



SAN RAFAEL
General Plan

2040

And Now...

IT'S POLLING TIME

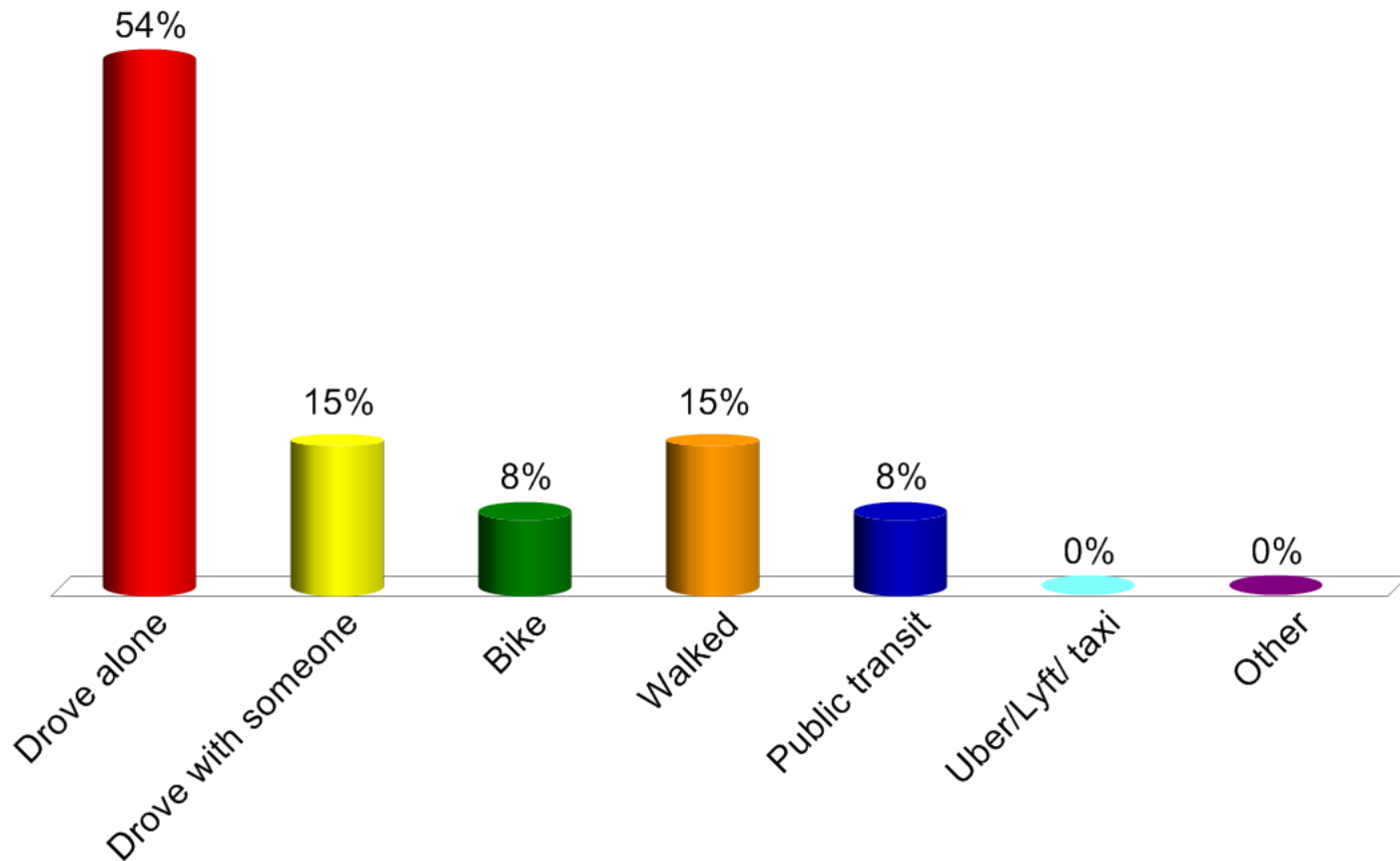


Some questions about you

1. How did you get here today?

- A. Drove alone
- B. Drove with someone
- C. Bike
- D. Walked
- E. Public transit
- F. Uber/Lyft/ taxi
- G. Other

1. How did you get here today?

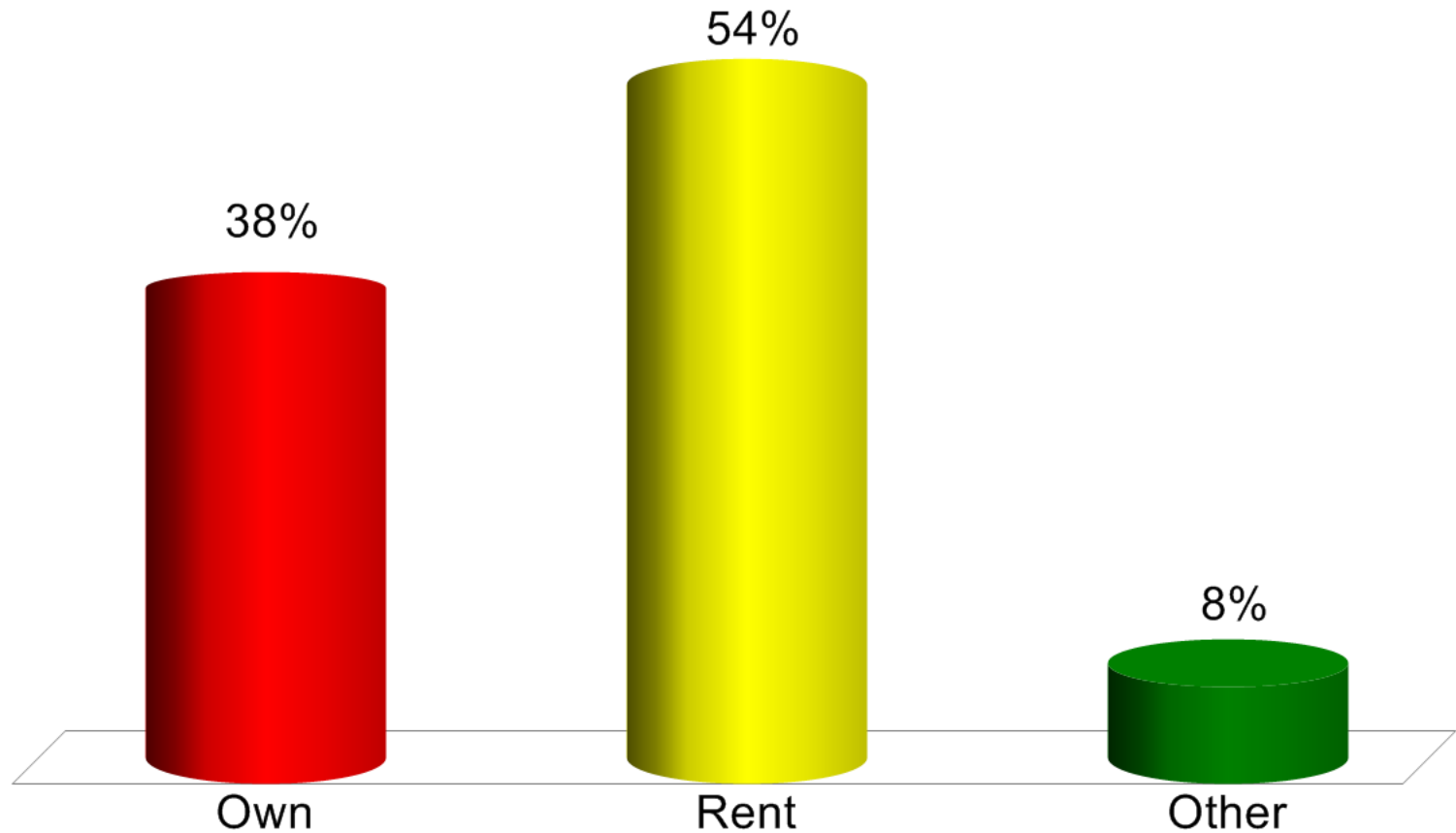


Some questions about you

2. Do you own or rent your home?

- A. Own
- B. Rent
- C. Other (Live with parents, etc.)

2. Do you own or rent your home?




San Rafael Trivia!

