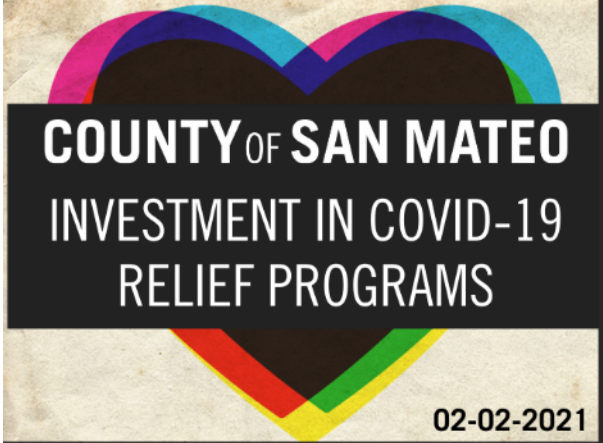




# **San Mateo County COVID-19 Recovery Initiative**

2020 Achievements, 2021 Workplan

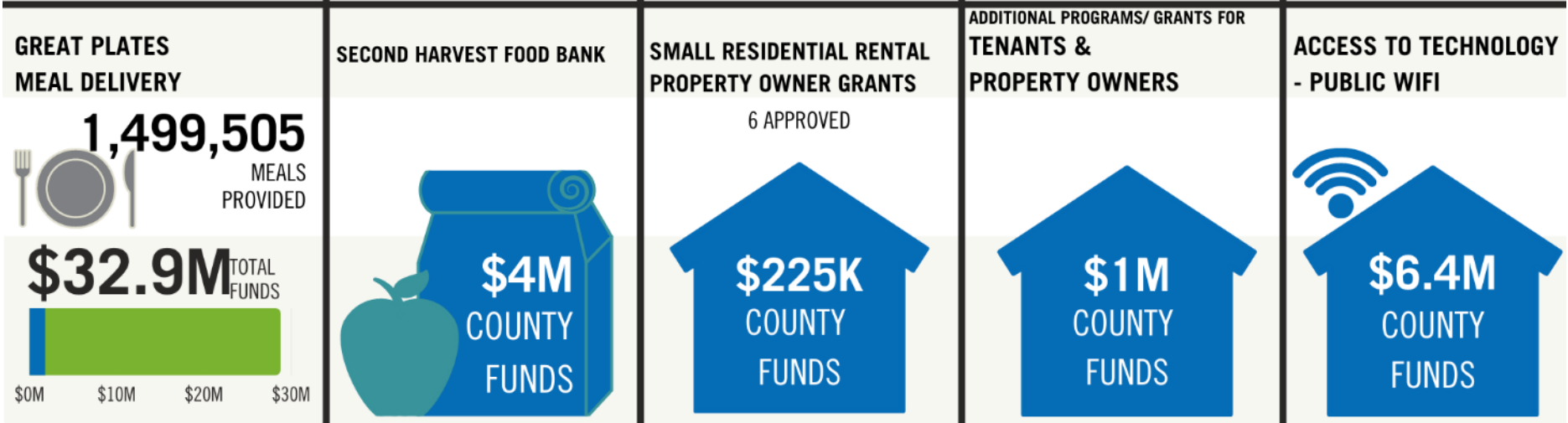
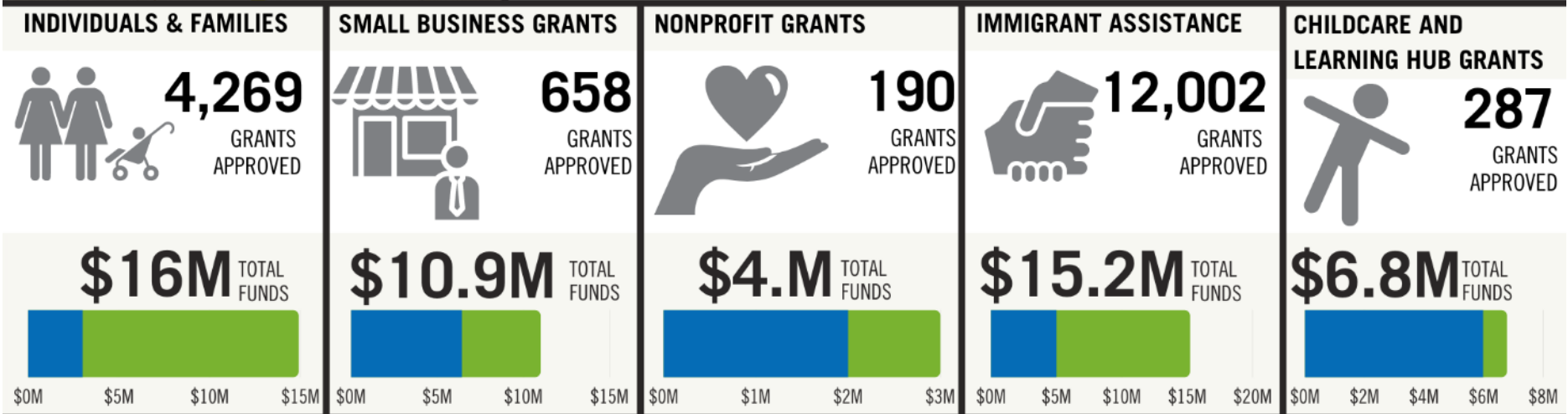
February 9, 2021



