

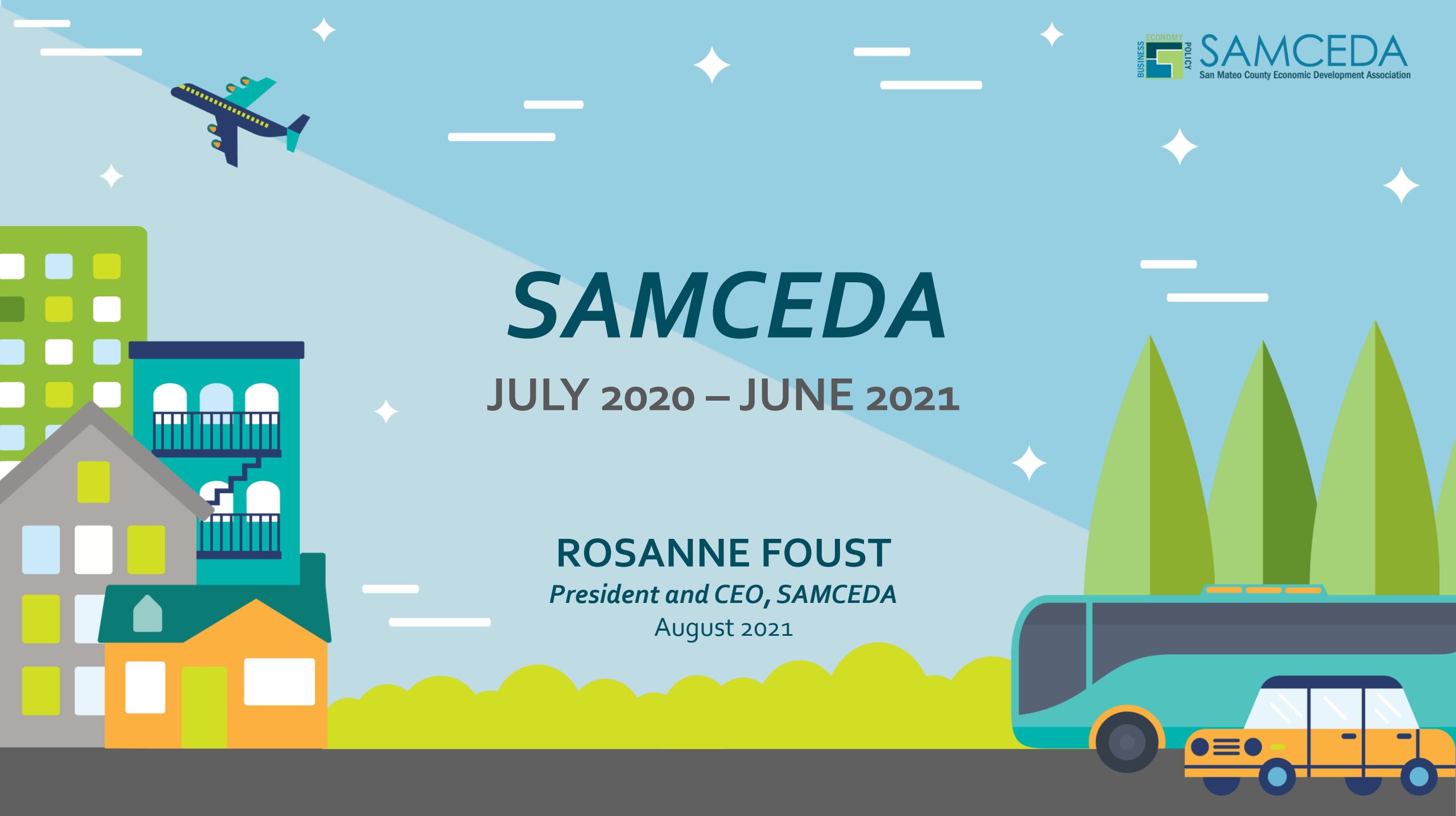
# ***SAMCEDA***

**JULY 2020 – JUNE 2021**

**ROSANNE FOUST**

*President and CEO, SAMCEDA*

August 2021





# Connecting, Convening, Contributing, and Communicating

# BUSINESS. POLICY. ECONOMY.

**SAMCEDA**  
@SAMCEDA

**STAY SAFE & SHOP LOCAL!**

Help us spread the message by posting the ready-to-post graphics (in English, Spanish & Chinese) on:

- ◆ Social media
- ◆ Websites
- ◆ Emails/e-newsletters

Read More about the Campaign: [bit.ly/39SCCjf](https://bit.ly/39SCCjf)  
Download the Images: [bit.ly/2O656xj](https://bit.ly/2O656xj)

**Save Jobs.  
Help Businesses.  
Support Our  
Community Safely.**

Shop safely by ordering online or using curbside pickup. Continue to wear a mask, social distance, and wash your hands to reduce the spread.

