

HOUSING, EMPLOYMENT & TRANSPORTATION:

Where is San Mateo County Heading?

ROSANNE FOUST (she/her)

President and CEO, SAMCEDA

November 4, 2021

San Mateo County COVID-19 Data Dashboard

BUSINESS. POLICY. ECONOMY.



San Mateo County COVID-19 Data Dashboard

Data up to and including November 3, 2021 as of 5:00pm



Select time frame for case data:

Last 30 Days | Historical

Total Cases
53,141

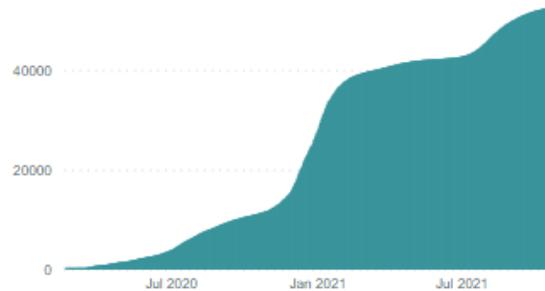
Cases by Sex

Female | 26586
Male | 26453
Unknown | 87

R-eff
1.00

- 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: CalCaj ensemble for 10/24/2021, accessed on 10/28/2021

Total Cases by Episode Date

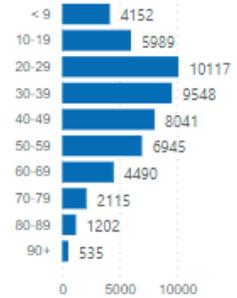


Total Deaths
625

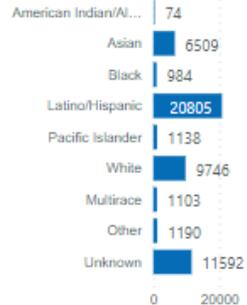
Deaths by Sex

Female | 292
Male | 333

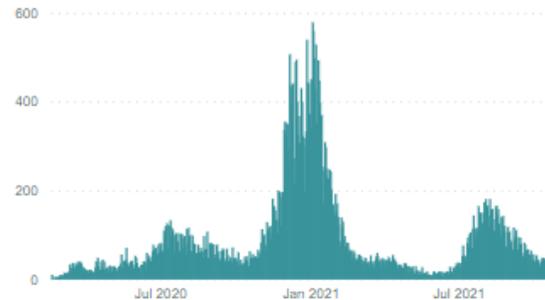
Cases by Age Group



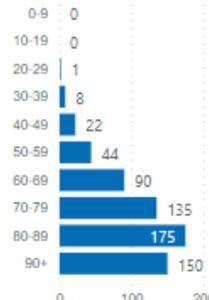
Cases by Race/Ethnicity



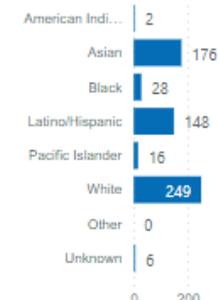
Cases by Episode Date



Deaths by Age Group



Deaths by Race/Ethnicity



Because of limited testing capacity, the number of cases detected through testing represents only a small portion of the total number of likely cases in the County. COVID-19 data are reported as timely, accurately, and completely as we have available. Data are updated as we receive information that is more complete and will change over time as we learn more. Cases are lab-confirmed COVID-19 cases reported to San Mateo County Public Health by providers, commercial laboratories, and academic laboratories, including reporting results through the California Reportable Disease Information Exchange. A lab-confirmed case is defined as detection of SARS-CoV-2 RNA in a clinical specimen using a molecular amplification detection test. Cases are counted by episode date; episode date is defined as the earliest of: case symptom onset date, sample collection date, date of laboratory result, or date of death. Deaths reported in this dashboard include only San Mateo County residents; death data last updated October 28, 2021.

