



# County of San Mateo

## Inter-Departmental Correspondence

**Department:** BOARD OF SUPERVISORS  
**DISTRICT 2**  
**File #:** 23-263

Board Meeting Date: 4/25/2023

**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 2

### **RECOMMENDATION:**

**Measure K:** Adopt a resolution authorizing a one-time grant of district-discretionary **Measure K** funds, not to exceed \$70,000, to Community Initiatives, acting as the fiscal agent for Bay Area Community Health Advisory Council, for partial funding for the “Umoja Health Village,” a two-year pilot program to help low-income residents of San Mateo County to access medical services and benefits, 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 2 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 2 (Supervisor Noelia Corzo) - Community Initiatives, acting as the fiscal agent for Bay Area Community Health Advisory Council for the Umoja Health Village	\$70,000.00

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 Community Initiatives, acting as the fiscal agent for Bay Area Community Health Advisory Council, and resulting grant agreement, in an amount not to exceed \$70,000.00, to provide for a two-year pilot program (beginning in North Central San Mateo) to address cancer, mental health, cardiovascular disease, and other medical conditions. The County Executive's Office will administer and manage the proposed agreement.

The Grantee will use and expand upon the culturally proficient "Umoja Health" model that has demonstrated success in increasing access to prevention and treatment of COVID-19, to address other medical conditions among communities of color. With support from Measure K funds as well as funding from other sources), the Grantee will implement a two-year pilot program called the "Umoja Health Village," to address cancer, mental health, cardiovascular disease, and other medical conditions. Specifically, Grantee will reach out to low-income individuals/families, beginning in North Central San Mateo, to increase enrollment in Medi-Cal and other coverage programs. Grantee aims to reach 15,000 residents during the two-year pilot; to facilitate 5,000 health screenings (for cancer, blood pressure, and diabetes, and other conditions), and to facilitate 500 vaccinations (for COVID-19, flu, shingles, and other diseases). Measure K funding will be used to pay for part of the pilot program's expenses, such as staff salaries, hiring a consultant, promoting social media and other outreach communications, paying for clinical services, paying for supplies, and providing promotional materials and incentives.

**TOTAL BUDGET\***

<b>Personnel</b>	<b>Amount</b>	<b>Description</b>
Executive Director	\$ 18,000	Oversee the project, supervise staff, recruit partners, and facilitate community dialogues
Project Coordinator	\$ 21,840	Supervise volunteers and community outreach workers
"Promotor" Outreach Workers	\$ 22,650	Canvassing, special events, provide face to face interaction
<b>Non-Personnel</b>		
Staff Training	\$ 5,000	Training in best practices in motivational interviewing, canvassing, MediCal/CALFresh Redeterminations, Medical System Navigation, Housing
Evaluation Consultant	\$ 10,000	Develop survey tool, collect and analyze data, and report
Graphic Design and PR and Social Media	\$ 5,000	Social media campaign, website, and other outreach communications
Supplies and Services	\$ 10,000	
Promotional Materials/ Incentives	\$ 5,010	
Clinical Services	\$ 37,500	

\*Measure K will partially fund this project. Grantee has been informed that Measure K district discretionary grants are one-time only, and that Grantee will need to find other sources of funding

going forward for personnel/staff salaries and other recurring expenses.

**Total Measure K Request: Not to Exceed \$70,000**

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:

Fiscal Sponsor for Bay Area Community Health Advisory Council:  
Community Initiatives  
Kelly Ernst Friedman, Client Services Manager  
1000 Broadway Suite 480

Oakland, CA 94607

(415) 230-7724 [kelly@communityin.org](mailto:kelly@communityin.org) <<mailto:kelly@communityin.org>>

**PERFORMANCE MEASURES:**

Description	Target
Implement a two-year pilot program called the "Umoja Health Village," to serve San Mateo County residents (beginning in North Central San Mateo) to achieve outreach to 15,000 residents; facilitate 5,000 health screenings (cancer, blood pressure, diabetes, etc.), and facilitate 500 vaccinations (COVID-19, flu, shingles, etc.)	Complete

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 Approved Budget