



# County of San Mateo

## Inter-Departmental Correspondence

**Department:** BOARD OF SUPERVISORS  
**DISTRICT 3**  
**File #:** 22-197

Board Meeting Date: 3/22/2022

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

**To:** Honorable Board of Supervisors  
**From:** Michael P. Callagy, County Executive  
**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 \$34,366, to Ayudando Latinos a Soñar (ALAS) to purchase equipment necessary for the ALAS Economic Vitality Initiative, and authorizing the County Manager, or 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 March 9, 2021, and March 23, 2021, the Board of Supervisors (Board) held study sessions on **Measure K** expenditures and anticipated revenue for fiscal years (FY) 2021-23. The Board-appointed **Measure K** sub-committee, consisting of Supervisor Pine and Supervisor Canepa, convened the study sessions to, among other things, work with staff to facilitate the Board's development of **Measure K** priorities and continuing initiatives for FYs 2021-23. The Board approved \$5 million in one-time loans or grants for the FY 2021-23 budget cycle, divided equally among the five supervisorial districts, for district-discretionary needs and projects. District 3 has submitted a request to use their district-discretionary **Measure K** funds as shown below and described in the Project Summary section of this memorandum:

District/Project	Amount
District 3 (Supervisor Horsley) - Ayudando Latinos a Soñar Economic Vitality Initiative equipment purchase	\$34,366

This item is consistent with the criteria for district-discretionary **Measure K** funds approved by the Board in December 2018.

### **DISCUSSION:**

This is a request to authorize a grant to Ayudando Latinos a Soñar (ALAS), and resulting grant

agreement, in an amount not to exceed \$34,366, to provide for purchasing equipment necessary for the ALAS Economic Vitality Initiative. The County Manager's Office will administer and manage the proposed agreement.

District-discretionary **Measure K** funding for this organization has previously been provided as listed below:

- \$10,000 - February 26, 2021; grant to provide water to farmworkers

Ayudando Latinos a Soñar (ALAS) is a non-profit focused on providing cultural arts programming, culturally centered mental health services, wrap-around case management, immigration and social justice advocacy, and educational programming to the Latinx population residing on the Coastsides. The Economic Vitality Initiative will focus on training aspiring entrepreneurs on starting and running a small business, and will include technical training in digital media arts. The organization has secured a building in downtown Half Moon Bay, and has been able to enroll 12 participants, with another 12 planned to join the program shortly. This funding will allow the purchase of technology for teaching digital arts for entrepreneurs, and the equipment will be used to facilitate digital media literacy as a path towards economic sustainability. Coaches and mentors from partnering organizations, including local community colleges, will cultivate participants' creativity, problem-solving and critical thinking skills, and ultimately aid in bridging the achievement gap for communities of color on the Coastsides.

**Total Measure K Request: Not to Exceed \$34,366**

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:

Dr. Belinda Arriaga-Hernandez, Executive Director  
Ayudando Latinos a Soñar  
636 Purissima Street, Half Moon Bay, CA 94019  
650-243-1725

[belinda@alasdreams.com](mailto:belinda@alasdreams.com) <<mailto:rmancera@mypuente.org>>

**PERFORMANCE MEASURE:**

Description	Target
Purchase 12 24" iMacs, 1 27" iMac, an additional monitor, 2 iPad Pros, 2 iPad Minis, 4 iPhone 13 Pros, 1 Sony A6600 digital camera, 1 Sony E-mount lens, 12 sets of Luxor stackable desks and chairs, 1 Aoxun 120" Motorized Projector Screen, and 1 Epson Home Cinema 3200 Projector	complete

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

**FISCAL IMPACT:**

There are sufficient **Measure K** funds for this specific FY 2021-22 **Measure K** request. These funds are budgeted in the Non-Departmental Services FY 2021-22 Adopted Budget.