

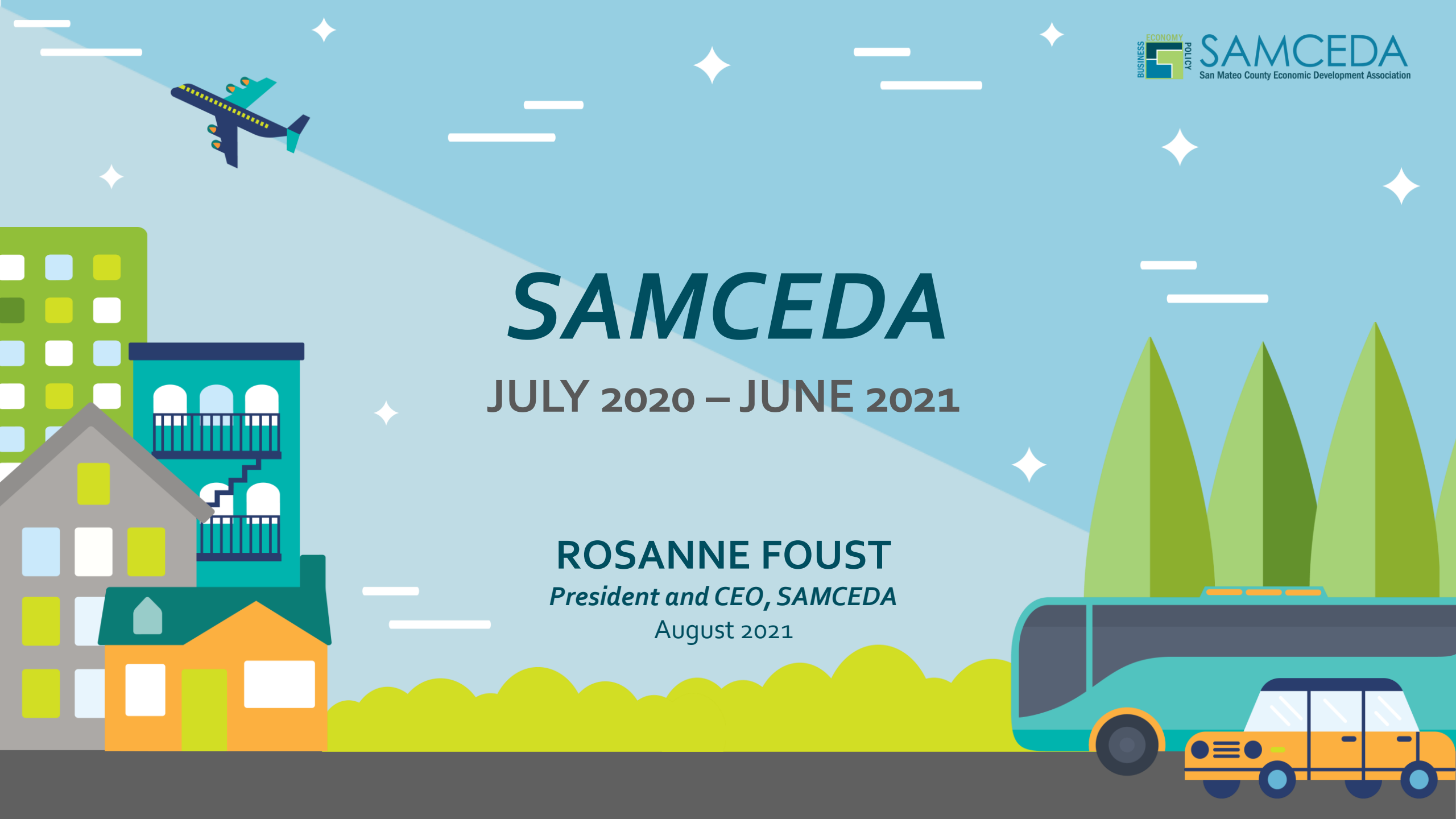
SAMCEDA

JULY 2020 – JUNE 2021


ROSANNE FOUST

President and CEO, SAMCEDA

August 2021




BUSINESS. POLICY. ECONOMY.



