

Measure K Study Session

October 3, 2023



Measure K: Current FY Categories



Community



District Discretionary



Health and Mental Health



Housing and Homelessness



Older Adults and Veterans



Parks and Environment

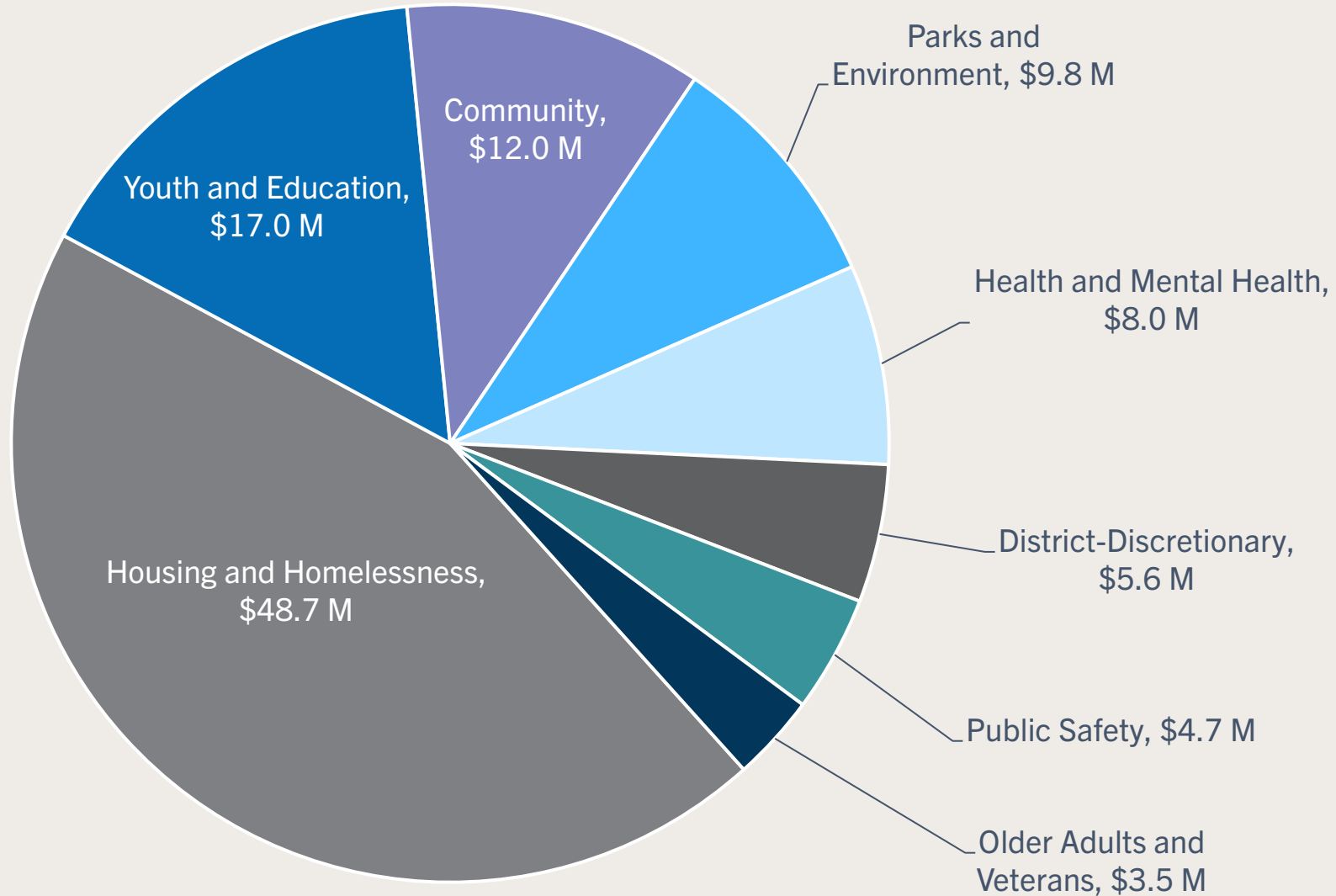


Public Safety



Youth and Education

FY 2023-24 Allocations by Priority Area



FY 2023-25 Priorities

The Board of Supervisors held a Board Retreat on February 6, 2023 and identified the top four priorities in which to focus efforts and funding.

- Children & Families
- Housing & Homelessness
- Emergency Preparedness
- Mental Health



Measure K was identified as an area in which changes could be made to align funding with these priorities

Goals for renewed selection process:



Equity
Focus



Transparent



Measurable outcomes that are easily conveyed and impactful



Simplified inclusive grant process



Continuous evaluation & allocation schedule (every 4-5 years)

Steps Taken to Date



InterEthnica Report and Presentation



Listening Session & Survey Summary

October 3, 2023: Board of Supervisors Meeting

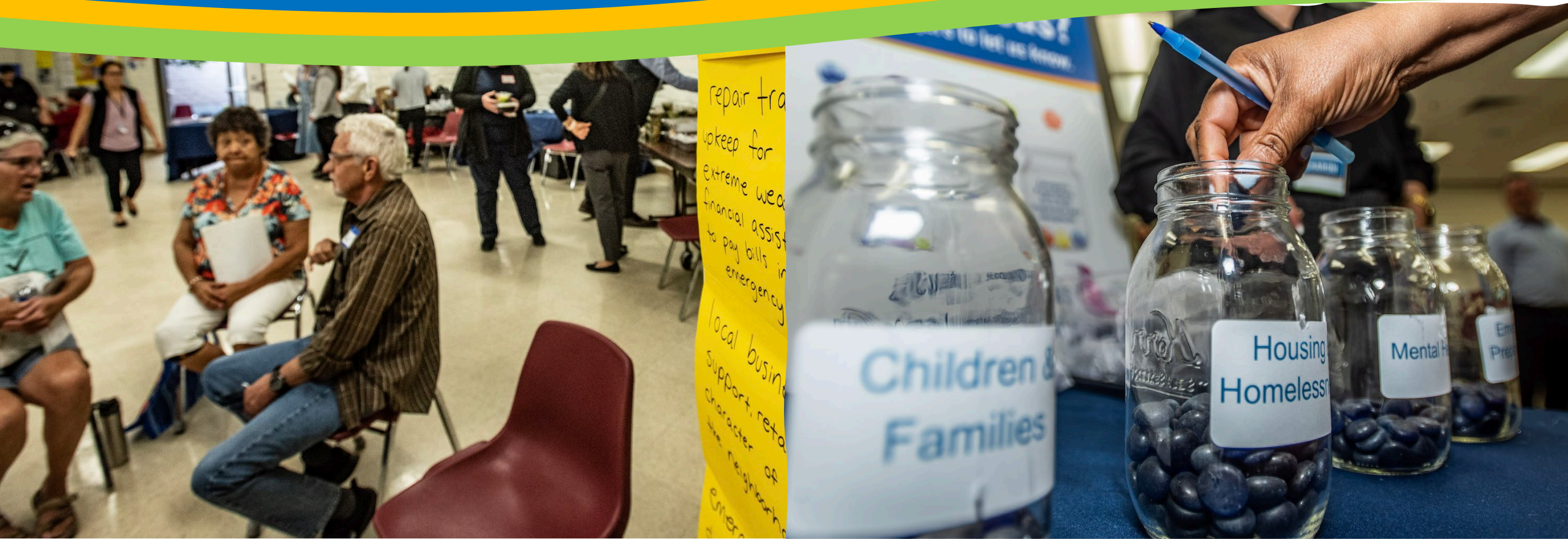


Presentation Outline

- ➔ Engagement Methods & Reach
- ➔ Findings:
 - ➔ Centering Residents' Needs
 - ➔ Overarching Key Themes
 - ➔ Themes by Topic
- ➔ Words from Residents



Methodology & Reach



Methodology: Resident Engagement

Listening Sessions

Eight sessions across the county to:

- listen to residents needs
- understand services
- inform how Measure K allocations

Data gathering activities:

- welcome marbles
- welcome cards
- small group discussions
- money marbles

345 residents participated

Survey

Methods:

