



# County of San Mateo

## Inter-Departmental Correspondence

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Department: COUNTY MANAGER

Board Meeting Date: 2/26/2019

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

**To:** Honorable Board of Supervisors  
**From:** Michael P. Callagy, County Manager  
**Subject:** County Manager's Report #3 of 2019

**RECOMMENDATION:**

Accept this informational report.

**BACKGROUND:**

This report will provide you with updates on a variety of County initiatives focusing on Public Safety, Health and Human Services, Community Services and Performance, in addition to reports on legislation and issues that require your action. We also will keep you and the public informed about new services, upcoming events and general updates.

**DISCUSSION:**

**Health and Human Services**

**New Community Information Handbooks available**

The Human Services Agency recently released the 2019 Community Information Handbook, an annual resource guide to more than 1,200 nonprofit agencies, government programs and community organizations. The booklet is not only useful, but also a work of art. HSA this year asked the public to help provide an image for the front cover and from dozens of submissions chose a photo of the Pacifica Pier snapped by Bradley Wittke. The free handbook, available in both English and Spanish, can be downloaded at <https://hsa.smcgov.org/handbooks> or ordered at [https://bit.ly/2toVe4l?fbclid=IwAR1nYZw40-0JT\\_Ap3ruHtiMFcxqSTaUdDdlza5uc04\\_rSNxg6cAUloty-XA](https://bit.ly/2toVe4l?fbclid=IwAR1nYZw40-0JT_Ap3ruHtiMFcxqSTaUdDdlza5uc04_rSNxg6cAUloty-XA).

**Community Services**

**Community Affairs takes to Social Media for Census 2020**

The County's Office of Community Affairs (OCA) is working with the County's social media coordinator to utilize and leverage new and existing County social media channels to help move target audiences across a continuum of engagement, from awareness of, to participation in the 2020 Census. The primary objective is to raise awareness of the census - particularly among hard-to-count audiences -as well as recruit field staff, engage partners, stakeholders and the public, and promote

action for participation in the census through the use of multilingual content, branded graphics, video clips, infographics, slideshow stories, livestreaming, and online events like a Facebook Q&A and Twitter chats. I invite you to follow them on Twitter at @SMC\_CommAffairs and use the hashtag #SMCCensus.

Looking forward, a campaign on the County's Facebook page will be launched in early 2019 and geographic information system (GIS) data from the social networking service, NextDoor, will be used to delineate the neighborhood communities within cities or unincorporated areas of San Mateo County. The neighborhood data will be overlaid onto U.S. Census Bureau demographic data to create micro-targeted outreach materials as part of the OCA's Census 2020 overall communications efforts.

### **Planning underway to celebrate the Ohlone-Portolá Heritage Trail**

Events commemorating the 250<sup>th</sup> anniversary of the Portolá expedition's friendly 1769 encounter with the native peoples of the Peninsula are being planned for throughout the year. These will culminate with a series of hikes, a documentary film and exhibits marking how the expedition brought the first Europeans to view San Francisco Bay.

The Parks Department expects to present a completed Feasibility Study to the Parks Commission April 4, 2019 that will propose interpretive signs and other features aimed at public education. Trail plans, including existing trails and progress on potential segments of the 90-mile expedition trail, are also contained in the study. We expect to provide additional updates as plans marking the anniversary progress. Updates can be found at

<https://parks.smcgov.org/ohlone-portol%C3%A1-heritage-trail-project>

### **Measure K**

#### **Under Foot: Restoring Luster in Daly City**

Daly City residents recently celebrated the installation of new flooring at the Lincoln Community Center, located in the Crocker neighborhood. The new flooring was purchased and installed in part with an \$80,922 grant from Measure K, the voter-approved half-cent sales tax extension for local needs. The center's tally of 75,000 annual visitors to recreation programs, senior lunches, private events and more, along with water damage, wore down the original floor. Each year, residents of the neighborhood gather at the center to celebrate a variety of cultural events, including Chinese Moon Festival, Black History Month, Lunar New Year, Cinco de Mayo and Filipino Independence Day.

### **News, Updates & Events**

#### **County ceasing employee commuter shuttles**

After exploring options to continue the County's commuter bus service following current provider Chariot's plan to cease operations, the County determined it cannot do so in a cost-effective manner at this time. The office of Sustainability is currently concluding a year-long assessment of alternative commute offerings available to County employees. We also look forward to exploring other cost-effective programs to get employees to and from work while taking more cars off our roads. While we are saddened to end the service on Feb. 28, 2019, we are proud that our employees' use of the service prevented more than 250 metric tons of carbon emissions from being emitted by single occupancy vehicle trips over the past year.