SAMCEDA
San Mateo County Economic Development Authority

IMPORTANT INFORMATION

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



**SAN MATEO
COUNTY HEALTH**
All together better.

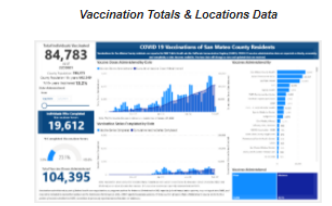
"Vaccinations for San Mateo County residents are reported to [SMC Health](#) via the [California Immunization Registry \(CAIR2\)](#)."

COVID-19 vaccine administration data are reported as timely, accurately, 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](#)



IMPORTANT INFORMATION

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



SAN MATEO COUNTY IS AT Yellow

Masked Visitors

- Large groupings of visitors
- Large groupings of visitors in 200 vehicles
- Mass Gatherings of 250+ visitors
- Mass Gatherings of 250+ visitors
- Mass Gatherings of 250+ visitors
- Mass Gatherings of 250+ visitors

Masked Employees

- Large groupings of employees
- Large groupings of employees in 200 vehicles
- Mass Gatherings of 250+ employees
- Mass Gatherings of 250+ employees
- Mass Gatherings of 250+ employees
- Mass Gatherings of 250+ employees

San Mateo County Health

San Mateo County Health

San Mateo County Health

"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 the state's first time in the yellow tier since the state last summer unveiled the color-coded [Blueprint for a Safer Economy](#).¹ The advance comes six weeks before Gov. Gavin Newsom has said the [entire state may fully reopen on June 15](#).²

"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?

February 2020	February 2021
2.1% Unemployment Rate in San Joaquin County	5.3% Unemployment Rate in San Joaquin County
4.3% Unemployment Rate in California	8.4% Unemployment Rate in California
3.8% Unemployment Rate Nationally	6.6% Unemployment Rate Nationally
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 / Children




Economic Disparities




Housing



Public Transit



Industries / Jobs / Training



Technology Gaps

Source: <https://data.census.gov/tables/latest/data/2020/unemployment>, <https://www.bls.gov/news.release/archives/20200401.htm>, *March 2020 National Unemployment Rate (Projected)

SAMCEDA Outlook

[illegible]

Small Business – Resource Guide

Website



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

Respondents are helping us learn to complete the questionnaire. Your responses will give us insight on how companies and organizations are planning for the future during the COVID-19 pandemic.

☐ All
 ☐ What industry does your business most closely fall under?

☐ Retail
 ☐ Education
 ☐ Health
 ☐ Transportation
 ☐ New/Other
 ☐ Hospitality/Travel
 ☐ Other (please specify)



PLEASE TAKE OUR SURVEY on the Future of Business Travel

Your response will give us insight on how companies and organizations are planning for the future during the COVID-19 pandemic.



Surveys

Connecting, Convening, Contributing, and Communicating

BUSINESS. POLICY. ECONOMY.



County Campaigns



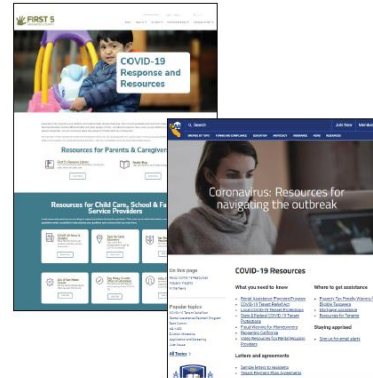
Virtual Events



Social Media

SAMCEDA Members *Meeting the Moment*

BUSINESS. POLICY. ECONOMY.



COVID-19 Resources



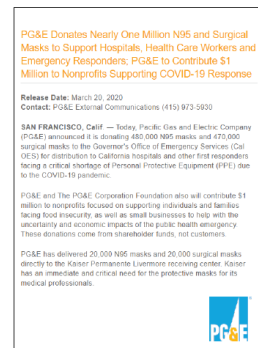
Key Research & Information



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?

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

BUSINESS. POLICY. ECONOMY.

