



CITY OF FOSTER CITY

# COMMUNITY ANNUAL REPORT

# 2024





# A MESSAGE FROM THE MAYOR



PATRICK SULLIVAN

Hello Foster City,

On behalf of the City Council and as your Mayor this past year, I am pleased to present to you the 2024 Community Annual Report. This document highlights Foster City's many successes and accomplishments over the past year. It is designed to be an enjoyable snapshot of our beloved community, while also serving as a historical document capturing our City's growth and evolution over the year.

We kicked off the year with the ribbon cutting ceremony celebrating a major milestone: the completion of the Levee Improvements Project and reopening of the Bay Trail. The event brought together past and present members of the City Council, regional legislative representatives, members of the project team, City staff, community members, and others. A ceremonial plaque was unveiled, offering attendees an opportunity to reflect on the momentous project designed to protect Foster City from flooding and sea level rise for generations to come, while also enhancing a regional recreational amenity for all to enjoy.

And as we celebrated the completion of one significant infrastructure project, we initiated another, with the City Council approving plans to move forward to rebuild the Recreation Center. This decision advances years of thoughtful



## VISION STATEMENT

TO CREATE A VIBRANT AND SUSTAINABLE  
FOSTER CITY COMMUNITY THROUGH  
SMART, INCLUSIVE, AND EFFICIENT  
ACTIONS TO PRESERVE AND ENGAGE  
OUR QUALITY OF LIFE FOR CURRENT AND  
FUTURE GENERATIONS.





planning and the community's desire for a modern Community Center that would serve as a vibrant hub of activity and enrichment for our community. While the progress on this project already marks a significant milestone, your City Council commits to ensuring a smooth construction phase until we eventually celebrate the new state-of-the-art facility, which is slated to open in 2026.

We on the City Council are also proud of the significant progress we made in advancing many other key initiatives this year. These include, but are not limited to, receiving state certification for the City's Housing Element; preparing a Comprehensive Canada Goose Adaptive Management Plan; launching a Community Garden Pilot Program, focusing on attracting and retaining a talented City staff; updating the City's Business License Tax to support the health of our local economy; finalizing the Climate Action Plan to reinforce the City's commitment to sustainability and much, much more.

Additional details about these programs, achievements and successes can be found in the following pages. My colleagues on the City Council and I are deeply grateful for the dedicated and hard-working City staff who made much of this progress possible. While we take pride in what we have accomplished this past year, we are also excited about the future of Foster City and are committed to ensuring that this unique community continues to be a great place to live, work, and play.

Sincerely,

Mayor Patrick Sullivan



Left to right: Councilmember Jon Froomin, Vice Mayor Stacy Jimenez, Mayor Patrick Sullivan, Councilmember Sam Hindi, Councilmember Art Kiesel





# 2024 YEAR IN REVIEW

## JANUARY

Foster City started updating its sign ordinance, which regulates the placement, size, design, and maintenance of signs while balancing the interests of businesses and property owners with the need to preserve the visual character and safety of a community.



## FEBRUARY

Foster City celebrated the milestone completion of the Levee Improvements Project with a ribbon cutting ceremony and plaque unveiling at Shorebird Park.



## MARCH

The City launched the Utility Box Art Program, a creative pilot program that encourages local artists to submit original artwork for a chance to have their design placed on one of four utility boxes around Foster City. Submissions are being accepted through December 31, 2024.

## APRIL

The Employee Art Show, which displayed over 33 pieces made by 12 Foster City staff members, opened on April 29 and remained on display through May 24 at the Recreation Center.

## MAY

The City hosted community engagement opportunities regarding the proposal to update the Business License Tax, which included two Town Halls, meetings with local businesses, and a discussion at a City Council meeting.



## JUNE

The Foster City Police Department held its annual Badge Pinning Ceremony, recognizing the achievements and promotions of various employees throughout the department.