3. What percentage of San Rafael households are renters?

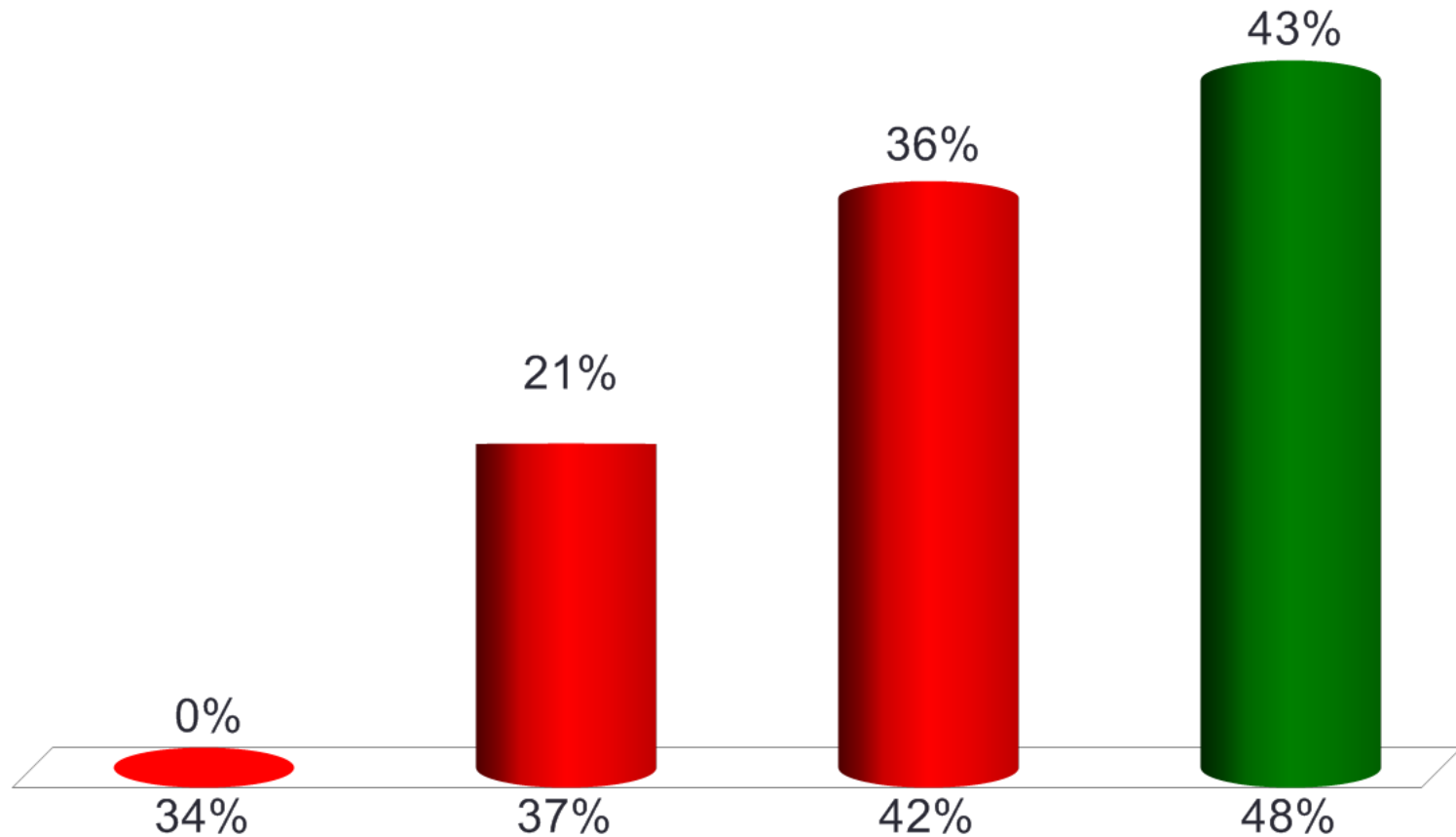
A. 34%

B. 37%

C. 42%

D. 48% 

3. What percentage of San Rafael households are renters?

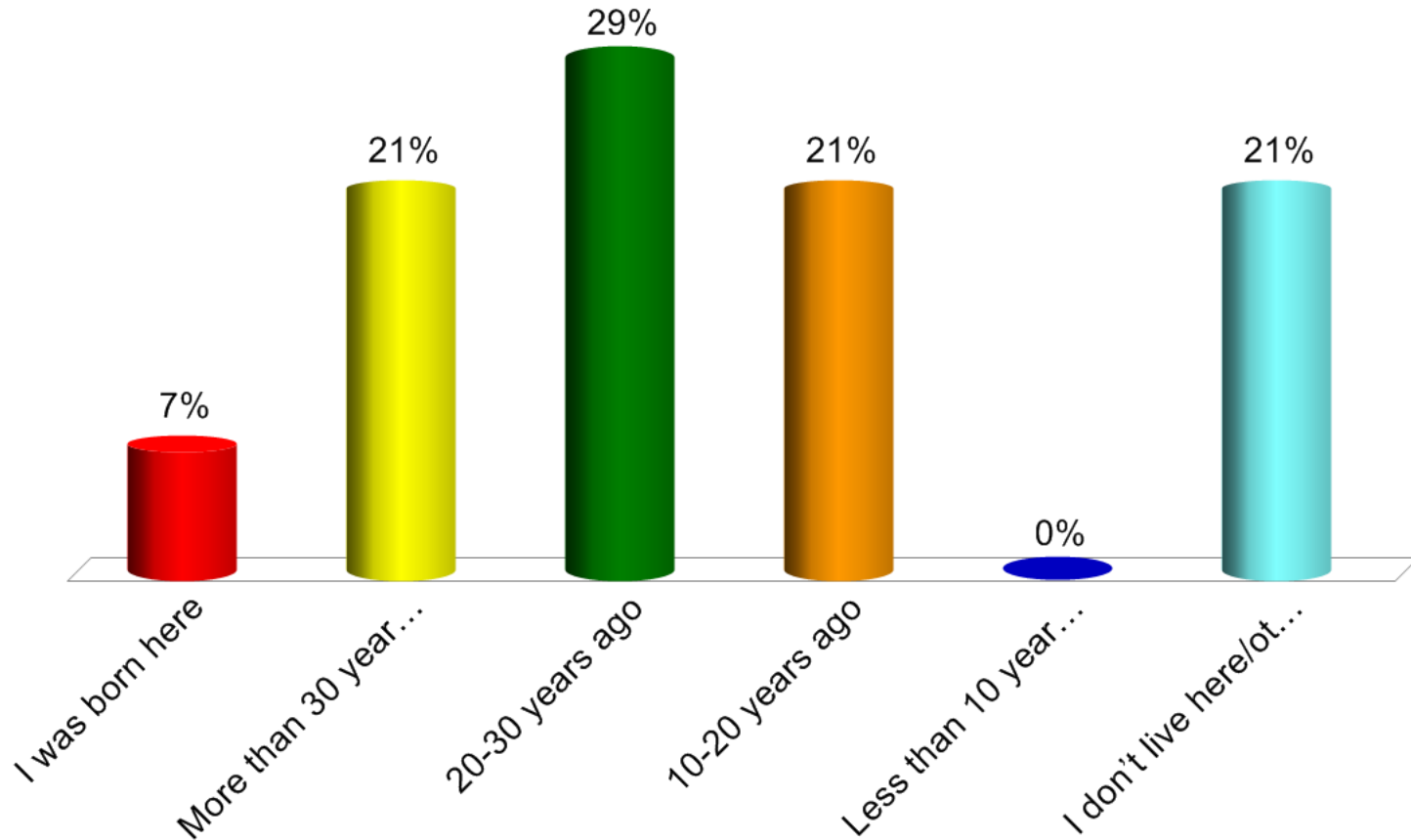


Some questions about you

4. When did you move to San Rafael?

- A. I was born here
- B. More than 30 years ago
- C. 20-30 years ago
- D. 10-20 years ago
- E. Less than 10 years ago
- F. I don't live here/other

4. When did you move to San Rafael?

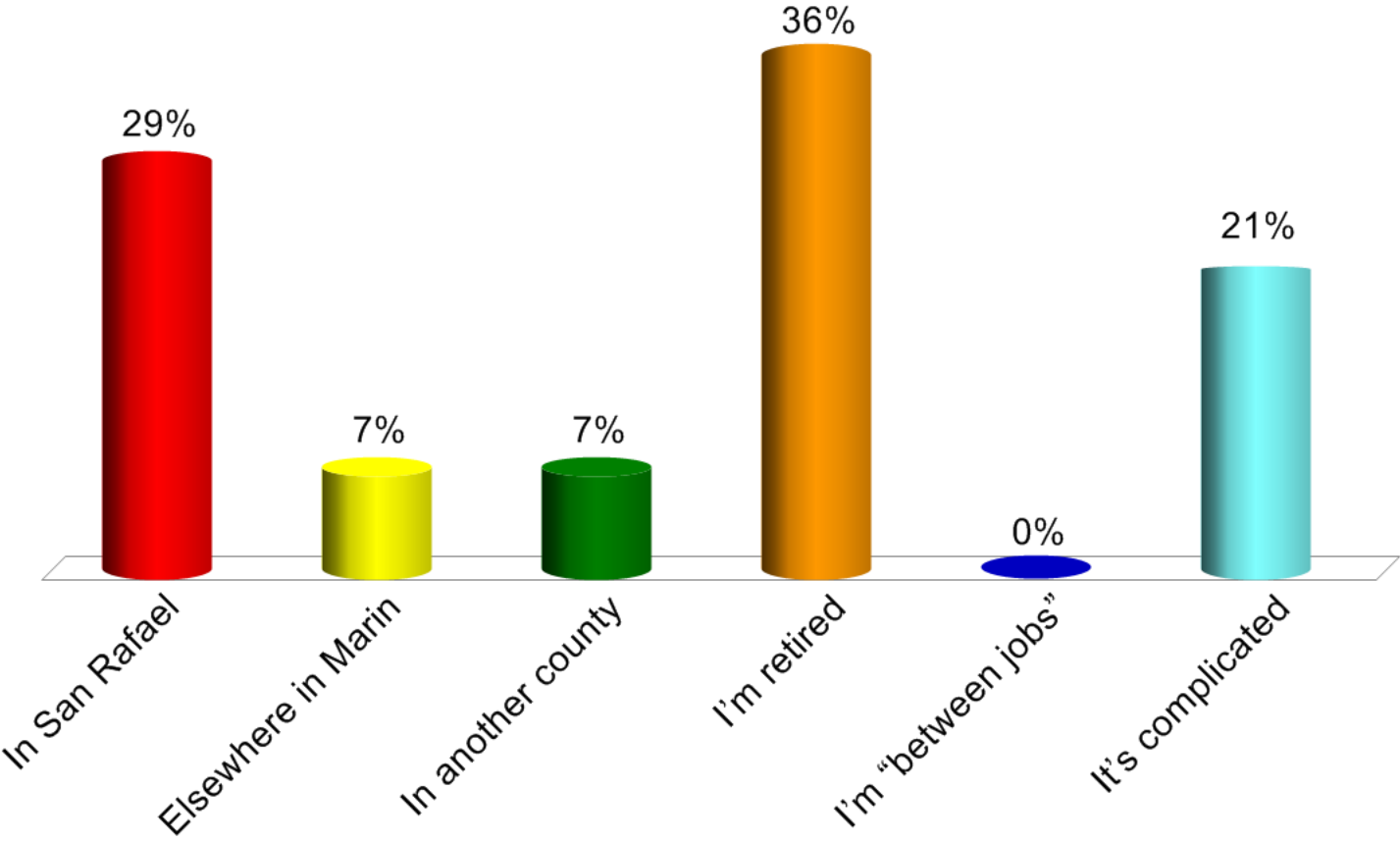


Some questions about you

5. Where do you work?

- A. In San Rafael
- B. Elsewhere in Marin
- C. In another county
- D. I'm retired
- E. I'm "between jobs"
- F. It's complicated