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



Remote / Essential



Education / Childcare



Economic Disparities



Housing



Public Transit



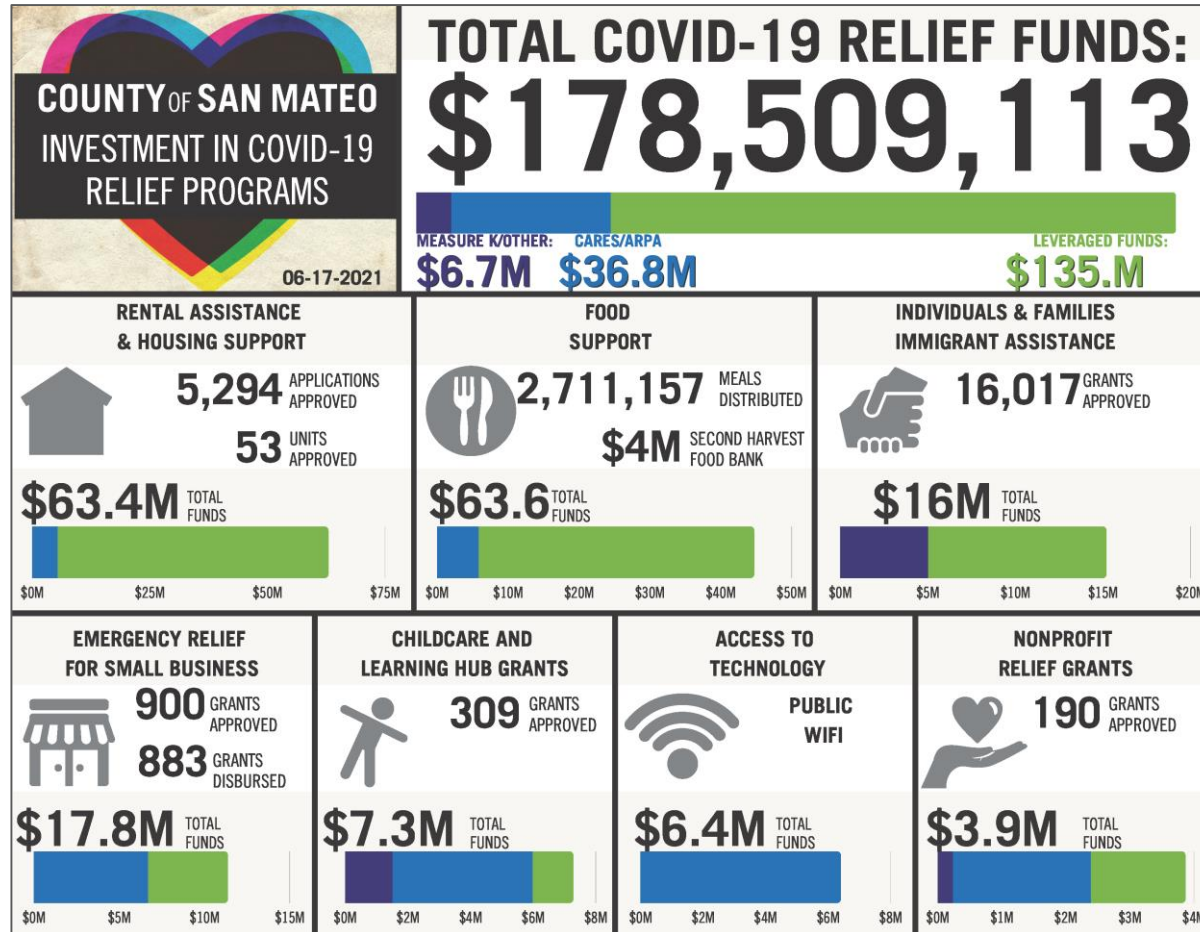
Industries / Jobs / Training



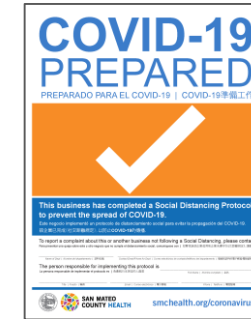
Technology Gaps

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:

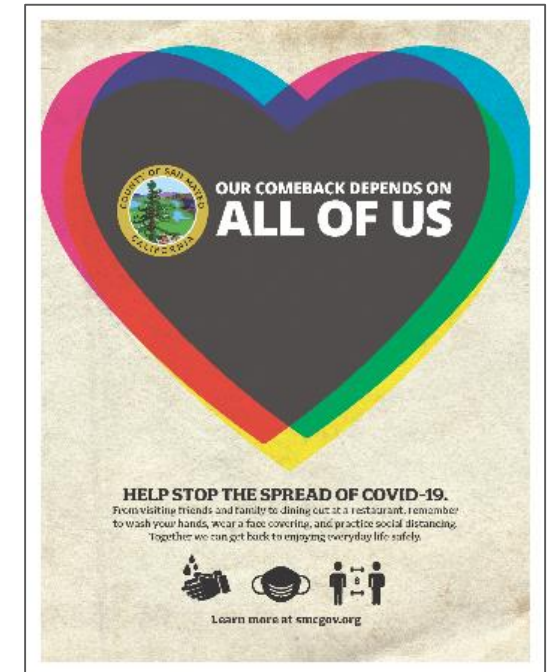
- *Recovery Coordination Council*
- *Economic Recovery*
- *Public Information and Outreach/Equity Group*
- *Vaccine Communications & Equity Working Group*
- *Immigrant Integration & Inclusion Strategic Planning*
 - *Subcommittee Co-Chair: Economic Recovery*
 - *Subcommittee Participant:*
 - *Community 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

