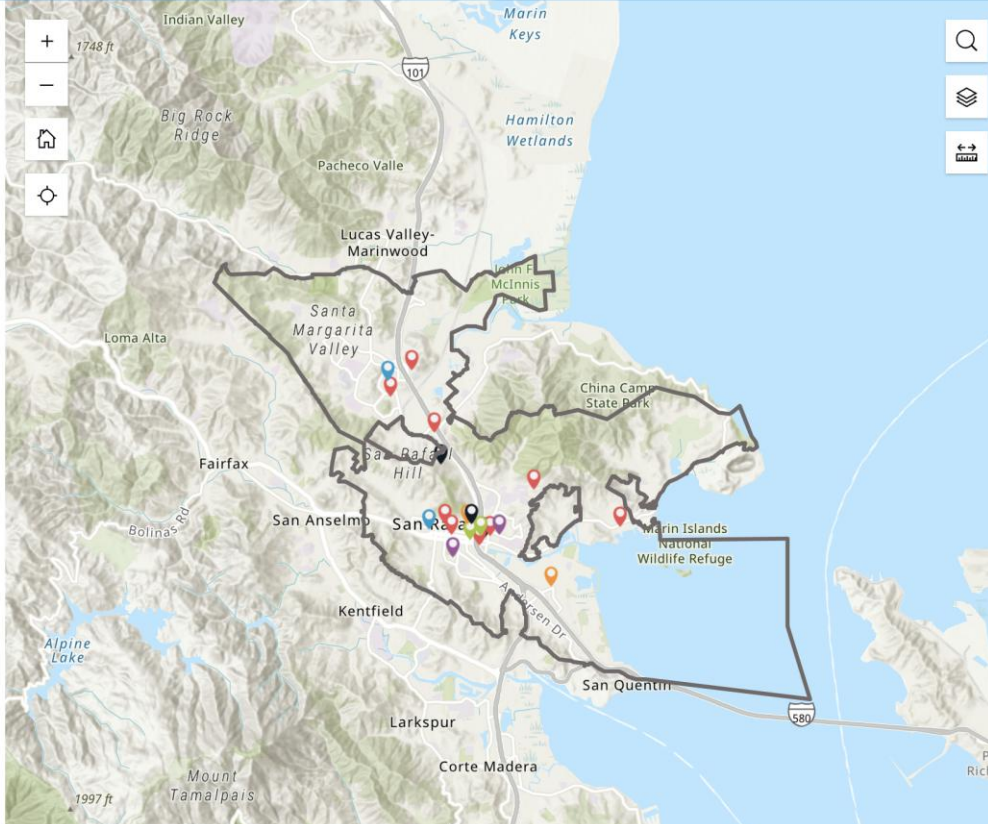
930 Irwin  
Status: Demolition

More Info



1248 5th Avenue  
Status: Under Review

More Info



+

-

Home


Location

Search

Layers

Legend

# Interactive Map



**SAN RAFAEL**  
THE CITY WITH A MISSION

## Development Projects

▼ Project Status

1 Selected

Search

☐ Approved

☐ Construction

☐ Demolition

☐ Newly Completed


☐ Pre-Development

☒ Under Review

☰


☰

🗑️




1248 5th Avenue  
Status: Under Review

More Info



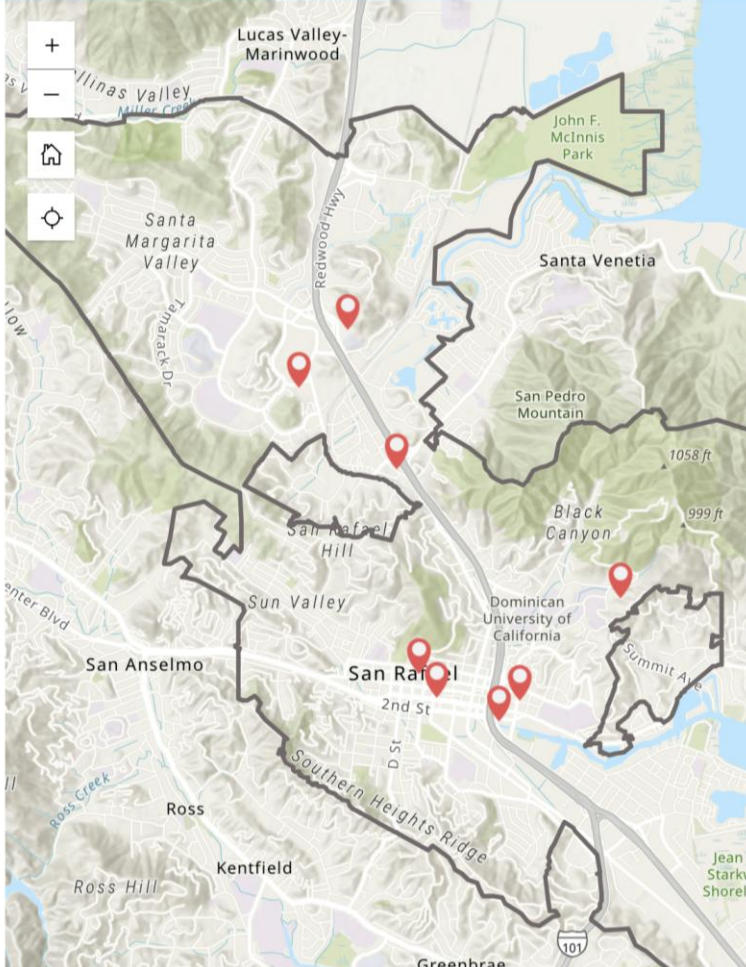
555 Northgate  
Status: Under Review


More Info




900 A Street  
Status: Under Review

More Info





**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](#)

### Contact



Daniel Cooperman  
Community Services Division Director



(415) 256-5565



