



County of San Mateo

Inter-Departmental Correspondence

Department: BOARD OF SUPERVISORS
DISTRICT 4
File #: 18-181

Board Meeting Date: 3/13/2018

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Supervisors Don Horsley and Warren Slocum
Subject: Use of District-Specific **Measure K** Funds - Supervisorial Districts 3 and 4

RECOMMENDATION:

Presentation regarding "Get Us Moving":

- A) Summation of Phase one "Get Us Moving" Education Program; and
- B) The Poll Results by Godbe Communications; and
- C) **Measure K:** Adopt a resolution authorizing a grant of district-specific **Measure K** funds, not to exceed \$300,000, to the San Mateo County Transit District (SamTrans) for the second phase of an outreach program to engage San Mateo County residents on transportation issues, 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 FY 2017-19.

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. Districts 3 and 4 have submitted a request to use a portion of their district-specific **Measure K** funds as shown below and described in the Project Summary section of this memorandum:

District/Project	Amount
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Districts 3 and 4 (Supervisors Horsley and Slocum) - SamTrans: an outreach program to engage San Mateo County residents on transportation issues	\$300,000
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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 SamTrans, and to authorize the County Manager, or his designee, to prepare and execute the resulting grant agreement, in an aggregate amount not to exceed \$300,000 (\$150,000 per district), to provide for an outreach and engagement program regarding San Mateo County transportation needs. SamTrans will administer the contract. The County and SamTrans will both manage the program.

The funds will be used for the second phase of a countywide outreach program to San Mateo County residents for the purpose of engaging the community in continued efforts to develop and refine a Draft Expenditure Plan for the Board and SamTran’s consideration. This represents an extension of the first phase which included direct mail, social media, TV, and an interactive website. Phase one also included a scientific public opinion survey. The second phase will include all of the above communications media plus radio. Phase one is almost complete. To the extent that Phase one funding from the County has not yet been expended, the County intends to utilize such funds in Phase two,

This agenda item will also include an overview of the first phase of the public education program and the results of the public opinion survey completed in February.

This is a joint project between SamTrans and the County. SamTrans staff expects that the SamTrans Board of Directors will vote on up to \$300,000 in matching funds at its March 2018 meeting.

Phase two activities will include the following:

- Increasing community engagement on current transportation conditions, including the potential solutions to a multitude of transportation issues
- Public outreach and focus groups aimed at transportation issues, solutions and priorities

Total Measure K Request: Not to Exceed \$300,000

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:

SamTrans
1250 San Carlos Avenue
San Carlos, CA 94070
(650) 508-6200

PERFORMANCE MEASURES:

The contract will be monitored for performance based on implementation and completion of an outreach program to engage San Mateo County residents on transportation issues. Initial metrics are

outlined below and may be initiated and refined as the program evolves:

Performance Measure Description	Metric/Timeframe
Production of TV commercial to promote residents' engagement in countywide transportation issues	One advertisement to be run at least 2,750 times
Production of radio commercial to promote residents' engagement in countywide transportation issues	One advertisement to run at least 150 times over a three-week period
Design and launch of 2 nd phase "budget czar" website with the goal of allowing residents to develop their own custom budget for transportation spending; collecting feedback in the form of a crowd-sourced budget	Website to be launched by April 1, 2018
Timely completion of web-based budget czar feedback tool	At least 500 online survey responses to be received
Production and placement of digital media advertisements and sponsored social media posts to drive resident participation in web survey	At least 5 different ads with a total of at least 1 million impressions
Direct Mail to inform residents of community survey results and expenditure plan priorities	At least 200,000 pieces of mail sent out
Continuation of Speaker's Bureau to engage County residents directly and collect feedback	At least 35 presentations and/or town halls

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

Because viable transportation and mobility options are vital for prosperity, funding for the outreach program to engage residents on transportation issues contributes to the Shared Vision 2025 outcome of a Prosperous Community. The program will engage residents and provide information to residents, employers and decision-makers as they work to achieve these objectives.

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 Adopted Budget.