## JULY

Foster City's iconic Summer Concert Series reconvened to bring free outdoor concerts to the community. A variety of bands dazzled the Leo Ryan Park Amphitheater every Friday night from July 12 through August 16.



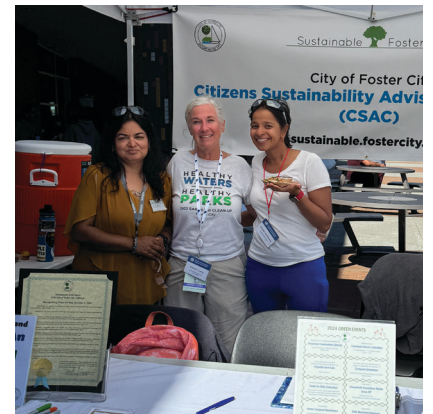
## AUGUST

Foster City celebrated the end of summer with its annual weekend-long event, Summer Days, held in Leo Ryan Park. Festivities included a classic car show, live music, carnival rides and games, food trucks, the Rubber Ducky Races, and more.



## SEPTEMBER

Foster City celebrated Clean Air Day with a special event at the library, where community members enjoyed sustainability-themed activities, demos, performances, and an opportunity to take the Clean Air Pledge for a chance to win an electric bike.



## OCTOBER

The City Council held its first public hearing on Foster City's transition to district elections. Under the new system, the City would be divided into 5 districts where each Councilmember must reside to be elected by voters in that same district. The new format is proposed to go into effect in the 2026 election.



## NOVEMBER

Foster City held a local election to fill 3 open seats on the City Council. Voters also approved Measure V, a proposed update to the City's Business License Tax.



## DECEMBER

Foster City is set to host its annual Tree Lighting Ceremony on December 4 at the Leo Ryan Park Amphitheater.



# COMMUNITY PROFILE

Data collected from [data.census.gov](https://data.census.gov)



**33,805**  
RESIDENTS

**24**  
PUBLIC PARKS

**4**  
SQUARE LAND MILES

**16**  
SQUARE WATER MILES

**72.5%**  
RESIDENTS WITH A  
BACHELOR'S DEGREE  
OR HIGHER

**\$191,267**  
ANNUAL MEDIAN  
HOUSEHOLD INCOME



# STRATEGIC FOCUS AREAS

At the 2024 Vision and Policy Summit, the City Council addressed its key priorities and initiatives for the coming year. These focus areas help the City Council further its vision and mission statements. The following pages highlight the year's accomplishments in each of the Strategic Priorities.



**STAFF EMPOWERMENT &  
OPERATIONAL EXCELLENCE**



**CITY COUNCIL OPERATIONS &  
IMPROVED COMMUNITY ENGAGEMENT**



**SMART PLANNING, DEVELOPMENT,  
& THE LOCAL ECONOMY**



**SUSTAINABILITY**



**INNOVATION**



**PUBLIC SAFETY & SOCIAL EQUITY**



**FACILITIES & INFRASTRUCTURE**





# STAFF EMPOWERMENT & OPERATIONAL EXCELLENCE

Foster City staff is committed to and takes pride in proactively providing exceptional service to our community.



# \$63,900,000

ESTIMATED GENERAL FUND RESERVE



# RECOGNITION FOR EXCELLENCE



Six engineering and industry associations recognized the Levee Improvements Project for excellence. The project was designed to enhance Foster City's environmental resiliency while protecting the community from sea level rise and flooding.



## MERIT AWARD FOR DEVELOPMENT

*California Trails and Greenways Program*

## PROJECT ACHIEVEMENT AWARD

*Construction Management Association of America*

## PROJECT OF THE YEAR AWARD

*American Public Works Association of Silicon Valley*

## AWARD OF EXCELLENCE

*Floodplain Management Association*

## BEST PROJECT AWARD OF MERIT

*Engineering News Record*

## OUTSTANDING FLOOD MANAGEMENT PROJECT

*American Society of Civil Engineers San Francisco Section*

## CIVICS ACADEMY

Foster City hosted its second annual Civics Academy. Class members received a behind-the-scenes view of their local government from City staff who shared their professional expertise, led tours of City facilities, and demonstrated their passion for public service.