- online
- in-person
- over the phone

Languages

- English
- Spanish
- Simplified Chinese
- Tagalog

2300+ Surveys Collected



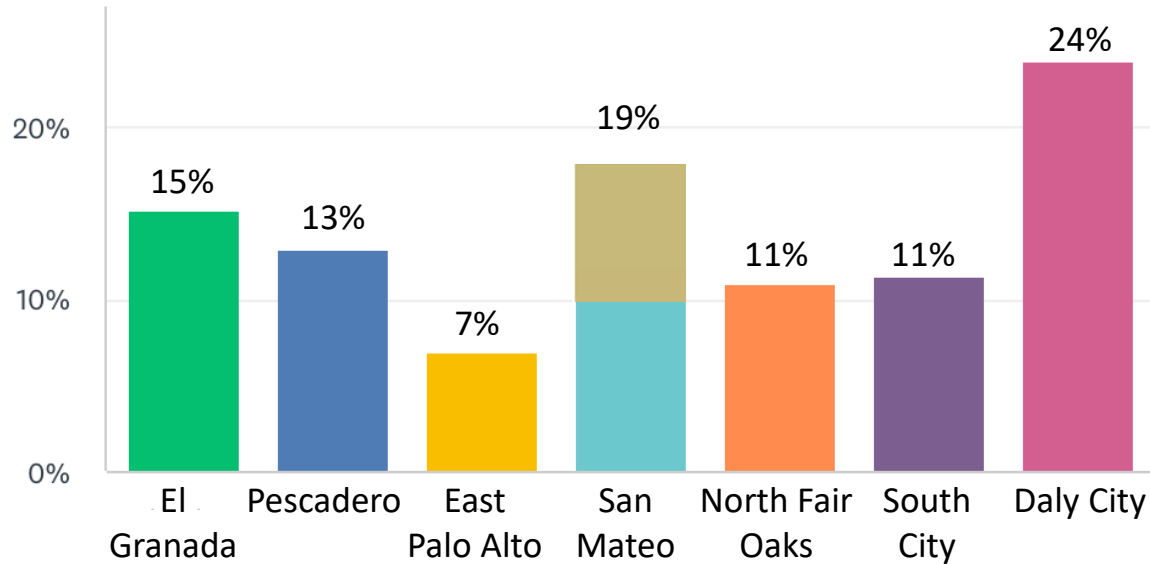
2,645+ Residents Engaged



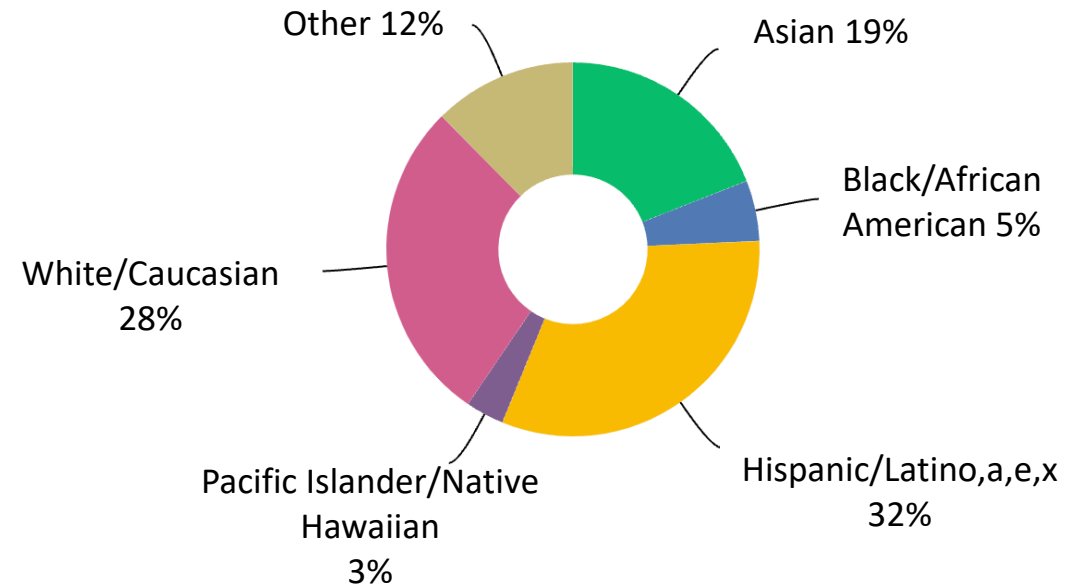
Reach: Listening Sessions

345 Residents Participated

Location



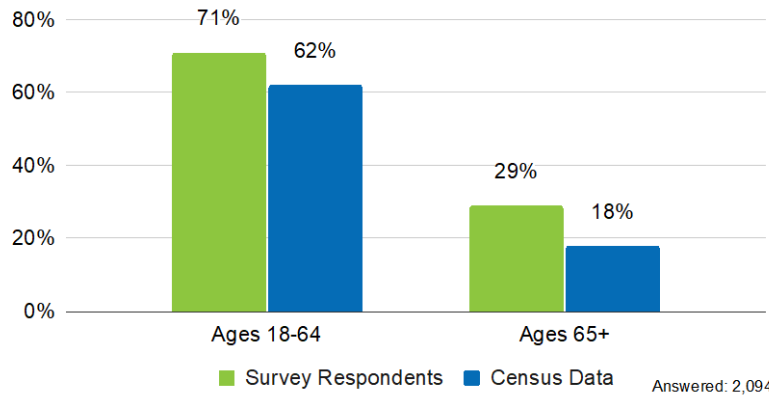
Race/Ethnicity



Reach: Survey Respondents vs. Census Data

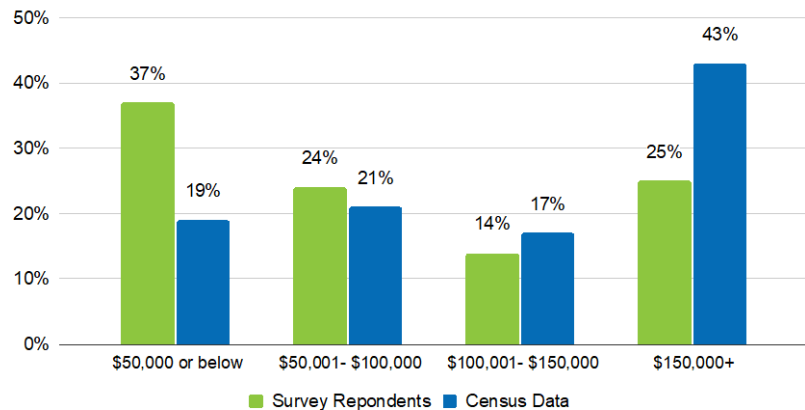
Age

Comparison of Age Distribution: Survey Respondents vs. Census Data



Income

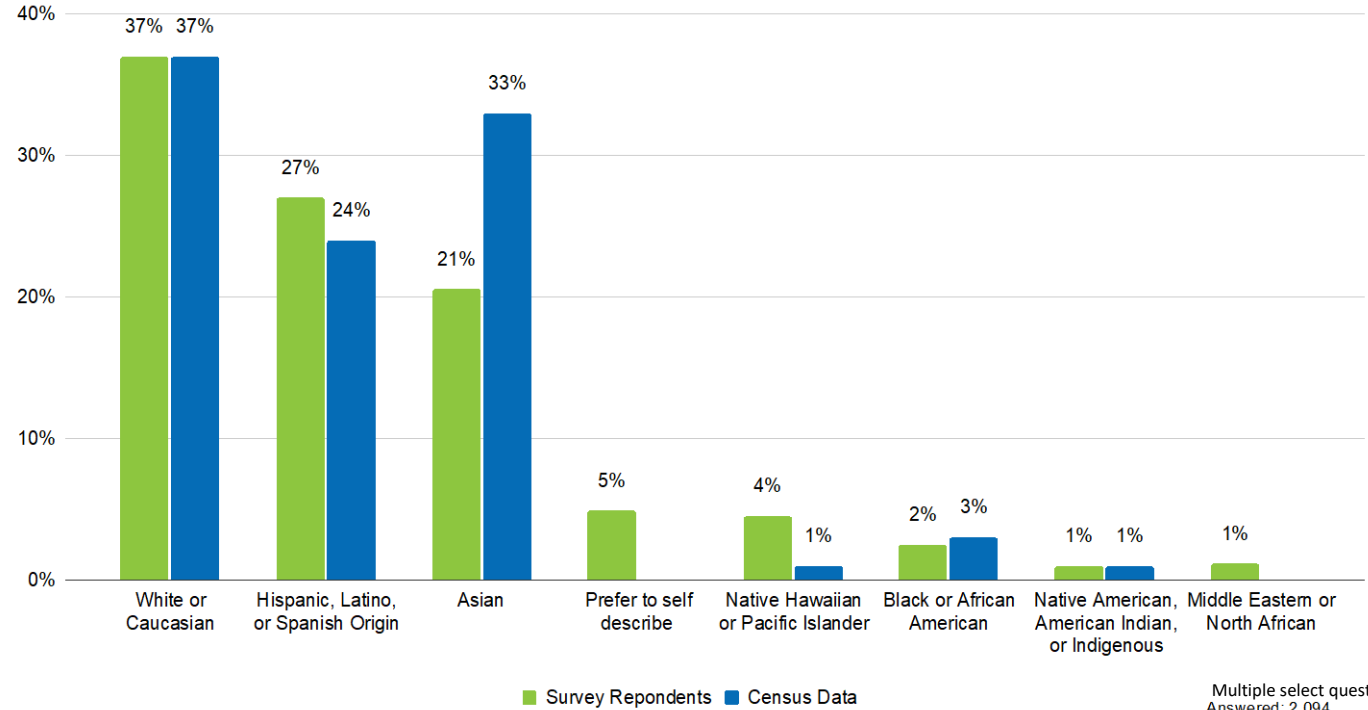
Comparison of Household Incomes Distribution: Survey Respondents vs. Census Data



Income comparison is sourced from data.io which reflects census data/American Community Survey 5-year estimates

Race/Ethnicity

Comparison of Racial & Ethnic Distributions: Survey Respondents vs. Census Data



Multiple select question
Answered: 2,094

Methodology: CBO and County Data

CBO Engagement

- CBO Summit implemented by another consultancy
- CBOs separated into their own small group discussions at listening sessions
- Government staff (e.g., city staff) were included in the CBO groups



County Data

County staff asked a variety of County Departments to share what they see as community needs and to provide ideas on services to help resolve those needs.