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Select time frame for case data:

Last 30 Days

Historical

Total Cases

44,938

R-eff

1.39

Cases by Sex

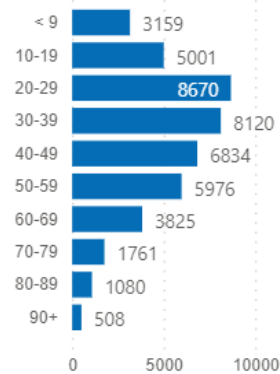
Female 22640

Male 22266

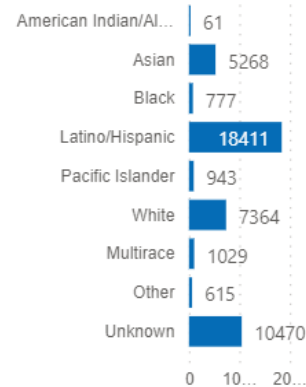
Unknown 27

- 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

Cases by Age Group

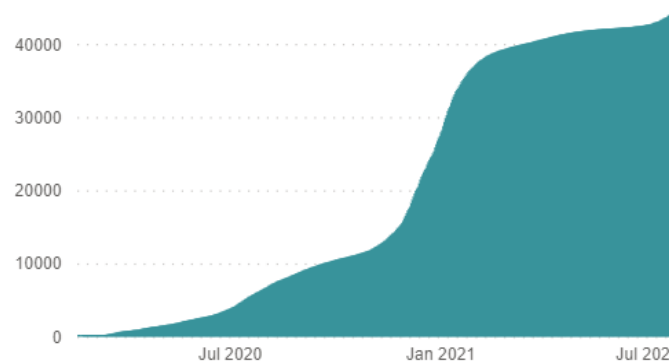


Cases by Race/Ethnicity

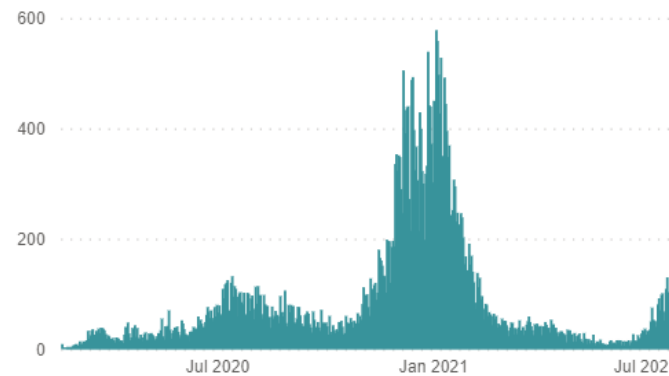


Data up to and including August 2, 2021 as of 5:00pm

Total Cases by Episode Date



Cases by Episode Date



Total Deaths

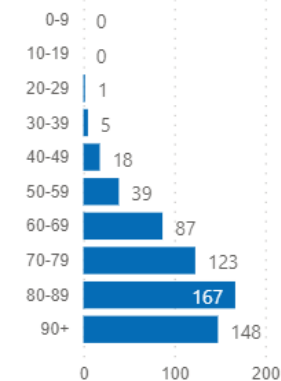
588

Deaths by Sex

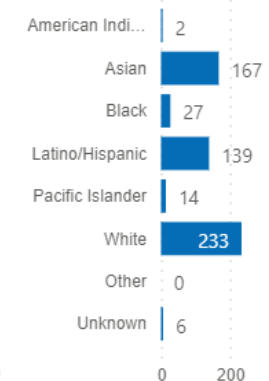
Female 278

Male 310

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





"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**

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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- Grant/fellowship/career advancement opportunities
- Article insights, business resource/tools + more

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Q&A