# 140

PLANNING PROJECTS  
APPROVED



# 43

NEW REGULAR  
AND PART-TIME EMPLOYEES

## ENHANCED DIVERSITY

As part of the 30X30 initiative, the Foster City Police Department continued to increase the proportion of female officers within its ranks from 20% to over 25%, bringing the department closer to the goal of increasing female representation to 30% by 2030.



## REMARKABLE REPORTING

The Finance team received its 31st consecutive Government Finance Officers Association (GFOA) Award for excellence in financial reporting for its FY 2022-23 Annual Comprehensive Financial Report.







# CITY COUNCIL OPERATIONS & IMPROVED COMMUNITY ENGAGEMENT

Foster City’s City Council operates at the highest level of civil discourse, encouraging resident engagement, and full transparency.

# 12

LONG-FORM  
VIDEOS  
PRODUCED

# 22

SHORT-FORM  
VIDEOS  
PRODUCED

## VIDEO PRODUCTION

Foster City produced 34 original videos which were published on YouTube and Instagram. The most viewed video of the year was episode four of “Foster City at Work,” featuring the San Mateo Consolidated Fire Department, which received recognition at the California Association of Public Information Officer’s 2024 Star Awards.



FACEBOOK  
**3,244**  
FOLLOWERS



TWITTER / X  
**1,899**  
FOLLOWERS



INSTAGRAM  
**2,801**  
FOLLOWERS



YOUTUBE  
**707**  
FOLLOWERS



E-NEWSLETTER  
**10,432**  
FOLLOWERS

## GET OUT THE VOTE

Foster City promoted and encouraged participation in the November 5, 2024 General Election. Outreach efforts included a video educating residents on how to run for City Council, offering information on ways to register to vote, sharing locations of where to cast a ballot, and more.





# COMMUNITY WORKSHOPS

Foster City held a series of community workshops throughout the year on issues like the importance of building permits, renters' rights protections, the transition to district elections, and updates to the business license tax. These workshops allowed community members to engage with City staff and provide feedback on critical City matters.

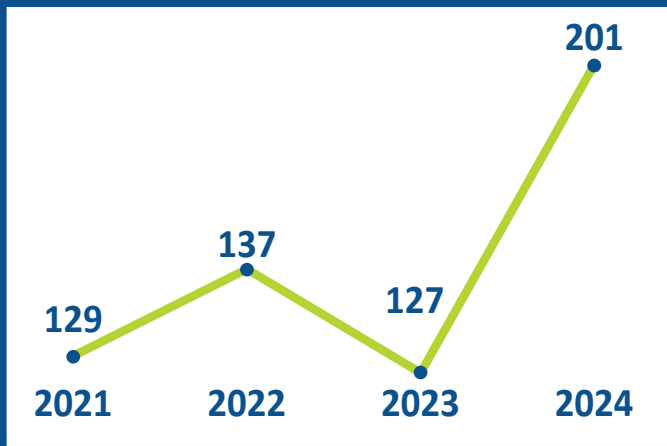


# DISTRICT ELECTIONS

Foster City started the process of transitioning from at-large elections to district elections. As part of the outreach effort, community members were encouraged to draw and review district maps, submit community of interest forms, and provide feedback to the City Council. Staff also participated in nearly 20 in-person tabling events and facilitated a variety of other outreach efforts to share information regarding the initiative with community members.



# PUBLIC RECORDS ACT REQUESTS



# 147

RESOLUTIONS  
ADOPTED

# 12

ORDINANCES  
ADOPTED



# LIFE SAVING CEREMONY

Community members and San Mateo Consolidated Fire Department staff gathered at Fire Station 28 to honor local first responders and those whose lives they saved. The unique event included heartfelt speeches, emotional reunions, and moments of reflection.





