



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
County Manager's Office



Date: January 10, 2017
Board Meeting Date: January 24, 2017
Special Notice / Hearing: None
Vote Required: 4/5ths

To: Honorable Board of Supervisors

From: John L. Maltbie, County Manager

Subject: Communications Officer – **Measure K** Education and Outreach

RECOMMENDATION:

Adopt a Resolution authorizing an Appropriation Transfer Request (ATR) recognizing unanticipated **Measure K** revenue of \$100,000 and making corresponding appropriations in Salaries and Benefits to fund the Communications Officer for the remainder of FY 2016-17.

BACKGROUND:

As part of the September FY 2015-16 Adopted Budget revisions, the Board approved a **Measure A** allocation of \$140,000 for a limited-term Communications Officer to provide education and outreach to the public on **Measure A** (now "**Measure K**"). The FY 2016-17 Adopted Budget includes rollover appropriations of \$40,000.

DISCUSSION:

The County Manager recommends extending the term of the position through June 30, 2017. The incumbent has been instrumental in creating and maintaining a website that provides valuable information to County residents on how **Measure K** funds have been allocated and the performance and impacts of those allocations on County programs and services.

Highlights of this work over the past year include: developing categories (Public Safety, Health and Mental Health, Youth and Education, Housing and Homelessness, Parks and Environment, Older Adults and Veterans Services and Community Services) to increase transparency and accountability; developing an identity system and usage guidelines to acknowledge and highlight **Measure K**-funded programs and services; creating compelling digital, audio and video content that highlights individuals benefitting from **Measure K** investments; and, collaborating with internal and external grant recipients to promote the visibility of **Measure K** investments.

Among his many goals for this fiscal year is to gather stakeholder and community input on the effectiveness of **Measure K**-funded programs.

Approval of this ATR contributes to the Shard Vision 2025 outcome of a Collaborative Community by ensuring that the use of **Measure K** is transparent and effective.

FISCAL IMPACT:

This ATR recognizes and appropriates \$100,000 in **Measure K** funding to cover the cost of the Communications Officer for the remainder of this fiscal year. Should the position be extended beyond June 30, 2017, additional funding will be included in the FY 2017-19 Recommended Budget. There is no Net County Cost associated with this item.