



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Parks

Members Memorandum

INFORMATION ONLY

DATE: September 14, 2015

TO: Honorable Members, Board of Supervisors
via the County Manager

FROM: Marlene Finley, Parks Director

SUBJECT: 2015-17 Budget Hearing Report Backs: Park's Department

Whale Tail License Plate Grant Program

In 2013, San Mateo County Parks successfully secured a \$15,000 *Explore the Coast* grant award from the California State Coastal Conservancy. The *Explore the Coast* program was funded in part by the Whale Tail® License Plate Program. The grant underwrote startup costs for the Devil's Slide Trail Ambassador Program.

The Devil's Slide Trail Ambassadors help the Park Rangers by observing and reporting on trail use and conditions. These trained Ambassadors also educate and assist visitors by answering questions, distributing maps, and advising visitors of park regulations and trail etiquette,

We've been told that a future competitive cycle of the *Explore the Coast* program will be announced in Fall 2015 or Winter 2016. We will review the new guidelines and our strategic plan to identify programs or projects that would be a good match.

Honor Camp Re-Use Update

The Director of California Conservation Corps reported that this organization is not interested in the Honor Camp at this time.

On September 15, 2015, Outward Bound of California will visit the Honor Camp to explore its potential for a Center in San Mateo County. For some background: in August, San Mateo County Parks was approached by Outward Bound of California's Executive Director, Board Member and program staff expressing interest in staging programs out of County Parks. Outward Bound provides experience-based leadership programs for youth and young adults. They lead year-round programs in public schools and in partnership with youth-serving nonprofits. The nonprofit began in 1941 and is represented throughout the country. In 2008 Outward Bound launched its first West

Coast urban based center in San Francisco to reach more underserved youth in urban areas.

We look forward to growing our partnership with Outward Bound in San Mateo County.

Nominating Sam McDonald House and Park for the National Register of Historic Places

Following a successful site visit with Sam McDonald's niece and community members this summer, San Mateo County Parks' staff has pursued steps toward nominating Sam McDonald's House in Pescadero Creek watershed for the register of National Historic Places. Parks Director Marlene Finley spoke with Mitch Postel, the President of the San Mateo County Historical Association, about the idea and process.

In addition, Golden Gate National Recreation Area Park Superintendent, Chris Lehnertz, has offered to contact the National Park Service's regional historian to assist in the effort, since the National Park Service is the keeper of the National Historic register. While this is a promising start, there is much more work that needs to be done. Building a coalition of experts to assist in the nomination has been our first step.

Parks and Recreation Coordination with North County

County Parks has been taking steps toward enhancing engagement in the North County area. We are in the process of establishing a new Parks District, District VII, to be staged out of Junipero Serra Park for coverage of San Bruno Mountain and Junipero Serra Parks. In addition, the potential partnership with Outward Bund could increase programs in the North County.

Park's Business Division Proposal

We are still working on this proposal.

San Mateo County Parks' Visitor Survey

County Parks is contracting with San Francisco State University's Department of Recreation, Parks and Tourism to complete a survey of both current visitors and those who are not using County Parks. The goals of the survey and focus groups are to provide new information and recommendations for park uses and community engagement that are aligned with the five-year strategic plan; to understand visitors' desires and preferences regarding park facilities and resources that meet the needs of changing populations; and to identify and eliminate barriers that may have prevented underserved communities from visiting County Parks. Focus groups will begin this Fall, followed by onsite visitor surveys in Spring 2016.

cc: Michael Callagy, Deputy County Manager
Parks and Recreation Commission
Eduardo Castillo, Management Analyst



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Planning and Building Department

Members Memorandum

INFORMATION ONLY

DATE: September 14, 2015

TO: Honorable Members, Board of Supervisors
via the County Manager

FROM: Steve Monowitz, Director of Community Development

SUBJECT: 2015-17 Budget Hearing Report Back: Code Enforcement Staffing

The Planning & Building Department surveyed the nine ABAG Counties and Santa Cruz County to study staffing levels within Code Enforcement units. Of the surveyed jurisdictions, complete responses were received from all except for Contra Costa County. The City and County of San Francisco and the County of Sonoma were excluded from study due to differences in the population served and the scope of work, respectively. With an average of 80 new cases annually per officer, the County of San Mateo is the numerical median among the Counties, where cases per officer vary from 63 to 384. It is the recommendation of the Department that staffing remain at the current budgeted level, with one Senior Code Officer, four permanent Code Compliance Officers, and one Extra Help Code Compliance Officer.