# SMART PLANNING, DEVELOPMENT, & THE LOCAL ECONOMY

Foster City commits to creating a long-term vision that protects, maintains, and enhances our community character through thoughtful planning and economic development policies.



## FEDERAL ASSISTANCE

Foster City collaborated with Congressman Kevin Mullin to request \$1.38 million in federal funding to pay for upgrades to the Lagoon Pump Station, which will provide critical seismic and capacity upgrades to protect residents from flooding during severe storms.



## HOUSING ELEMENT



The California Department of Housing and Community Development certified Foster City's Housing Element for 2023-2031,

which is a state-required plan to provide housing for all income levels and to address a variety of housing needs.



## OBJECTIVE DESIGN STANDARDS

The City Council adopted multi-family objective design and development standards to set consistent and clear design guidelines which align with state laws ensuring residential developments are built in a way that do not involve personal or subjective judgement.



## BUSINESS LICENSE TAX

In the November 5 Election, Foster City voters approved Measure V, a proposal to update the City's business license tax (BLT). Revenue generated by the BLT will be placed in the general fund and used to support essential City services.

## PARKS MASTER PLAN

The Parks and Recreation Department launched the Parks Master Plan to guide the improvement, development, funding, and maintenance of the City's parks and recreational facilities for decades to come.

**976**

BUILDING PERMITS ISSUED

**1,870**

BUSINESS LICENSES PROCESSED

**1,161**

BUILDING INSPECTIONS  
PERFORMED

## CANADA GOOSE ADAPTIVE MANAGEMENT PLAN

The City Council approved development of the Canada Goose Adaptive Management Plan, which proposes nonlethal methods of mitigating the potential health hazards and quality of life issues posed by the local Canada Goose population.







# SUSTAINABILITY

Foster City commits to focusing on a multi-decade timeline with policy development that prioritizes the environment, economics, and community of Foster City.



## 12 GREEN EVENTS HOSTED IN 2024

|                                 |                                  |                             |                                   |
|---------------------------------|----------------------------------|-----------------------------|-----------------------------------|
| <b>3</b><br>COMMUNITY<br>EVENTS | <b>6</b><br>COMPOST<br>GIVEAWAYS | <b>2</b><br>SHRED<br>EVENTS | <b>1</b><br>E-WASTE<br>COLLECTION |
|---------------------------------|----------------------------------|-----------------------------|-----------------------------------|

## GROWING TOGETHER

Foster City planted its first community garden at the Island United Church. This collaborative pilot program will benefit residents by promoting sustainable agriculture, while creating an improved green space and enhancing a sense of community.



## RESIDENT REBATES

|                                       |                                  |                                    |                              |
|---------------------------------------|----------------------------------|------------------------------------|------------------------------|
| <b>8</b><br>SYNTHETIC TURF<br>REBATES | <b>8</b><br>SMART<br>CONTROLLERS | <b>1</b><br>LAWN BE<br>GONE REBATE | <b>6</b><br>SOLAR<br>REBATES |
|---------------------------------------|----------------------------------|------------------------------------|------------------------------|

## SUSTAINABLE SOLUTIONS



The Building Division launched SolarApp+, an automated platform which streamlines the permitting process for eligible new residential rooftop solar projects.

## KEEPING IT GREEN

As part of the ongoing commitment to enhancing the community's climate resiliency, Foster City hosted six free compost giveaways, two document destruction events, an e-waste disposal, a Citywide Yard Sale, the Coats for Kids donation program, as well as an auction of items from the old Recreation Center which raised approximately \$11,000, and more.

## CAPPING EMISSIONS



The Foster City community continued participating in the development of the Climate Action Plan (CAP), which sets forth a comprehensive roadmap for emissions reduction across pivotal focus areas including energy, land, and water use, plus more.







# INNOVATION

Foster City commits to welcoming and supporting ideas and new initiatives that allow the City to experiment with solutions and recognize that accepting modest risk is required to allow for new ideas to be tried.