Rosanne Foust and 2 others

County Campaigns

**INVITATION-ONLY (NOT TO BE FORWARDED)**

**San Francisco International Airport (SFO):  
UPDATE ON PRE & POST PANDEMIC  
AND THE FUTURE OF AIR TRAVEL**

WEDNESDAY, MARCH 31 | 12:00PM - 1:00PM | VIA ZOOM

**FEATURED SPEAKERS INCLUDE:**

<b>IVAR SATERO</b> Airport Director, SFO	<b>KEVIN BUMEN, A.A.E., C.A.E</b> Chief Commercial Officer, SFO	<b>MELISSA ANDRETTA</b> Director of International Marketing & Aviation Development   External Affairs, SFO
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**REGISTER HERE\*** AND **PLEASE TAKE OUR PRE-EVENT SURVEY**

\*Zoom information will be sent to registered attendees

PRESENTED BY: **SAMCEDA** **SFO**

For questions, please email Larisa Ocañada at [locanada@samceda.org](mailto:locanada@samceda.org)

Virtual Events

**SAMCEDA**  
@SAMCEDA

Today's newsletter features:

- 🚗 Drive-thru #vaccine appointments for #SanMateoCounty residents 65+ available
- 🍏 @kp thrive's 'KP Launch' #internship for high school students
- 📺 @ComcastAd's #CultureConvos webcast

Read More: [bit.ly/2NuuY5Y](https://bit.ly/2NuuY5Y)  
Opt-In: [bit.ly/2WnJ8rS](https://bit.ly/2WnJ8rS)

**CULTURE CONVERSATIONS:  
SUPPORTING  
BLACK-OWNED  
BUSINESSES**

STRENGTHENS COMMUNITIES  
Feb 18 | 3 p.m. EST | Register Now

#CULTURECONVOS

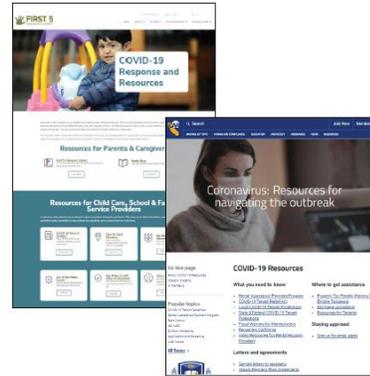
effectv | COMCAST ADVERTISING | FRODOHILL

Rosanne Foust and 5 others

Social Media

# SAMCEDA Members Meeting the Moment

# BUSINESS. POLICY. ECONOMY.



**COVID-19 Resources**



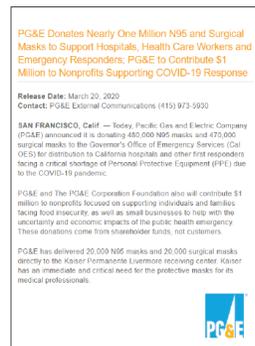
**Key Research & Information**



**Corporate Giving**



**COVID-19 Vaccination Sites**



**Personal Protective Equipment (PPE) Donations**



**COVID-19 Testing Sites**



**Webinars**



**Community Benefits**

**...AND MORE**

# Connecting, Convening, Contributing, and Communicating

**BUSINESS. POLICY. ECONOMY.**

## SAMCEDA Transportation Initiative

- Peninsula Mobility Group (PMG)

## Housing Initiatives

- Home for All
- HEART of San Mateo County
- Public and Private Housing Developments

## Policy Support (Housing, Transportation, Regulatory, Workforce)

- *Measure RR – Caltrain Dedicated Funding*
- *Caltrain’s Crossing Optimization Project + Grade Separation Design Guidelines*
- *High Speed Rail Authority’s Draft 2020 Business Plan*
- *Federal funding requests: South San Francisco, Burlingame, Redwood City Housing*
- *CA FWD’s AB 106 – Regions Rise Grant Program (Salas)*
- *Bay Area Council’s repealing the SALT Caps*
- *Opposition for AB 650 (Muratsuchi)*
- *Support for NOVAworks Additional Assistance Grant application to Employment Development Department (EDD)*
- *Support for Renaissance Entrepreneurship Center’s application for CA Small Business Development Center (SBDC)*
- *Letter to Congresswomen Speier & Eshoo in opposition for H.R.3: Elijah E. Cummings Lower Drug Costs Now Act*