As of November 3, 2021

San Mateo County Recovery Initiative

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*

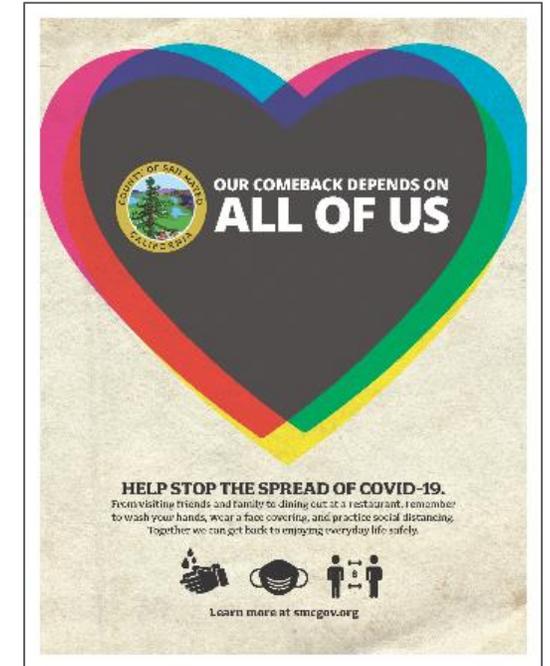
BUSINESS. POLICY. ECONOMY.



novaworks

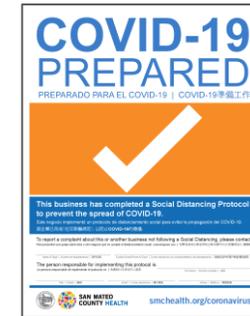
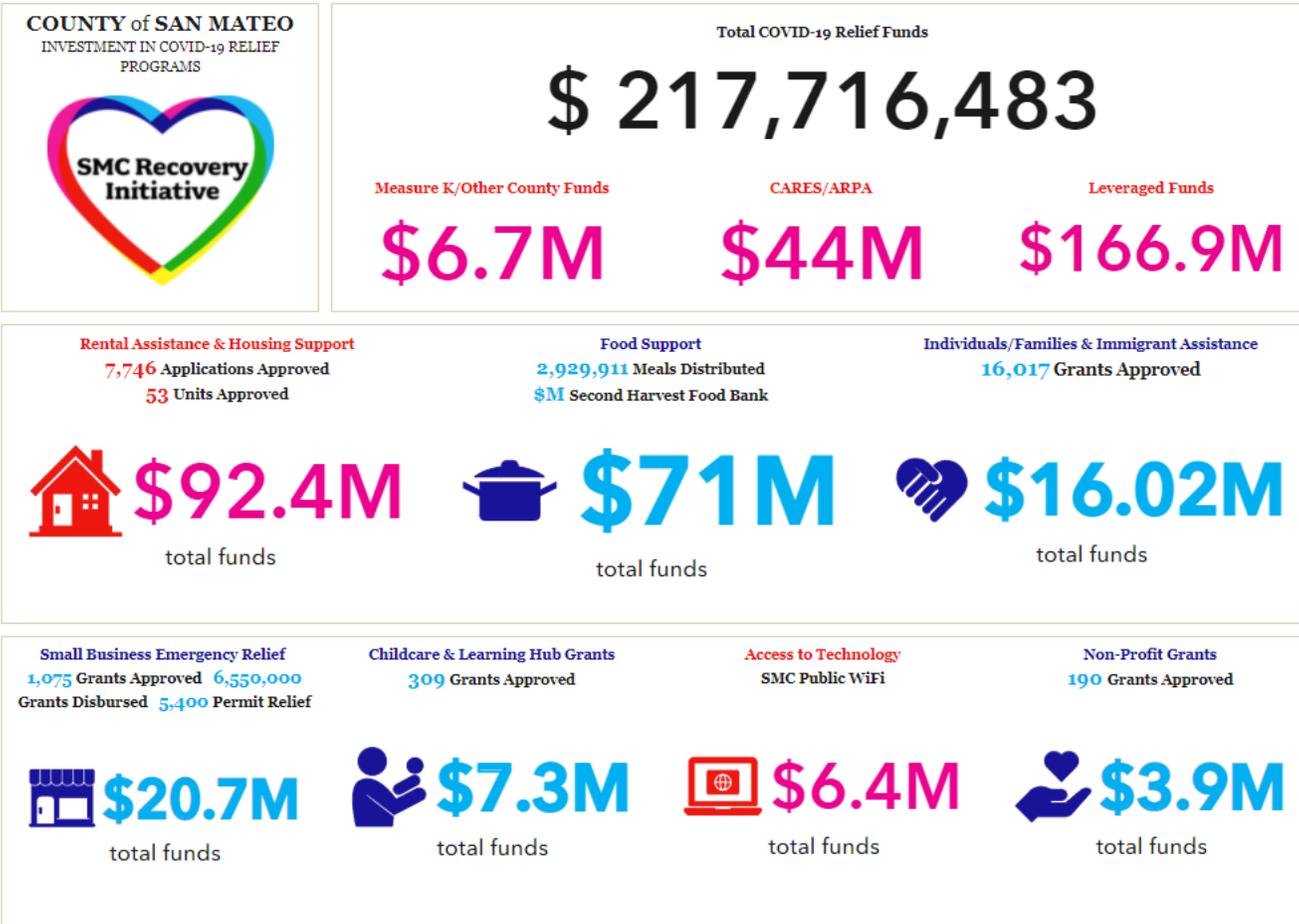


