



# Measure K Local Funds for Local Needs

Annual Report Fiscal Year 2024-25



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**LOCAL FUNDS  
LOCAL NEEDS**  
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## Measure K Timeline

2008-2009

The Great Recession: Tax revenue plummets as needs for such basics as food, shelter and health care rise, stressing local budgets to the breaking point.

NOVEMBER  
2012

Voters pass a half-cent\* local sales tax (Measure A) placed on the ballot by the Board of Supervisors. The tax measure passes with 65.4 percent of the vote. Collection of the tax began on April 1, 2013, and the Board of Supervisors began to authorize spending later that year. The tax was to sunset on March 31, 2023.

NOVEMBER  
2016

Deciding to build on the progress being made with the local funds, the Board of Supervisors placed a 20-year extension of the sales tax on the November 2016 ballot, designated as Measure K in the randomized alphabet drawing. Measure K was overwhelmingly approved with 70.37 percent of the vote.

\*Note: a half-cent sales tax adds 10 cents to a taxable purchase of \$20. The additional tax on a \$100 taxable purchase is 50 cents. Prescription drugs and most groceries are exempt from sales tax.

# Executive Summary

In November 2016, San Mateo County voters approved Measure K, extending a half-cent sales tax that provides local funds for local needs through 2043. The measure continues to be a critical source of funding for programs and services that strengthen communities, protect the most vulnerable and ensure the County’s long-term resilience.

To promote transparency and accountability, all Measure K initiatives are tracked and publicly approved by the Board of Supervisors. Funding is organized into three primary categories:

- Children, Families and Seniors
- Housing and Homelessness
- Emergency Preparedness

Mental health supports are woven through each of these priorities, ensuring that services and programs across the spectrum of County investments address the well-being of residents. Additional Measure K expenditures are grouped under “Other” (for initiatives that do not fit into the primary categories), District-Specific funds, and required funding for the Federal Aviation Administration (FAA).

## What’s New This Year

This year’s report reflects several improvements recommended by the Measure K Oversight Committee to make the data more readable, consistent and accessible to the public:

**Clearer reporting structure:** Services and capital projects are now presented separately.

**Simplified performance measures:** FAA, District-Specific and Measure K Support allocations are now excluded from performance measure reporting, focusing attention on service delivery.

**Budget-to-actual presentation:** Financial data now highlights budgeted versus actual expenditures for improved transparency.

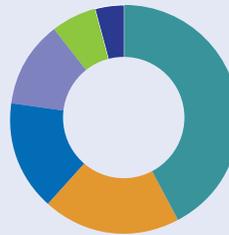
**Capital project tracking:** Capital initiatives now include the project stage and total dollars spent to date.

**Interactive online tools:** The updated Measure K website will launch new features alongside this report, offering an interactive interface that allows users to filter service initiatives and view one performance measure per program.

To explore these updates and review the complete performance and expenditure data, visit [smcmeasurek.org](https://smcmeasurek.org)

## 2024-25 Measure K Overview

In Fiscal Year 2024–25, total expenditures reached **\$109.6 million**



- Housing and Homelessness **\$50.97 million**
- Children, Families and Seniors **\$35.07 million**
- Emergency Preparedness **\$6.20 million**
- Other **\$10.89 million**
- District-Specific **\$4.26 million**
- Federal Aviation Administration **\$2.18 million**

Measure K revenues for the year totaled **\$114.9 million**

The table below represents Measure K revenues and expenditures since inception.

Fiscal Year	Measure K Revenues	Measure K Expenditures
2012-13	\$4,397,205	
2013-14	\$75,577,548	\$24,113,909
2014-15	\$80,598,111	\$36,396,204
2015-16	\$79,888,971	\$44,081,784
2016-17	\$83,033,888	\$58,199,714
2017-18	\$89,602,981	\$88,416,871
2018-19	\$98,604,386	\$102,600,256
2019-20	\$94,078,776	\$82,407,371
2020-21	\$88,750,803	\$69,968,983
2021-22	\$109,823,249	\$77,178,441
2022-23	\$119,614,687	\$79,304,436
2023-24	\$116,044,097	\$124,185,522
2024-25	\$114,886,816	\$109,566,937
<b>Total</b>	<b>\$1,154,901,518</b>	<b>\$896,420,428</b>

The programs and initiatives described on the following pages are representative of the ways in which Measure K is funding local and countywide initiatives throughout San Mateo County. The initiatives are being implemented by the County, local governments, and a multitude of non-profit agencies to address priority needs identified by residents from throughout the County in outreach sessions held in 2023. For a full list of programs and initiatives, visit the Measure K website at <https://smcmeasurek.org/>



## CHILDREN, FAMILIES & SENIORS

### Rising Costs, Growing Demand for Food

Measure K funding helps Second Harvest meet record demand for meals

At food distributions across San Mateo County — from Daly City to Half Moon Bay, East Palo Alto to Redwood City — the scenes have become familiar. Cars line streets and fill parking lots. Families pull carts and wagons to pick up bags of produce, rice, beans and other staples.