# Where Are We? Pre/Post COVID?

# BUSINESS. POLICY. ECONOMY.

FEBRUARY 2020		FEBRUARY 2021
2.1% Unemployment Rate in San Mateo County		5.3% Unemployment Rate in San Mateo County
4.3% Unemployment Rate in California		8.4% Unemployment Rate in California
3.8% Unemployment Rate Nationwide		6.6% Unemployment Rate Nationwide
463,100 Labor Pool		425,000 Labor Pool
453,300 Employed		402,500 Employed
9,700 Unemployed		22,500 Unemployed

## From Shelter-in-Place to Vaccination & Recovery: FACTORS TO CONSIDER



Remote / Essential



Education / Childcare



Economic Disparities



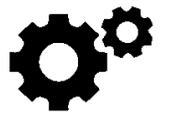
Housing



Public Transit



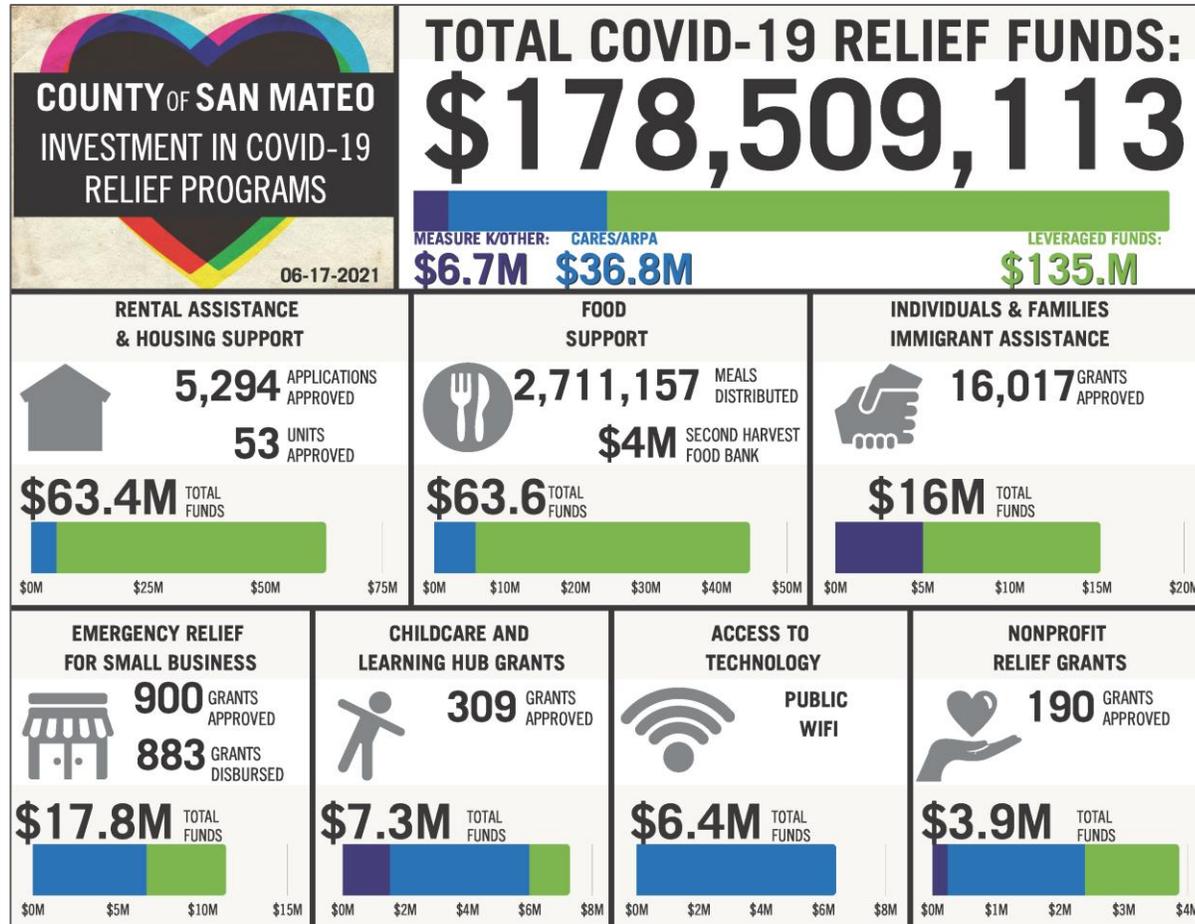
Industries / Jobs / Training



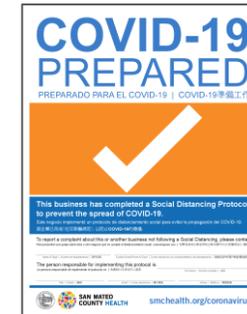
Technology Gaps

# San Mateo County's COVID-19 Efforts

# BUSINESS. POLICY. ECONOMY.



As of June 17, 2021



COVID-19 Compliance



Free PPE for Small Businesses & Non-Profits



Shop Local



Great Plates Delivered Program

## COUNTY CAMPAIGNS

# San Mateo County Recovery Initiative

**BUSINESS. POLICY. ECONOMY.**

## Committees Participating in:

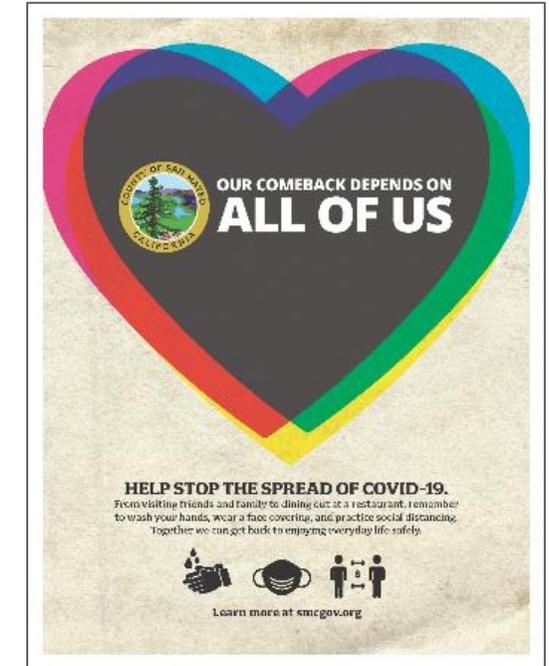
- *Recovery Coordination Council*
- *Economic Recovery*
- *Public Information and Outreach/Equity Group*
- *Vaccine Communications & Equity Working Group*
- *Immigrant Integration & Inclusion Strategic Planning*