Findings



Findings: Centering Residents' Needs

Listening Sessions
+ Survey

Key Findings



CBO Engagement



County Data



Resident-focused Recommendations

Findings focus on residents needs expressed in the listening sessions and survey.

CBO and County Data supplement the findings where their input aligns with resident-based themes.



Findings: Overarching Themes

Topic Agnostic

“Needs are Needs”

Residents do not think about their needs in relationship to funding streams.

Filtering the needs and ideas for services to be restrictive to what Measure K could fund in reporting would be disingenuous to what the community shared and hinder the trust built over the course of this engagement.

Equity

Culturally Sound Engagement

Tailored Program Design

Experienced Service Administration

Heard & Hopeful

“ This was the best meeting of its sort I have ever attended. The staff ... drew everyone out, listened attentively, took accurate notes and encouraged understanding of other group members, while framing the process from the County point of view. I hope the process will help the County make good decisions on serving the community. ”

Seniors Want a Dedicated Topic



Marble Activities



Welcome Marbles

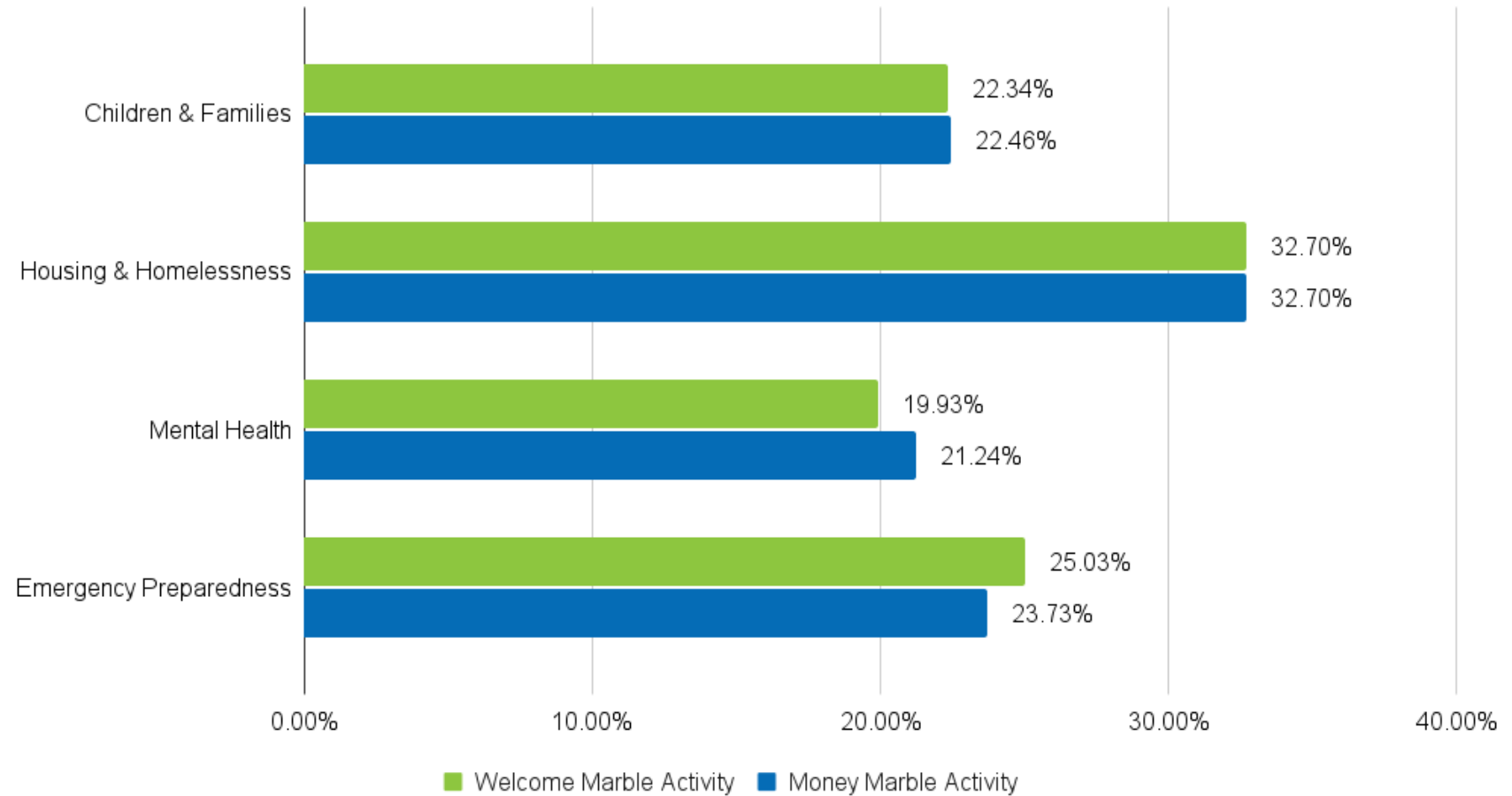
Money Marbles



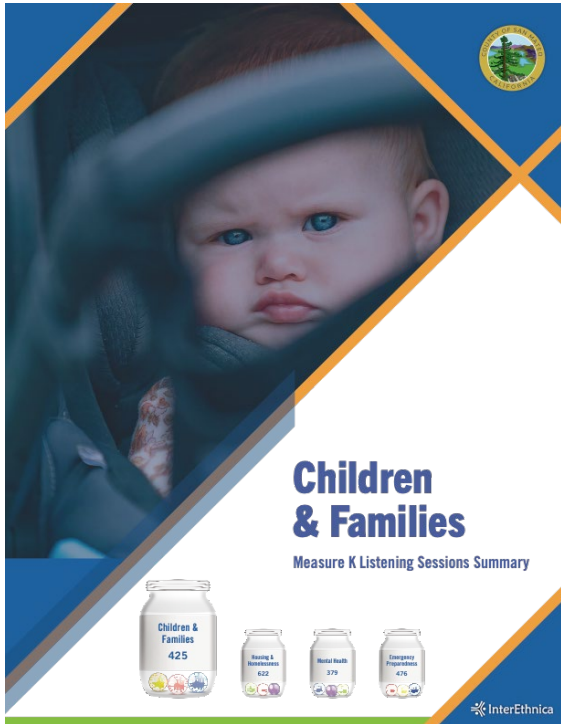
Where the Marbles Landed

**Marbles
distribution
based on
needs and
money align**

Comparison of Welcome Marble Activity vs. Small Group Money Marble Activity



Children & Families: Listening Sessions



Key Themes:

1. Childcare & Enrichment Programs
2. Transportation & Programming in Public Spaces
3. Workforce Related Education Programs
4. Equity in Communities
5. Financial Support for Families

The community voices a strong desire for accessible, affordable options that extend beyond school hours, highlighting the significance of weekday, weekend, and summer programs. Given the area's high cost of living, it's imperative that these services cater to families across all income spectrums.