Unemployment remained low in FY 2024-25, but for many families and seniors, paychecks were consumed by rent, utilities and medical bills, leaving little left for groceries.

“Everybody makes good money, but people pay a lot of money for housing and rent to live in a good, safe neighborhood,” said volunteer Fletcher Stanford, pictured above, who delivers food boxes to those unable to attend in person. “Then you have to buy clothes, have money for a laptop for the kids... It’s never ending.”

During the year, the Board of Supervisors approved \$2 million in Measure K funding for Second Harvest of Silicon Valley to meet this growing demand. The investment is expected to provide about 4 million nutritious meals a year, supplementing federal nutrition programs and helping households under pressure from rising prices.

“Inflation has been very, very hard on our communities,” said Tracy Weatherby, Second Harvest’s vice president of strategy and advocacy. “What we are seeing now in terms of need is every bit as big as it was during the pandemic.”





## North County Wellness Center

San Mateo County launched an ambitious community health project in 2024 with the start of construction on the North County Wellness Center in South San Francisco. Groundbreaking took place at 1024 Mission Road, a site chosen for its proximity to BART and SamTrans.

The three-story, 77,000-square-foot building is intended to bring together a range of services that residents must now seek in different places. Plans call for primary and pediatric care, dental and vision clinics, behavioral health treatment and help with benefits such as CalFresh and child care. The facility will also house offices for the District Attorney and Treasurer–Tax Collector.

Architects designed the center with function and comfort in mind. It uses cross-laminated timber, incorporates gardens and daylight into interior spaces and is built on a raised foundation to reduce flood risk. Energy efficiency is another focus: solar panels, electric-vehicle chargers and bike parking are part of the plan, and the building is aiming for LEED Gold certification.

By the end of the fiscal year, construction had moved quickly, from excavation to the building's superstructure. A topping-off ceremony in mid-2025 marked completion of the vertical construction and kept the project on schedule.

The County has committed \$10 million in Measure K funds toward the project.

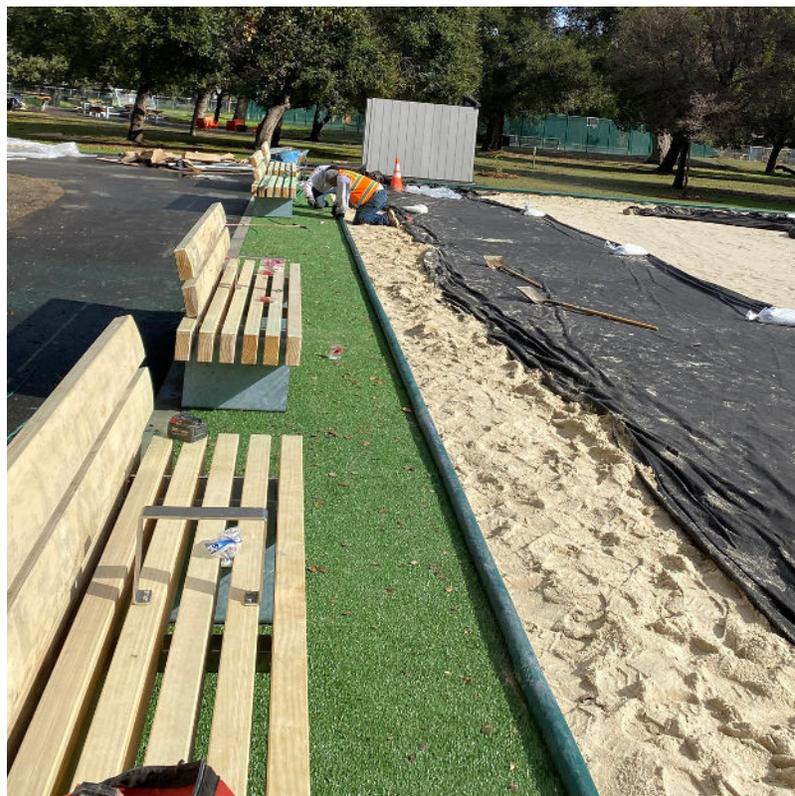
## A Park Reimagined

On a warm weekend in 2025, families streamed back into Flood Park in Menlo Park, exploring new courts, fields and picnic spaces shaded by the park's old oaks. The reopening marked the first major renovation of the 21-acre site in decades and gave residents a glimpse of what a modernized community park can offer.