5. Where do you work?

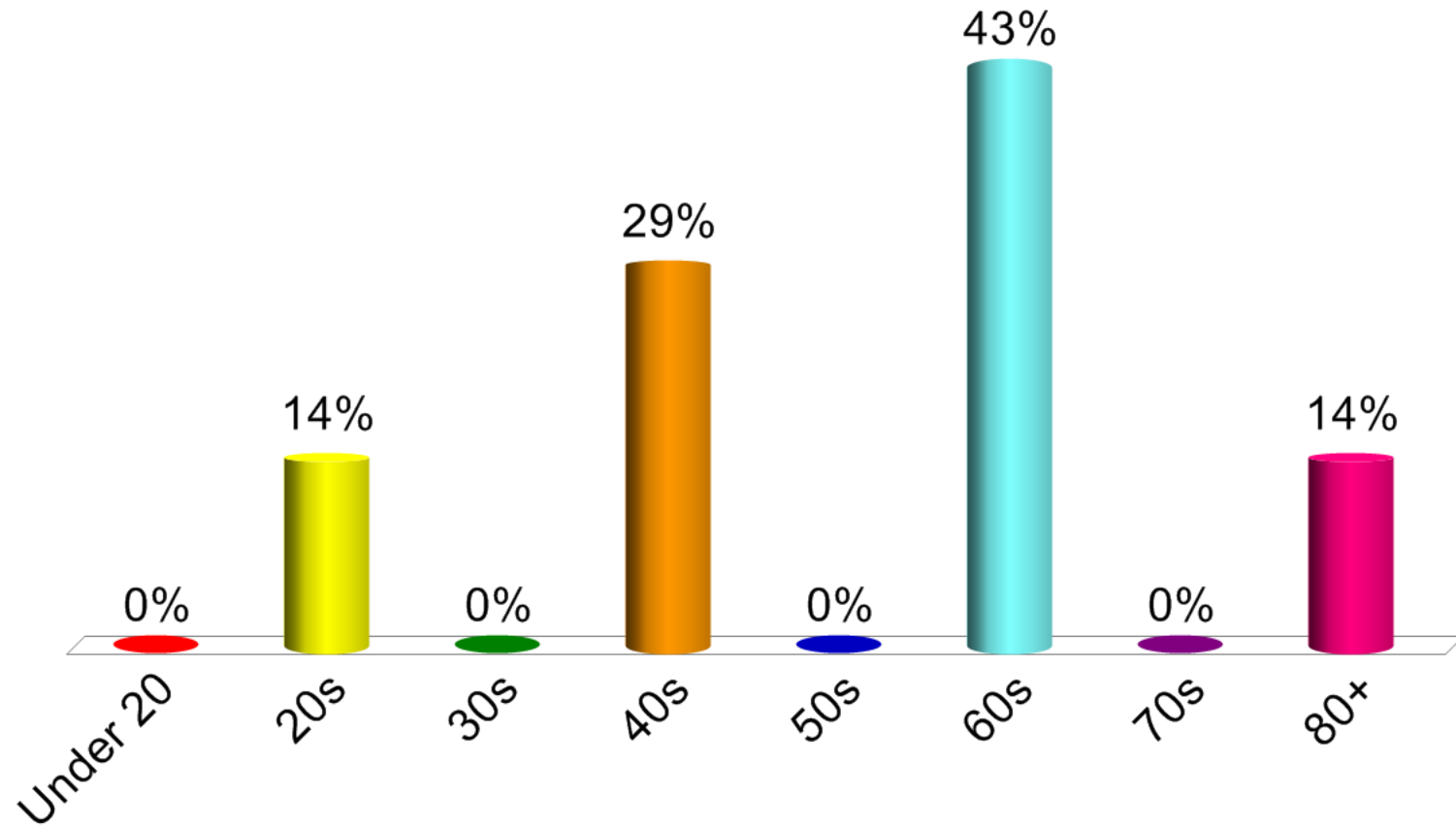


Some questions about you

6. What is your age?

- A. Under 20
- B. 20s
- C. 30s
- D. 40s
- E. 50s
- F. 60s
- G. 70s
- H. 80+

6. What is your age?

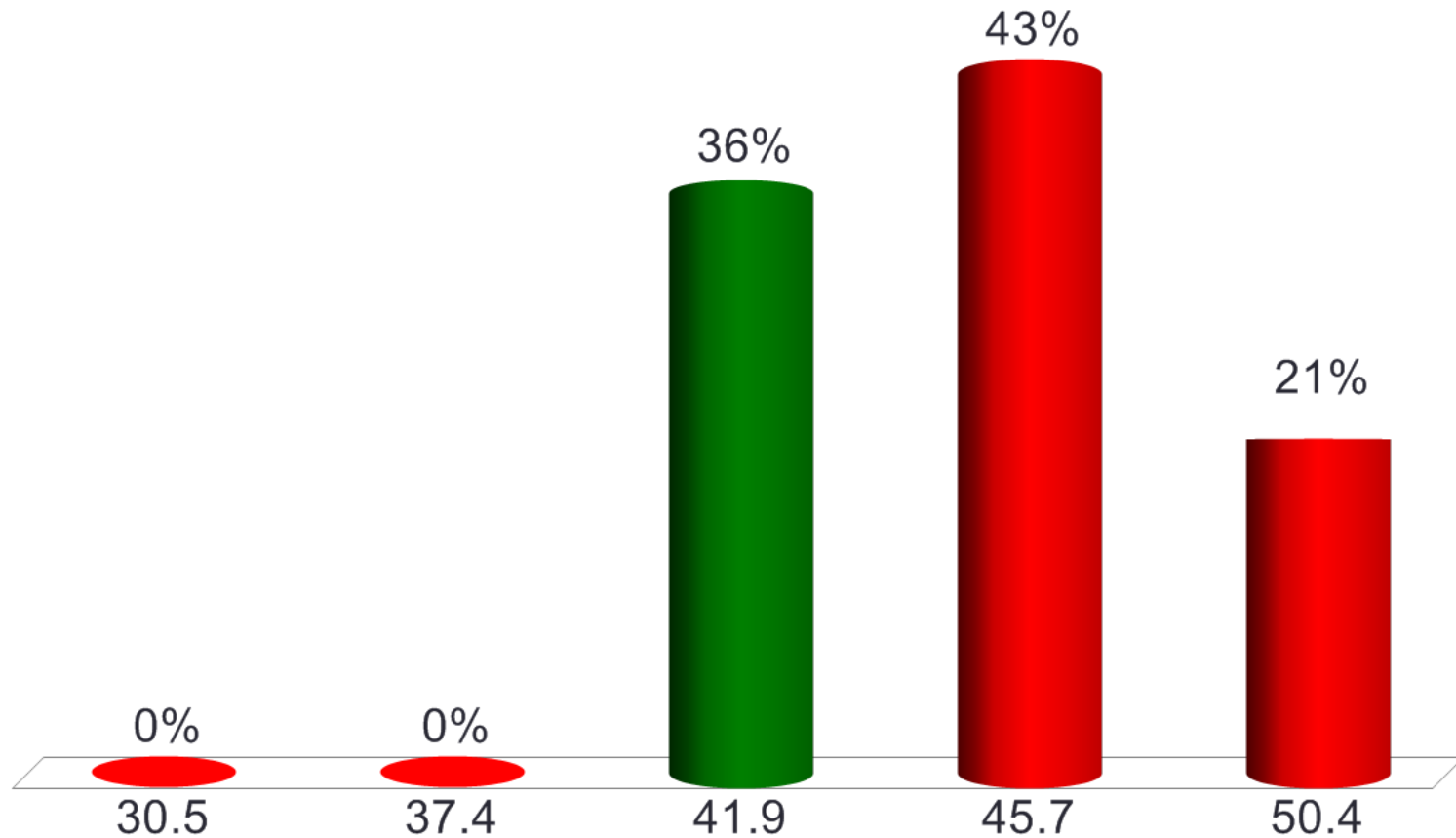


San Rafael Trivia!

7. What is the median age in San Rafael?

- A. 30.5
- B. 37.4
- C. 41.9 ✓
- D. 45.7
- E. 50.4

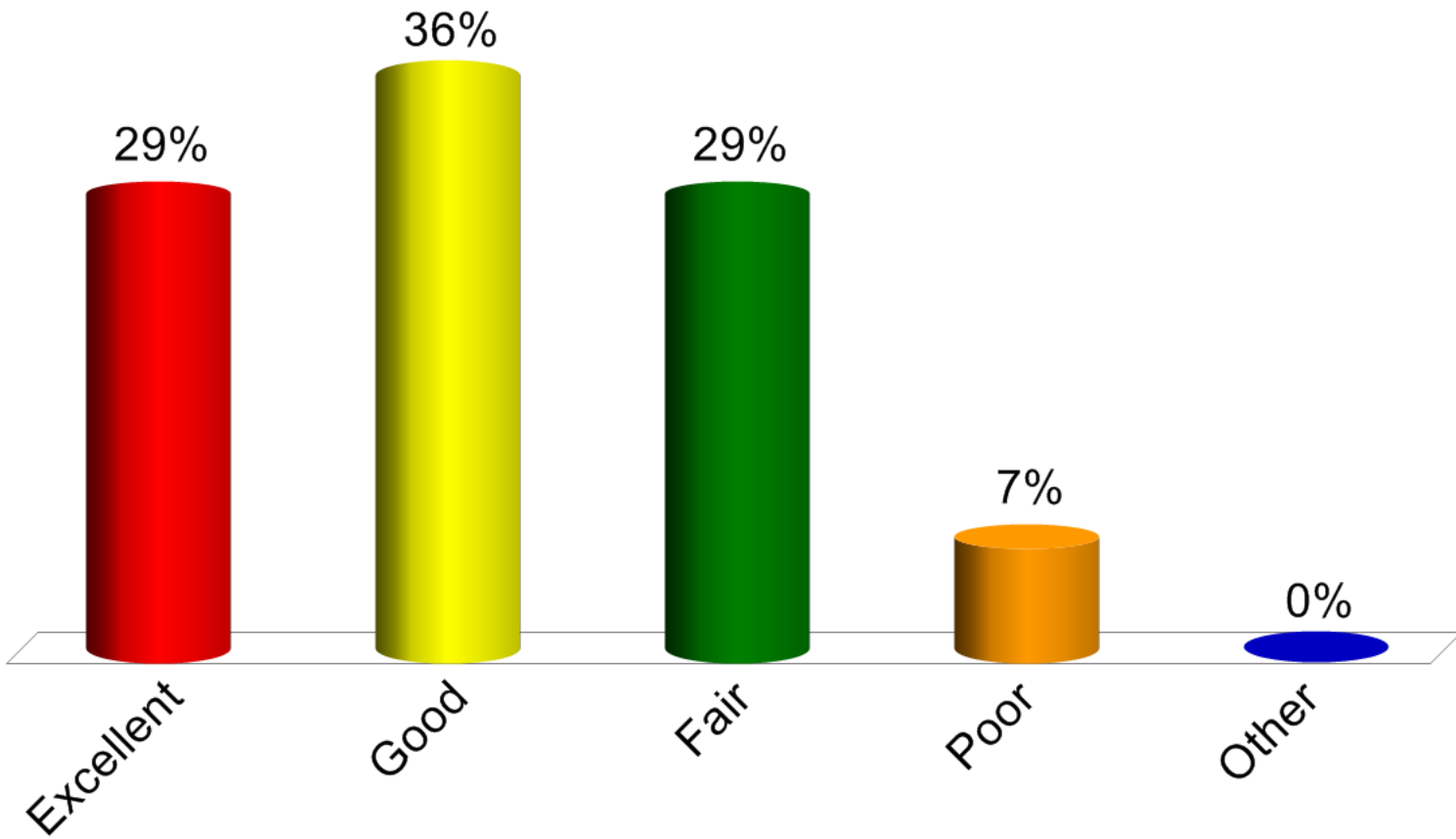
7. What is the median age in San Rafael?



8. How would you rate the quality of life in San Rafael?

- A. Excellent
- B. Good
- C. Fair
- D. Poor
- E. Other

8. How would you rate the quality of life in San Rafael?

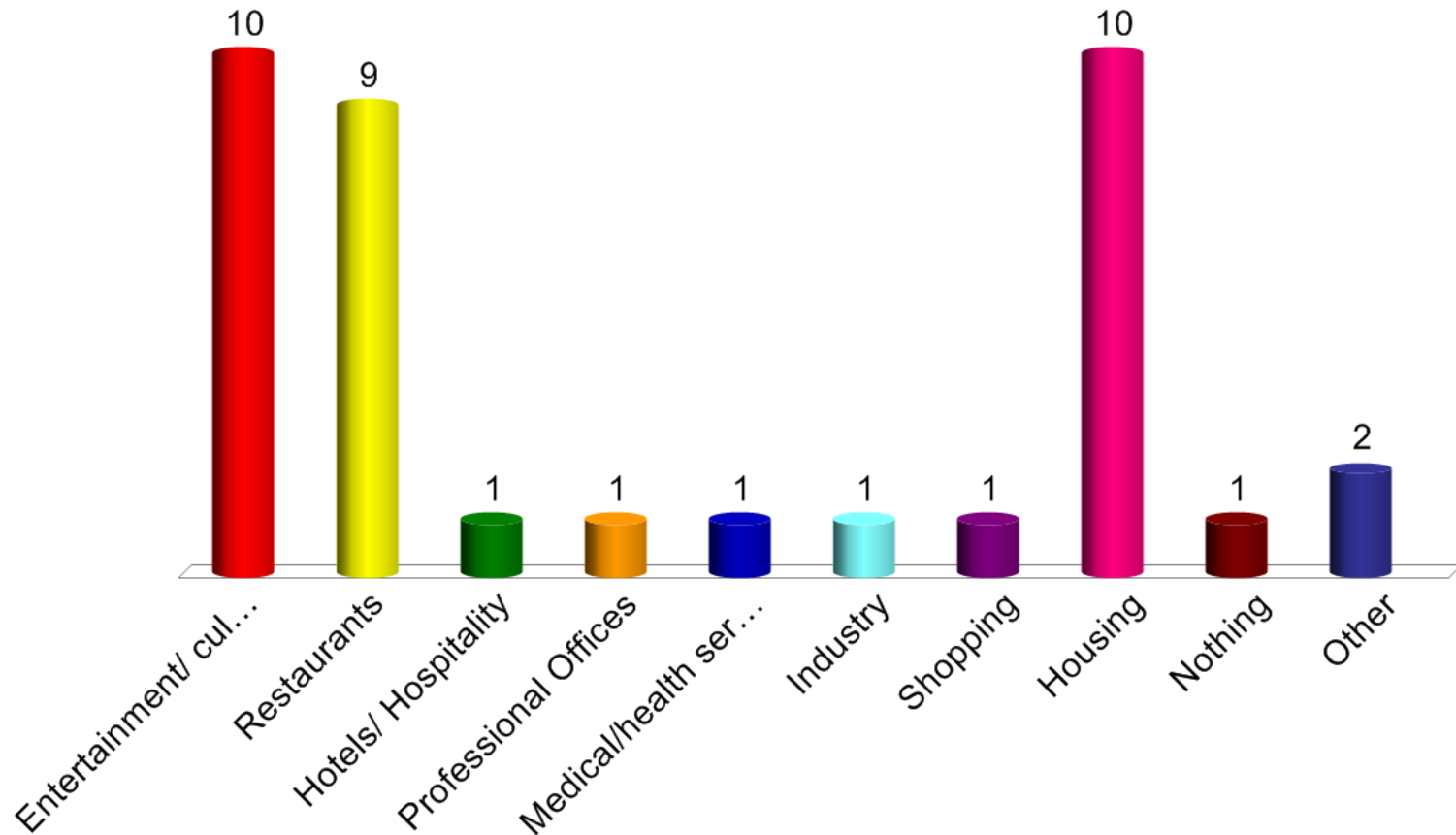


Let's talk about Land Use

9. What would you like to see more of in San Rafael in the next 20 years? (pick up to three)

- A. Entertainment/ cultural facilities
- B. Restaurants
- C. Hotels/ Hospitality
- D. Professional Offices
- E. Medical/health services
- F. Industry
- G. Shopping
- H. Housing
- I. Nothing
- J. Other

9. What would you like to see more of in San Rafael in the next 20 years? (pick up to three)

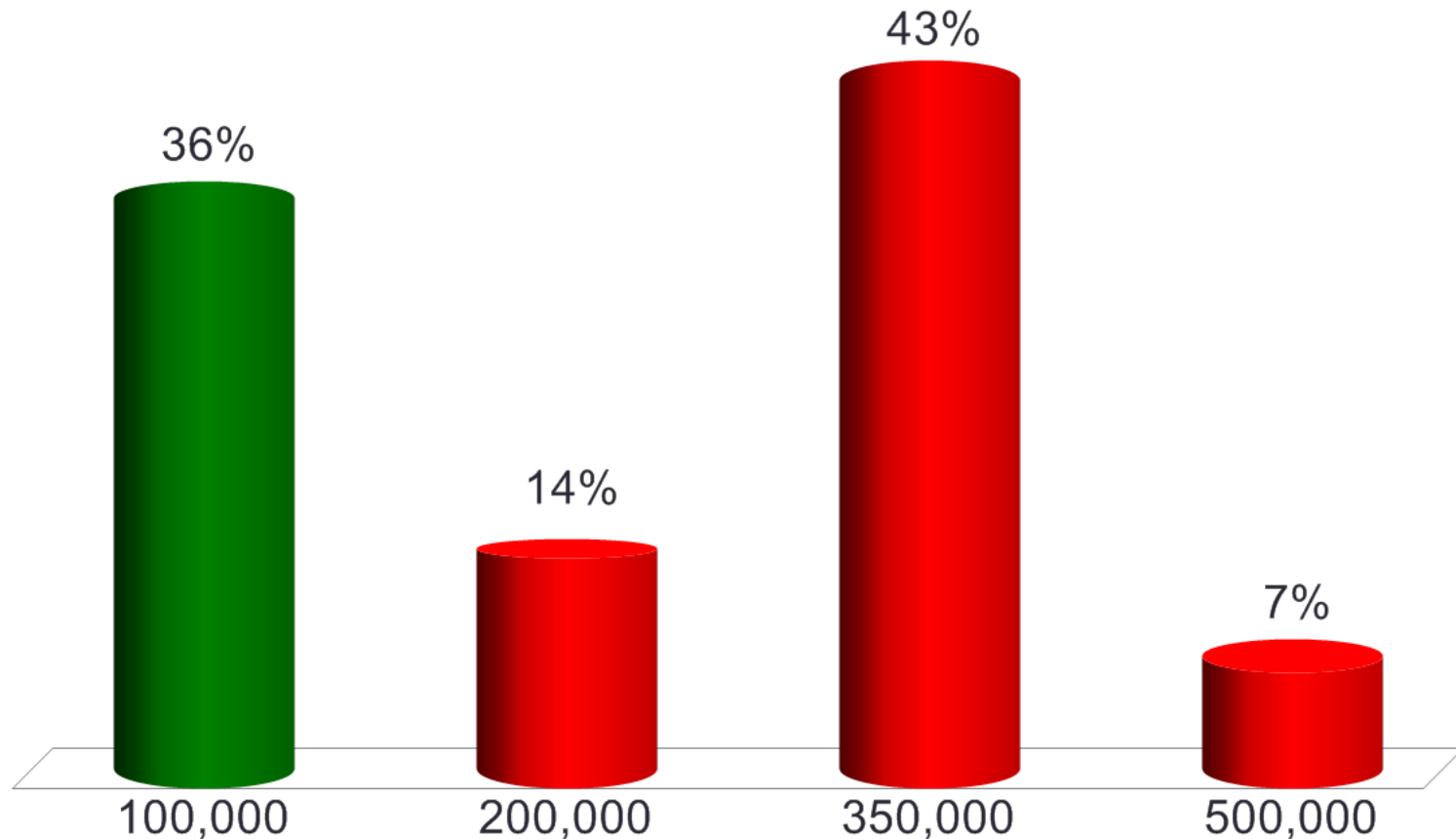


Bay Area Trivia!

