



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
County Manager



Date: March 11, 2015

Board Meeting Date: March 17, 2015

Special Notice / Hearing: None

Vote Required: Majority

To: Honorable Board of Supervisors

From: John L. Maltbie, County Manager

Subject: County Manager's Report #5

RECOMMENDATION:

Accept this informational report.

BACKGROUND:

This report will provide you with updates on a variety of County initiatives focusing on Public Safety, Health and Human Services, Community Services and Performance, in addition to reports on legislation and issues that require your action. We also will keep you and the public informed about new services, upcoming events and general updates.

DISCUSSION:

Public Safety

Governor denies county emergency aid for storm damage

On March 2, Gov. Jerry Brown declared an emergency proclamation for Lake and Tehama counties due to extensive storm and flooding damage that began Nov. 30. Brown had declared a state of emergency in San Mateo County on Dec. 22 but found the damage was not beyond the County's "financial capabilities," according to the Office of Emergency Services. The decision means the San Mateo County Board of Supervisors need no longer continue extending its local emergency declaration. However, any damages sustained in the county would not be eligible for state and/or federal assistance.

Community Services

Signs picked for North Fair Oaks entrances

As part of the greater plan to enhance North Fair Oaks' visibility, four new entrance signs were chosen to greet visitors at the gateways of Fifth Avenue near El Camino,

Middlefield Road at Semicircular Road, Fifth Avenue and Fair Oaks and 2600 Middlefield Road.

The 10-foot tall signs are shaped in the silhouettes of local community members, including a mother and child, a musician, skateboarder and father with children, with the name “North Fair Oaks” printed vertically up the spine. A local artist developed the concept and the community helped choose the final shapes, colors and locations that were then approved by the North Fair Oaks Community Council. Installation is targeted for June 2015.

Parks

Take a Hike season opens

Take a Hike, the County of San Mateo’s now annual season of monthly guided visits through County parks, began March 7 at Flood Park in Menlo Park with its biggest ever first-day turnout of about 125 people and continues through November. Led by park rangers and volunteer docents, visitors receive a “2015 Take A Hike” T-shirt and learn about the County’s parks and trails.

New for 2015, the Take A Hike program is working with Healthy Parks, Health People Bay Area – a collaboration of Bay Area park agencies – to encourage residents in improving their mental and physical health while exploring the County’s open spaces. Kaiser Permanente has also committed to having a physician at every future hike.

Performance

County’s social media presence expands

The County of San Mateo’s social media presence continues growing in popularity. This month, the County’s Facebook marked 1,800 fans, up from 800 in June. Likewise, our Twitter handle @sanmateoco now has 873 followers compared to 103 last June.

The online survey tool SMCSpeakOut is another way the County is successfully engaging the community. The month-long survey promoting the “As Fresh As It Gets” program asked residents, “Would labeling produce and products from San Mateo County affect your buying habits?” More than 2,500 people viewed the poll between Feb. 1 and Feb. 28. The data will help the Department of Agriculture/Weights and Measures entice grocery stores to display the logo on local goods.

News, Events and Updates

Evidence-based practices training readies groups for grant applications

More than 60 representatives of community-based organizations (CBOs) and County staff gathered Monday, March 9 to learn the ABCs of evidence-based practices and how they apply to funding. The half-day workshop prepared the participants to apply for \$1 million in public safety realignment grant dollars available in Fiscal Year 2015-2016 through the Community Corrections Partnership for CBOs providing that population with

targeted services like supportive transitional housing, transportation, employment and other innovative or promising programs aimed at unmet needs.

The Request for Proposals and application materials are available at <http://probation.smcgov.org/ccp-competitive-matching-grant-program>. Applications are due April 10 to the County Manager's Office with funding to begin July 1.