



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
County Manager



Date: January 30, 2014
Board Meeting Date: February 11, 2014
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: John L. Maltbie, County Manager

Subject: County Manager's Report #2

RECOMMENDATION:

Accept this informational report.

BACKGROUND:

The County Manager's Office 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

Emergency Services Building Update

Recently my office met with Public Works to develop a timeline for the building of the new Emergency Services Building that will incorporate Public Safety Communications, the Emergency Operations Center and the Sheriff's Patrol Division. This critical building will be state of the art and capable of expanding dispatch services to other interested entities. It will also house a secure EOC that can quickly be made operational to handle the planning and response to any catastrophe that strikes our County. We anticipate the opening in less than three years.

District Attorney Recognized for Environmental Protection

On January 23, District Attorney Steve Wagstaffe was awarded a Certificate of Recognition for his office's "outstanding commitment to the protection of California's wildlife and natural resources, and superior performance in prosecuting wildlife, natural resource and environmental crimes in California courts."

The award was presented by Michael Sutton, the President of the California State Fish & Game Commission. Mr. Sutton acknowledged the work of Deputy District Attorneys Todd Feinberg and Elizabeth Nardi in the prosecution of civil and criminal cases to protect California's wildlife and natural resources. The District Attorney's Office is actively enforcing the California Marine Life Protection Act, and the Office has brought criminal and civil actions against commercial fishermen who have unlawfully taken marine life in protected areas.

The award ceremony took place at the Monterey Bay Aquarium, with Governor Jerry Brown and prosecutors from throughout the state in attendance.

Health and Human Services

State Grant Awarded

The California Department of Health Care Services and the California Endowment have awarded San Mateo County \$160,293 to help increase and enhance outreach and enrollment efforts for Medi-Cal. This will help us target high needs subsets of the currently uninsured, including inmates in the County jail, African American and Pacific Islander residents in East Palo Alto and residents utilizing detox services at a County-contracted site in San Mateo.

Securing the grant was due to a joint effort by the Health System, Human Services Agency and Sheriff's Office.

Seton Medical Center Update

My office has been meeting with representatives from Seton Medical Center to discuss their new proposed strategic plan and the potential impact on health care in the North County due to the possible sale of Seton by the Daughters of Charity. This is a major issue and we will ensure that we keep you informed on the progress and substance of these talks.

Affordable Care Act Outreach

In an effort to maximize participation in the new Affordable Care Act, the Human Services Agency will be organizing and hosting various enrollment activities throughout the county as we approach the end of the first open enrollment period. While the Medi-Cal Health Insurance program which serves the neediest in our community is open for enrollment all year long, programs for low- to moderate-income families such as the Advance Premium Tax Credit health insurance programs have an open enrollment period that closes on March 31, 2014. If residents miss the enrollment period, they will have to wait for the next open enrollment period starting in October 2014 to take advantage of these programs.

Human Services will be collaborating its outreach efforts with community partners including the Peninsula Clergy Network to bring enrollment activities out into the community. Residents will have an opportunity to find out more information about these

programs and work directly with our Benefits Analysts to enroll in health insurance programs. These events will be held in the northern, central, southern and coastside regions of our county.

The Big Lift

A Strategic Advisors meeting was held on January 31 in the San Mateo Library. About 50 people were in attendance led by Supervisor Groom. The group discussed both long-term and short-term financial strategies. The Board will receive a report in the near future on the cost estimates for the plan and implementation considerations.

Community Services

Fitzgerald Marine Reserve

The San Francisco International Ocean Film Festival has accepted an educational film about the Fitzgerald Marine Reserve which was created by San Mateo County Parks Ranger Rob Cala. The 13-minute film highlights the wonders of the reserve while emphasizing the need to tread lightly so that we preserve the reserve for generations to come.

The film will be shown at the Aquarium by the Bay at Pier 39 during the festival, March 5 through 9. During that week approximately 1,400 students are expected to view the film, which was commissioned by the Parks Department. The film is available on our Parks website at parks.smcgov.org by clicking on the Fitzgerald Marine Reserve. It's well worth watching.

Also regarding the Fitzgerald Marine Reserve, Parks is in the early stages of preparing plans to manage the Cypress Forest on the bluff and enhance the habitat of San Vicente Creek at the [Fitzgerald Marine Reserve](#). Both projects were recommended in the Fitzgerald Marine Reserve Master Plan, which was adopted by your Board in 2004. Parks has been collecting public input on the proposed plans and on January 25 conducted a site visit to present information and to hear from the public. The initial public comment period is now closed. Parks is reviewing the input and working with the designated consultant to draft a project plan that addresses issues identified by the public.