10. The Bay Area has added 700,000 new jobs since 2010. How many housing units have been added since 2010?

- A. 100,000 ✓
- B. 200,000
- C. 350,000
- D. 500,000

10. The Bay Area has added 700,000 new jobs since 2010. How many housing units have been added since 2010?



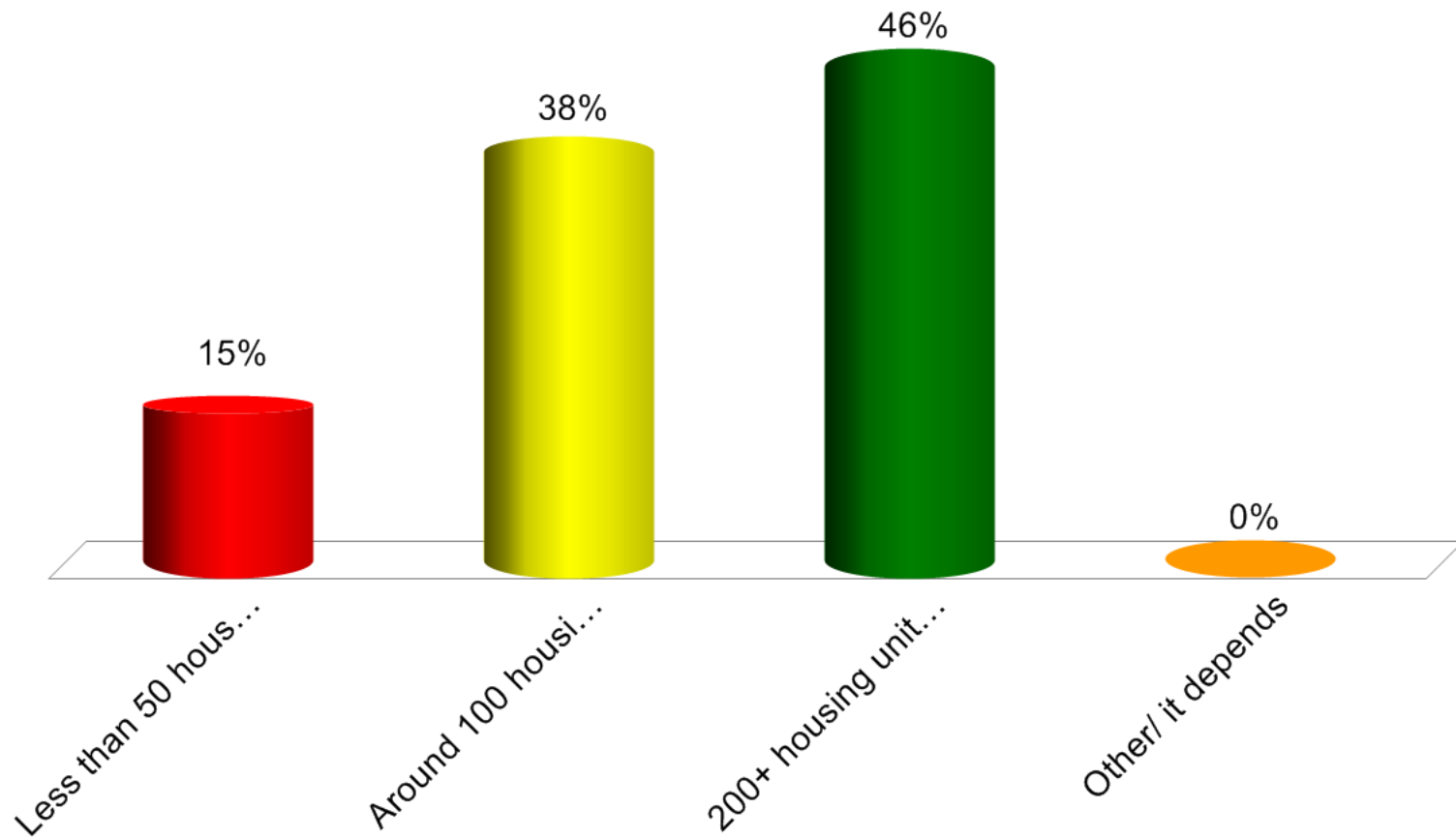
Let's talk about Land Use

San Rafael added an average of: *181 housing units/yr. in the 1990s*
106 housing units/yr. in 2000-2010, and 25 housing units/yr. in 2010-2018

11. What do you think would be an optimal rate of growth during 2020-2040?

- A. Less than 50 housing units a year
- B. Around 100 housing units a year
- C. 200+ housing units a year
- D. Other/ it depends

11. What do you think would be an optimal rate of growth during 2020-2040?

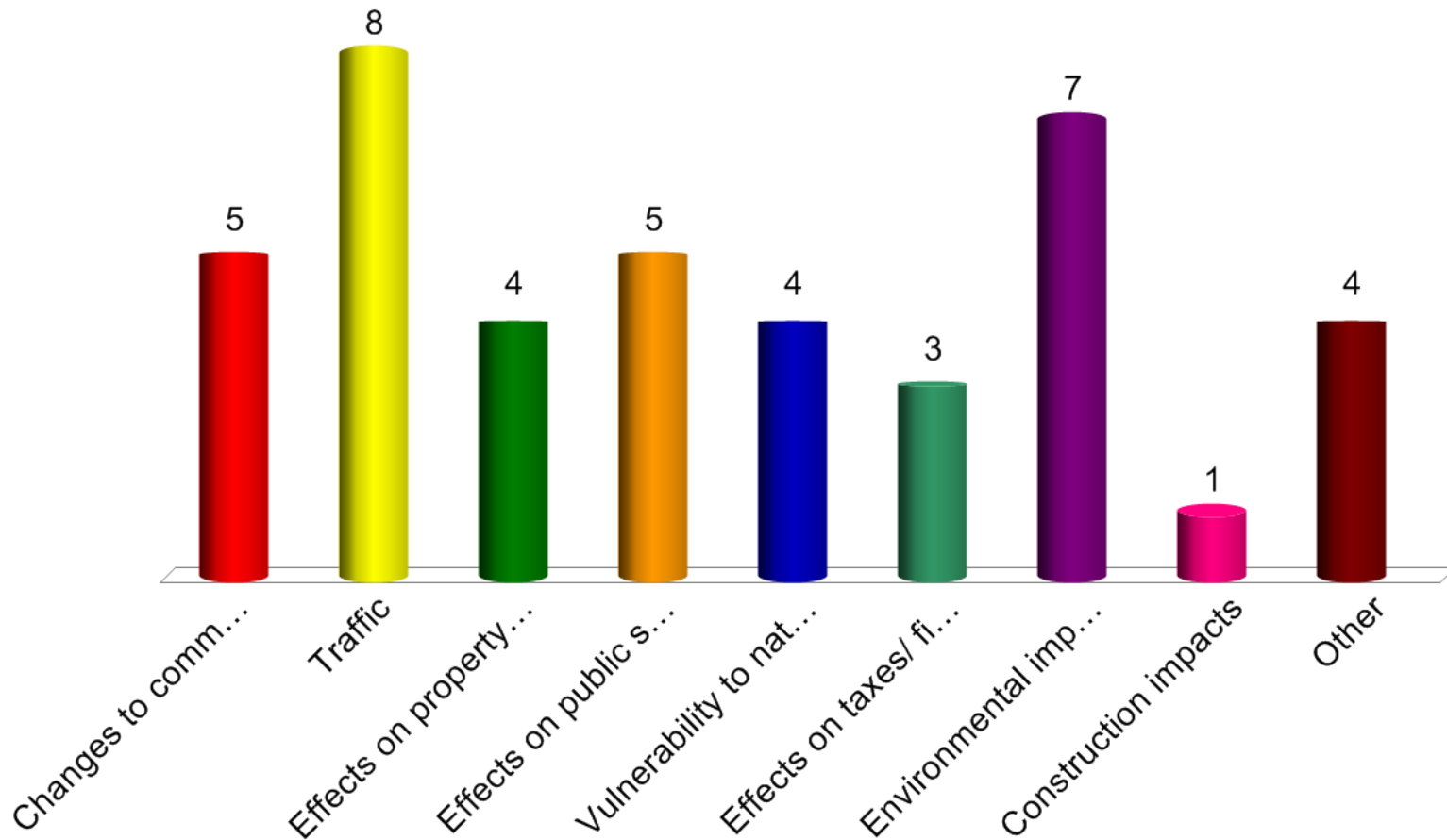


Let's talk about Land Use

12. What are your greatest concerns about growth in San Rafael? (click all that apply)

- A. Changes to community character
- B. Traffic
- C. Effects on property values
- D. Effects on public services (schools, parks, etc.)
- E. Vulnerability to natural hazards
- F. Effects on taxes/ fiscal stability
- G. Environmental impacts/ pollution
- H. Construction impacts
- I. Other

12. What are your greatest concerns about growth in San Rafael?

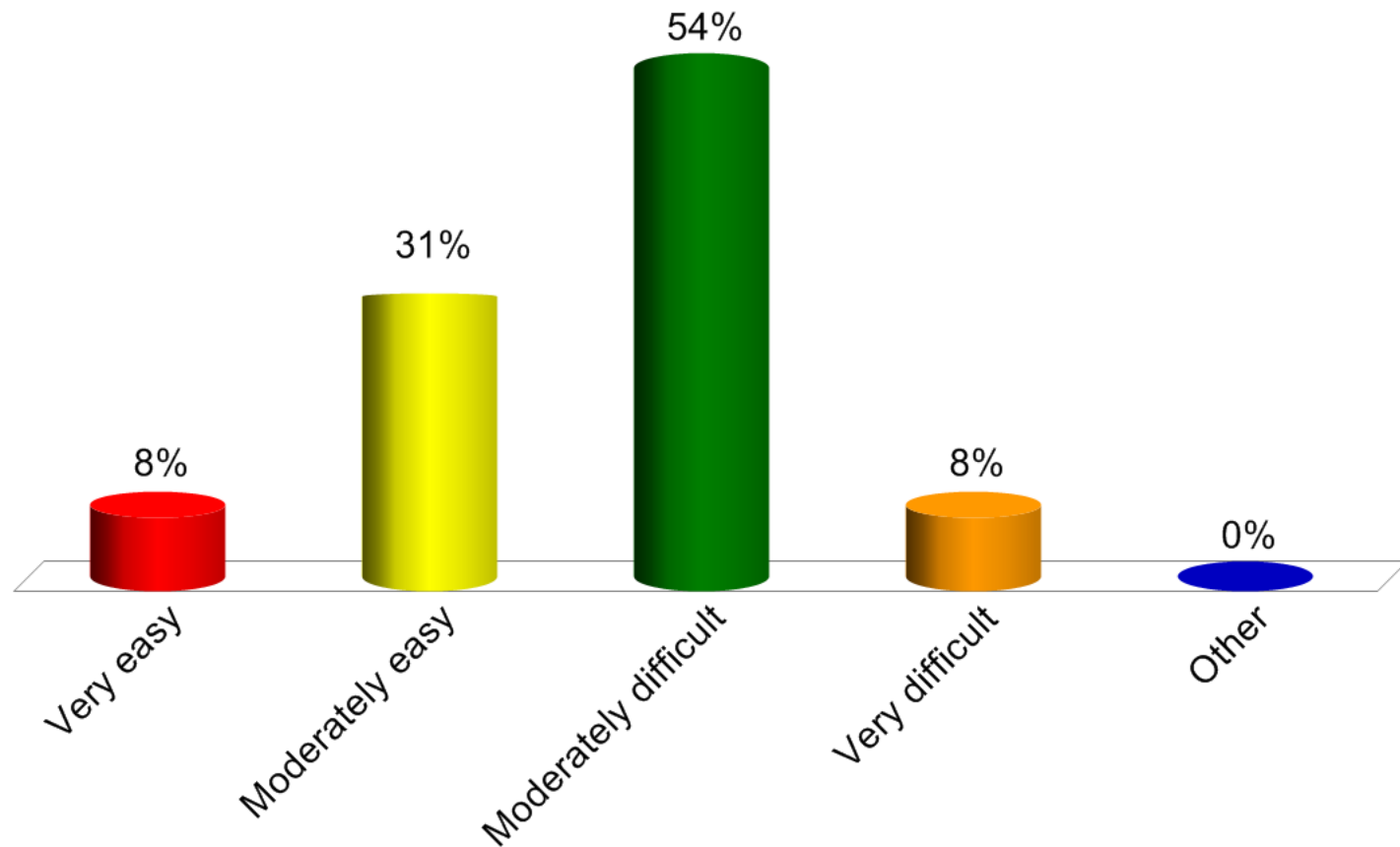


Let's talk about Transportation

13. For me, getting around San Rafael is:

- A. Very easy
- B. Moderately easy
- C. Moderately difficult
- D. Very difficult
- E. Other