colu.



San Mateo County's COVID-19 Efforts

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COVID-19 Compliance



Free PPE for Small Businesses & Non-Profits



Shop Local



Great Plates Delivered Program

As of November 4, 2021

COUNTY CAMPAIGNS

Upcoming Grants for Local Business Relief & New Shop Local App

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- Grants for Local Businesses -



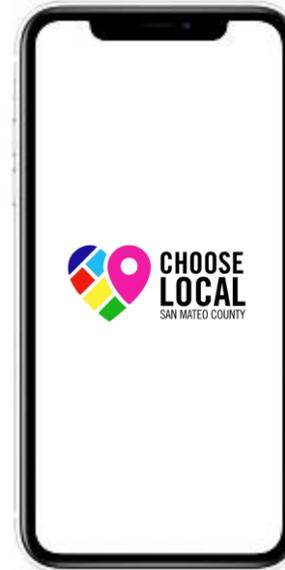
- IN PROGRESS -
2021 SMC Strong Small Business Assistance Program



Micro Food Business Grant Program



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



CHOOSE LOCAL
SAN MATEO COUNTY

- Shop Local App Coming Soon: November 8th -

Powered by: **colu.**

Where Are We? Pre/Post COVID?



FEBRUARY
2020

- VS -

FEBRUARY
2021
SNAPSHOT

FEBRUARY 2020

2.1%
Unemployment Rate
in San Mateo County



4.3%
Unemployment Rate
in California



3.8%
Unemployment Rate
Nationwide



463,100
Labor Pool



453,300
Employed



9,700
Unemployed



FEBRUARY 2021

5.3%
Unemployment Rate
in San Mateo County

8.4%
Unemployment Rate
in California

6.6%
Unemployment Rate
Nationwide

425,000
Labor Pool

402,500
Employed

22,500
Unemployed

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- LATEST -
SNAPSHOT
SEPTEMBER
2021

SEPTEMBER 2021

3.8%
Unemployment Rate
in San Mateo County



6.4%
Unemployment Rate
in California



4.6%
Unemployment Rate
Nationwide



439,400
Labor Pool



422,600
Employed



16,800
Unemployed



Where Are We Post COVID?

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From *Shelter-in-Place* to Vaccination & Recovery to an Equitable & Inclusive Future: FACTORS TO CONSIDER



The Whole Person



Remote / Essential



Education / Childcare



Economic Disparities



Housing



Public Transit



Industries / Jobs / Training



Technology Gaps

Worker's Journey



[PHASE 1]

Infrastructure Needs

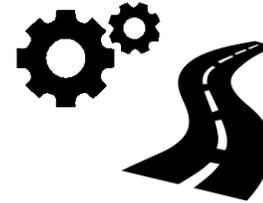
- Financial well-being
- Health
- Child care



[PHASE 2]

Skill Development & Enhancement

- Digital literacy
- Apprenticeships



[PHASE 3]

Career Search & Path

- Stackable skills
- Navigation
- Career paths/choices



[PHASE 4]

Ongoing Support

- Transition back to workforce
- Assessment of support

NOVAWORKS

Housing



[PASSED]

- SB 9 - *Housing Developments: Approvals* (Atkins)
- SB 10 - *Planning & Zoning: Housing Development: Density* (Wiener)
- AB 1029 - *Housing Elements: Pro-Housing Local Policies* (Mullin)