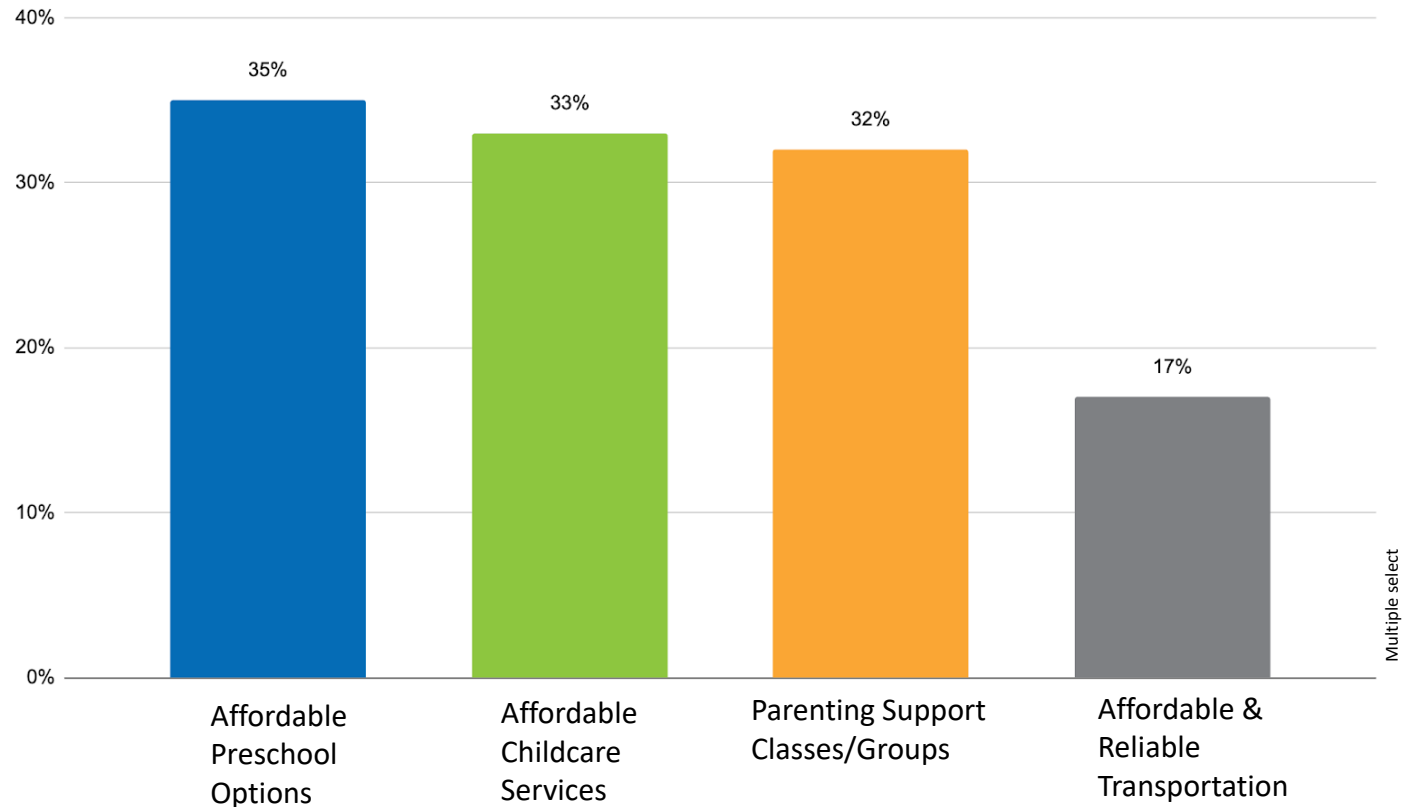
Children & Families: Survey

Theme: Childcare & Enrichment Programs

How often can your family living in San Mateo County access the options below?

17 options were provided, and respondents were asked to tell us if they could access any of the options very frequent, frequently, occasionally, or never.

Top 4 Least Accessible for Families with School-Aged Children



Multiple select



Children & Families: Survey

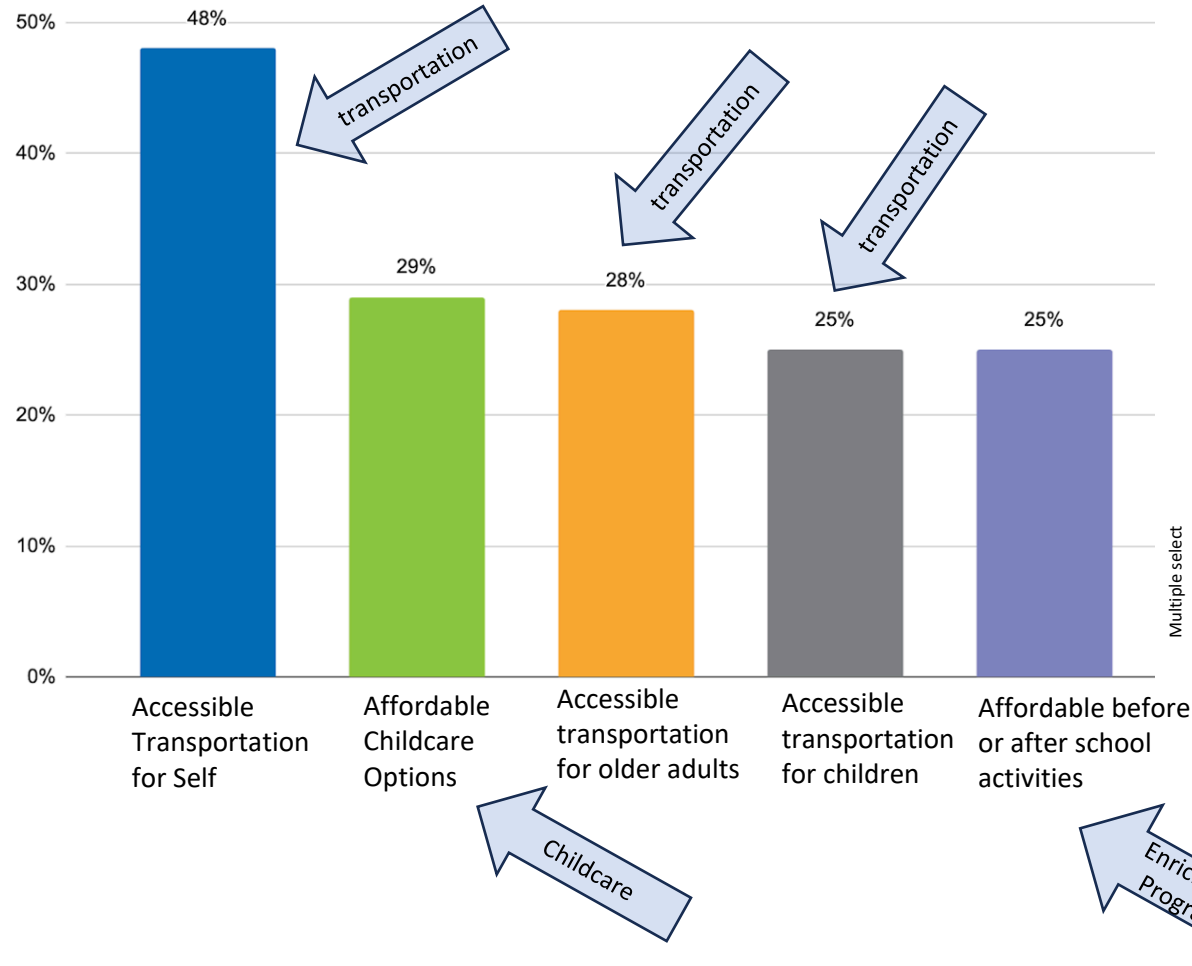
Themes:

1. Childcare & Enrichment Programs
2. Transportation & Programming in Public Spaces

*Please rank the top **five** things you are most concerned about for your family*

14 options were provided, and respondents were asked to rank their top five most concerning.

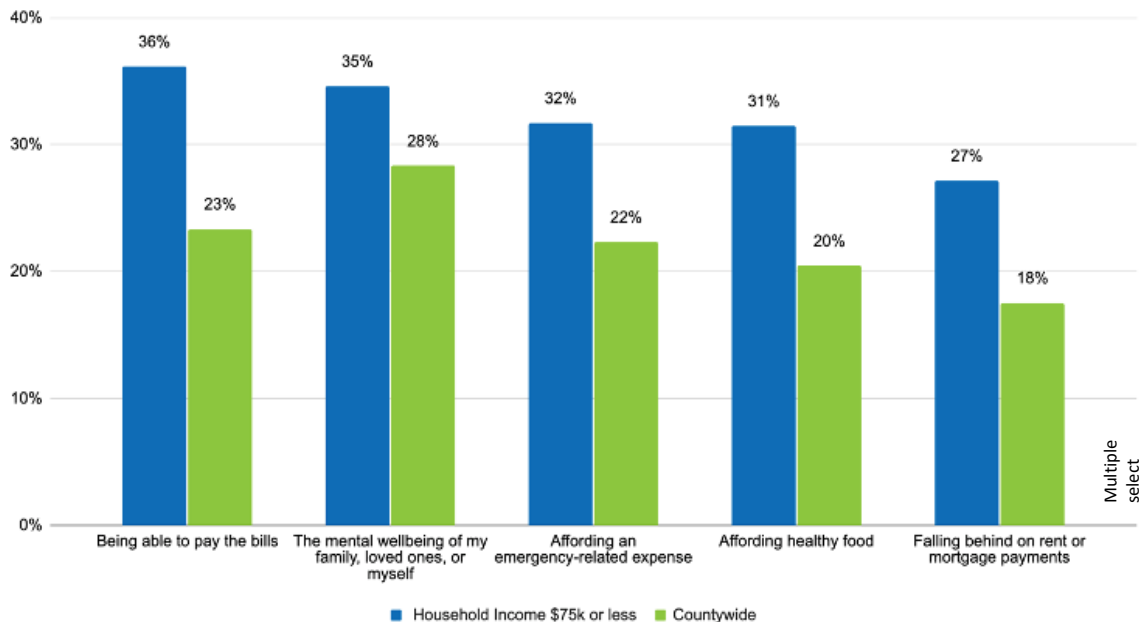
Top 5 Concerns for Families with School-Aged Children