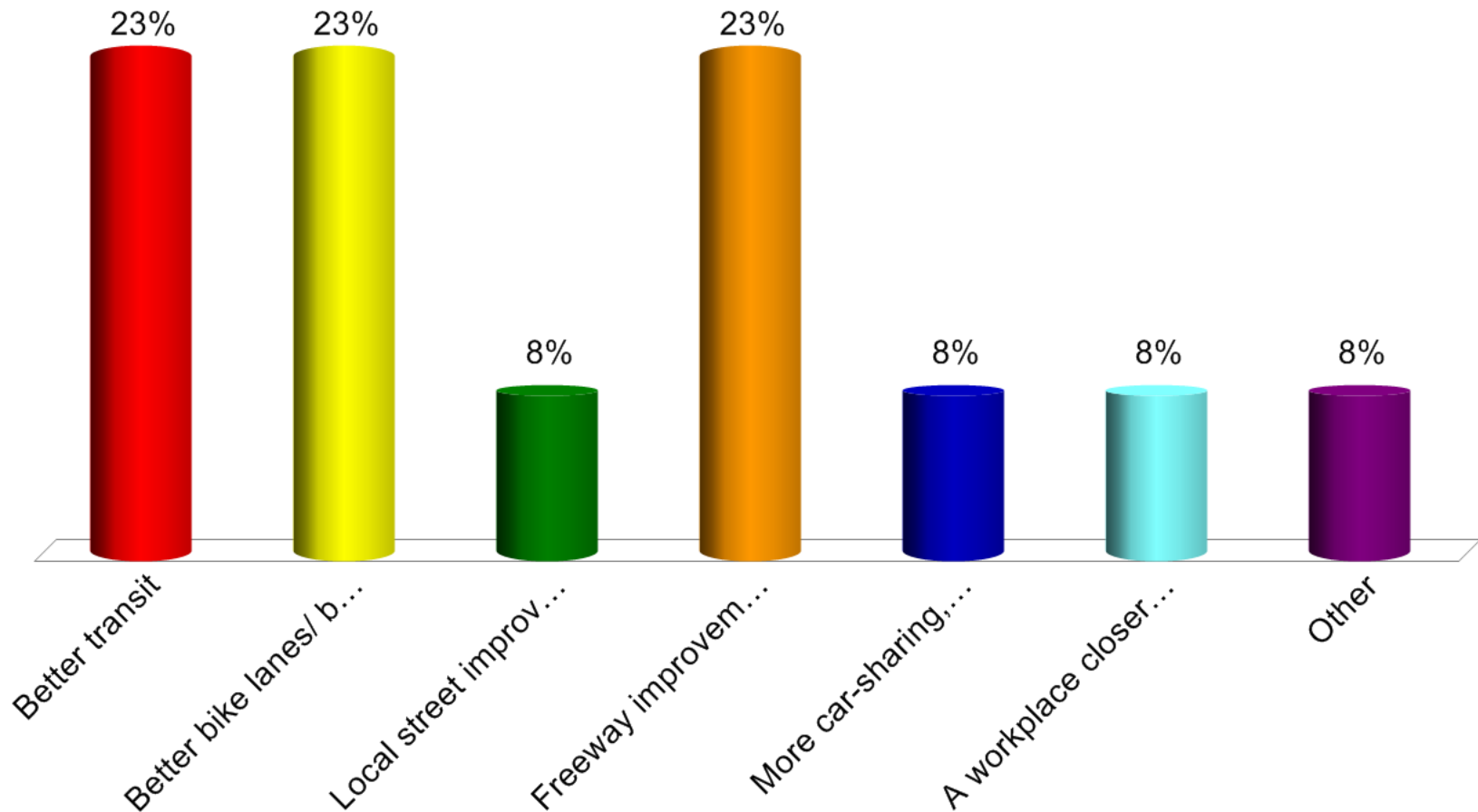
13. For me, getting around San Rafael is:



Let's talk about Transportation

14. If you answered anything other than “very easy” to the last question, what would be the one change you’d like to see that would make it easier to get around?
- A. Better transit
 - B. Better bike lanes/ bike facilities
 - C. Local street improvements (for cars)
 - D. Freeway improvements (I-580 and Highway 101)
 - E. More car-sharing, Uber/Lyft, etc.
 - F. A workplace closer to home
 - G. Other

14. If you answered anything other than “very easy” to the last question, what would be the one change you’d like to see that would make it easier to get around?




San Rafael Trivia!

15. What percentage of San Rafael households have three or more vehicles?

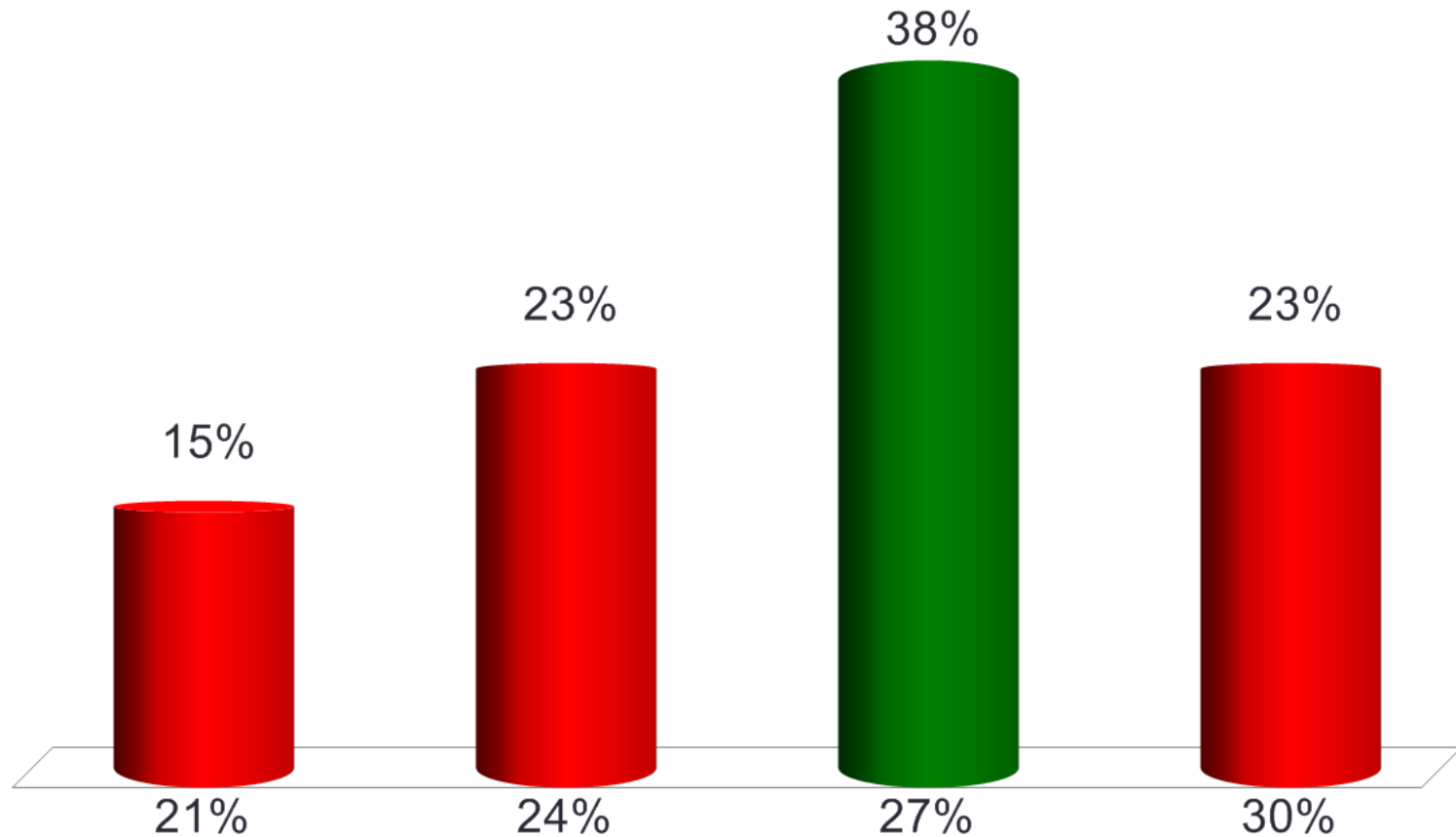
A. 21%

B. 24%

C. 27% 

D. 30%

15. What percentage of San Rafael households have three or more vehicles?

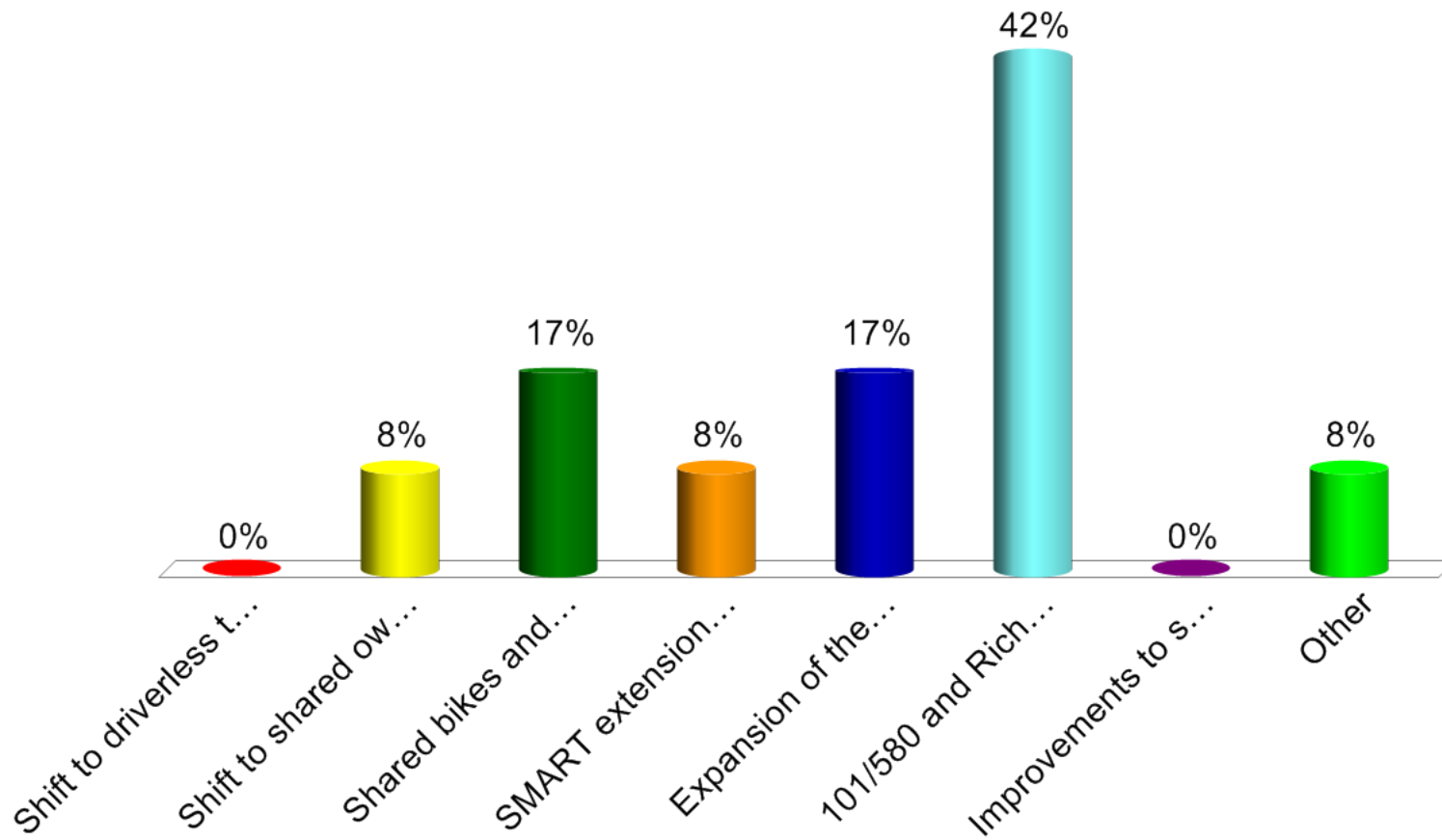


Let's talk about Transportation

16. What do you see as the greatest transportation opportunity for San Rafael in the next 20 years? (pick one)

- A. Shift to driverless technology
- B. Shift to shared ownership
- C. Shared bikes and e-scooters
- D. SMART extensions (north and south)
- E. Expansion of the bicycle and pedestrian trail system
- F. 101/580 and Richmond Bridge improvements
- G. Improvements to surface street system (bus, roads)
- H. Other

16. What do you see as the greatest transportation opportunity for San Rafael in the next 20 years?



San Rafael Trivia!