**COUNTY OF SAN MATEO**  
**INVESTMENT IN COVID-19**  
**RELIEF PROGRAMS**

02-02-2021

**TOTAL COVID-19 RELIEF FUNDS:**  
**\$97,538,540**



# Lightning Round Updates

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**2020 Accomplishments & 2021 Outlook**

# Lightning Round Updates

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**Bart Charlow**  
**Samaritan House**

# Emergency Financial Assistance Applications

4/1/2020 – 1/21/2021

# Applications Received	# Applications Approved/Paid	# Applications Inactive	# Remaining/Pending
6,614	4,269	1,938	407

## Countywide funding sources accessed by all 7 Core Service Agencies administered by Samaritan House

Total Allocated	Amount Issued	Amount Still Available
\$ 7,264,768	\$ 5,962,182	\$ 1,270,586

## Region- or agency-specific funding sources available & administered independently by individual Core Agencies

\$ 7,217,546	\$ 4,232,856	\$ 2,984,690
--------------	--------------	--------------

## Total EFA County/Core Funds

\$ 14,482,314	\$ 10,195,038	\$ 4,255,276
---------------	---------------	--------------

## San Mateo County Immigrant Relief Fund

Total Funds Available = \$13.2 to \$15M

Total Pre-applications	Total Invitations Sent	Total Grants Completed	Total Grants Approved
26,285	20,484	13,637	12,002



**SAMARITAN  
HOUSE**

# Emergency Financial Assistance Applications

4/1/2020 – 1/21/2021

Core Service Agency	Geographic Area Served	Number of Applications Approved/Paid
Coastside Hope	Half Moon Bay, Montara, Moss Beach, El Granada	75
Daly City Community Service Center	Daly City, Colma, Broadmoor	397
Fair Oaks Community Center	Redwood City, North Fair Oaks, Portola Valley, Woodside, Atherton	1331
Pacifica Resource Center	Pacifica	143
Puente de la Costa Sur	Pescadero, La Honda, Loma Mar, San Gregorio	645
Samaritan House	San Mateo, Millbrae, Belmont, San Carlos, Burlingame, Foster City, Hillsborough	794
Samaritan House South	East Palo Alto, Menlo Park	359
YMCA	South San Francisco, San Bruno, Brisbane	525
Total		4,269



**SAMARITAN  
HOUSE**

# 2021 COVID Rent Assistance

## **Federal and State Funding Allocation: \$47.3M**

- Funds cover some back rent debt, some forward rent
- Must be demonstrably COVID related
- Tight timelines for distribution
- Details still being worked out by State
- Presentation later on this agenda on proposed plan for state administration with intensive local outreach and client assistance done by Core Services Agencies