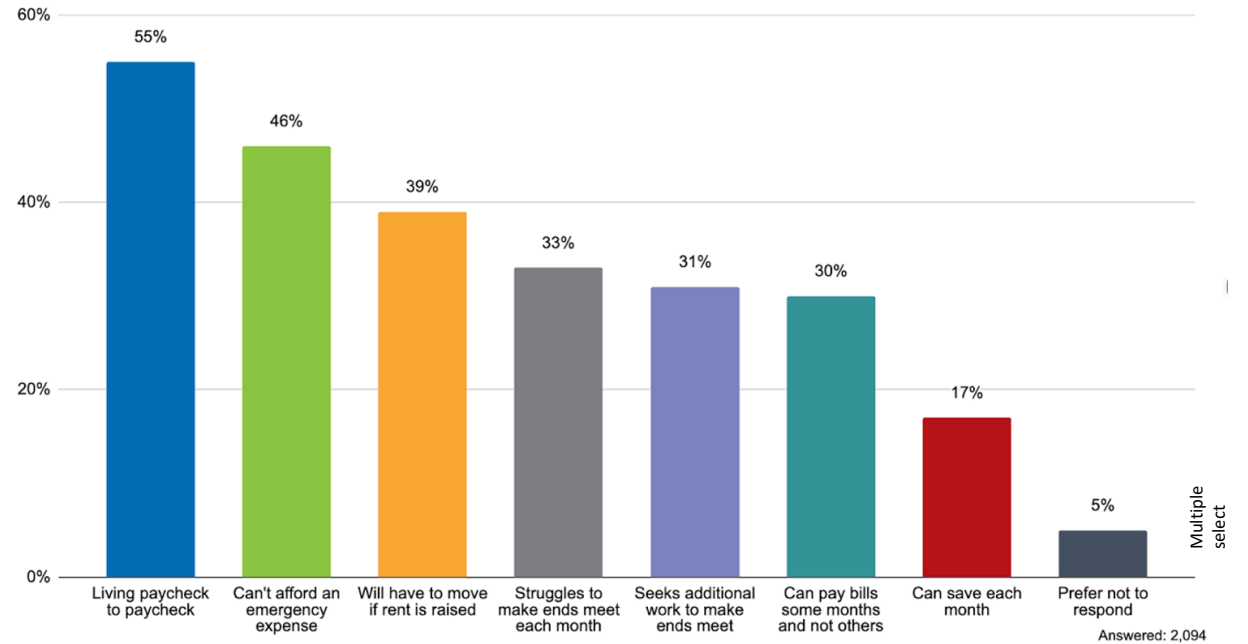
Children & Families: Survey

Theme: Financial Support for Families

What are you most frequently worried about?
HHI \$75K or less vs. Countywide



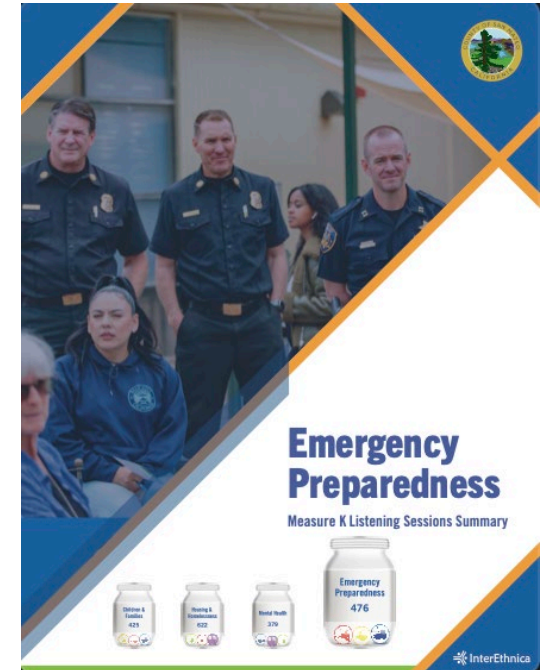
Financial Status, Beyond Income
Families with Children & HHI \$75k or less



Emergency Preparedness: Listening Sessions

Residents call for a Countywide Emergency Communications Plan that:

- considers the **unique geographic circumstances** of the diverse county landscape
- is developed through robust **community outreach** on macro (city-level) and micro (block-level) scales
- provides **information on resources** accessible before, during, and after emergency
- is widely spread in **multiple languages**
- **leverages** businesses, people, their **skillsets**, and **equipment**
- helps neighbors determine **who can help** provide what support during an emergency and **who might need support**
- considers **cultural norms** when helping communities plan



Emergency Preparedness: Survey

Before an Emergency:

“Thinking about an emergency situation you have experienced, what would have helped you better prepare?”

55% a system of warning the community

49% knowing where to go for shelter in advance

46% knowing what type of supplies you need and where to get them in advance

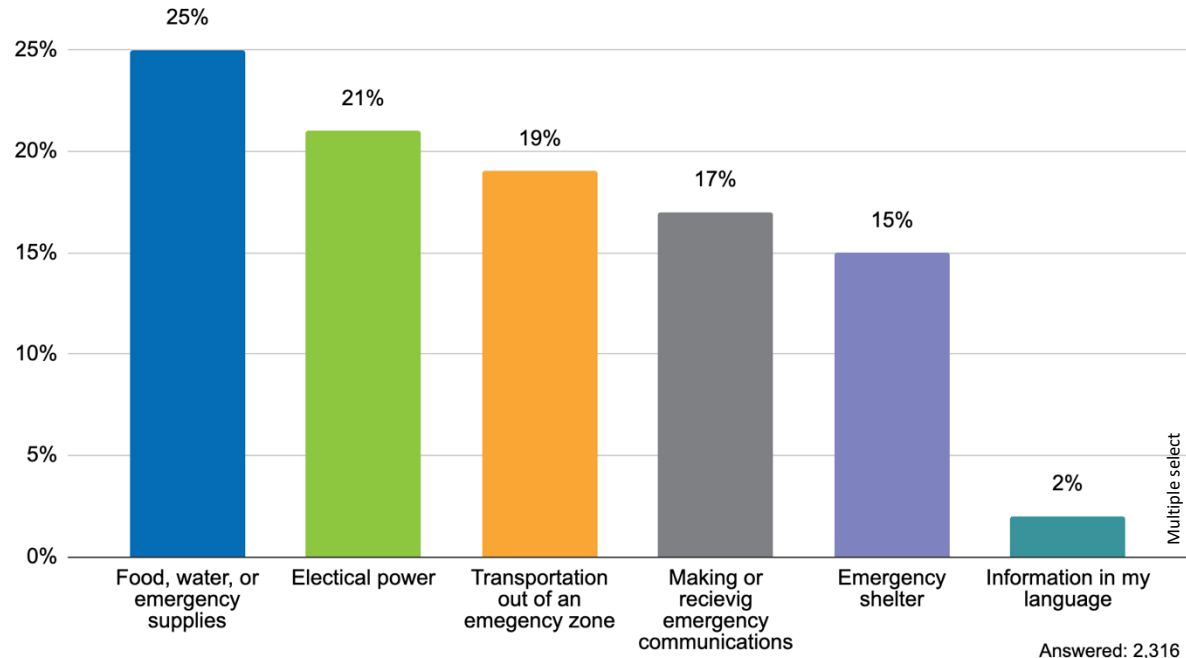
41% knowing in advance who to call in an emergency



Emergency Preparedness: Survey

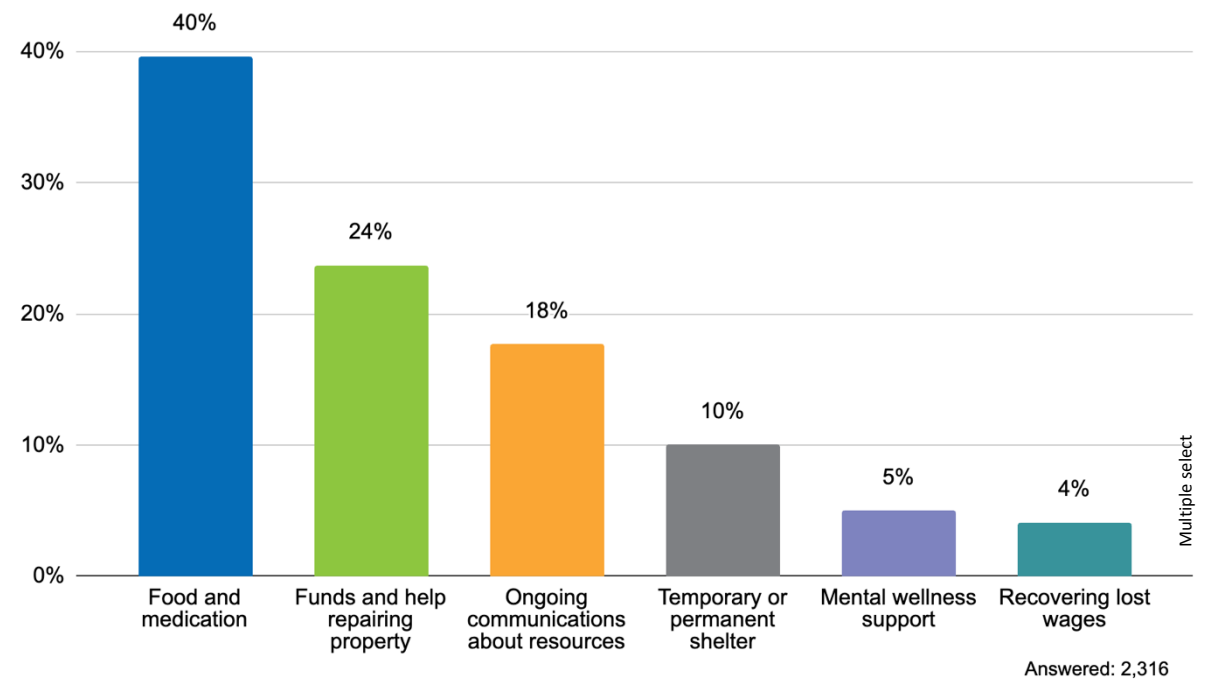
During an Emergency:

