

HOUSING, EMPLOYMENT & TRANSPORTATION:

# *Where is San Mateo County Heading?*

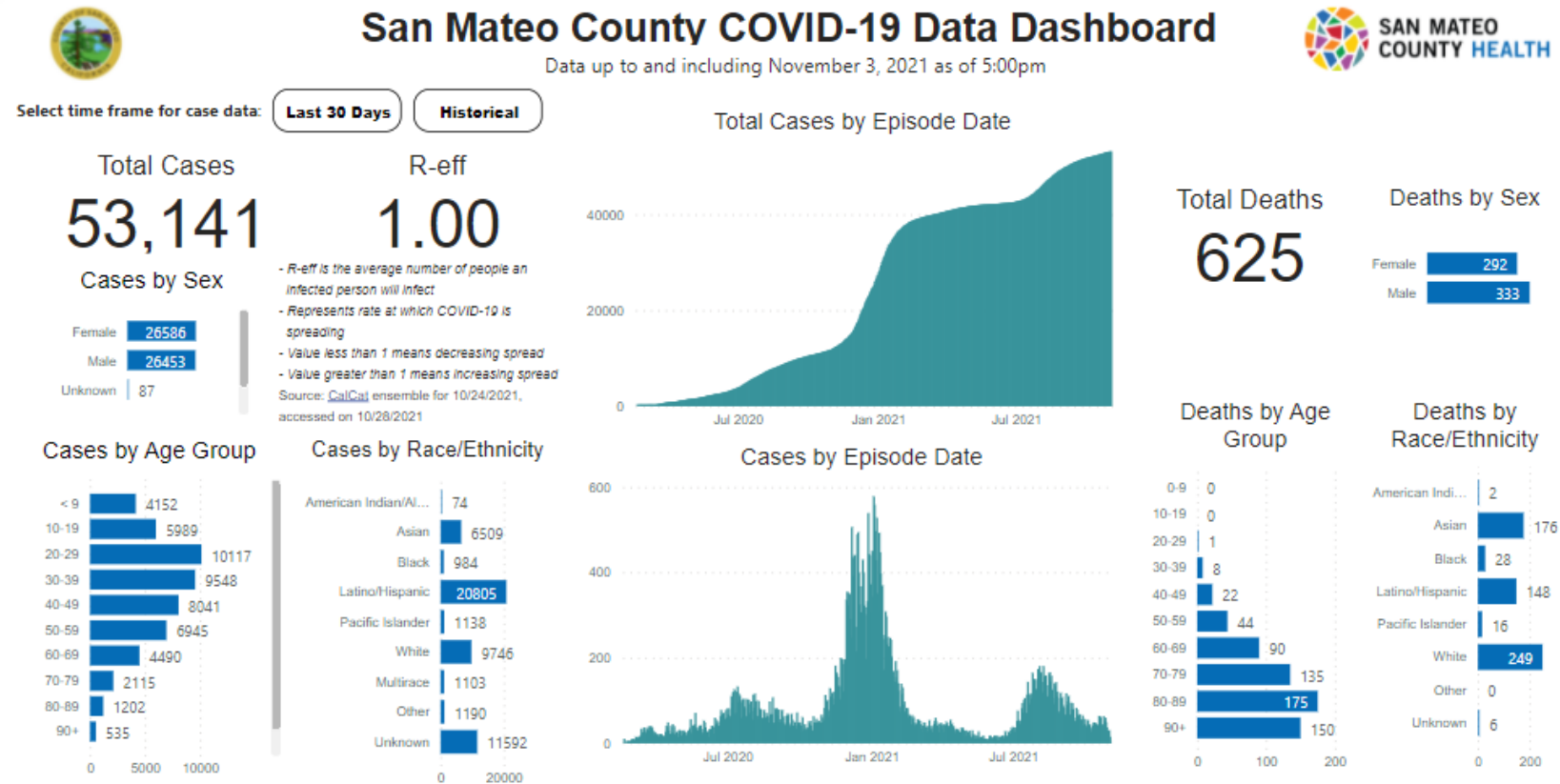
**ROSANNE FOUST (she/her)**

*President and CEO, SAMCEDA*

November 4, 2021

# San Mateo County COVID-19 Data Dashboard

BUSINESS. POLICY. ECONOMY.