## DESIGN REVIEW



Through collaboration with the Housing Endowment And Regional Trust (HEART) of San Mateo County, the Community Development Department adopted four pre-reviewed designs for detached accessory dwelling units (ADUs) which can be used by residents for free.



# 483,934

ACTIVE CANDIDATE PROFILES ON  
[CALOPPS.ORG](https://calopps.org)

## STRATEGIC PLAN

The City completed an IT strategic plan, which details the vision for improving the City's systems, cybersecurity, and data network. The plan aims to ensure the effective and efficient delivery of reliable and secure support to the City's internal operations, as well as the Foster City community.



# 873,000

PAGE VISITS TO  
[FOSTERCITY.ORG](https://fostercity.org)



## SECURITY FIRST

Foster City received an achievement award from Municipal Information Systems Association of California (MISAC), which recognizes excellence and leadership in the field of information technology and cyber security.





# PUBLIC SAFETY & SOCIAL EQUITY

Foster City commits to continuing to promote diversity and inclusion policies within the City organization and seek social equity in all City policies, including public safety.

## TOP COP



Foster City Police Chief Tracy Avelar was installed as the 59th President of the California Police Chiefs Association. Chief Avelar is only the second female president in history of the association which serves as the voice and resource of choice for California's law enforcement leaders.



# 160

**AFFORDABLE HOUSING  
INQUIRIES RESPONDED TO**

## PUBLIC ART

Foster City introduced the utility box art program, through which community members can showcase their creativity by placing art on utility boxes. The program will enhance the beauty and vibrancy of Foster City, deter unsightly graffiti, and bring art to unexpected places.





## SAFETY RECOGNITION

At the annual California Fire Prevention Conference, San Mateo Consolidated Fire Department Deputy Fire Chief Robert Marshall received the prestigious Charles H. Gray Memorial Service Award for his exemplary work in the field of fire prevention.

# 20,881

WILDFIRE DEPLOYMENT HOURS  
BY SAN MATEO CONSOLIDATED FIRE

## MENTAL HEALTH

A mental health clinician, Linda Allen, began work with the Foster City Police Department as part of the Community Wellness and Crisis Response Team program to improve City and County response to community members experiencing mental health crisis. Allen, whose services are shared with the City of San Mateo, co-responded to many calls with police officers and provided critical support to those needing assistance.

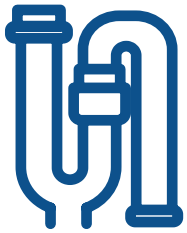




# FACILITIES & INFRASTRUCTURE

Foster City commits to maintaining a standard of excellence with regards to infrastructure, including streets, lagoon, levee, parks, water supply system, wastewater system, storm water collection system, and City facilities to preserve and enhance quality of life for future generations.

## WATER MAIN BREAK



Crews worked overnight on April 7 to successfully complete emergency repairs on a break in the City's water main. Community members were asked to conserve water while work was underway and the City relied on water reserves until the break was fixed.

An assessment will be undertaken to evaluate the condition of the Water Transmission Main.



## WASTEWATER TREATMENT PLANT



Construction of the Wastewater Treatment Plant facility reached nearly 90% completion. The project, a joint initiative between the Cities of Foster City and San Mateo, is expected to be completed in 2024 with operations beginning in 2025 and project closeout in 2026.



612

YARDS OF STREET SWEEP DEBRIS COLLECTED

4

NEW SIGNALIZED INTERSECTIONS INSTALLED

966

WEEKLY WATER QUALITY SAMPLES TAKEN



## REBUILD THE REC

Following the City Council approving a construction contract with BHM Construction on September 3, the Recreation Center closed to the public in preparation for work to begin. The project is expected to be completed in 2026, when the new facility will reopen as the Foster City Community Center.



## SMOOTH SAILING



According to the Metropolitan Transportation

Commission, Foster City has a Pavement Condition Index (PCI) of 78, which is considered very good. Many factors affect the PCI, but a number this high reflects healthy roadway conditions.





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