[endhomelessness@cityofsanrafael.org](mailto:endhomelessness@cityofsanrafael.org)



1400 Fifth Avenue  
San Rafael, CA 94901

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.



#### 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.



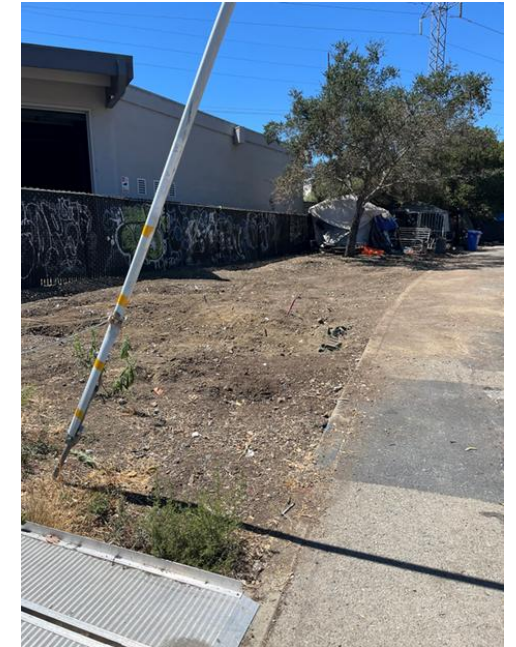
## Francisco Blvd. West – Before & After



## Andersen Drive – Before and After



## Mahon Creek Path Before & 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.

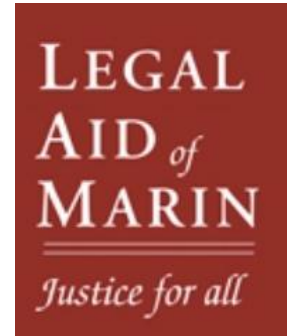


### Family homelessness

- 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?

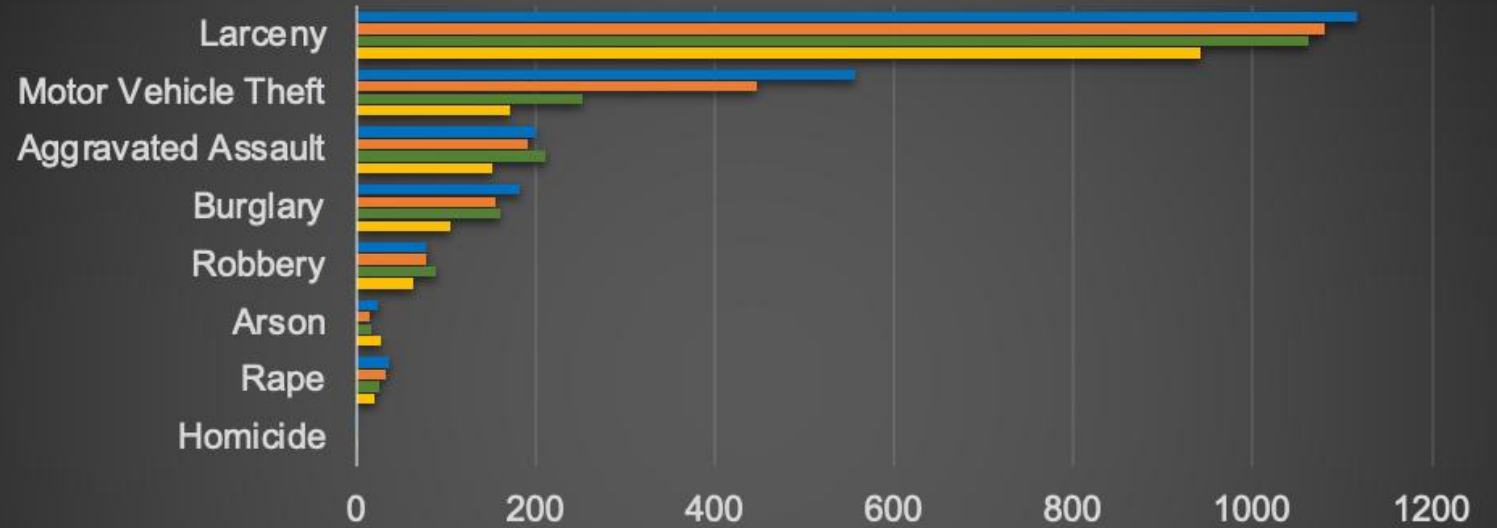
ANSWER: Yes the City has the right balance. California State Law and the California Values Act (SB 54) and SRPD Policy 414, SRPD does not participate in federal immigration enforcement.