  - *Subcommittee Co-Chair: Economic Recovery*
  - *Subcommittee Participant:*
    - *Community Connectedness & Engagement*
    - *Education Opportunities & Outcomes*
    - *Equitable Access to Services*



**NOVAWORKS**



**colu.**



# San Mateo County Strong Fund

**BUSINESS. POLICY. ECONOMY.**

## SMC Strong (Spring 2020)

- **Raised Over \$3.5M**

## SMC Strong (Fall 2020)

- **Facilitated Renaissance Entrepreneurship Center distribution of \$3.7M to small business**

## SMC Strong (Winter 2020)

- **\$1M of CARES Act Funding**

## Restaurants, Breweries & Wineries Relief Program (Spring 2021)

- **Over \$3M in grants provided**

## Digital Tools and Training Grant (Spring 2021)

- **Facilitated Renaissance Entrepreneurship Center distribution of \$250K (100 grants at \$2,500 each) with digital tools & training to small business**



## Upcoming Grants for Local Business Relief

**BUSINESS. POLICY. ECONOMY.**



### *Micro Food Business Grant Program*

- *For food trucks, food carts and more*



### *Microenterprise Home Kitchen Operators (MEHKO) Ordinance, Pilot Program and Grant Program*

- *For home-based chefs*



### *2021 SMC Strong Small Business Assistance Program*

- *For local, small businesses impacted by the pandemic and did not receive prior County, state or federal relief*

