



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY MANAGER

File #: 20-183

Board Meeting Date: 4/7/2020

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Michael P. Callagy, County Manager

Subject: Use of District-Discretionary **Measure K** Funds - Supervisorial District 3

RECOMMENDATION:

Measure K: Adopt a resolution authorizing a one-time grant of district-discretionary **Measure K** funds, not to exceed \$76,500, to Pescadero Public Radio, Inc. to enable the local radio station, KPDO, to broadcast live, providing an exception to the criteria for district-discretionary **Measure K** funds to allow for advance payment, and authorizing the County Manager, or his designee, to 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.

On February 12, 2019 the Board of Supervisors (Board) held a study session on **Measure K** expenditures and anticipated revenue for fiscal years (FY) 2019-21. The Board-appointed **Measure K** sub-committee, consisting of Supervisor Pine and Supervisor Canepa, convened the study session top, among other things, work with staff to facilitate the Board's development of **Measure K** priorities and continuing initiatives for FY 2019-21. The Board approved \$3.75 million in one-time loans or grants each fiscal year for FY 2019-21, divided equally among the five supervisorial districts, for district-discretionary needs and projects. District 3 has submitted a request to use its district-discretionary **Measure K** funds as shown below and escribed in the Project Summary section of this memorandum:

District/Project	Amount
District 3 (Supervisor Horsley) - Pescadero Public Radio, Inc. to enable KPDO to broadcast live.	\$76,500

This item is consistent with the criteria for district-discretionary **Measure K** funds approved by the Board in December 2018, with the following exception: Pescadero Public Radio has requested the grant amount as an up-front, rather than reimbursement, payment. The usefulness of live broadcasting during the COVID-19 pandemic emergency has prompted this request for an exception.

The ability to bring real-time recommendations, updates, and information is vital to the health and safety of the County's South Coast residents, and an upfront grant rather than reimbursement will allow Pescadero Public Radio, Inc. to begin broadcasting live during this pandemic, rather than waiting until they are able to generate the funds themselves. The Board may approve this exception to the criteria by adopting the resolution.

PROJECT SUMMARY:

This is a request to authorize a grant to Pescadero Public Radio, Inc. for the purchases and hiring necessary to enable KPDO to broadcast live regularly and during an emergency. The County Manager's Office will administer and manage the proposed agreement.

Pescadero Public Radio Service, Inc. is a noncommercial educational radio company, and a 501(c) (3) organization with a Class A license through the FCC to transmit at 89.3 FM (KPDO) in Pescadero. Currently, KPDO reaches the communities of the South Coast (Pescadero, Loma Mar, La Honda, Butano Canyon) with pre-recorded programming. Management at KPDO anticipates live broadcasting to enhance their ability to be self-sustaining for normal radio expenses, however, building the capacity for live-broadcasting requires a one-time grant of funds.

The rural nature of the communities served by KPDO means that, in an emergency, the best form of communication is via non-internet, non-cellular services. During the 2019 public safety power shut-off and the Cabrillo fire, many people relied on HAM radio operations, providing important information in an inefficient manner. KPDO plans to cooperate with first responders in the event of an emergency to get necessary information, legal orders, and direction from public officials clearly to the community efficiently and accurately. Additionally, the station plans to apply with the FCC for a translator in order to reach the large Spanish-speaking community that lives in the South Coast. This is particularly important during the novel coronavirus emergency, as accurate information in a timely manner is vital to the public's ability to follow health and safety measures.

The proposed grant funds will be used to enable KPDO to broadcast live through the purchase of broadcast equipment, back-up battery, and fund broadcast engineering (\$51,000), and for the one-time hiring of broadcast engineers, sound engineers, and educators to train local community members, including students to operate the station live in an emergency (\$25,500).

The KPDO "Go Live" project is supported by the San Mateo Resource Conservation District, the La Honda/ Pescadero Unified School District, Puente de la Costa Sur, the Pescadero Municipal Advisory Council, and members of the South Coast community.

Total Measure K Request: Not to Exceed \$76,500

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 2019-20 for the purposes stated herein. The County will disburse the funds to the following organization for the purposes described above:

Pescadero Public Radio Service, Inc.

P.O. Box 893

1956 Pescadero Creek Road

PERFORMANCE MEASURE:

Purchase equipment necessary to broadcast live.	Complete
Hire engineers and educators necessary to train community members in live broadcasting.	Complete
Begin live broadcasts.	Complete

FISCAL IMPACT:

There are sufficient district-discretionary **Measure K** funds for this specific FY 2019-2020 **Measure K** request. These funds are budgeted in the Non-Departmental Services FY 2019-2020 Adopted Budget.