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

**BUSINESS. POLICY. ECONOMY.**

## Committees Participating in:

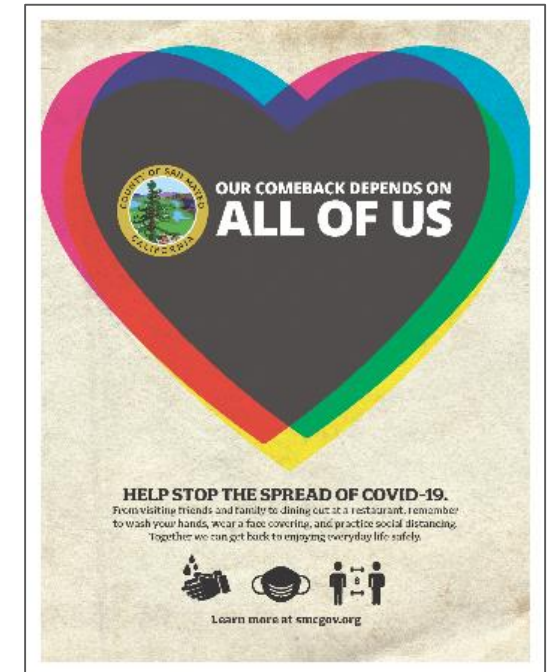
- *Recovery Coordination Council*
- *Economic Recovery*
- *Public Information and Outreach/Equity Group*
- *Vaccine Communications & Equity Working Group*
- *Immigrant Integration & Inclusion Strategic Planning*
  - *Subcommittee Co-Chair: Economic Recovery*
  - *Subcommittee Participant:*
    - *Community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



