



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY MANAGER

File #: 18-807

Board Meeting Date: 9/4/2018

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: John L. Maltbie, County Manager

Subject: Use of **Measure K** Funds: Contract Extension with Sarah Rosendahl

RECOMMENDATION:

Measure K: Adopt a resolution approving a second amendment to the agreement with Sarah Rosendahl to extend the term through June 15, 2019 and increase the total amount payable by \$75,000, for a maximum agreement amount of \$150,000.

BACKGROUND:

In 2017, at the recommendation of the Closing the Jobs/Housing Gap Task Force, San Mateo County launched the Home for All initiative to implement the Task Force action plan. The action plan supports development and preservation of all types of housing through a variety of education, community engagement and other activities.

As part of the community education program, in 2018, Home for All held three community convenings with follow-up workshops that were attended by over 500 people. The convening topics were:

- Second Units, the What, Why and How
- How to Talk about Housing so People Listen, Learn and Act
- Connecting Housing and Transportation: Today and in the Future

The three convenings brought together local elected officials, city staff, for profit and non-profit developers, housing and community advocates, planning and transportation experts and local residents. At the three-hour events, the attendees learned from experts, heard about local best practices and innovations and then had two table discussions to provide feedback on what they heard. All three convenings received above-average to excellent overall evaluations from all attendees.

In October of 2017, the County entered into a contract with Sarah Rosendahl for \$50,000 to manage and oversee the content, logistics and assessment of the three 2018 Home for All convenings. This work included meeting with the Home for All Coordinating Committee to develop event themes,

agendas and speaker lists, coordinating all event logistics including training over 25 table facilitators and developing multiple handouts for each event and working extensively with speakers to ensure their presentations were on point and appropriately timed.

Due to the additional time required to work with multiple speakers for each event and the added task of drafting a community convenings production manual, Ms. Rosendahl's contract was increased to \$75,000 in April of 2018 and extended to June 30, 2018.

DISCUSSION:

Due to the very positive response to the three 2018 convenings, the Home for All Steering Council included three more convenings in the adopted FY 2018-2019 Home for All work plan. Home for All is proposing to extend Ms. Rosendahl's contract so that that she can provide the same support to the 2019 convenings that she provided for the first convenings earlier this year. The proposed contract extension increases the contract by \$75,000 to a total of \$150,000 and extends that term through June 15, 2019.

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

The Home for All community convenings supports the County vision of a collaborative community by increasing community knowledge about housing options and policies.

Performance Measures	FY 17/18	FY 18/19
Community convenings evaluations on a scale of 1 to 5	4.6	4.6

FISCAL IMPACT:

This amendment is 100% funded through Measure K Sales and Use tax. Appropriation of this funding is included in the FY 2018-19 Approved Recommended Budget.