



# County of San Mateo

## Inter-Departmental Correspondence

**Department:** BOARD OF SUPERVISORS  
**DISTRICT 5**  
**File #:** 23-436

Board Meeting Date: 6/13/2023

**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 5

### **RECOMMENDATION:**

**Measure K:** Adopt a resolution authorizing a one-time grant of district-discretionary **Measure K** funds, not to exceed \$110,840, to the City of San Mateo for the San Mateo Police Department to produce public service announcements related to pedestrian safety and distracted driving, and authorizing the County Executive, or designee, acting in consultation with the County Attorney's Office, to negotiate and enter into 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. Districts 2 and 5 have 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
Districts 2 and 5 (Supervisors Noelia Corzo and David J. Canepa) - City of San Mateo for the San Mateo Police Department: produce 7 unique public service announcements in 6 different languages, related to pedestrian safety and distracted driving.	\$110,840

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 the City of San Mateo, and resulting grant agreement, in an amount not to exceed \$110,840, for the San Mateo Police Department to produce public service announcements related to pedestrian safety and distracted driving. The County Executive's Office will administer and manage the proposed agreement.

The San Mateo Police Department will use this **Measure K** grant to produce countywide public service announcement videos, consisting of 7 unique public service announcements in 6 different languages: English, Spanish, Traditional Chinese, Tagalog, Samoan, and Tongan. Grantee will arrange to produce up to 42 separate public service announcements and graphics in multiple languages, which will be translated and to which voiceovers will be added.

There is a significant issue with distracted drivers, including the use of cell phones, and with pedestrians ignoring basic safety laws. The videos will address many of the safety issues that law enforcement agencies across the Peninsula issue citations for.

The message to distracted drivers needs to be concise and easy to understand so that drivers and pedestrians adopt safe practices. Public service announcement videos are needed to reduce traffic-related crashes in San Mateo County due to excessive speed and distracted driving.

The public service announcement videos will cover each of these topics:

- 1) Pedestrian safety, directed at pedestrians (example: crossing intersections)
- 2) Pedestrian safety, directed at drivers (example: HAWK lights)
- 3) School zones, directed at drivers
- 4) Senior zones, directed at drivers (a Senior zone in San Mateo County is a designated area or program that caters to the needs and interests of older adults or seniors. This could include senior centers, housing communities, transportation services, health care facilities, and other resources and support systems that promote aging in place and enhance the quality of life for seniors in the area where usually the speed limit is reduced due to lack of mobility for senior citizens.)
- 5) Residential zones, directed at drivers
- 6) Pedestrian safety, targeting a viewership of school-aged children
- 7) Distracted driving

This project is anticipated to be completed by September 2023.

**Total Measure K Request: Not to Exceed \$110,840**

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:

City of San Mateo  
Ed Barberini  
Chief of Police  
City of San Mateo Police Department  
200 Franklin Pkwy, San Mateo, CA 94403  
650-522-7600

**PERFORMANCE MEASURES:**

<b>Description</b>	<b>Target</b>
Produce 7 unique public service announcements in 6 different languages	Complete

The County Attorney’s Office has reviewed and approved the resolution as to form. Staff is requesting that the Board authorize the County Executive, or designee, acting in consultation with the County Attorney’s Office, to negotiate and enter into a grant agreement with the City of San Mateo for a term ending October 31, 2023 and in an amount not to exceed \$110,840 for the project described in this memorandum.

**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.