# San Mateo County COVID-19 Data Dashboard



# BUSINESS. POLICY. ECONOMY.



Data up to and including August 2, 2021 as of 5:00pm

Select time frame for case data: **Last 30 Days** **Historical**

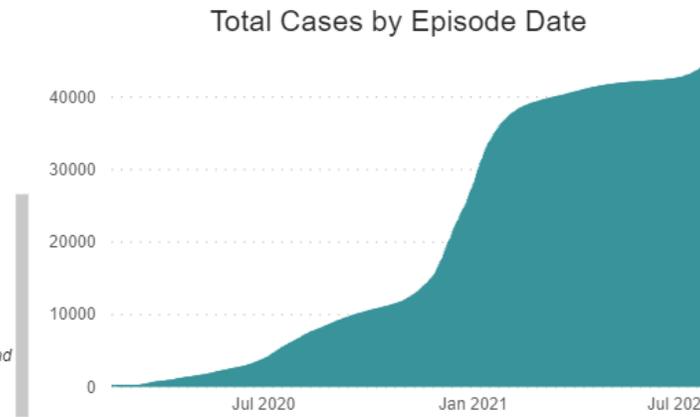
Total Cases  
**44,938**

R-eff  
**1.39**

Cases by Sex

Female **22640**  
Male **22266**  
Unknown | 27

- R-eff is the average number of people an infected person will infect  
- Represents rate at which COVID-19 is spreading  
- Value less than 1 means decreasing spread  
- Value greater than 1 means increasing spread  
Source: CalCat ensemble for 7/27/2021, accessed on 7/29/2021

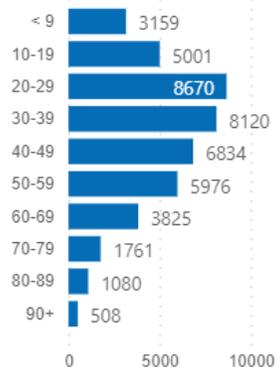


Total Deaths  
**588**

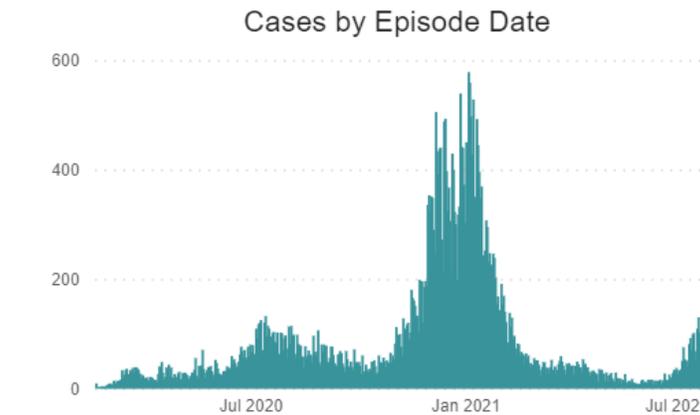
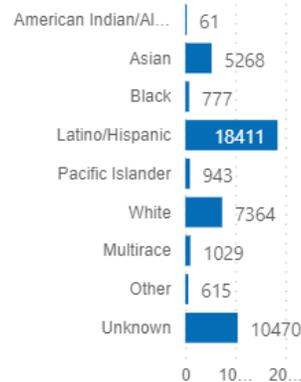
Deaths by Sex

Female **278**  
Male **310**

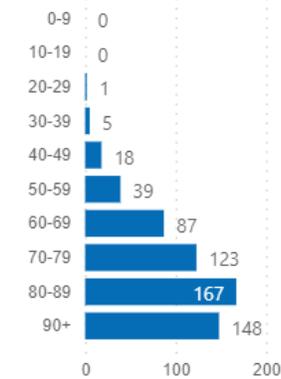
Cases by Age Group



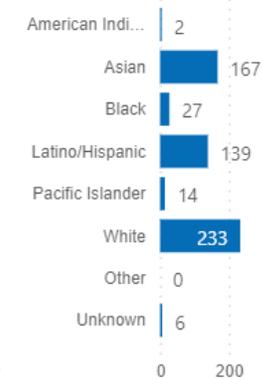
Cases by Race/Ethnicity



Deaths by Age Group



Deaths by Race/Ethnicity



As of August 2, 2021

# Bay Area Health Orders Requiring Masks Indoors in Public Places

**BUSINESS. POLICY. ECONOMY.**



FOR IMMEDIATE RELEASE Aug. 2, 2021

**Bay Area Health Officials Urge Immediate Vaccination and Issue Orders Requiring Use of Face Coverings Indoors to Prevent the Spread of COVID-19**  
*Counties of San Mateo, Alameda, Contra Costa, Marin, San Francisco, Santa Clara, Sonoma, and the City of Berkeley Indoor Masking Orders Take Effect Tuesday*

Vaccination continues to protect against severe COVID-19 illness, but with the COVID-19 Delta variant now infecting a small percentage of vaccinated people as well as many unvaccinated people, eight Bay Area health officers have issued Health Orders requiring masks indoors in public places. The Orders require all individuals, regardless of vaccination status, to wear face coverings when indoors in public settings, with limited exceptions, starting at 12:01 a.m. on Tuesday, August 3.