County	Average annual cases	# of Code Compliance Officers	Average # of cases per officer	Notes	Unincorporated Population
Santa Clara	250	4	63		87,182
Napa	251	4	63		26,899
Marin	200	3	67		68,488
San Mateo	239	3	80	# of Officers increased to 3 + 1 Sr. Officer in July of 2014	64,615
Solano	200	1	200	Building Official just retired. Code Officer now reports to Asst Director for Community Resources. Code Officer has only been on staff since 2013.	19,348
Santa Cruz	830	4	208		133,790
Alameda	1537	4	384	Increased to 5 officers in 2015.	146,787
Average	501	3	152		78,158



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Information Services Department

Information Only

DATE: August 10, 2015
TO: Honorable Members, Board of Supervisors
FROM: Jon Walton, Chief Information Officer
SUBJECT: 2015-17 Budget Hearing Report Back: Open Data Program and Hack SMC Survey Results

The County's Open Data program serves as a bridge between policy and application developers who use the County's open data to solve community issues. As the County's Open Data program matures, engaging citizens with open data and encouraging feedback on the contents of the Open Data Portal has become a priority. To directly engage citizens with open data, the County's Open Data program has recently hosted two public events to help encourage use of its open data: Hack SMC and SMC Civic Tech.

Hack SMC, the County's first hackathon, was held June 6, 2015. At Hack SMC, 77 coders, designers, and interested citizens created apps and solutions using the County's open data that focused on the County Manager's goals of ending homelessness in the County, ensuring that every foster youth attends college, and that each third grader can read at grade level. Hack SMC was a success in terms of community engagement, with 53 percent of survey respondents saying they were either very or extremely likely to attend another Hack SMC event in the future.

Capitalizing on the interest generated by Hack SMC, the County launched SMC Civic Tech, an informal monthly gathering where citizens meet to discuss ways to solve community problems using technology. The first event was held July 21, 2015 with 25 attendees discussing areas of interest and potential projects. Topics that garnered the most interest from group include:

- Synchronization of emergency communication
- Real time repository of service issues (e.g. road work, hazards, emergencies, etc.)
- Dealing with the California drought

There are currently 77 members in the group with an even distribution of interested citizens and programmers. The group will continue to iterate and refine its goals through December, 2015.

Hosting public events and asking for feedback on the Open Data program has surfaced program challenges. The Hack SMC team conducted two customer satisfaction surveys, one immediately after the event, and another in July, 2015 at the request of Supervisor Slocum. The results of these surveys are available upon request. The challenges these surveys surfaced include:

- Technical aspects of hosting events, specifically insufficient wifi connectivity and absence of specific goals for participant-created applications and solutions
- The lack of frequently updated, actionable data in the Open Data Portal (e.g. transactional data reported daily rather than a single figure for the month)
- The ability for the County to publish unique, high quality data on a predictable schedule via the Open Data Portal

To address these challenges, the Open Data program is taking the following steps:

- Prioritizing wifi connectivity and audio visual presentation capabilities when selecting sites for hackathons and meetups
- Based on feedback from HSA, tightly focus the next hackathon on a specific department. This means the department would need to provide relevant datasets for the event, subject matter experts, and judges from the department to evaluate the solutions.
- Establishing a network of Departmental Open Data Liaisons to create departmental data inventories for each department. This effort is to be completed by all departments by June 30, 2016. The data inventory will help each department use their data as a strategic asset, enable internal data sharing, and allow for new insights into data management at the department and County levels
- Create an open data publishing schedule for each department based on the department's data inventory, taking into account data that cannot be shared due to legal or privacy concerns