Backed in part by Measure K, the County completed the first phase of the Realize Flood Park plan during FY 2024-25. The upgrades included basketball, tennis, pickleball and sand volleyball courts, a multi-use sports field, a bike pump track and updated picnic areas. Restrooms and other facilities were rebuilt, while much of the existing woodland was preserved. Even fallen trees were repurposed into seating and play structures, tying the improvements back to the landscape.

The redesign reflects years of community input from surrounding neighborhoods, with the goal of balancing traditional recreation with new amenities that serve a wider range of visitors. Work is already underway on the second phase, which will add a large, nature-inspired playground expected to open in spring 2026.

Flood Park's reopening is one of several Measure K investments improving public spaces across the county. Often projects are less visible than at Flood Park but no less valuable – water system repairs at Memorial Park, sewer upgrades at Coyote Point Recreation Area, building repairs at the Sanchez Adobe, for instance.





# EMERGENCY PREPAREDNESS

SPOTLIGHT

## Preparing for the Next Emergency

County invests in wildfire, flood and emergency readiness to keep communities safe

From wildfires to floods, San Mateo County is investing in planning and prevention work that helps residents prepare for the unexpected. Supported by Measure K, the County's efforts bring together multiple departments, local cities and regional agencies to strengthen emergency readiness and reduce risks before disaster strikes.

Preparedness means more than firefighting. County departments are studying flood and sea level rise impacts, expanding alert and warning systems, and providing funding to the Cow Palace to serve as a future staging area for animal evacuations. Other projects focus on wildfire mitigation through vegetation management, fuel breaks and replacing aging fire engines.

Public education remains a cornerstone of this work. Residents are learning how to harden homes, create defensible space and prepare "Go Bags" with essentials in case of evacuation. Heather Vandenberghe, who spoke at a wildfire preparedness and awareness event, told residents that steps she took before smoke was rising in her neighborhood as well as trusting her instincts made all the difference when she fled her Los Angeles neighborhood. "I'm very grateful that I just

trusted my intuition and got out when I did," she said. "Grab the things that if your house burns, what are you going to miss? Save your memories."

These efforts—planning, prevention and public education—reflect a simple goal: helping every resident be ready when disaster strikes.





## Supporting Emergency Preparedness and Response

From wildfires and floods to earthquakes and coastal storms, San Mateo County faces a range of natural hazards. With the Bay to the east, the Pacific to the west, San Bruno Mountain to the north, and a greenbelt reaching south to Pescadero, preparedness is essential.

Measure K funds play a vital role in helping San Mateo County plan for, respond to and recover from emergencies. Funding supports critical resources and technology, partnerships and training that strengthen community readiness.

For instance, the County has invested in software that allows emergency managers to model and plan for multiple hazard scenarios, from wildfire evacuations to severe storm impacts.

In our more rural areas, Measure K supports the La Honda Fire Brigade and the Coastside Community Emergency Response Team (CERT), which trains residents to assist neighbors in a crisis. Funding has also supported preparedness projects in Pescadero and recovery efforts tied to the 2020 CZU Lightning Complex Fire.

In Daly City, Measure K has helped the historic Cow Palace serve a new purpose as a regional evacuation and shelter site for people, pets and livestock. County funding enabled upgrades to key infrastructure and the purchase of emergency supplies and equipment.

Countywide, Measure K also support improved language access during emergencies, ensuring residents receive timely, understandable information in the languages they speak.

These investments build community resilience and readiness—so when disaster strikes, San Mateo County is better prepared to protect lives, property, and the place we all call home.



## Wildfire Mitigation Program

With wildfires now a near year-round reality in California, San Mateo County Parks is moving aggressively to lessen the danger. The department's Wildfire Mitigation Program, updated in 2025, builds on earlier fuel-management work to lower fire risk, improve access for firefighters and strengthen the health of local forests.

The program covers roughly 2,750 acres of parkland, much of it where homes border open space, an area known as the wildland-urban interface. Crews and contractors thin brush, remove dead and dying trees and clear vegetation along roads and trails that serve as emergency routes. The goal is to create fuel breaks that slow flames and give first responders, residents and visitors a safer way in and out during an emergency.

Since 2021, more than 1,800 acres have been treated. Another 1,700 acres are slated for new fuel-reduction projects. Each project goes through environmental review to ensure sensitive habitats are protected while improving forest resilience. Cutting back ladder fuels and dense tree stands helps limit fire intensity and smoke and gives native species room to grow.

Recent work has taken place at Edgewood, Huddart, Memorial, Quarry, Sam McDonald, San Bruno Mountain, Pillar Point Bluff and Wunderlich parks. The approach is consistent across sites: break up fuel continuity, reduce risk to nearby neighborhoods and keep park ecosystems healthy.