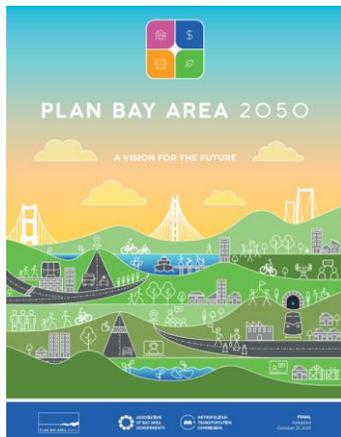
21 Elements

- Multi-year, multi-phase collaboration of all 21 San Mateo County jurisdictions
- Aims to support jurisdictions in developing, adopting, and implementing local housing policies and programs:
 - *Housing Planning*
 - *Housing Policy*



- Community collaborative to promote innovative housing and transportation solutions to produce a diversity of housing in San Mateo County

Transportation



SAMCEDA at the Forefront

Connecting, Convening, Contributing, and Communicating

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**DASHBOARD INFORMATION ON:
Vaccination Totals & Vaccinated Residents
in San Mateo County**



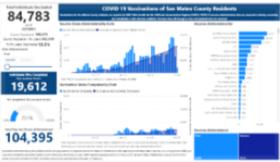
"Vaccinations for San Mateo County residents are reported to SMC Health via the California Immunization Registry (CAIR2)."

COVID-19 vaccine administration data are reported as timely, accurate, and completely as data become available. Previous data will change as new and updated data are received.

This dashboard provides a summary of vaccinations administered to [San Mateo County](#) residents only and does not include vaccinations provided by federal organizations such as the Veterans Administration.*

Featured COVID-19 Vaccinations of San Mateo County Residents dashboards include:

Vaccination Totals & Locations Data



[Click to View](#)



San Mateo County to Advance to California's Yellow Tier; County Health Aligns Mask Guidelines with State



"The state of California today announced that, beginning Wednesday, May 12, a multitude of indoor businesses and activities in [San Mateo County](#) can reopen or expand as the risk from COVID-19 is 'minimal.'"

The move to the state's least restrictive yellow tier allows expanded capacity at restaurants, gyms, movie theaters, indoor businesses and a host of other operations. Bars that do not serve food can reopen indoors with a maximum capacity of 25 percent or 100 people, whichever is fewer.

This is San Mateo County's first time in the yellow tier since the state last summer unveiled the color-coded ["Blueprint for a Safer Economy."](#) The advance comes six weeks before Gov. Gavin Newsom has said the [entire state may fully reopen on June 15.*](#)

"The move into yellow officially takes effect Wednesday at 12:01 a.m."

"Also today, [Health Officer Dr. Scott Morrow](#) has [rescinded his June 17, 2020 order](#) for social distancing guidelines and face covering requirements in favor of State guidance. The move allows San Mateo County to align with the guidelines from the [Centers for Disease Control and Prevention](#) and the [California Department of Public Health](#). The CDPH issued its [Guidance for the Use of Face Coverings](#) on May 3, 2021."

To read more of the press release on the [County of San Mateo's Joint Information Center](#) site, please visit [here](#).

[Click to Read More](#)

Where Are We? Pre/Post COVID? [www.samceda.org](#)

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

SAMCEDA Outlook

SAMCEDA Outlook

Small Business – Resource Guide Prepared April 2021



Rosanne Foust – President & CEO, SAMCEDA

Small Business – Resource Guide



Website

The Future of Business Travel: San Mateo County Snapshot - Spring 2021

PLEASE TAKE OUR SURVEY on the Future of Business Travel



Surveys

Daily Newsletters

SAMCEDA at the Forefront

Connecting, Convening, Contributing, and Communicating

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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
Download the Images: 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:

IVAR SATERO Airport Director, SFO	KEVIN BUMEN, A.A.E., C.A.E Chief Commercial Officer, SFO	MELISSA ANDRETTA 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

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
Opt-In: 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

**IMPORTANT INFORMATION**

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."

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

[Click to Read More](#)

**IMPORTANT INFORMATION**

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

To learn more and/or sign-up for [Grow with Google's](#) workshops, please click [here](#).

[Click to Register](#)

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- Current updates/announcements (county, state and national)
- Grant/fellowship/career advancement opportunities
- Article insights, business resource/tools + more

[Subscribe Here](#)



Q&A