# Lightning Round Updates

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**Tracy Weatherby**  
**Second Harvest of Silicon Valley**



# Massive Growth in Need

- Serving **500K people** across both Counties, compared to 250K pre-pandemic
- **2X the food** provided every month
- **150K+ boxes** packed every week (1<sup>st</sup> half January)
- **40 drive-thru sites** in SMC (from 1 in February)
- **1500 households** get home delivery in SMC every 2 weeks (Dec)



**SECOND HARVEST**  
of SILICON VALLEY



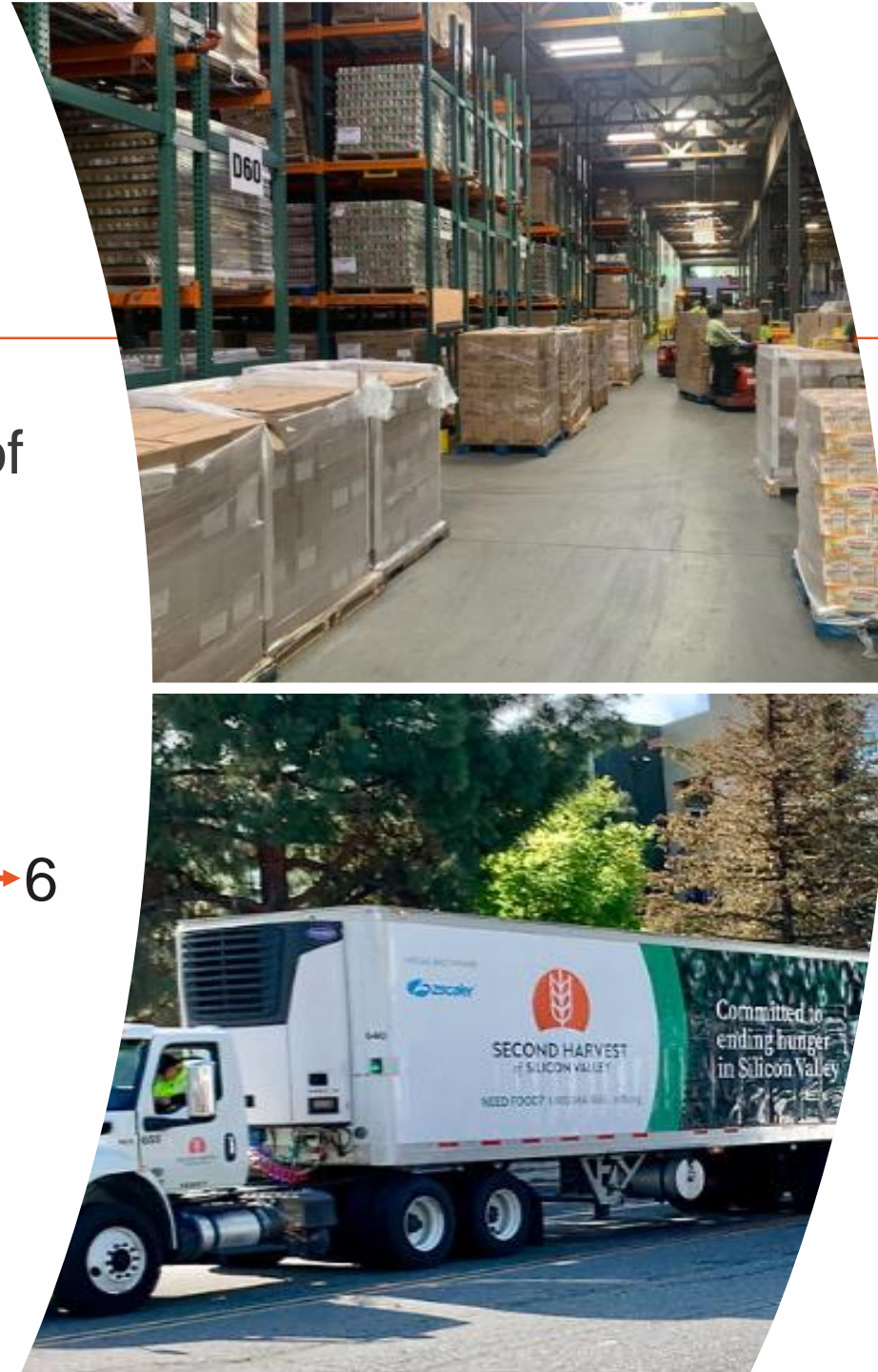
# Infrastructure to Support Need

- **Food:**
  - 90+ tractor-trailer loads of food a week
  - 21M lbs to SMC  
(from July-December over 2X increase from 2019)
- **Trucks: 20 → 35**
- **Warehouse & Storage: 3 → 6**

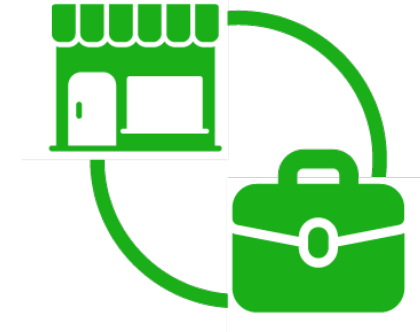
**\$4M investment from SMC CARES funds feeding the community**



**SECOND HARVEST**  
of SILICON VALLEY



# Lightning Round Updates



**Kitty Lopez**  
**Child Care Response Team**

## Child Care Relief Fund

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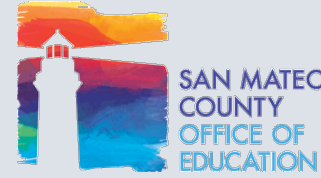
- **\$5.3M** distributed (\$4.5M CARES + \$530K private)
- **287 child care programs** (79 centers + 208 FCCs)
- **8,000+ children**

## Collaborative Leadership, Collective Impact

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- Met weekly **to plan & coordinate support**: essential worker survey, Relief Fund, supplies, emergency vouchers, communications, resources, advocacy
- **Partnership** with SMC Health, SMC Events Center, SM Credit Union

