



County of San Mateo

Inter-Departmental Correspondence

Department: BOARD OF SUPERVISORS
DISTRICT 4
File #: 16-497

Board Meeting Date: 9/12/2017

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: John L. Maltbie, County Manager
Subject: Use of District-Specific **Measure K** Funds - Supervisorial District 4

RECOMMENDATION:

Measure K: Adopt a resolution authorizing a one-time grant of district-specific **Measure K** funds, not to exceed \$100,000, to the San Mateo County Historical Association (SMCHA) for two interactive kiosks in the *Land of Opportunity: The Immigrant Experience* permanent exhibit at the San Mateo County History Museum and authorizing the County Manager, or his designee, to prepare and 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. The Board of Supervisors ("Board") and County staff have conducted study sessions and community outreach efforts to inform priorities for **Measure K** spending for FY2017-19.

On May 16, 2017, the Board approved the FY 2017-19 Measure K allocation plan in which the County anticipates Measure K receipts of approximately \$81.6 million annually. The plan included \$7 million in one-time loans or grants each year during FY 2017-19, divided equally among the five supervisorial districts, for district-specific needs and projects. District 4 has submitted a request to use its district-specific **Measure K** funds as shown below and described in the Project Summary section of this memorandum:

District/Project	Amount
District 4 (Supervisor Warren Slocum) -San Mateo County Historical Association: toward two interactive kiosks that allow museum visitors to share their own stories related to immigration/migration and discrimination as a permanent feature of the <i>Land of Opportunity: The Immigrant Experience in San Mateo County</i> permanent exhibit at the San Mateo County History Museum in downtown Redwood City	\$100,000

This item is consistent with the criteria for district-specific **Measure K** funds, which were developed during the initial round of district-specific allocations and approved by the Board in April 2015.

PROJECT SUMMARY:

This is a request to authorize a grant to San Mateo County Historical Association (SMCHA), and resulting grant agreement in an amount not to exceed \$100,000 to provide two interactive kiosks that allow museum visitors to share their own stories related to immigration/migration as well as discrimination so that their voices and opinions will be a permanent feature of the *Land of Opportunity: The Immigrant Experience in San Mateo County* exhibit at the San Mateo County History Museum in downtown Redwood City. The *Tell Us Your Story* kiosk will be related to immigration and migration from other states. The *Digital Discrimination Survey* kiosk will be a real-time survey where visitors can share their personal experiences with inequity and discrimination. The County Manager's Office will administer and manage the proposed agreement.

In both 1880 and 2010, one-third of the County's population was born in another country, making immigration to San Mateo County both topical and historical. In the *Land of Opportunity: The Immigrant Experience in San Mateo County* permanent exhibition, visitors will learn why people left their home countries and how they persevered despite facing hardship and/or discrimination. Visitors will discover how groups of people made a place for themselves working in different industries, and experience how immigrants used music, food, and celebrations to remember their home countries. Together, the diverse people who have come to this area have made it one of the most culturally rich areas of the country.

The exhibition is now over 10 years old and will undergo a \$200,000 renovation that will begin this fiscal year with a planned completion date of June 22, 2019. In the renovation, SMCHA will expand on the theme of immigration to include migrants from other states. The Great Migration of African Americans who fled the South-many of whom settled in the District 4 cities of East Palo Alto and Menlo Park-will be added. Additionally, the exhibits will include stories of those early migrants from other parts of the country that came to this region before California was actually a state.

- **HOW THE FUNDS WILL BENEFIT THE COMMUNITY**

Funding that supports this renovation will benefit the community by teaching San Mateo County residents and visitors more about the diverse community in which we live. New text panels and oral history videos will incorporate the Great Migration story. Through two interactive kiosks, visitors will share their own stories related to immigration and migration, including stories of successes and hardships or discrimination, so that their voices and opinions will be a permanent feature of the exhibition.

- **A BREAKDOWN OF COSTS AND COMPLETION DATES**

- Kiosk 1: TELL US YOUR STORY KIOSK - install kiosk that can collect visitor immigration stories. Finished kiosk to include: touch screen technology, audio, video and graphic components with finished housing that incorporates stories collected and has capabilities for collecting an unlimited number of new stories.
- Kiosk 2: DIGITAL DISCRIMINATION SURVEY KIOSK - materials and frame

work for real-time survey where visitors answer multiple choice questions about their experiences with discrimination and statistics are immediately calculated and revealed. Final installation will occur in summer 2019 and will be funded by other means.

- Cost Breakdown:
 - Payment #1 - \$65,075 upon receipt of an invoice for materials for both kiosks (\$44,087.50 for kiosk 1 and \$20,987.50 for kiosk 2)
 - Payment #2 - \$26,750 upon installation of Tell Us Your Story Kiosk
 - Payment #3: \$8,175 upon receipt of invoice for submittals and rough drafts (frame work for survey) for Digital Discrimination Survey Kiosk
 - Additional project funding to be paid from non-county resources

Land of Opportunity: The Immigrant Experience in San Mateo County is a permanent exhibition at the San Mateo County History Museum which is located at 2200 Broadway in Redwood City.

Total Measure K Request: Not to Exceed \$100,000

The release of funds will be contingent on the execution of an agreement providing for the County's confirmation of the expenditure of funds during FY 2017-18 for the purposes stated herein. The County will disburse the funds to the following organization for the purposes described above:

San Mateo Historical Association
2200 Broadway,
Redwood City, CA 94063

PERFORMANCE MEASURE:

Description	Target
% of projects completed by January 30, 2017: • Submission of rough drafts for the Tell Us Your Story kiosk	100%
% of projects completed by March 31, 2018: • Installation of Tell Us Your Story kiosk	100%
Number of stories told in Tell Us Your Story kiosk by March 2019	60
% of projects completed by June 30, 2019: • Submission of rough drafts for Digital Discrimination Survey Kiosk	100%

County Counsel has reviewed and approved the resolution as to form.

Funding for the two kiosks in the Land of Opportunity gallery contributes to the Shared Vision 2025 outcome of a Prosperous Community by building community and providing educational opportunities for residents.

FISCAL IMPACT:

There are sufficient **Measure K** funds for this specific FY 2017-18 **Measure K** request. These funds are budgeted in the Non-Departmental Services FY 2017-18 Approved Recommended Budget. Any unused funds from FY 2017-18 may be rolled over to next fiscal year, as some project costs may be incurred in FY 2018-19.