An additional opportunity for the public to view and comment on the proposed plan will occur within the next few weeks. At that time, the proposed plans will be available for viewing at parks.smcgov.org and at a public meeting, which will be announced. The subsequent permitting process will also allow for public review and input.

North Fair Oaks Parks and Open Space Community Meeting

On January 28, more than 40 members of the North Fair Oaks community shared their thoughts about the parks and recreation spaces they would like in their community. Ideas included a community gathering place such as a plaza for arts and other events, fit courses, walking paths, outdoor art and community gardens. A common theme was that people wanted safe, welcoming outdoor space close to their homes. The

suggestions from the community meeting will be combined with responses to over 400 surveys completed by residents to develop a parks and open space action plan for North Fair Oaks.

The January 28 meeting was the first of four planned workshops in 2014 to get public input on the implementation of the North Fair Oaks Community Plan. The next workshop will be in April on the re-design of Middlefield Road between 1st and 9th avenues. Prior to the April workshop, there will be extensive outreach to the business community and other groups.

North Fair Oaks Community Council

The North Fair Oaks Community Council has established three workgroups: Illegal Dumping, CSA 8 and Public Art. The Illegal Dumping workgroup is looking into ways they can help change the culture in some areas of the community and make it "not OK to dump" and also learn about the work County staff are doing to better coordinate the clean-up of dumped items. Christine Ferry, a Mills College Public Policy graduate student, is doing research for the workgroup as part of her graduate thesis. The CSA 8 workgroup is learning about the CSA8 budget and the LAFCO process that governs how the funds can be used and how uses can be changed. And the Public Art workgroup is a combined public, Community Council and San Mateo County Arts Commission group that will develop public art options and ideas for the community to consider as part of the Middlefield Road and Community Plan implementation process.

Performance

SMC Performance Dashboards

County Manager Analysts are currently reviewing the first quarterly update to the Measure A dashboard, which was to be introduced to the Measure A Oversight Committee at its introductory meeting on Tuesday, February 4. Additional training for departments on the performance dashboards will take place during February, with the expectation that department and program dashboards will be completed by the end of March. These will be used by Department Heads to present their progress on FY2013-15 performance goals during Board meetings from June through September.

A Shared Vision 2025 dashboard is also being developed. Input on community indicators for this dashboard will be gathered in February-March so that visualizations can be created to reveal any service gaps and improvement areas in the county. The plan is to present these to the Board in September, for use in setting priorities for the next two-year budget cycle.

Data Innovation Day

On January 23, San Mateo County was one of many public agencies around the world participating in the second annual Data Innovation Day, which is held to highlight the benefits that can be found in government data. To mark the day, the Open Data Committee invited the public and their colleagues to tour the County's Open Data Portal, the Open Checkbook, the Measure A Performance Dashboards and GIS maps.

The Controller's Office's new release of unclaimed check data proved to be the most popular new dataset. Attendees took the opportunity to ask questions and suggest new additions, such as code compliance reports and apps, maps showing building permits and audit reports. The Open Data Committee will work with departments to prioritize and expand data offerings on the portal.

News, Events and Updates

Social Media for Disaster Response and Recovery

In January, the County Manager's Office and the Office of Emergency Service hosted a training: Social Media for Natural Disaster Response and Recovery. The training was provided by the Natural Disaster Preparedness Training Center through the Federal Emergency Management Agency. The class included staff from a number of County departments as well as our partners from local cities, Caltrain and CalFire. The course provided participants with the current tools, methods and models to use social media for crisis communication.

Progress Seminar

This is a reminder that the annual Progress Seminar sponsored by the Redwood City-San Mateo County Chamber of Commerce will be held this year from April 11 to 13. This event as you know brings together leaders from the business community, education, local government and nonprofit agencies to jointly develop solutions to the challenges we face and seek ways to take advantage of opportunities. To register, visit www.redwoodcitychamber.com.

Disaster Preparedness Day

This is a special year: the 10th annual Disaster Preparedness Day will be held on Saturday, June 7, at the San Mateo County Event Center. It will again be held on the opening day of the County Fair and I encourage everyone to attend to learn how to keep you, your family and your community safer and more resilient in an emergency. We will provide further information at future Board meetings.

Human Trafficking Awareness Campaign

California is one of the nation's top four states for trafficked persons, and the Bay Area is a particular national hot spot for human trafficking. Our County, along with law enforcement agencies and community partners from across the Peninsula, will hold a news conference at 2 p.m. today (February 11) to raise awareness about a new State law that requires certain public and private entities to post anti-trafficking notices that include telephone hotlines to seek help or report unlawful activities. Our County is part of a regionwide effort to raise awareness about this global epidemic and to provide help and resources to victims.