## PARTNERS



## Emergency Health and Safety Supplies

---

- **559** deliveries to **300+** providers
- **5,160+ miles** driven county-wide
- **7099** items: diapers, gloves, masks, disinfectant, hand sanitizer, alcohol wipes, children's books
- **\$650M+** to providers for supplies

## EQUITY Focus

---

Prioritized those with **greatest need and highest risk**:

- Socio-economically disadvantaged
- Students with special needs
- English language learners
- Reside in high-priority zip codes
- Infants and toddlers



# Looking Ahead to 2021

---

- **Learning Hub Expansion Fund** (K-12)
- **Data and Analysis**
  - **Vaccine survey** for child care workforce (# providers, insurance types, in/out of county)
  - Resurveying and expansion of the **Essential Worker Survey**
  - **Workforce** retention and professional development needs
  - **Impact** (permanent closures, reopened sites/homes)
- **Technical assistance** for providers to access resources
- Coordinated leveraging of local, state and federal funding
- Ongoing **advocacy** and policy education
- **COVID-19 Relief Fund 3.0** (reassessing need/strategies of support during the next stages of the pandemic)
- Continued **partnership, collaboration and focus on equity**

# Lightning Round Updates



**Georgia Farooq**  
**Thrive**

# 2020: Thrive Efforts to Support San Mateo County Recovery Initiative



WE ARE ALL IN THIS TOGETHER

- GIVING OPPORTUNITIES
- INDIVIDUAL RESOURCES
- EVENTS
- ADVOCACY
- RESOURCES FOR NONPROFITS
- SAN MATEO COUNTY UPDATES
- PARTNER RESOURCES
- ARTICLES FOR NONPROFITS