17. What percentage of San Rafael households walk or bicycle to work?

A. 4.8%

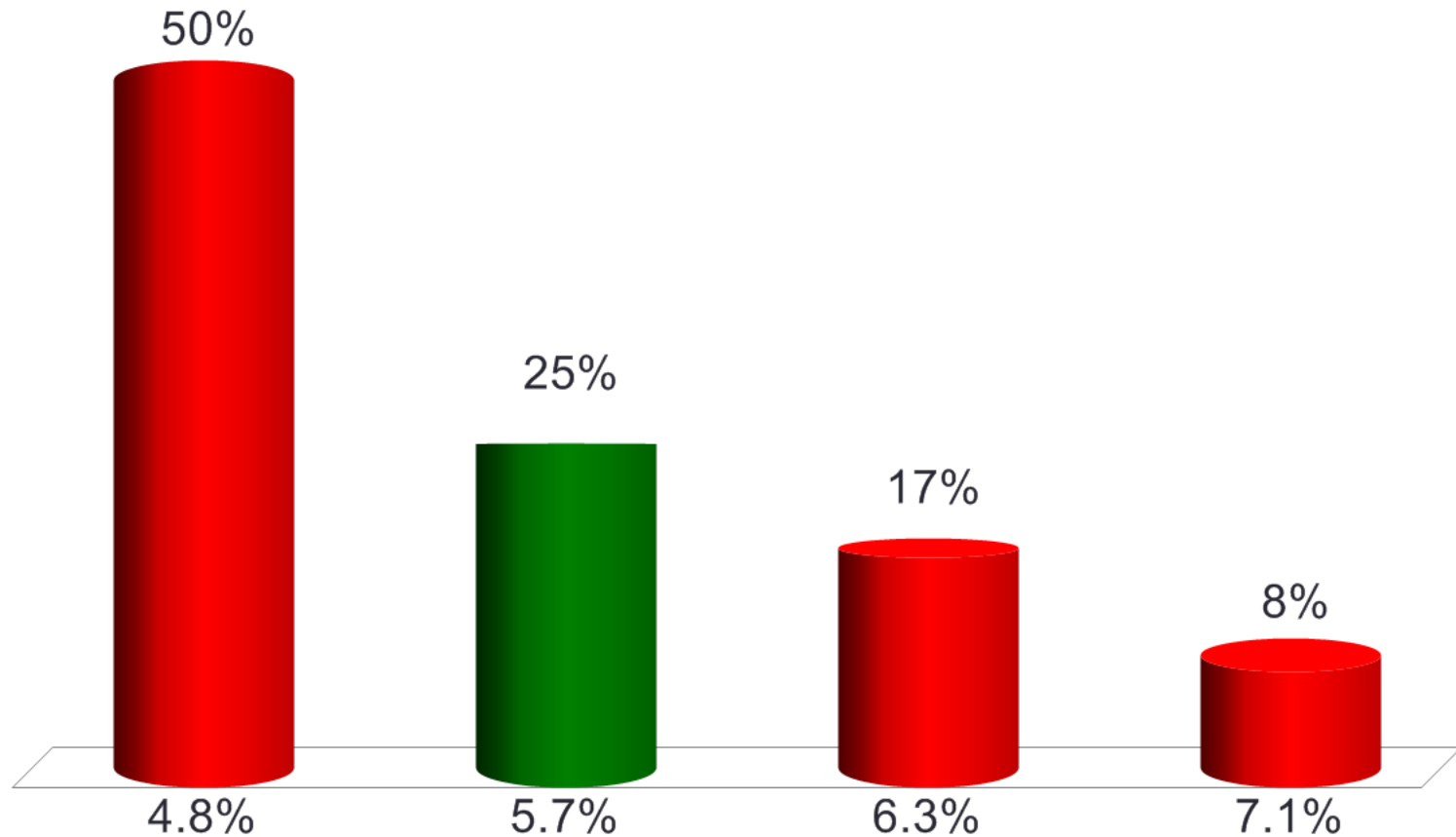
B. 5.7%



C. 6.3%

D. 7.1%

17. What percentage of San Rafael households walk or bicycle to work?

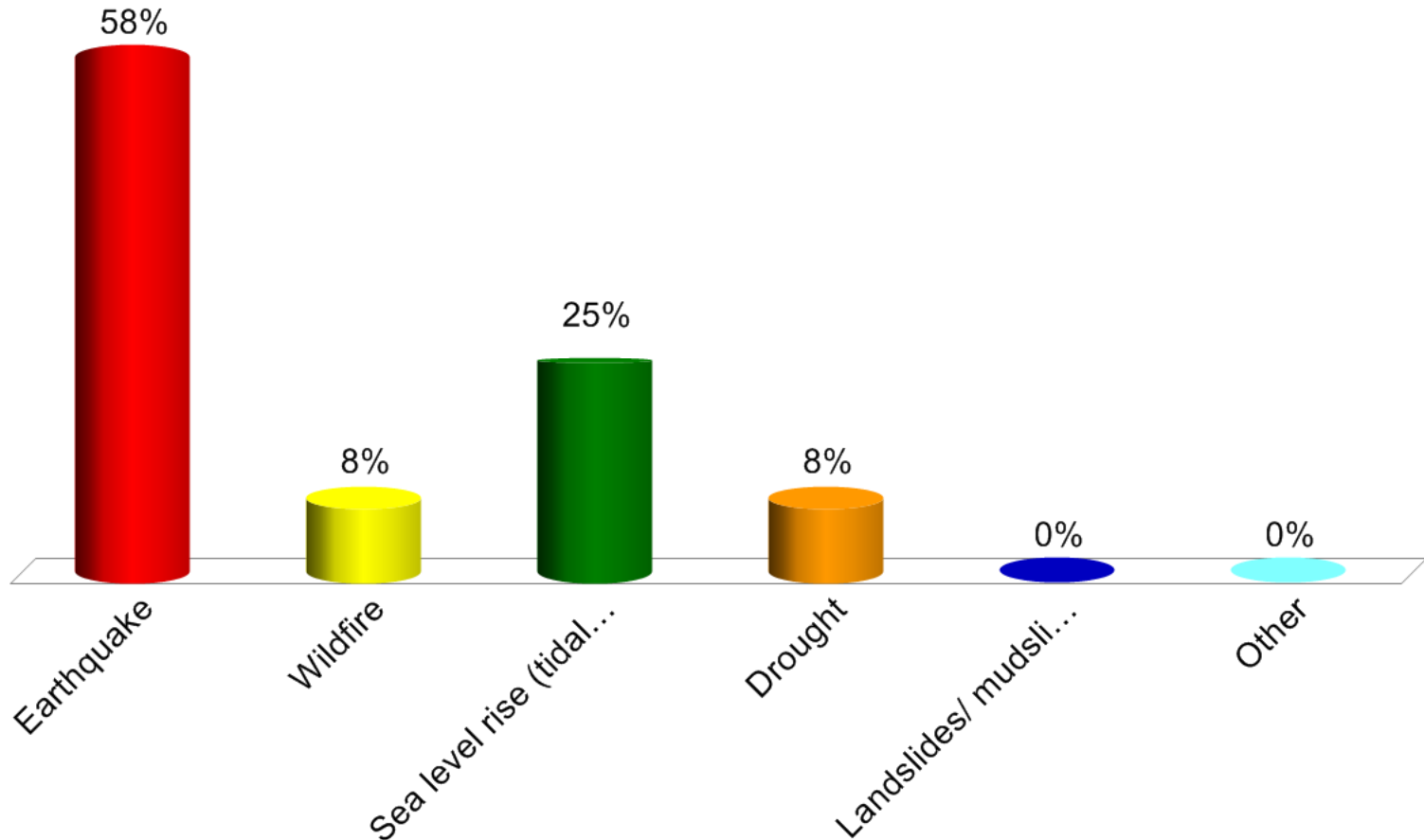


Let's talk about Safety

18. The greatest natural hazard facing San Rafael in the next 20 years is:

- A. Earthquake
- B. Wildfire
- C. Sea level rise (tidal flooding)
- D. Drought
- E. Landslides/ mudslides
- F. Other

18. The greatest natural hazard facing San Rafael in the next 20 years is:



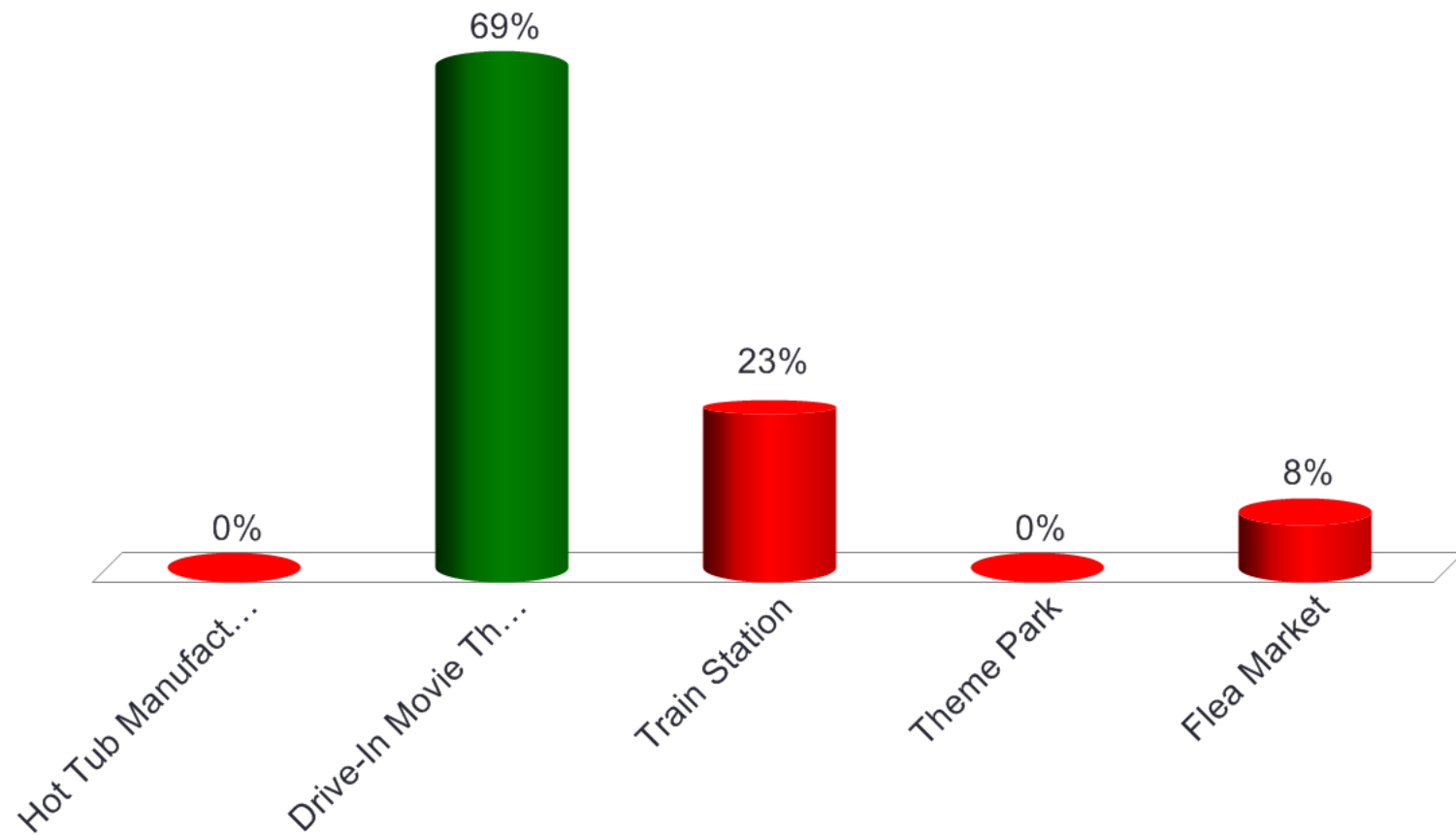
San Rafael Trivia!

