



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY MANAGER

Board Meeting Date: 4/23/2019

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Michael Callagy, County Manager
Subject: County Manager's Report #7 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:

Community Services

County upheld as model for Census outreach

Proving what we all already know - that the County is a leader in innovation and collaboration - the state Census team has declared the County of San Mateo a "model" for its Census plans and outreach. The state is directing other counties to look at what our county is doing and emulate its best practices. In fact, some counties are simply copying our plans outright, showing that imitation is the sincerest form of flattery.

One recent example of the impressive work by our Office of Community Affairs and partners is the Census Launch held April 1 at the Fox Forum. More than 100 stakeholders attended to learn more about how to promote Census among hard to count populations and how to secure funding. The County's VRS culinary team created a delicious spread of snacks for the group and photos of the Census-decorated cookies were quick to pop up all over social media.

Sustainability looking out for pedestrians in NFO

The Office of Sustainability just launched an education campaign in North Fair Oaks to encourage pedestrian safety on SamTrans bus ads, outdoor banners, signs and social media. The campaign,

which launched April 8 and runs through the first week of June, is part of a Caltrans-funded Sustainable Transportation Encouragement Program (STEP) and uses the taglines “Look out for each other” and “Slow down for us.” Key partners include Redwood City 2020 and the Silicon Valley Bicycle Coalition with Siena Youth Center.

According to American Community Survey commute data, NFO residents walk, bike and take transit more than others in the county. The campaign is meant to bring awareness to all roadway users to improve safety. Good news is that in 2015-16, total collisions dropped to 2012 levels after a 2014 peak. Hopefully, this new campaign will see them drop even further.

Measure K

Human Trafficking Program expanding outreach

Your Board in 2016 approved the creation of the San Mateo County Human Trafficking Program to establish partnerships among County agencies, law enforcement and organizations dedicated to anti-trafficking efforts. The program has launched a website that will act as the go-to location for news and updates about anti-trafficking efforts and includes an events calendar. The site also includes an online request form for an anti-trafficking poster and for email updates. The site is accessible at <https://www.stophumantraffickingsmc.org/>. More information about the program is included in the article, “Combating Human Trafficking One Victim at a Time <http://arcg.is/OaCzC>.” Anti-trafficking efforts are largely funded by the Measure K sales tax.

News, Upcoming Events and Updates

SFO Roundtable awards airlines for noise practices

The San Francisco International Airport Roundtable, to which the County belongs, earlier this month honored three airlines who made impressive strides to alleviate noise impacts in surrounding neighborhoods. Winners of the 2018 Jon C. Long Fly Quiet Award voluntarily implemented policies and procedures and/or used certain types of equipment to fly as quietly as possible. The winners are Air China as Quietest Airline, Virgin Atlantic as Most Improved Airline and Interjet Airlines which won the Chairperson’s Award took the extra step of including the SFO Fly Quiet Program information directly into its pilot briefing packet, representing the first time since the inception of the Fly Quiet Program that a carrier demonstrated such dedication to being a good neighbor before starting operations.