Top needs during a disaster or emergency situation

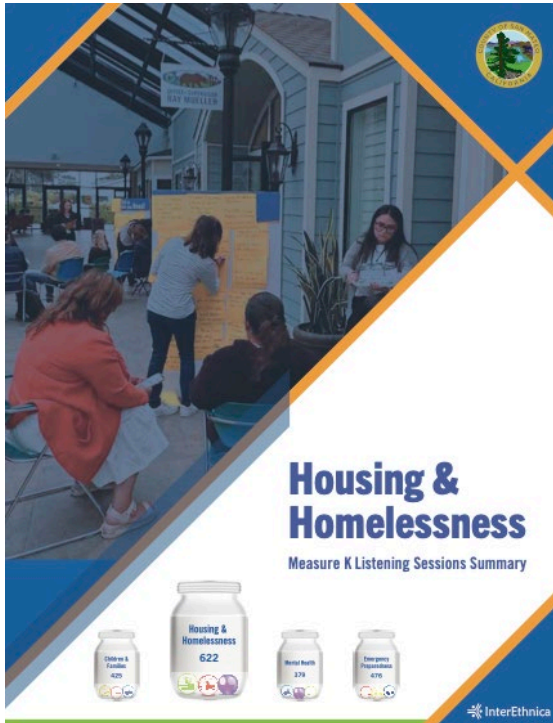


After an Emergency:

Top needs after an emergency



Housing & Homelessness: Listening Sessions



Key Themes:

1. Affordable & Accessible Housing Options
2. High Cost of Living in the County
3. Evictions & Housing Assistance

“I don't use my upstairs anymore, so I tried to convert it into a rentable ADU. It would be an affordable solution for a small family. I had the plans drawn up but was so frustrated with the permitting costs and process that I gave up.”

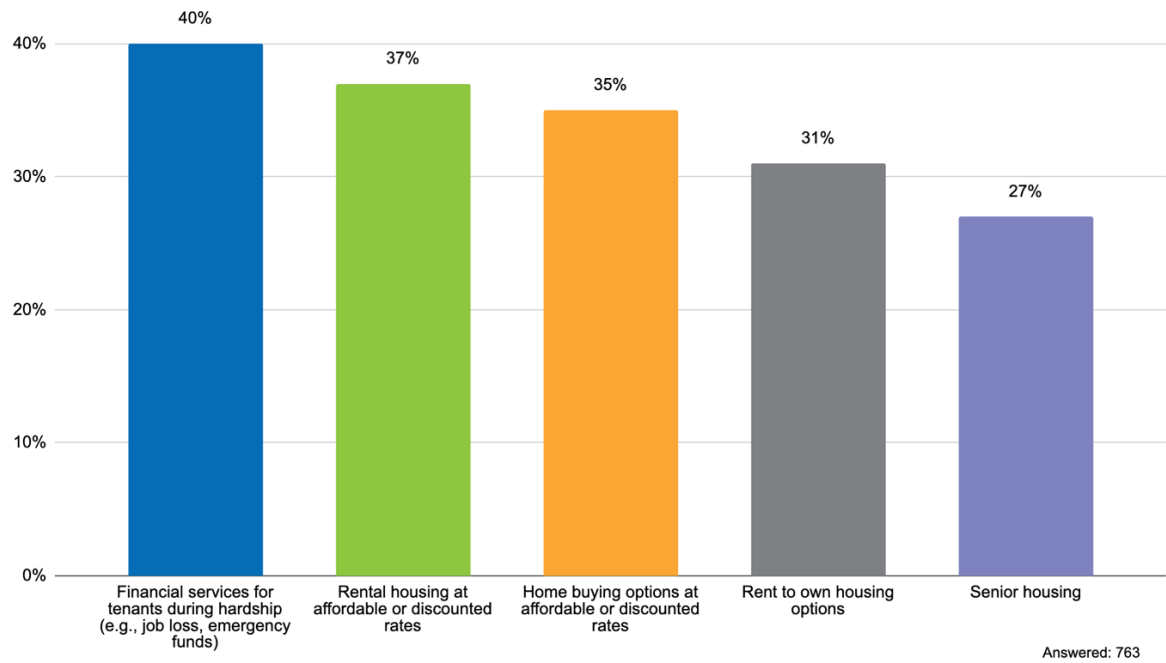
“I am one of those people they call ‘house rich,’ but I live on a fixed income. I need to hire someone to install safety rails in my bathroom, but I need help figuring out what this type of service should cost and who to trust to do good work.”



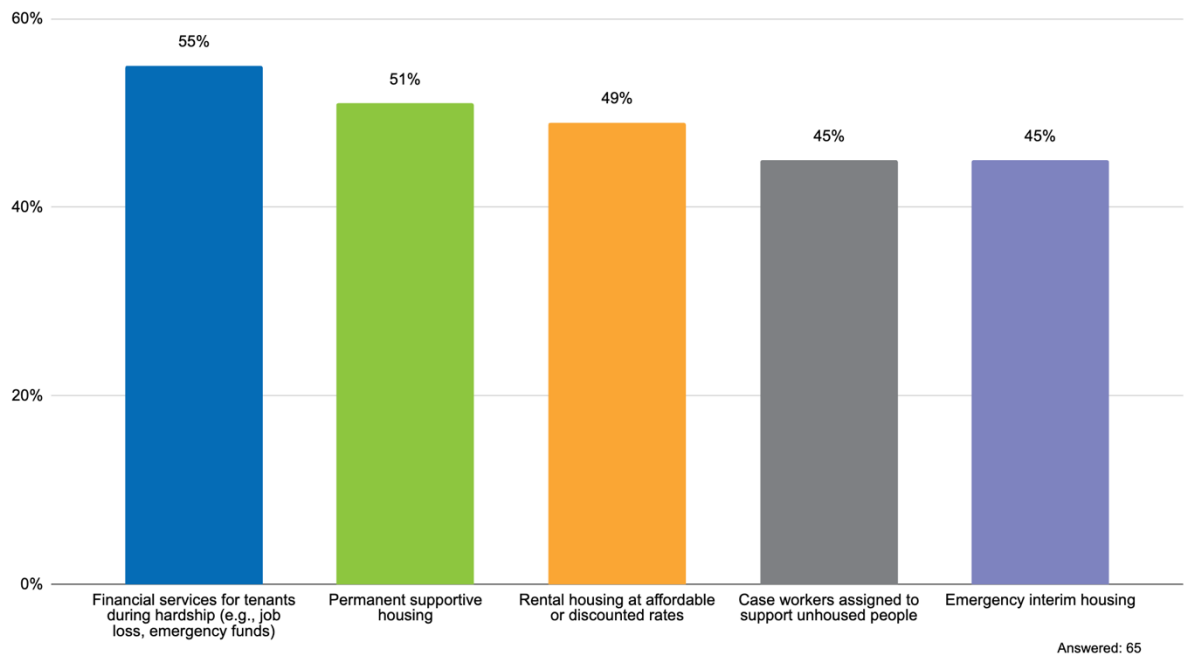
Housing & Homelessness: Surveys

Top Selected Resources To Support Housing Challenges

HHI \$75k or less



Living in Temporary Housing, Shelter, or are Unhoused



Mental Health: Surveys

Mental Wellness Worries Residents Across the County

The first question on the survey aimed to uncover the top-of-mind worries from residents. When asked “how often do you worry about any of the following statements,” residents selected “**the mental well-being of my family, loved ones, or myself**” as “very frequently” **the most**.

Respondents with HHI of \$75k or less, it’s worth noting that “**being able to pay the bills**” came in as the most frequently worried about statement with “**the mental well-being of my family, loved ones, or myself**” landing in the fourth.

22% of respondents with HHI at \$75k or less said mental wellness or counseling services were never accessible to them.



