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Video Highlights San Mateo County Services and Innovations

Part of effort to use technology to reach and to hear from the public

REDWOOD CITY, Calif. – San Mateo County today announced the launch of a video that provides an overview of programs and services for people who live, work and play in the community. The video is part of the County’s effort to reach a wider audience with the help of technology.

The 7-minute video is posted on the County’s Web page at the following link, <rtsp://realserver.co.sanmateo.ca.us/Archive/cmo/Events/SMCvideo.rm> (requires RealPlayer from www.real.com), and on YouTube.com. Peninsula TV has agreed to broadcast the video at a variety of days and times. Pen TV is available on Channel 26 throughout much of the County.

The video features County Manager John Maltbie describing the dynamic mix of people, businesses and community-based organizations that create the County’s rich diversity. He also outlines the the philosophy of the five-member Board of Supervisors: Health and social programs that help people avoid medical or other troubles saves taxpayer dollars. Maltbie also describes Outcome-Based Management, a budgeting system that ensures programs are effective.

But the video offers much more than a budgeting lesson. It contains striking, high-definition images of the County’s beauty and explains some of the array of County services and innovations.

“Technology allows a variety of methods to communicate with residents and visitors alike,” said Board President Adrienne J. Tissier. “This video, combined with Web-based, digital delivery allows just about anyone to receive this updated introduction to San Mateo County.”

The video will serve many purposes, including recruiting highly qualified job applicants. Potential candidates from anywhere can click on the Web-based video to learn about San Mateo County.

Other recent technological offerings include Access San Mateo County, a convenient way to send questions, complaints and compliments directly to the County staff person who can help. Once registered, Web visitors can track the status requests and view any responses online, 24 hours a day, 7 days a week.

The Departments of Public Works, Housing and Planning and Building are the first to utilize Access San Mateo County. Other departments will be added to take full advantage of the Access San Mateo County’s customer service capabilities.

San Mateo County is also committed to posting more news, community events and reports on the County's home page. The added features are a free way to learn useful information in one of the most wired and technologically savvy communities in the United States.

"We have a responsibility to use technology to its fullest appropriate extent to improve communications with members of the public," Tissier added. "We are deeply committed to an open and, more importantly, accessible government."

The video was produced in conjunction with South San Francisco-based KM2 Communications, www.km2communications.com.

It is available for viewing on the County's home page under "County Spotlight," "Board of Supervisors" and "County Managers Office/Clerk of the Board" in addition to YouTube.com.

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