## Public Safety

### Part 1 Crimes



	Homicide	Rape	Arson	Robbery	Burglary	Aggravat ed Assault	Motor Vehicle Theft	Larceny
2022	1	36	24	78	183	201	556	1116
2023	0	33	14	78	155	191	447	1081
2024	1	26	16	88	161	211	252	1062
2025 Projected	0	21	28	64	104	151	172	941



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%

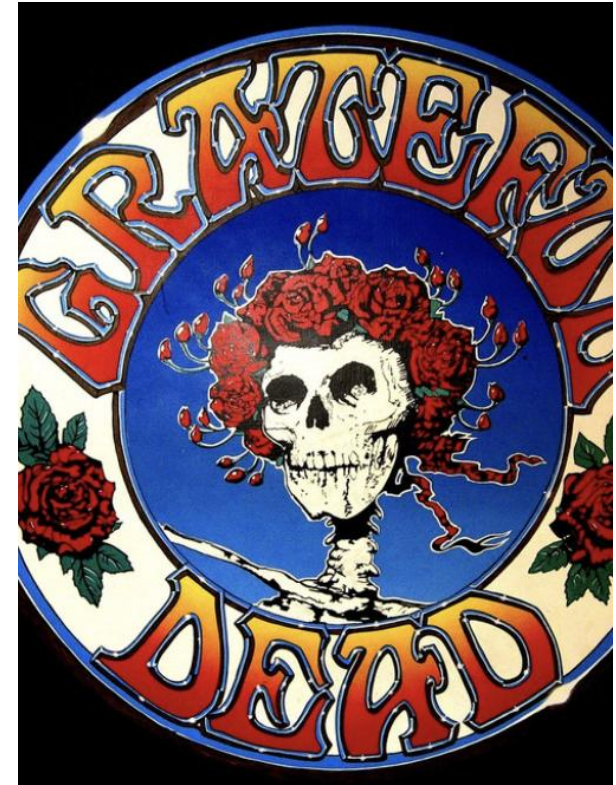
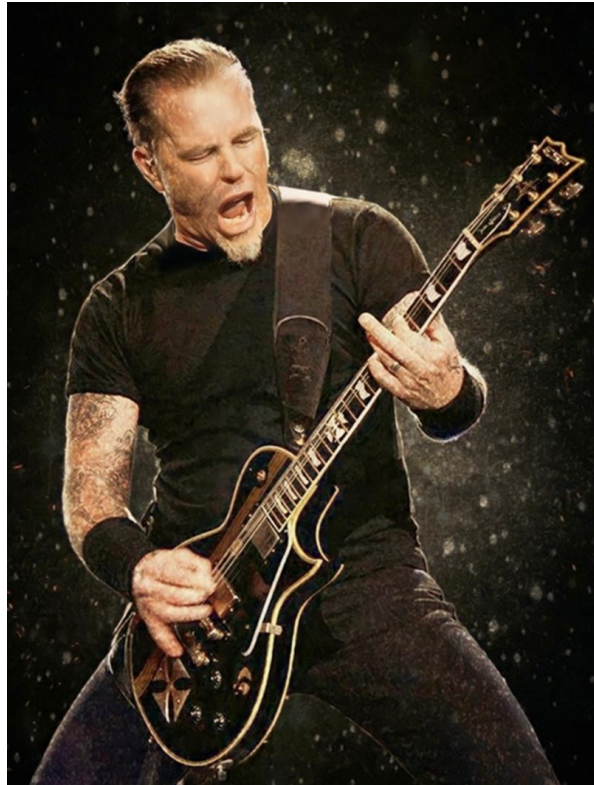
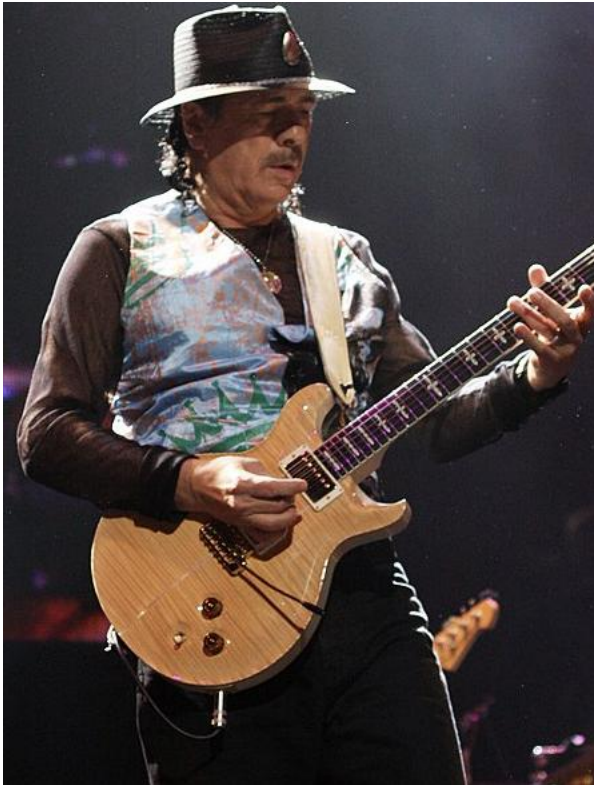