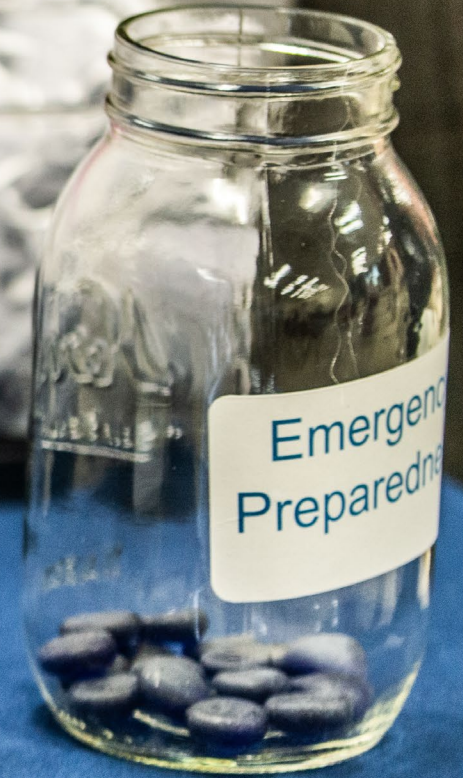
Words from Residents



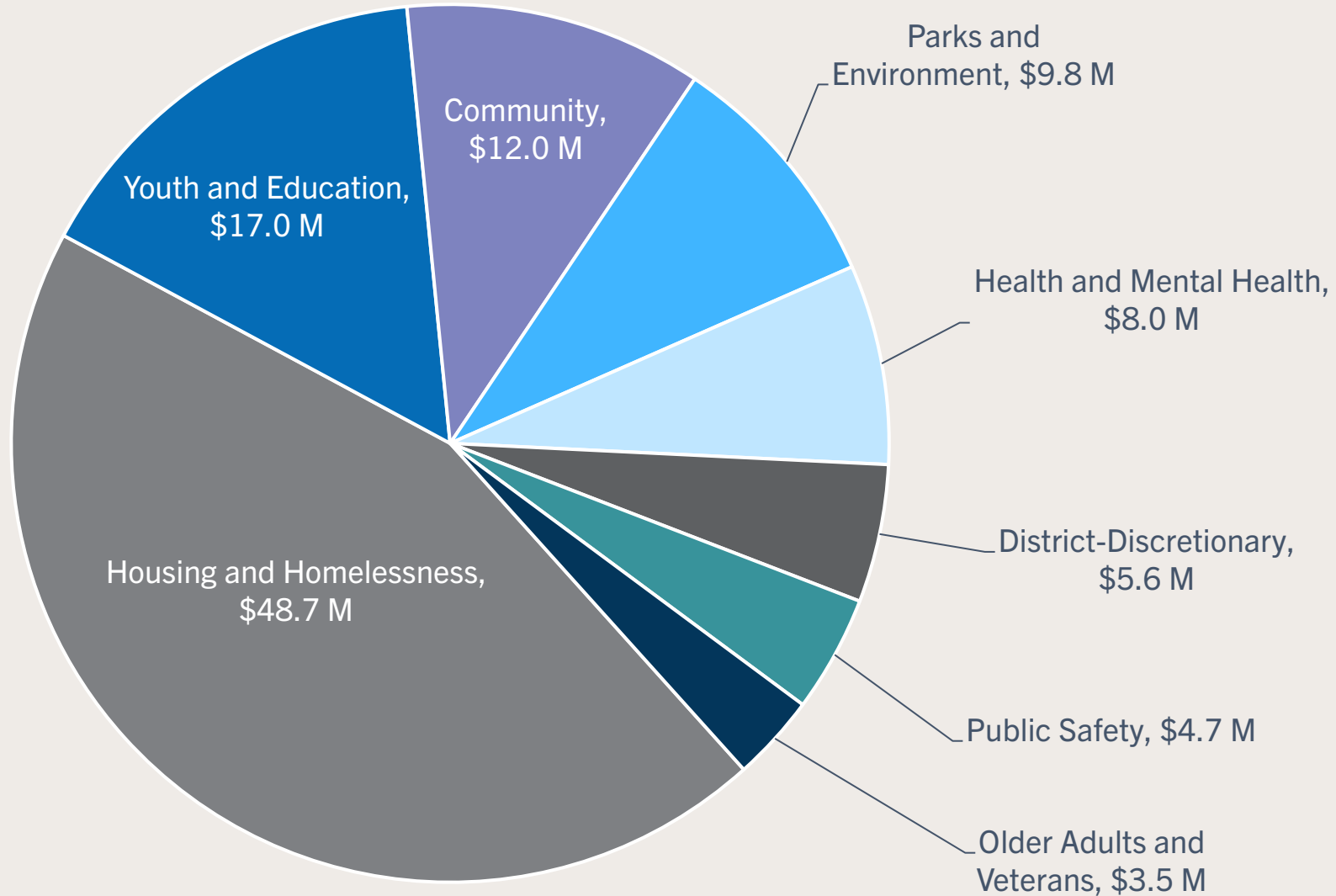
Thank you



Allocation Proposal



FY 2023-24 Allocations by Priority Area



Ongoing County Programs

Children, Families, and Seniors	
Big Lift	\$8.1M
School Safety	\$677k
Pre to Three	\$1.1M
Youth Outpatient Case Management	\$866k
Elder Abuse (District Attorney)	\$1.1M
Adult Protection	\$767k
Senior/elderly wrap around case management	\$1.25M
Coastside Medical	\$568k
Veteran's Services	\$370k
Supported Training Employment Program	\$455k
Mental Health Services for Transitional Youth	\$352k
Home Visit Expansion	\$1.4M
Total	\$17.1M

Parks	
Operations and Maintenance	\$1.9M
Capital Improvements	\$2.6M
Total	\$4.5M

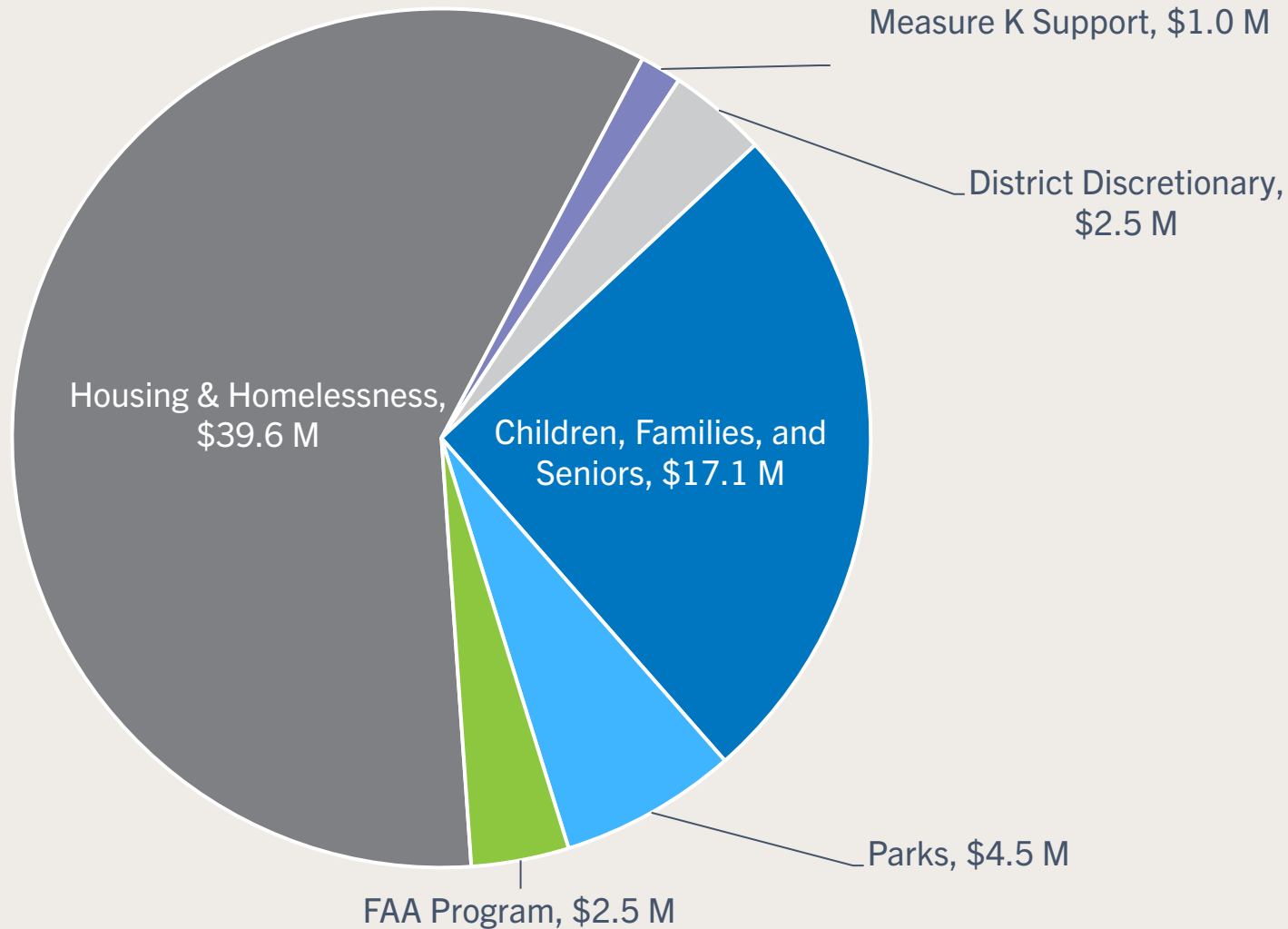
Ongoing County Programs

FAA Program	
Agriculture/Weights & Measures	\$154k
County Attorney's Office	\$119k
Sheriff's Office	\$1.9M
Department of Public Works	\$240k
County Health	\$68k
Total	\$2.5M

