



# County of San Mateo

## Inter-Departmental Correspondence

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**Department:** DEPARTMENT OF EMERGENCY  
MANAGEMENT

**File #:** 24-511

Board Meeting Date: 6/25/2024

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

**To:** Honorable Board of Supervisors  
**From:** Shruti Dhapodkar, Department of Emergency Management  
**Subject:** **Measure K:** Constant Associates

**RECOMMENDATION:**

**Measure K:** Adopt a resolution authorizing an Agreement with Constant Associates for the support and execution of various identified Emergency Preparedness projects in San Mateo County, for the term July 1, 2024 to June 30, 2027, in an amount not to exceed \$1,750,000.

**BACKGROUND:**

**Measure K** is the half-cent general sales tax initially approved by the San Mateo County voters in November 2012 and extended in November 2016 for a total of thirty years.

In response to Board direction, staff gathered community input regarding priorities for the allocation of **Measure K** funds. Staff collected feedback from Community Based Organizations, County departments and conducted a countywide survey and listening sessions to obtain resident input. At the October 3, 2023, **Measure K** study session, staff presented a report produced by InterEthnica, summarizing the results of the surveys and listening sessions which provided valuable input for the Board.

On October 17, 2023, after considering the County's needs and community input, this Board finalized and approved the following priority areas for FY 2024-25 **Measure K** funding: Children, Families, and Seniors; Housing and Homelessness; and Emergency Preparedness. Mental Health is a component of each priority area rather than a stand-alone item. In addition to the approval of the priority areas, this Board authorized the County Executive to develop and proceed with a Notice of Funding Opportunity (NOFO) process to obtain applications for funding within the approved priority areas and subcategories identified by the Board.

On March 27, 2024, this Board approved recommended applications received pursuant to the NOFO and authorized the County Executive to negotiate agreements with applicants, to be returned to this Board for approval. By this action, the application of Constant Associates (Constant) was approved

for an award of **Measure K** funds under the Emergency Preparedness Priority Area. Constant has an extensive background in Emergency Management and Preparedness from designing and implementing exercises, training programs, plan development, community outreach campaigns, mass care and sheltering, access and functional needs and hazard mitigation. Constant has done work with the County of San Mateo Department of Emergency Management (DEM) and Public Health and is familiar with the County and the surrounding communities.

**DISCUSSION:**

Constant will work with DEM to help build community resilience by addressing the most pressing community needs and supporting DEM to enhance and maintain project initiatives and support the continuity of SMC DEM operations. Constant will perform work on seven core projects throughout the term of the agreement: (1) Project Management - Establish a robust infrastructure for project management; (2) Community Engagement - Design and support the delivery of an enhanced community engagement campaign aimed at improving emergency preparedness; (3) Partner Agency Engagement - Strengthen relationships with city stakeholder and County departments; (4) Emergency Planning and Programming - Review and update existing or development of new emergency planning doctrine based upon planning needs; (5) SMC DEM Operational Transformation - Support DEM in executing its mission by clarifying internal roles and responsibilities, developing necessary resources to support operations, assist staff in building program/project management capacity, identify potential opportunities for additional funding; (6) Technical Assistance - Provide ad-hoc technical assistance to support departmental needs; and (7) Performance Reporting - Regularly evaluate project progress and develop performance reports. Constant’s work on these projects will help to strengthen and move DEM forward which in turn will benefit the County and the community it serves.

The proposed agreement is submitted to the Board with this memorandum.

The County Attorney’s Office has reviewed and approved the proposed agreement and resolution as to form.

**PERFORMANCE MEASURE:**

Measure	FY 2024-25	FY 2025-26
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Project Management	<ul style="list-style-type: none"> <li>•Provide one Project Management Plan, Project Kickoff meeting and presentation</li> <li>•Hold three Stakeholder Engagement Meetings</li> <li>•Hold weekly meetings with assigned DEM staff</li> <li>•Create one Project Library</li> <li>•Provide Community Engagement Best Practices Guide</li> <li>•Create one Dashboard/Heat Map</li> <li>•Review and update fifty community-facing emergency preparedness materials</li> <li>•Update SMC DEM website</li> <li>•Create one Emergency Preparedness Toolkit tailored to community partners</li> </ul>	<ul style="list-style-type: none"> <li>•Hold three Stakeholder Engagement Meetings</li> <li>•Continue to hold weekly meetings with assigned DEM staff</li> <li>•Create one Project Library</li> <li>•Provide one Project Library Reference Tool, and a list of all final documents</li> <li>•Provide Community Engagement Best Practices Guide</li> <li>•Review and update additional fifteen community-facing emergency preparedness materials</li> <li>•Provide one Community Engagement Strategy</li> <li>•Update SMC DEM website</li> <li>•Create one Emergency Preparedness Toolkit tailored to community partners</li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>•Provide Community Engagement Best Practices Guide</li> <li>•Create one Dashboard/Heat Map</li> <li>•Review and update fifty community-facing emergency preparedness materials</li> <li>•Update SMC DEM website</li> <li>•Create one Emergency Preparedness Toolkit tailored to community partners</li> </ul>	<ul style="list-style-type: none"> <li>•Provide Community Engagement Best Practices Guide</li> <li>•Review and update additional fifteen community-facing emergency preparedness materials</li> <li>•Provide one Community Engagement Strategy</li> <li>•Update SMC DEM website</li> <li>•Create one Emergency Preparedness Toolkit tailored to community partners</li> </ul>
Partner Agency Engagement	<ul style="list-style-type: none"> <li>•Begin development of one Partner Agency Engagement Strategy</li> <li>•Create two Partner Agency Engagement Templates</li> <li>•Create one Partner Agency Guide</li> </ul>	<ul style="list-style-type: none"> <li>•Continue to develop one Partner Agency Engagement Strategy</li> <li>•Create two Partner Agency Engagement Templates</li> </ul>

Emergency Planning and Programming	<ul style="list-style-type: none"> <li>•Create one Emergency Operations Plan Update</li> <li>•Update two Hazard-Specific or Functional</li> <li>•Hazard Mitigation Planning Meeting Flyers</li> <li>•Hold one Hazard Mitigation Planning Meeting Presentation</li> <li>•Hazard Mitigation Planning Meetings with community representation</li> <li>•Update Crisis Communications Plan</li> </ul>	<ul style="list-style-type: none"> <li>•Update three additional Hazard-Specific or Functional Annexes</li> <li>•Create two additional Hazard Mitigation Planning Meeting Flyers</li> <li>•Hold one Hazard Mitigation Planning Meeting Presentation</li> <li>•Hold one Hazard Mitigation Planning Meeting Presentation with community representation</li> </ul>
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**EQUITY IMPACT:**

Constant’s work will improve DEM’s understanding of the needs of all communities within the County, including those most vulnerable, and allow DEM to provide communities with the tools necessary to better prepare for disasters that might occur. Specifically, Constant will help develop a system, structure, and strategy for community outreach, tailored to specific community demographics and improving community involvement This will include community events, updated materials, community engagement, social media outreach, and working with allied agencies to reach all members of the community.

**FISCAL IMPACT:**

The term of the agreement is July 1, 2024 to June 30, 2027. The amount of the agreement is not to exceed \$1,750,000 for the 36-month term (3 years) and will be funded through **Measure K** funds. The **Measure K** funds will be included in the FY 2024-25 Recommended Budget under Non-Departmental Services but will be transferred to the Department of Emergency Management’s budget during the September Revisions budget cycle.