



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
County Manager

Date: July 29, 2015
Board Meeting Date: August 4, 2015
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Reyna Farrales, Deputy County Manager
Subject: Use of District-Specific Measure A Funds

RECOMMENDATION:

Resolution directing the Human Services Agency Director or her designee to prepare and execute agreements with Ravenswood City School District for the Parent and Youth Academy Program; Joan and Lewis Platt YMCA in East Palo Alto for the Youth and Government Program; and LEMO Foundation for the Playmakers Program.

BACKGROUND AND DISCUSSION:

Measure A is the ten-year half-cent general sales tax approved by San Mateo County voters in November 2012. The Board and County staff have conducted study sessions and community outreach efforts to inform priorities for Measure A spending.

On March 17, 2015 your Board adopted the Measure A allocation plan for the FY 2015-17 budget, during which the County anticipates Measure A receipts of about \$80 million annually. The plan included \$5 million in one-time loans or grants, and \$1 million each year for FY 2015-16 and 2016-17, divided equally among the five Board districts, for organizations that submitted Letters of Intent that were not funded or, in cases of emergencies or unforeseen circumstances, other one-time projects for organizations that did not submit a Letter of Intent. On April 28, 2015, your Board approved criteria and process to be used by staff to administer these funds.

The following Board District has submitted requests to use Measure A funds as set forth below and in the attachment hereto:

District/Project	Amount
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District 4 (Warren Slocum) – Ravenswood City School District - Parent and Youth Academy Program	\$60,000
District 4 (Warren Slocum) – Joan and Lewis Platt YMCA in East Palo Alto - Youth and Government Program	\$40,000
District 4 (Warren Slocum) – LEMO Foundation - Playmakers Program	\$50,000
TOTAL	\$150,000

FISCAL IMPACT:

This is a one-time \$150,000 total allocation for agreements that will individually not exceed Department Head authority to execute contracts on behalf of the County. The Board Resolution directs the Department Head or her designee to prepare all documents, including performance objectives, and execute the agreements. There are sufficient Measure A funds budgeted in the Non-Departmental Services FY 2015-16 Budget and the transfer of \$150,000 from Non-Departmental Services to the appropriate HSA fund will be reflected in revisions to the County's FY 2015-16 Budget prior to its adoption in September.

ATTACHMENT – Project Summaries

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DISTRICT 4 (Supervisor Warren Slocum)
FY 2015-17 Measure A Request
Joan and Lewis Platt YMCA
Youth and Government Leadership Program
\$40,000 one-time

The Joan and Lewis Platt YMCA in East Palo Alto's *Youth & Government* leadership program teaches youth about the democratic process, helps them develop as critical thinkers, builds an awareness of social issues and grows confidence in their own abilities to create solutions. *Youth & Government* meets several times a week during the year, and engages students in state-wide conferences where they have the opportunity to present their ideas for legislative change and engage in respectful debates with teens of diverse backgrounds.

Knowing that they have a voice in the governance of their local, state, national and global communities can open their eyes to their own potential and ignite their passion for serving others. Civic engagement also helps youth build skills for becoming successful adults. Through this program, youth gain greater awareness of the community, understand the value of differences, practice cultural competency skills, build confidence in their abilities to contribute to society and develop skills in leadership, citizenship, planning, and communication.

The \$40,000 in funding will allow 30 youth to participate in Youth & Government. The program meets three times a week over the course of a year. The youth in the program also have YMCA membership during their program enrollment so they have access to the YMCA Teen Center and fitness facilities. The youth also attend three conferences during the year. The funding will also provide for three volunteers to attend the conferences to chaperone the youth. HSA will work with YMCA staff on building performance measures and targets into the agreements.

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DISTRICT 4 (Supervisor Warren Slocum)
FY 2015-17 Measure A Request
Ravenswood City School District
Parent Academy
\$60,000 one-time

The Ravenswood City School District's Measure A Collaborative (Collaborative) will strengthen family engagement, supporting parents and caregivers to be more involved and effective in the lives of their children. By providing training and resources that are rooted in the cultural strengths of East Palo Alto's rich diversity, Ravenswood City School District (RCSD) and its Collaborative will provide meaningful community engagement for youth and families, and improve youth opportunities for success within East Palo Alto and eastern Menlo Park.

The Collaborative will hire and train three community members to engage and work directly with parents as *Promotoras* (community outreach workers). Each of the three community members will bring skill sets and cultural understanding of the African American, Pacific Islander, and Latino communities. The promotoras will provide direct support to parents, as well as help connect them to community resources.

In addition, the promotoras will help recruit parents to participate in the six-week Parent Academy. The Parent Academy will serve 60 parents comprised of 3 groups of 20, with each group learning parenting and personal development skills within the cultural context of their respective communities.

The Parent Academy will target parents of middle school youth. Workshops will be designed to meet parent needs. During the parent workshops, children of the families will also be engaged in a Youth Academy, engaging in activities that promote character development, community service, and academic success.

The \$60,000 requested for district Measure A funds will be used for 60 families to go through the six week Parent Academy. HSA will work with Ravenswood City School District staff on building performance measures and targets into the agreements.

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DISTRICT 4 (Supervisor Warren Slocum)
FY 2015-17 Measure A Request
LEMO Foundation
Playmakers Program
\$50,000 one-time

LEMO Foundation provides at-risk teens (12- 18 years old) with the tools to navigate life challenges and the foundation to go forward with confidence. Through improved academic performance, rigorous disciplined training, mentoring relationships, and help with basic needs (food, clothing), LEMO Foundation's Playmakers program improves student's GPA, increases their chances of high school graduation, and college acceptance and attendance. Since 2008, 100% of participants have graduated from high school, and 75% have received college scholarships.

LEMO Foundation improves academic performance with the following methods:

1. Assessment of learning differences
2. Goal setting and monthly meetings to discuss grades, testing, class behavior, etc.
3. Quiet and safe study environment at the LEMO Academic Resource Center
4. Correspondence with guidance counselors and teachers
5. SAT Prep and college applications
6. Next-level support for Playmakers in college to define academic goals and prepare for life in community via career and professional internships
7. Requirement for community service

The \$50,000 in district Measure A funds will be used for program services and equipment for 20 participants. HSA will work with LEMO staff on building performance measures and targets into the agreements.