Measure K Support	
Outreach Coordination	\$240k
Contract Support	\$560k
Analyst Support for Gun Violence Prevention/Homelessness	\$250k
Total	\$1.0M

Housing & Homelessness	
Affordable Housing Fund	\$20M
Vouchers	\$8.7M
SMC Health Housing Retention	\$2.0M
ITA Clarity/FRC Database	\$125k
HOPE Implementation	\$2.1M
Shelter Operations	\$5.0M
IMAT - Integrated Medication Assisted Treatment Program	\$1.5M
Total	\$39.6M

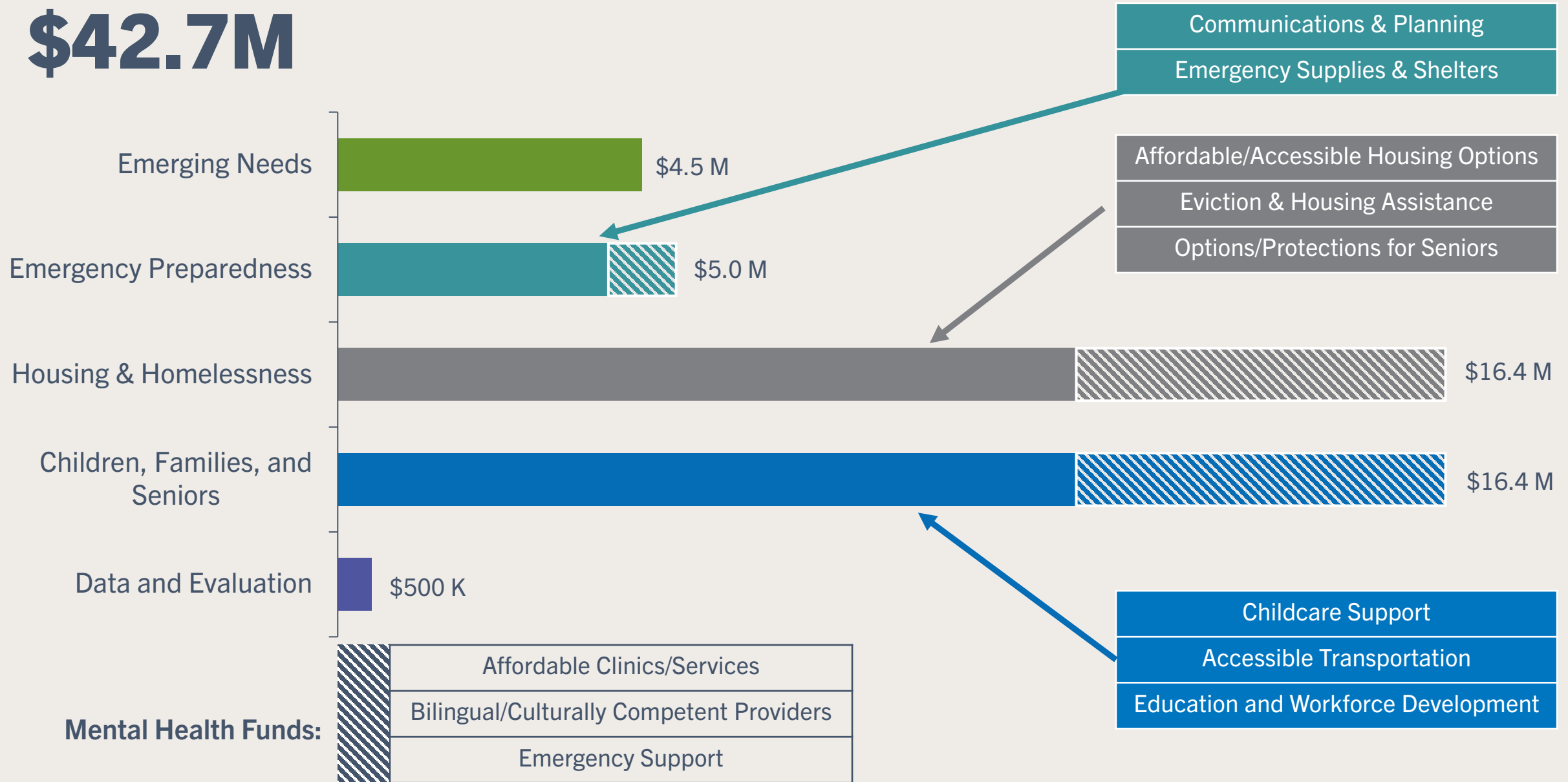
Ongoing initiatives distinct to County priorities



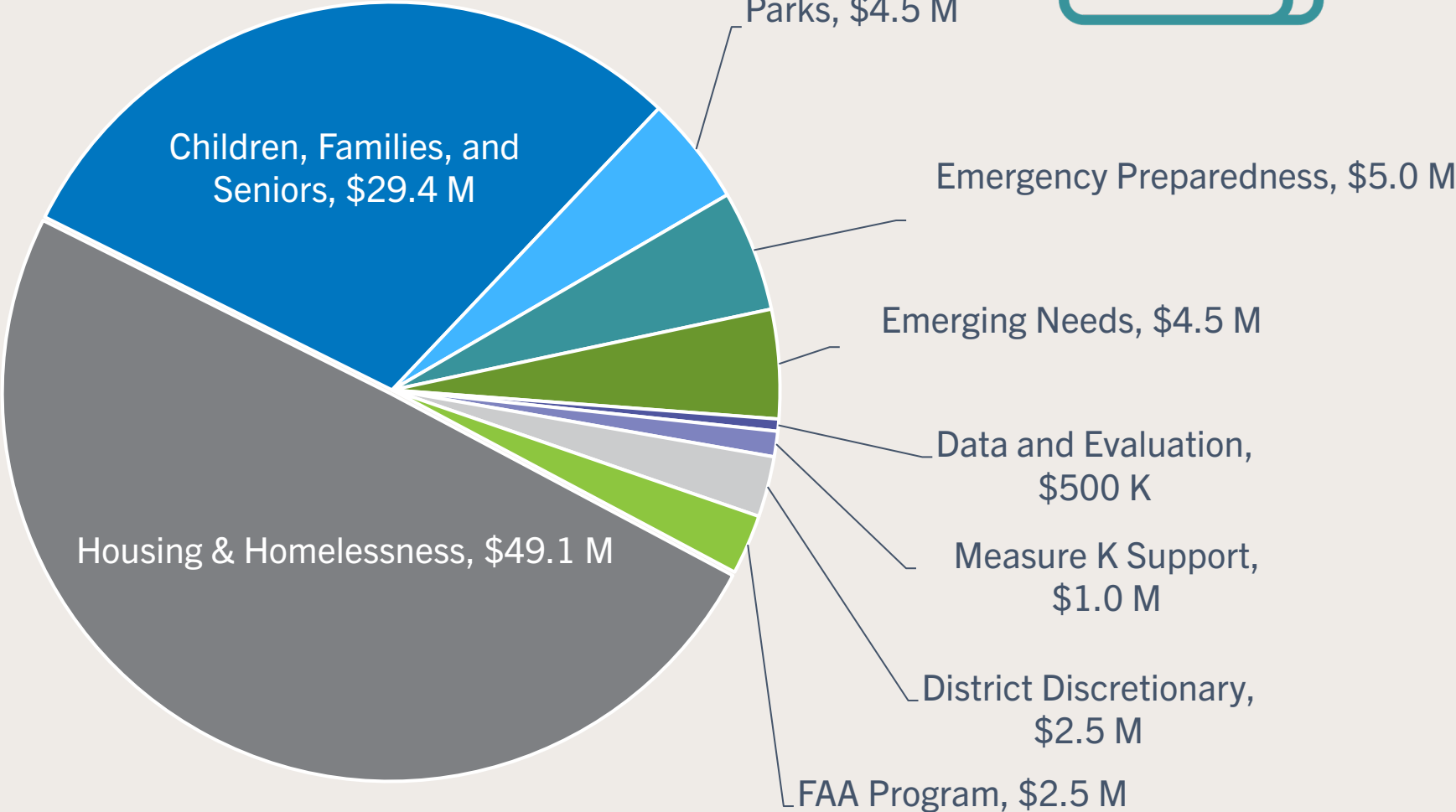
=**\$67.3M**

It is anticipated that \$110M will be available in FY 2024-25 for Measure K-funded programs, leaving **\$42.7M available.**

Recommended Allocations for \$42.7M



Funding Recommendation



Timeline

2023

2024

OCT
17th

Board Meeting to approve priority areas, categories, allocation proposal and procurement process

NOV

Request for Measure K Grant Proposals released

DEC

Request for Measure K Grant Proposals closed

JAN/FEB

Measure K BOS Subcommittee meetings to review Measure K Grant Proposals & recommendations

MAR-JUNE

Board Study Session & final Measure K allocations

Next Steps

October 17, 2023: Board of Supervisors Meeting

- Approval of the proposed process for awarding Measure K grants
- Approval of proposal to establish Priority Areas for Measure K grants
- Approval of the proposed allocation of Measure K grants





THANK YOU



Discussion

