



# County of San Mateo

## Inter-Departmental Correspondence

**Department:** BOARD OF SUPERVISORS  
**DISTRICT 5**  
**File #:** 18-231

Board Meeting Date: 3/27/2018

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

**To:** Honorable Board of Supervisors  
**From:** Supervisor David J. Canepa  
**Subject:** Use of District-Specific **Measure K** Funds - Supervisorial District Five

### **RECOMMENDATION:**

**Measure K:** Adopt a resolution authorizing a one-time grant of district-specific **Measure K** funds, not to exceed \$7,000, to Health Information Counseling and Advocacy Program of San Mateo County for revision and printing of educational booklets to enhance marketing outreach to the public, 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 during FY 2017-19, divided equally among the five supervisorial districts, for district-specific needs and projects. District 5 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 5 (Supervisor David J. Canepa) - HICAP of San Mateo County: To revise and print educational booklets and enhance marketing outreach to the public	\$7,000

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 Health Information Counseling and Advocacy Program (HICAP) of San Mateo County, and resulting grant agreement in an amount not to exceed \$7,000 to provide for revision and printing of educational booklets and enhancing marketing outreach to the public. The County Manager's office will administer and manage the proposed agreement.

HICAP of San Mateo County is a non-profit, volunteer-based program that provides free Medicare counseling to Medicare beneficiaries, those who are in need of Medicare, and/or their representatives. The San Mateo HICAP offers individual counseling sessions with volunteers who are trained on Medicare and health-related insurance topics. Volunteer counselors provide weekly or bi-weekly counseling services at 24 counseling sites in San Mateo County. Services are mostly provided at community and senior centers, Social Security Administration offices, and congregations. The San Mateo HICAP community educators notify the general public about HICAP, Medicare Parts A & B, and ways to supplement the coverage provided by Medicare. San Mateo HICAP also has a contract with the California Health Advocates (CHA) to provide community education about Medicare fraud through the Senior Medicare Patrol (SMP) program. San Mateo HICAP has recently launched a Medicare Fraud campaign with Supervisor Canepa's office and SMP to notify the general public and Medicare beneficiaries about the importance of protecting their Medicare card while CMS (Center for Medicare & Medicaid Services) is issuing new Medicare cards to its participants.

In Fiscal Year 16-17, the bulk of clients who contacted and met with a HICAP counselor were between the ages of 65-74 years of age. The majority of these clients were considered new to Medicare because they were aging into Medicare at their sixty-fifth birthday or retiring from their job. San Mateo HICAP has designed an educational booklet for individuals who are new to Medicare which explains the different parts of Medicare and financial assistance programs designed to alleviate Medicare costs for low-income beneficiaries. The booklets are given to clients who are new to Medicare during their face to face meeting with a HICAP counselor. The estimated annual cost to revise the booklets twice a year and print 1,500 copies is approximately \$11,063 (\$ 6.50 for each booklet, \$400 for revisions, plus 9% sales tax).

Clients of San Mateo HICAP have consistently reported to their HICAP counselors that they didn't know about the program until a friend or relative gave them the information. Advertising in local newspapers or having a media campaign is a new contract requirement from Administration of Community Living (ACL) required in the 2017 SHIP Grant Application. However, no additional funds were allocated to the HICAP program for marketing purposes for a media campaign. The cost to advertise in the San Mateo Daily Journal is \$6,240 for 52 weeks (quarter page \$60.00, two times per week). Advertising weekly in the newspaper will promote visibility and awareness about the program to the general public.

The proposed District 5 Measure K funding will contribute \$7,000 toward the estimated total cost of \$17,303 to revise and print the educational booklet and advertise in the San Mateo Daily Journal.

## **Total Measure K Request: Not to Exceed \$7,000**

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:

Christina Kahn

HICAP of San Mateo County

1710 S. Amphlett Blvd. #100

San Mateo, Ca. 94402

**PERFORMANCE MEASURES:**

Description	Target
Number of clients counseled between July 1, 2017 and June 30, 2018	882
Ads in San Mateo Daily Journal	2 ads per week
Revision of educational pamphlet	Revise in April 2018 and December 2018

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

Funding for the HICAP of San Mateo County contributes to the Shared Vision 2025 outcome of a healthy community in addition to a collaborative community through educating residents regarding health related insurance topics.

**FISCAL IMPACT:**

There are sufficient **Measure K** funds for this specific FY 2017-2018 **Measure K** request. These funds are budgeted in the Non-Departmental Services FY 2017-18 Adopted Budget.