19. What was Marin Square (on Bellam between Andersen and I-580) before it was a shopping center?

- A. Hot Tub Manufacturer
- B. Drive-In Movie Theater ✓
- C. Train Station
- D. Theme Park
- E. Flea Market



19. What was Marin Square (on Bellam between Andersen and I-580) before it was a shopping center?

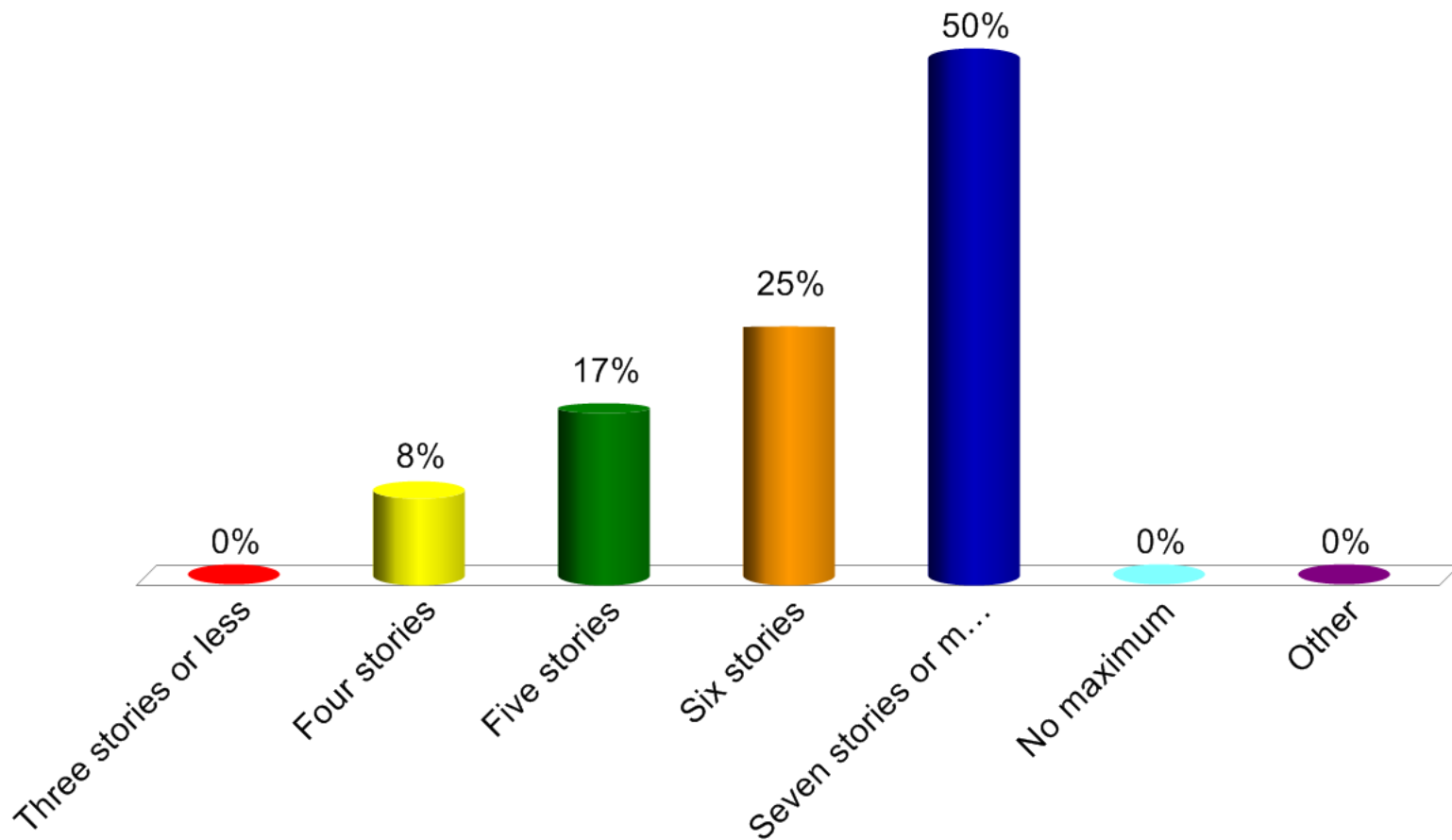


Let's talk about Community Design

20. The maximum height of new buildings in Downtown San Rafael should be:

- A. Three stories or less
- B. Four stories
- C. Five stories
- D. Six stories
- E. Seven stories or more
- F. No maximum
- G. Other

20. The maximum height of new buildings in Downtown San Rafael should be:

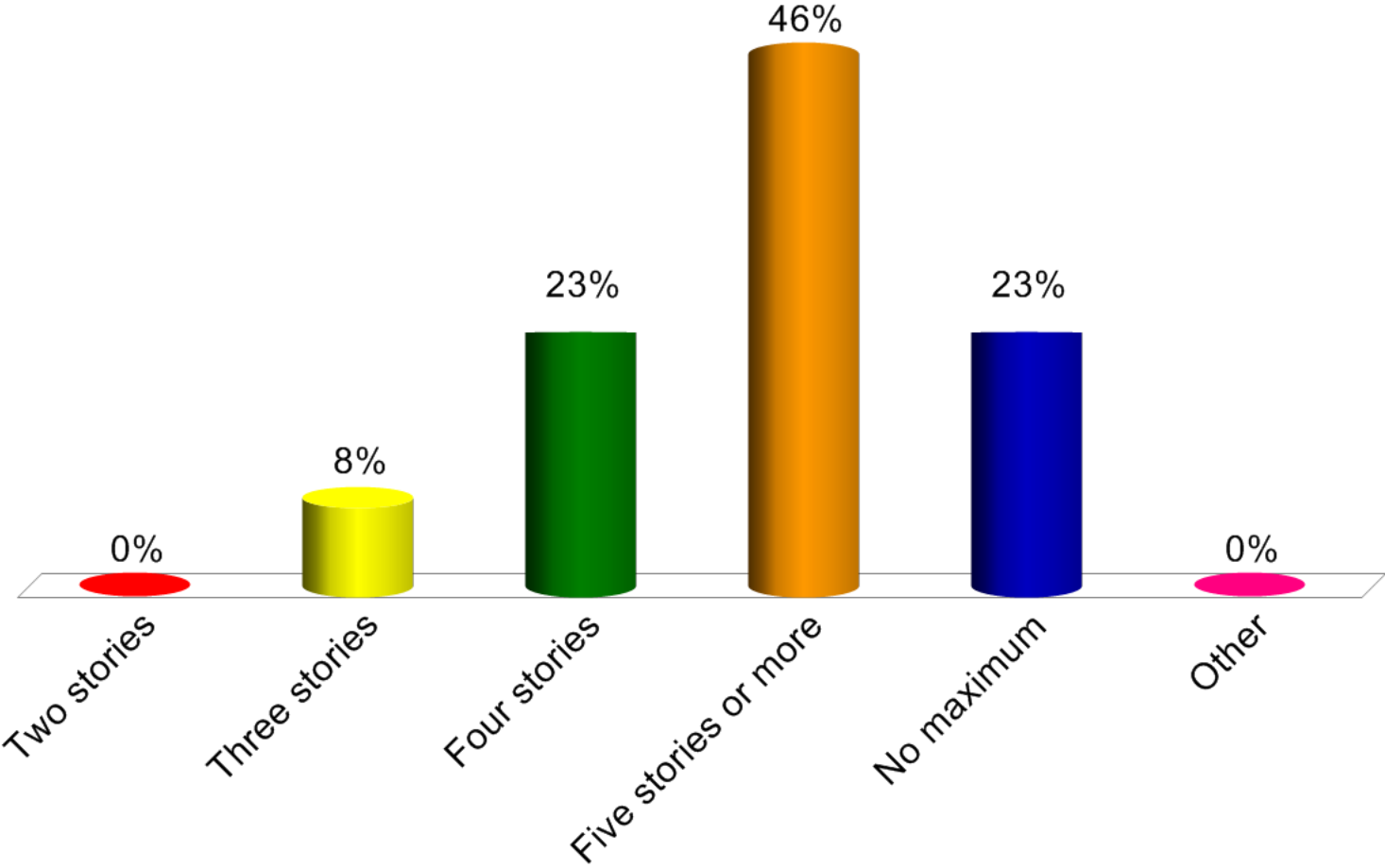


Let's talk about Community Design

21. The maximum height of new buildings in the Northgate Mall area should be:

- A. Two stories
- B. Three stories
- C. Four stories
- D. Five stories or more
- E. No maximum
- F. Other

21. The maximum height of new buildings in the Northgate Mall area should be:

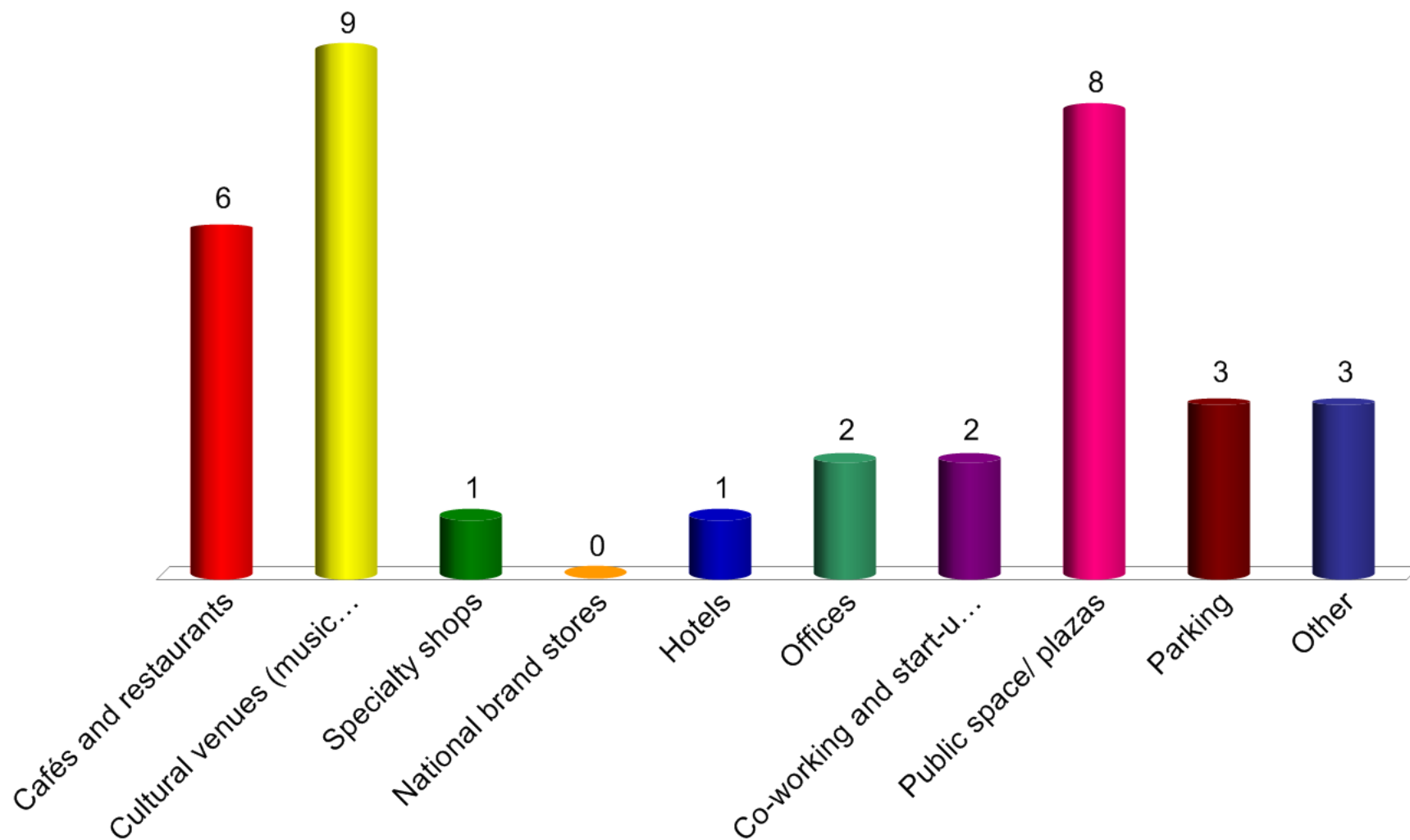


Let's talk about Economic Vitality

**22. Complete this sentence with your top three choices:
Downtown needs more _____**

- A. Cafés and restaurants
- B. Cultural venues (music, galleries, etc.)
- C. Specialty shops
- D. National brand stores
- E. Hotels
- F. Offices
- G. Co-working and start-up space
- H. Public space/ plazas
- I. Parking
- J. Other