Funding from Measure K supports these efforts.



# HOUSING & HOMELESSNESS

## A Family's Odyssey

Measure K investments help a family move into a home of their own

When Angelica Rodriguez and her husband Miguel Mata, pictured above, lost their housing in Daly City, their “home” became a 2002 Honda minivan. For more than a year, the family of four — two boys and a dog — parked where they felt safe, often in parks with Wi-Fi spots so the kids could keep up with school. The van is an Odyssey, a metaphor of sorts.

“Either it was hotels or it was food,” Angelica said. “We decided to stop staying at hotels because we weren’t having enough food.”

They balanced school drop-off, homework, work shifts and basic needs from a cramped van. Miguel worked in a restaurant; Angelica battled health issues while trying to care for the family. Days centered on survival — ice for Angelica’s insulin, takeout meals, keeping a low profile to avoid police attention.

The vast majority of people experiencing homeless in California are Californians: Nine out of 10 people surveyed in a comprehensive study of who is homeless in the Golden State lost their stable housing in California. Three-quarters were living in the same county where they lost their stable housing, according to the study by the Benioff Homelessness and Housing Initiative at the University of California, San Francisco.

Something goes wrong, and then everything else falls apart,” said Benioff Initiative Director Dr. Margot Kushel, the study’s lead researcher.

Angelica and her family, with the help of local nonprofits and County agencies, moved into a transitional shelter in San Mateo, a step on their way to finding permanent, subsidized housing in San Mateo.

The Rodriguezes’ story reflects a broader reality in San Mateo County, where rising rents and scarce affordable housing push some families into homelessness. With Measure K support, the County invests in housing and services that help families regain stability. As Angelica put it: “Don’t judge. You don’t know people’s stories and what they are going through.”





## From Parking Lots to Homes

For years, Noemi Perdomo moved from one unstable housing situation to another, never certain where she might live next. That changed when she moved into Kiku Crossing, a new affordable housing community in downtown San Mateo.

“This is my first experience living completely independently,” Perdomo, pictured, said at the building’s opening. “When I moved in, I wasn’t sure what to expect. But right away I started connecting with people. Now this means community, family. I don’t have the correct words to express. I just have to say it’s a special place for me to call home.”

Kiku Crossing transformed two surface parking lots into 225 affordable apartments for individuals and families earning between 30 and 80 percent of the area median income. Residents include people who have experienced homelessness, those with intellectual or developmental disabilities, families with low incomes and eligible public-sector workers.

Amenities include a rooftop deck, children’s learning center, computer room, community space and on-site services provided by MidPen Housing, ranging from after-school programs to financial literacy and wellness support.

The County invested more than \$5 million in Measure K funds and provided project-based vouchers to help make the development possible — one of the largest affordable housing projects in San Mateo County to date.

## Rising Again in North Fair Oaks

A devastating fire in June 2024 tore through part of the Middlefield Junction affordable housing project in North Fair Oaks, destroying more than 100 apartments under construction and leaving only the foundation behind.

The setback could have stalled the project for years, but reconstruction moved quickly. Today, the site has been rebuilt and the development is moving forward, a testament to the collaboration between Mercy Housing, contractors, the County and other partners.

For Elaine Palacios, a project manager with Mercy Housing who grew up in Redwood City, the progress is deeply personal. “I’m very proud of our team,” she said. “They’ve done a great job. It’s exciting to deliver these units to the community. There’s a dire need.”

When fully complete, Middlefield Junction will provide 179 affordable homes along with community amenities such as courtyards, a resident lounge, and child care.

County support includes a long-term ground lease, housing vouchers and loans — among them nearly \$6.7 million from Measure K — helping bring new homes to a neighborhood that needs them most.





## Mental Health Across All Priority Areas

Mental health continues to be a key focus across all Measure K priority areas. Funding supports programs and services that strengthen stability, promote recovery and connect residents to care when and where it's needed.

Measure K funding reaches into every part of the County's mental-health network. It helps pay for public health nurses, peer counselors and recovery specialists who meet people where they are. It supports programs for foster youth, older adults and families living on the edge of poverty. And when a crisis hits, it helps keep emergency psychiatric care and behavioral-health programs open and available.

Housing and mental health are closely connected. Measure K helps residents stay stable by funding case managers, crisis teams and treatment that keep people from slipping back into homelessness.

For seniors, support can be as simple as a home visit or a phone call that eases isolation. For young people, it might be counseling at school or early help before problems grow. Across ages and neighborhoods, the goal is the same — to make sure people have someone to turn to when life becomes too heavy to carry alone.

Mental health isn't a single program or department. It runs through every effort the County makes to help people feel safe, supported and part of their community.



## **Measure K Oversight Committee**

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