



# SAN MATEO COUNTY HARBOR DISTRICT STRATEGIC BUSINESS PLAN



## WHO

The San Mateo Harbor District hired the Lisa Wise Consulting, Inc. (LWC) Team through a public proposal process. The Team includes structural engineers Moffat & Nichol, Nelson/Nygaard as traffic and parking planners, and Tenera Environmental will address potential environmental impacts and strategies. The Harbor District is the project manager.

## WHAT

The Strategic Business Plan is a multi-disciplinary project aimed at making the Harbor District more efficient, competitive and resilient. The 15-month engagement will focus on gathering input from the community to identify the highest priority issues and strategies to address them. The project approach builds on past work, recent planning efforts, and potential economic and capital facility opportunities. The Plan will also provide a better understanding of the potential environmental impacts of District activities.

## WHEN

The project was kicked off in July of 2014 and the final Strategic Business Plan report is scheduled to be presented to the Board of Harbor Commissioners in late June of 2015.

## WHERE

The project is focused in Pillar Point and Oyster Point Harbors, but will also assess potential opportunities throughout the Harbor District's countywide jurisdiction.

## WHY

The Plan will provide a roadmap on the most efficient long-range use of resources for the Harbor District and a foundational document on which to record and measure change.

**The following elements will comprise the San Mateo County Harbor District Strategic Business Plan:**

### Public Participation

The public outreach campaign will continue throughout the project and includes four public meetings, one-on-one interviews, site visits and ongoing communication with stakeholders. The Harbor District has dedicated a page on their website where information on the project, including opportunities for participation, will be posted: [www.smharbor.com](http://www.smharbor.com).

### Existing Infrastructure & Facilities Assessment

The assessment will compile and augment data from past and on-going facilities and infrastructure reports, and address sea level rise, circulation and parking, ferry service and emergency preparedness, marine infrastructure and harbor facilities, and indigenous life restoration.

### Financial Conditions Assessment

Assessment of current financial conditions of the Harbor District; economic and market trends, business demand analysis and forecast, revenue enhancement plan, employment impacts, expenditures and debt retirement.

### Sustainable Fisheries Business Plan

Through extensive interviews, site visits, and review of archival data, the project aims to develop a baseline of economic, social and environmental performance indicators in the commercial fishing industry and broader working waterfront against which industry participants and the Harbor District can measure or anticipate the impacts of change, and inform marketing efforts.

### Capital Facilities Plan

Will assess opportunities in infrastructure and facilities improvements, District-wide.

### Strategic Business Plan

The Strategic Business Plan will incorporate findings from the Existing Infrastructure & Facilities Assessment, Financial Conditions Assessment, Sustainable Fisheries Business Plan and Capital Facilities Plan, and make implementation and funding recommendations.

**For further information on the project please visit the San Mateo County Harbor District Website:**  
[www.smharbor.com](http://www.smharbor.com)