# TRIVIA!

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

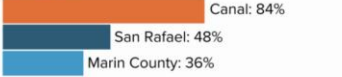
## About the Neighborhood

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**)



**12,743** people live in an area less than 2 square miles





**Over 2/3** of occupied housing units are deemed "overcrowded"



Lifespan **9 years shorter** than nearby, affluent Ross

## 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

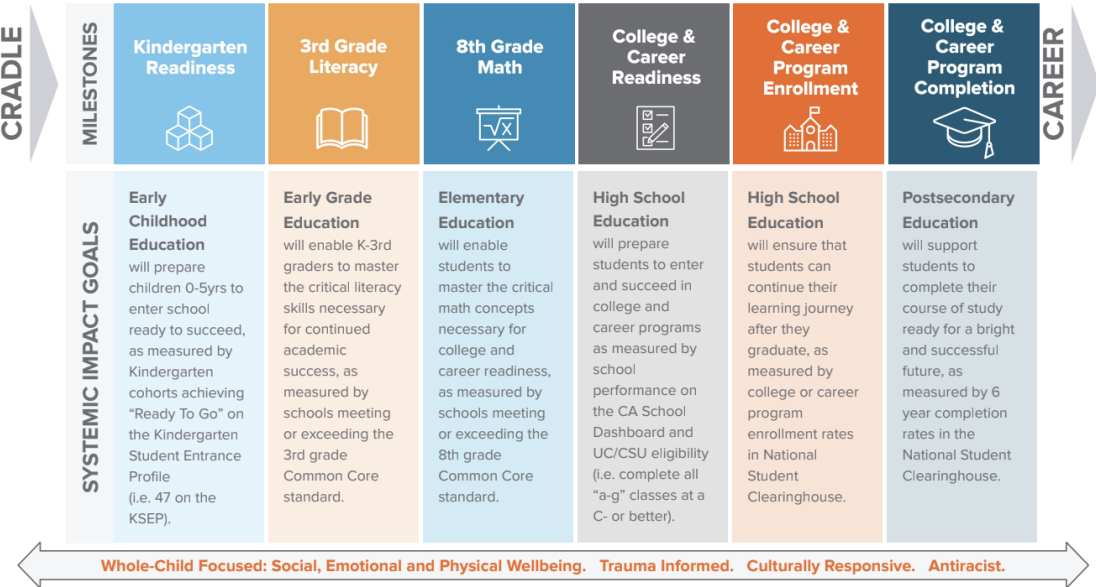
### 8th Grade Math

**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





# 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

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# 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!

