



County of San Mateo

Inter-Departmental Correspondence

Department: BOARD OF SUPERVISORS
DISTRICT 3
File #: 22-788

Board Meeting Date: 10/18/2022

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 \$10,000, to CyArk for the development of a 3D web-based virtual tour of Pigeon Point Lighthouse, and authorizing the County Executive, 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 Don Horsley) - CyArk: for the development of a 3D web-based virtual tour of Pigeon Point Lighthouse	\$10,000

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

PROJECT SUMMARY:

This is a request to authorize a grant to CyArk, and resulting grant agreement, in an amount not to exceed \$10,000, for the development of a 3D web-based virtual tour of Pigeon Point Lighthouse. The County Executive's Office will administer and manage the proposed agreement.

Founded in 2003, CyArk pioneered the application of 3D recording technologies to the preservation and celebration of cultural heritage. Beginning the Spring of 2022, CyArk collaborated with CA State Parks and the Coastside State Parks Association on the digital documentation of the Pigeon Point Light Station to support ongoing restoration of the site. The guided tours utilize an accurate 3D model of the site which provides a powerful canvas for storytelling and an open environment for exploration by users.

Pigeon Point Light Station has been closed for over 20 years because of structural damage. To provide virtual access to this site and its history for San Mateo County students and the visiting public, California State Parks has partnered with CyArk to develop a web-based 3D tour of the Pigeon Point Lighthouse using previously collected 3D data alongside newly generated video content.

The goal of this collaboration between California State Parks and CyArk is to reach students, educators and the general public, particularly underserved communities in San Mateo County who may be unable to travel to Pigeon Point. Travel to relatively remote parks like Pigeon Point is often not an option for educational field trips; the pandemic has presented further challenges and highlighted the importance of digital and virtual programming for those unable to access parks in person.

The resulting tour will be web-based, embeddable on partner websites, and optimized for mobile to ensure broad access to the content. It will provide virtual access to the tower while California State Parks pursues restoration of the structure and later continue to provide a virtual experience for those unable to climb the iconic 10-story historic structure.

CyArk will also work with other stakeholders, such as CA Parks Online Resources for Teachers (PORTS) Distance Learning Program, the Coastside State Parks Association, California State Parks Foundation and Friends of State Cruz State Parks to spread awareness of the virtual tour.

The development of the 3D tour will take place over three months with project kickoff which began September 2022 and the launch of the experience in mid-November 2022, leading up to the 150th anniversary of the first lighting of the lighthouse.

Total Measure K Request: Not to Exceed \$10,000

The release of funds will be contingent on the execution of an agreement providing for the County's confirmation of the expenditure of funds for the purposes stated herein. The County will disburse the funds to the following organization for the purposes described above:

Whitney Peterson, Program Manager
CyArk
4096 Piedmont Ave #359, Oakland, CA 94611
(main) 510-832-5440
(direct) 952-261-4547

PERFORMANCE MEASURE:

Description	Target
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Develop 3D Web-Based Virtual Tour	Complete
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The County Attorney's Office has reviewed and approved the agreement and resolution as to form.

FISCAL IMPACT:

There are sufficient **Measure K** funds for this specific FY 2022-23 **Measure K** request. These funds are budgeted in the Non-Departmental Services FY 2022-23 Adopted Budget.