



# County of San Mateo

## Inter-Departmental Correspondence

**Department:** COUNTY EXECUTIVE

**File #:** 23-427

Board Meeting Date: 6/13/2023

**Special Notice / Hearing:** None  
**Vote Required:** Majority

**To:** Honorable Board of Supervisors

**From:** Michael P. Callagy, County Executive

**Subject:** Use of District-Discretionary **Measure K** Funds - Supervisorial District 4

**RECOMMENDATION:**

**Measure K:** Adopt a resolution authorizing a one-time grant of district-discretionary **Measure K** funds, not to exceed \$90,000, to Generations United to hire staff to support and expand programming including summer camps and fitness classes for underserved children and families, and enable Generations United to offer additional Spanish-language courses in business planning to business owners in unincorporated North Fair Oaks and Redwood City, providing an exception to the criteria for district-discretionary **Measure K** funds to allow repeat funding within the current budget cycle, and authorizing the County Executive, or designee, to execute the grant agreement.

**BACKGROUND:**

**Measure K** is the half-cent general sales tax initially approved by San Mateo County voters in November 2012 and extended in November 2016 for a total of thirty years.

On March 9, 2021, and March 23, 2021, the Board of Supervisors (Board) held study sessions on **Measure K** expenditures and anticipated revenue for fiscal years (FY) 2021-23. The Board-appointed **Measure K** sub-committee, consisting of Supervisor Pine and Supervisor Canepa, convened the study sessions to, among other things, work with staff to facilitate the Board's development of **Measure K** priorities and continuing initiatives for FYs 2021-23. The Board approved \$5 million in one-time loans or grants for the FY 2021-23 budget cycle, divided equally among the five supervisorial districts, for district-discretionary needs and projects. District 4 has submitted a request to use their district-discretionary **Measure K** funds as shown below and described in the Project Summary section of this memorandum:

District/Project	Amount
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District 4 (Supervisor Warren Slocum) - Generations United: to hire staff to support and expand programming including summer camps and fitness classes for underserved children and families, and enable Generations United to offer additional Spanish-language courses in business planning to business owners in unincorporated North Fair Oaks and Redwood City.	\$90,000
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This item is consistent with the criteria for district-discretionary **Measure K** funds approved by the Board in December 2018, with the following exception: the proposed grant, if approved, would be the second grant of district-discretionary funding to the same organization with the current budget cycle. The exception from the criteria is necessary in this instance to allow for funding of 2023 summer and fall programs for underserved youth, families, and immigrant-led businesses, given the ever-growing need for such programs as well as a shortage of comparable programs available to District 4 residents.

**PROJECT SUMMARY:**

This is a request to authorize a grant to Generations United and resulting grant agreement, in an amount not to exceed \$90,000, to hire staff to support and expand programming including summer camps and fitness classes for underserved children and families, and enable Generations United to offer additional Spanish-language courses in business planning to business owners in unincorporated North Fair Oaks and Redwood City. The County Executive’s Office will administer and manage the proposed agreement.

District-discretionary **Measure K** funding for this organization has previously been provided as listed below:

- On July 23, 2019, the Board of Supervisors approved district-discretionary **Measure K** funding to Generations United in the amount of \$35,000 for academic and enrichment classes and services to underserved families in the Redwood City and North Fair Oaks communities.
- On July 13, 2021, the Board of Supervisors approved district-discretionary **Measure K** funding to Generations United in the amount of \$40,000, for academic and enrichment classes and services to underserved families in the Redwood City and North Fair Oaks communities.

Generations United (GU) works with children, families and business owners or entrepreneurs in unincorporated North Fair Oaks and Redwood City to help them reach their full potential. Over the past decade GU has provided Academic Enrichment Centers that equip students to succeed by providing reading partners, homework assistance, and academic assessments. GU also provides family services and cultural events geared toward Latino and Hispanic residents of North Fair Oaks. Starting in 2020, GU also began providing business training classes for immigrants and other residents in North Fair Oaks. GU has also provided wrap-around services for parents and families, including classes in nutrition, personal fitness, art, English as a second language, and maintaining community partnerships.

In early 2023, GU offered a Business Plan 101 class in Spanish for small and start-up businesses that had 30 graduates in its inaugural class. GU would like to expand this program because it assists Spanish-speaking residents to develop a business plan, and form and operate a business within federal and local guidelines, and in doing so add economic benefit to their community.

This **Measure K** grant in the amount of \$90,000 would enable GU to (1) hire additional seasonal staff to expand youth summer day camp offerings from 2 weeks to a total of 10 weeks; (2) provide new fitness classes for youth and adults (up to 100 participants); (3) hire an additional half-time Business Coordinator to coordinate additional class offerings in Fall 2023 and beyond, and (4) hold two additional cohorts of the 12-week Business Plan 101 sessions. The grantee has been informed that Measure K grants are one-time and not recurring, so that grantee will need to find other sources of funding for recurring expenses.

**Total Measure K Request: Not to Exceed \$90,000**

The release of funds will be contingent on the execution of an agreement providing for the County’s confirmation of the expenditure of funds for the purposes stated herein. The County will disburse the funds to the following organization for the purposes described above:

Angie Ibarra Miller  
 Executive Director  
 Generations United  
 P.O. Box 5131  
 Redwood City, CA 94063  
 650.619.1300  
[angie@generations-united.com](mailto:angie@generations-united.com) <mailto:angie@generations-united.com>

**PERFORMANCE MEASURES:**

Description	Target
Hire additional seasonal staff to expand youth summer day camp offerings from 2 weeks to a total of 10 weeks.	Complete
Provide new fitness classes for youth and adults (up to 100 participants)	Complete
Hire an additional half-time Business Coordinator to coordinate additional class offerings in Fall 2023 and beyond.	Complete
Hold two additional cohorts of the 12-week Business Plan 101 sessions.	Complete

The County Attorney’s Office has reviewed and approved the agreement and resolution as to form.

**FISCAL IMPACT:**

There are sufficient **Measure K** funds for this specific FY 2022-23 **Measure K** request. These funds are budgeted in the Non-Departmental Services FY 2022-23 Adopted Budget.