



County of San Mateo

Inter-Departmental Correspondence

Department: BOARD OF SUPERVISORS
DISTRICT 5
File #: 18-313

Board Meeting Date: 4/24/2018

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 5

RECOMMENDATION:

Measure K: Adopt a resolution authorizing a one-time grant of district-specific **Measure K** funds, not to exceed \$1,500, to Pacifica Beach Coalition to help organize Earth Day assemblies at five Daly City/Colma Elementary Schools during the 2017-18 school year, 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) - Pacifica Beach Coalition to help organize Earth Day assemblies in five Daly City/Colma Elementary Schools during the 2017-18 school year.	\$1,500

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 the Pacifica Beach Coalition, and to authorize a resulting grant agreement in an amount not to exceed \$1,500 to help organize school assemblies in five Daly City/Colma Elementary Schools during the 2017-18 school year. The County Manager's Office will administer and manage the proposed agreement.

The Pacifica Beach Coalition is dedicated to preserving the ocean, coastal habitat and wildlife, and cleaning up litter, through advocacy, education, community building, and citizen advocacy. Pacifica Beach Coalition also provides two community events annually, including Earth Day of Action and EcoFest. They also provide marine educational assemblies to students in Daly City, Pacifica, and down the coast each year about their yearly honoree. Past honorees include sharks, bees, sea otters, snowy plovers, and whales. This year they have chosen to honor, learn and talk about sea stars.

Measure K funding will help the Pacifica Beach Coalition organize Earth Day assemblies in five Daly City/Colma Elementary Schools. The funding will allow the coalition to nearly double the number of students who attend the Earth Day assembly about Sea Stars in Daly City from 1,050 to 1,905 students/teachers.

The goal of the assembly is to bring the ocean to the students, specifically information about sea stars: What is special about them, how they live, how many different sea stars there are, the role they play in the intertidal community, and the challenges sea stars face from climate change, sea level rise, as well as plastic and other pollution in the ocean. Most importantly, the assembly helps the students to understand how they can be an Earth Hero every day and help the sea stars and the ocean by picking up litter wherever they see it, by learning more about them and teaching others what they learn, and if possible by bringing waste free lunches and saying no to straws and single use plastics.

At the request of the Pacific Beach Coalition, the schools are required to conduct a schoolwide cleanup or activity that engages every student in an Earth Day action item and to share the Pacifica Beach Coalition Earth Day of Action and EcoFest event with their student/families. A teacher toolkit has been designed for use by their teachers to bring even more sea star lessons into the classroom across the core studies. The students and their families are invited to come join and participate in the EcoFest event where they can learn even more about sea stars and the ocean and hopefully develop a deeper love for helping the planet.

The speaker fee for all five Earth Day assemblies will be \$1,250 and bookmarks and buttons for each student will total \$250.00. The schools involved are Garden Village, JFK, Tobias, Westlake and FDR.

Other sources of funding include Recology, City of Pacifica, North Coast County Water District and first National Bank in addition to individual donors and grants.

Total Measure K Request: Not to Exceed \$1,500

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:

Lynn Adams

Pacifica Beach Coalition

601 Beaumont Blvd.
Pacifica, Ca. 94044
Phone: 415-309-5846
Email: Lynn@PacificaBeachCoaliton.org

PERFORMANCE MEASURES:

Description	Target
Number of students and teachers reached through assemblies	1,905

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

Funding for the Pacifica Beach Coalition contributes to the Shared Vision 2025 outcome of an environmentally conscious community by protecting and preserving the health of our ocean, beaches, wildlife and coastal environment. A positive change is accessible by building and delivering a model for sustainable environmental stewardship and kinship among all ages through advocacy, education and community building through San Mateo County.

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.