**novaworks**

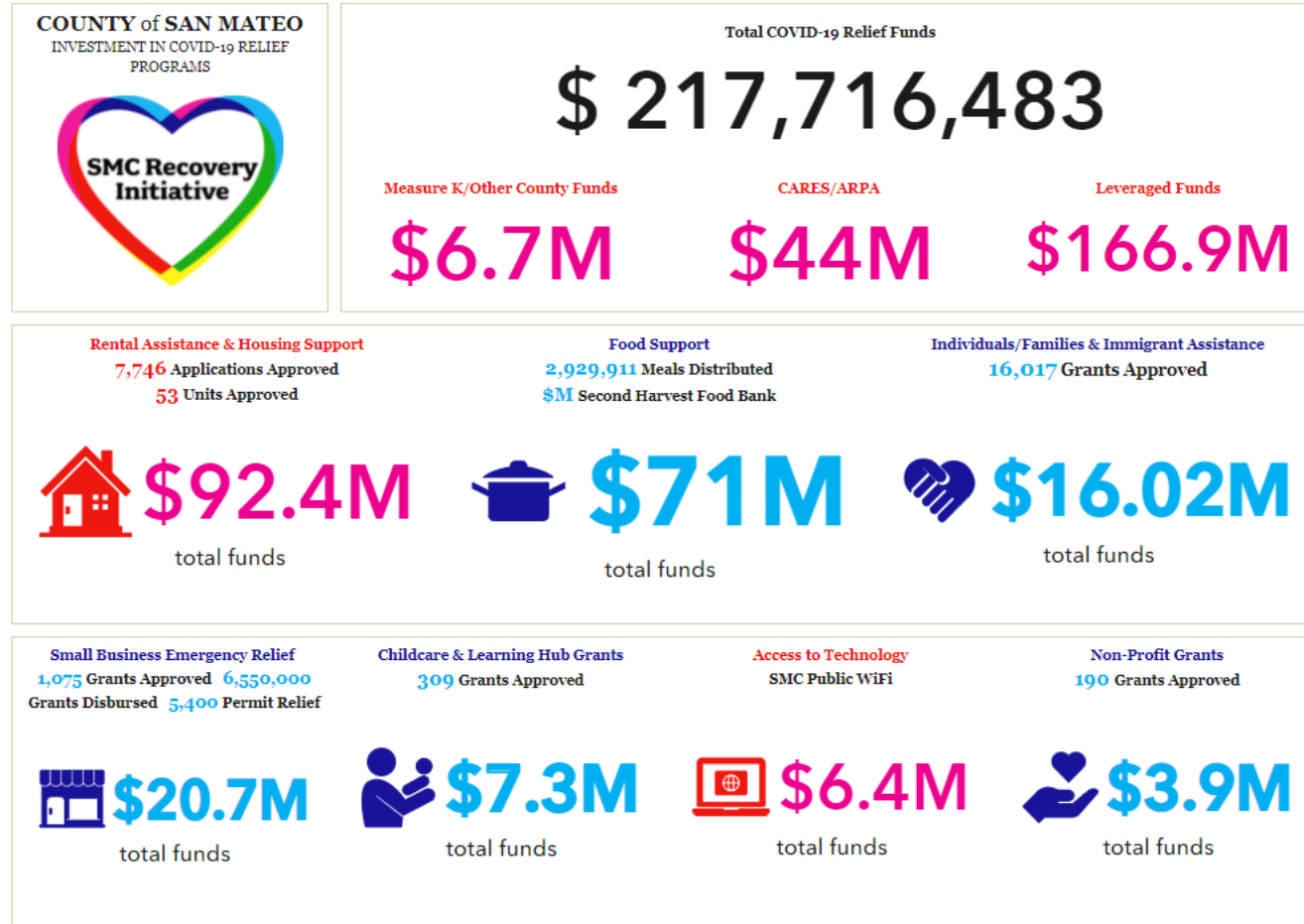


**colu.**

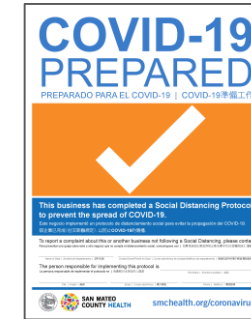


# San Mateo County's COVID-19 Efforts

# BUSINESS. POLICY. ECONOMY.



As of November 4, 2021



COVID-19 Compliance



Free PPE for Small Businesses & Non-Profits



Shop Local



Great Plates Delivered Program

COUNTY CAMPAIGNS

## Upcoming Grants for Local Business Relief & New Shop Local App

**BUSINESS. POLICY. ECONOMY.**

- Grants for Local Businesses -



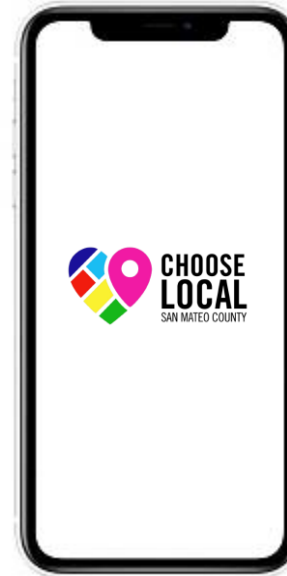
**- IN PROGRESS -**  
*2021 SMC Strong Small Business Assistance Program*



*Micro Food Business Grant Program*



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



- Shop Local App Coming Soon: November 8<sup>th</sup> -

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



- 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?

BUSINESS. POLICY. ECONOMY.

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

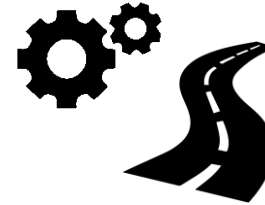
- Financial well-being
- Health
- Child care



## [ 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)



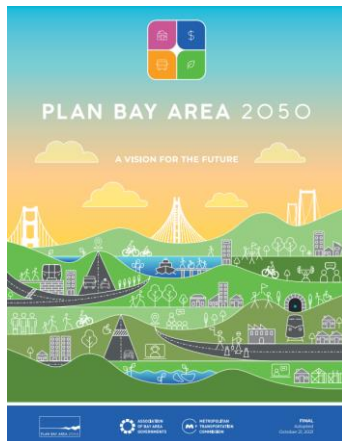
## 21 Elements

- 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

BUSINESS. POLICY. ECONOMY.



### IMPORTANT INFORMATION

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



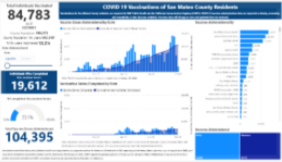
*"Vaccinations for San Mateo County residents are reported to [SMC Health](#) via the [California Immunization Registry \(CAIR2\)](#).*

COVID-19 vaccine administration data are reported as timely, 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**



*"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
6.3% 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

**San Mateo County**

- County of San Mateo
- San Mateo County
- San Mateo County Office of Economic Development
- San Mateo County Office of Business Development
- San Mateo County Office of Small Business Development

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**Rosanne Foust – President & CEO, SAMCEDA**



## Small Business – Resource Guide



## Website



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

Thank you for taking the time to complete the questionnaire. Your response will give us insight as to how companies and organizations are planning for the future during the COVID-19 pandemic.

**PLEASE TAKE OUR SURVEY on the Future of Business Travel**

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



## Surveys

## Daily Newsletters

## SAMCEDA at the Forefront

*Connecting, Convening, Contributing, and Communicating*




County Campaigns





Virtual Events



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."*

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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**

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

[Click to Register](#)

## SIGN-UP FOR OUR DAILY NEWSLETTER HIGHLIGHTING:

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

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# Q&A