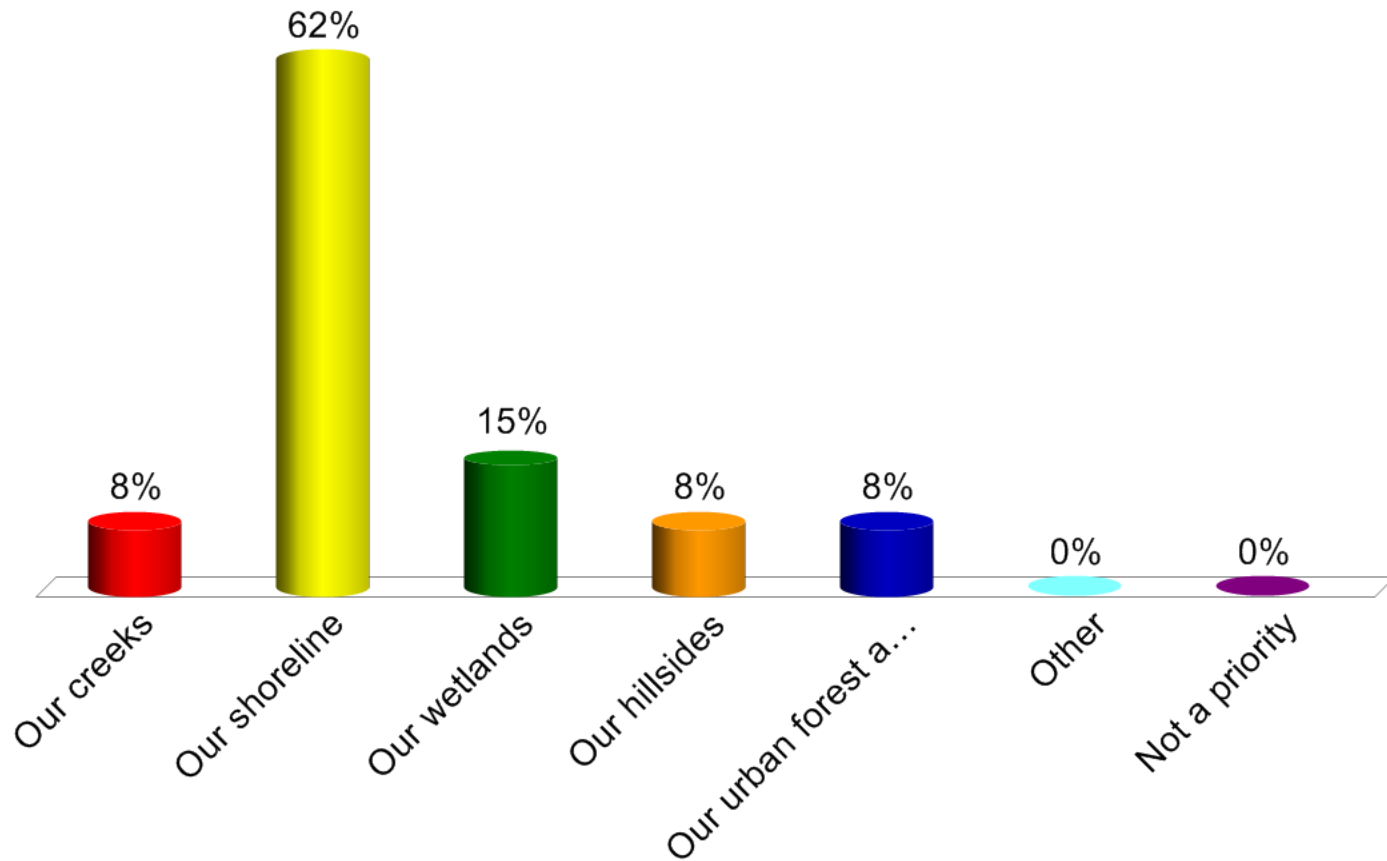
22. Downtown needs more _____



Let's talk about Conservation

- 23.** Looking to the year 2040, the natural feature in San Rafael I'd like to see improved the most is:
- A. Our creeks
 - B. Our shoreline
 - C. Our wetlands
 - D. Our hillsides
 - E. Our urban forest and tree canopy
 - F. Other
 - G. Not a priority

23. Looking to the year 2040, the natural feature in San Rafael I'd like to see improved the most is:

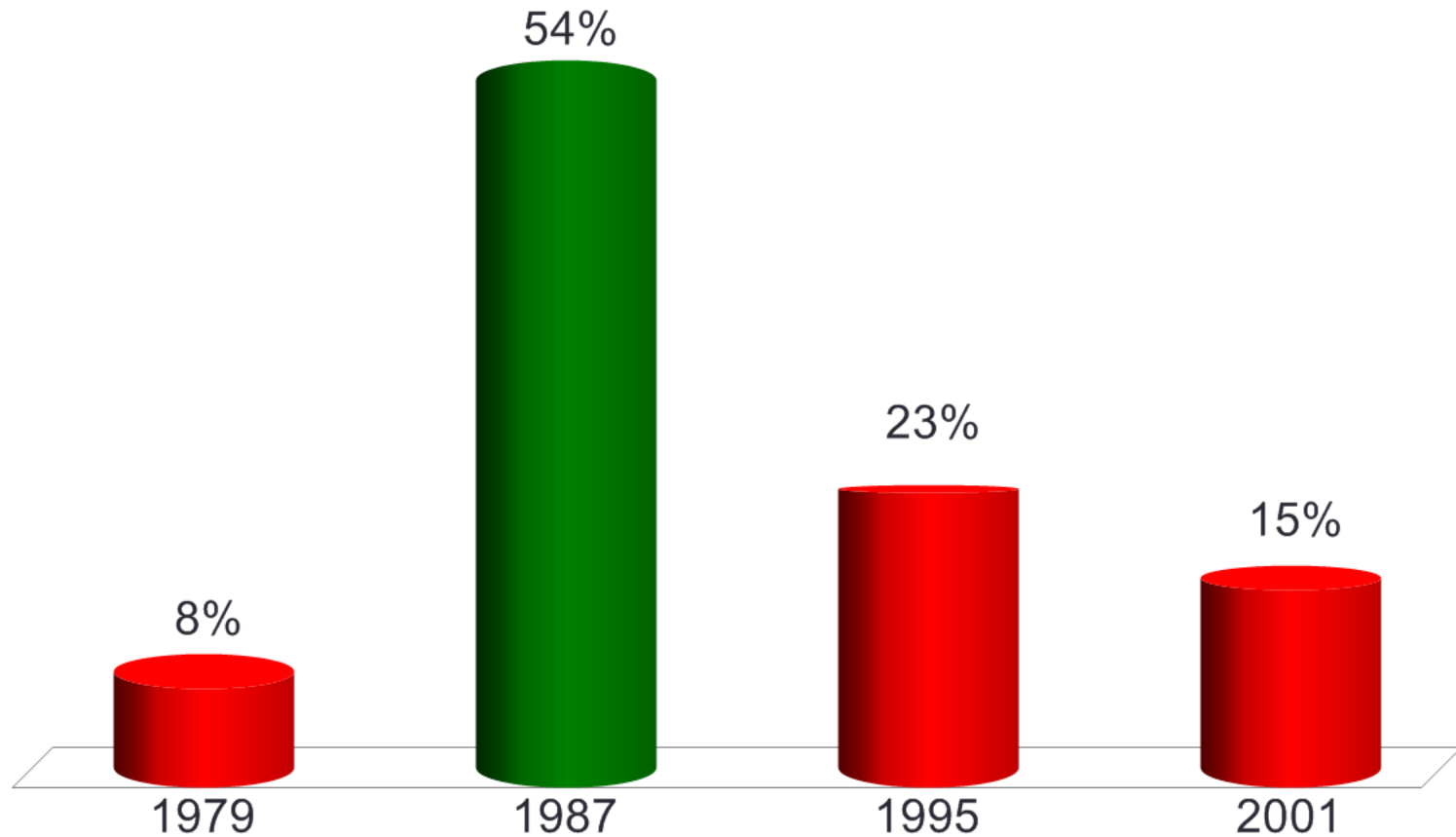


San Rafael Trivia!

24. When did the first Sunday market at the Civic Center open?

- A. 1979
- B. 1987 ✓
- C. 1995
- D. 2001

24. When did the first Sunday market at the Civic Center open?

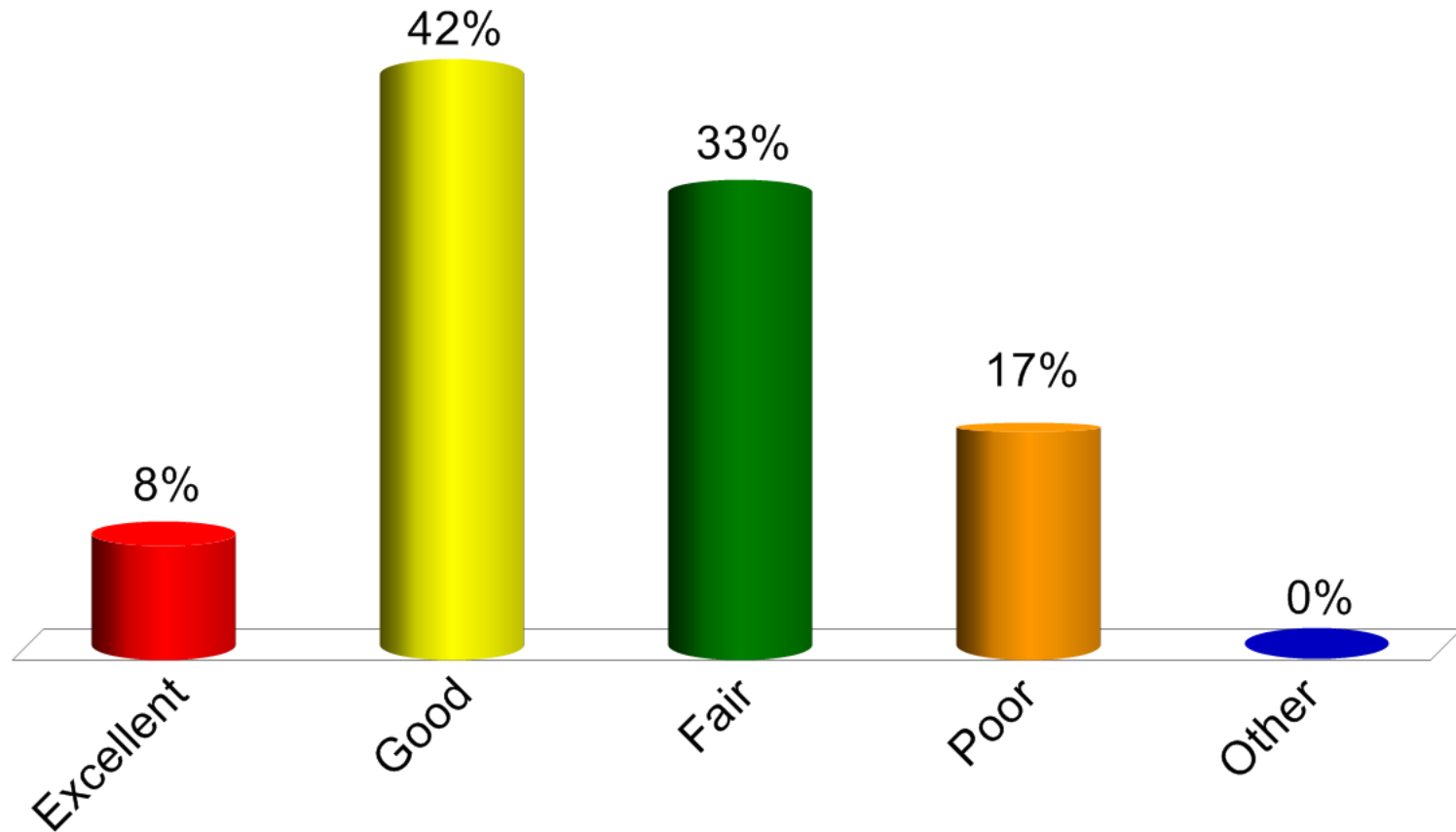


Let's talk about Parks

25. How would you rate San Rafael's parks and recreational facilities?

- A. Excellent
- B. Good
- C. Fair
- D. Poor
- E. Other

25. How would you rate San Rafael's parks and recreational facilities?



Let's talk about Parks

**26. Complete this sentence with your top three choices:
San Rafael needs more _____**

- A. Community gardens
- B. Dog parks
- C. Athletic fields
- D. Rec centers and gyms
- E. Tot lots and playgrounds
- F. Swimming pools
- G. Basketball courts
- H. Focus on what we already have
- I. Other

26. San Rafael needs more _____