Vaccines remain the most powerful tool in the fight against COVID-19, including the Delta variant. Nonetheless, the Delta variant is infecting a small percentage of the vaccinated in the Bay Area — who still remain strongly protected against severe illness, hospitalization, and death. In those instances of infection in a vaccinated person, a face covering prevents further spread. Bay Area health officials urge all unvaccinated residents 12 and older to get vaccinated as soon as possible.

“As San Mateo County joins its neighbors in issuing these orders, the goal is to avoid disrupting businesses and residents’ everyday activities,” said Scott Morrow, MD, San Mateo County’s health officer. “We want our communities to stay open while being as safe as possible.”

These Health Orders aim to reduce community transmission of COVID-19 and protect everyone. Health officials are very concerned by the substantial levels of community transmission now found across the Bay Area, especially among unvaccinated people. In part, this is due to the widespread COVID-19 Delta variant, which is substantially more transmissible than previous forms of the virus. Recent information from the Centers for Disease Control and Prevention also indicates that even fully vaccinated individuals can in some cases spread the Delta variant to others, and so indoor use of face coverings provides an important added layer of protection.

The new Health Orders require wearing a well-fitting mask indoors in public settings. Indoor settings, whether public or private, are higher risk for COVID-19 transmission, especially when you are with people you do not live with. Health officials also recommend that all employers make face coverings available to individuals entering their businesses, and businesses are required to implement the indoor face covering order.

Today’s Health Orders are consistent with guidance from the Centers for Disease Control and Prevention and the California Department of Public Health, which recommend that fully vaccinated individuals wear masks while in indoor public settings. Bay Area Health Officers will

As of August 2, 2021



**Protect others.  
Wear your mask safely.**

- Wash your hands before putting on your mask
- Touch only the bands or ties when putting on and taking off your mask.
- Put it over your nose and mouth and secure it under your chin
- Try to fit it snugly against the sides of your face & make sure you can breathe easily
- Wash reusable masks after each use. If the mask is disposable, discard it when visibly soiled or damaged.

COUNTY OF SAN MATEO

“We have joined with the Bay Area counties and Dr. Morrow has [issued an order](#)... mandating all individuals to wear face coverings when indoors in workplaces and public settings.”

**LOUISE F. ROGERS**  
*Chief of Health, San Mateo County Health*

**IMPORTANT INFORMATION**

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**SBA Announces Opening of 'Paycheck Protection Program' Direct Forgiveness Portal**



*"The U.S. Small Business Administration (SBA) is launching a streamlined application portal to allow borrowers with 'Paycheck Protection Program' (PPP) loans \$150,000 or less through participating lenders to apply for forgiveness directly through the SBA."*

*"This new change will help rush relief to over 6.5 million smallest of small businesses which has been the Administrator's priority since day one. The new forgiveness platform will begin accepting applications from borrowers on August 4th, 2021."*

Lenders are required to opt-in to this program through <https://directforgiveness.sba.gov>.

In addition to the technology platform, the SBA is standing up a PPP customer service team to answer questions and directly assist borrowers with their forgiveness applications. Borrowers that need assistance or have questions should call (877) 552-2692, Monday – Friday, 8:00AM - 8:00PM EST."

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To read more of U.S. Small Business Administration (SBA)'s press release, please click [here](#).

[Click to Read More](#)

**IMPORTANT INFORMATION**

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**VIRTUAL EVENTS: Practical Skills to Grow Your Budding Business**



*"Join us for workshops that can help you set your business up for success—part of new 'Grow with Google' resources for entrepreneurs and early-stage businesses."*

*Learn to target the right customers, build customer loyalty, and finance your business."*

**Featured workshops include:**

- Launch Your Business with Customer-Focused Marketing
- Build a Business Without Debt
- Understand and Communicate the Value of Your Business
- Seek Business Financing and Overcome Objections

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# Q&A