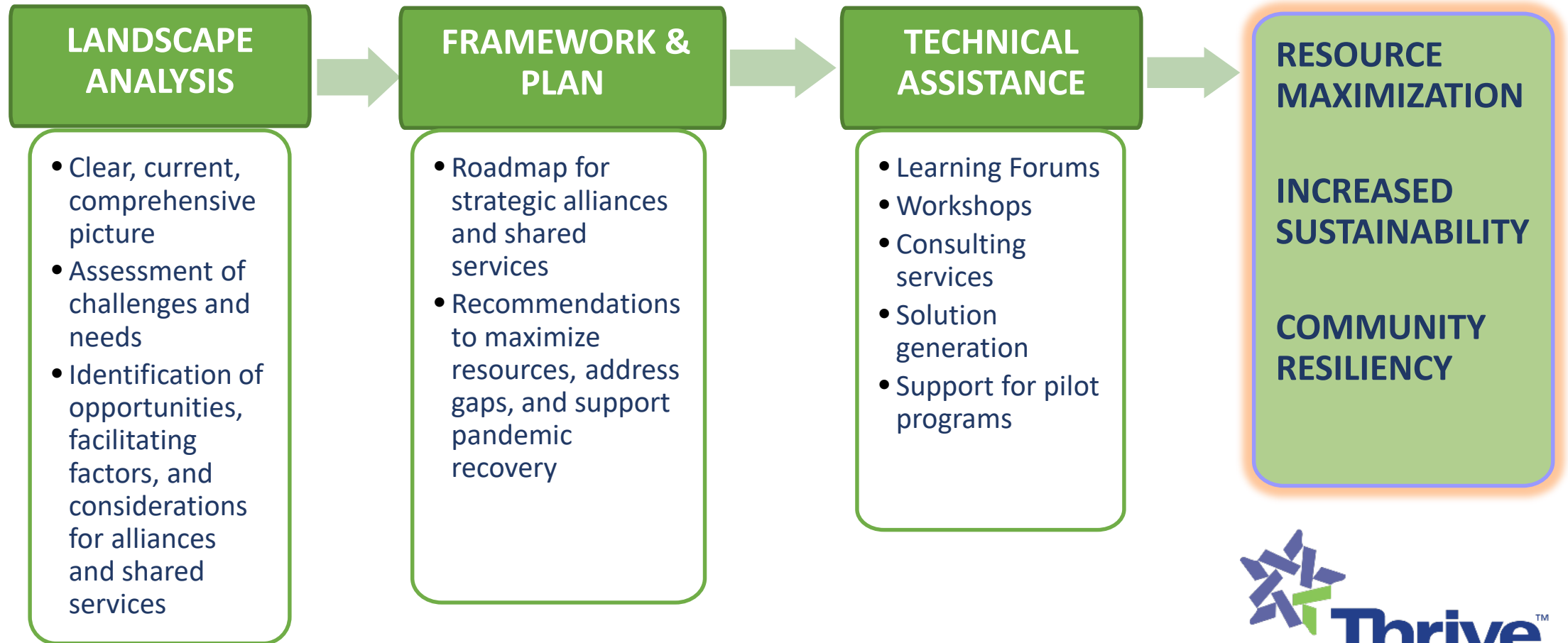
COVID Community Action Teams

- **Created** emergency forums, web resources, and Google Group to facilitate communication among nonprofits, and Out-of-School-Time Task Force
- **Led** COVID-19 Nonprofit Impact Survey, Report, & Forums
- **Served** on *Vulnerable Communities Committee* & Advisory Committees for Nonprofit Emergency Response Funds for both County and SVCF
- **Convened** stakeholder engagement session with 150 nonprofit leaders to review Recovery Initiative plan
- **Hosted** listening session on impact of COVID-19 on local nonprofits with Congresswoman Jackie Speier with over 200 participants
- **Facilitated** session on cross sector solutions for digital divide
- **Coordinating** nonprofit outreach efforts to keep vulnerable communities informed and safe in partnership with Office of Community Affairs
- **Supporting** Implementation Work Groups on *Support Businesses, CBOs, and Nonprofits*



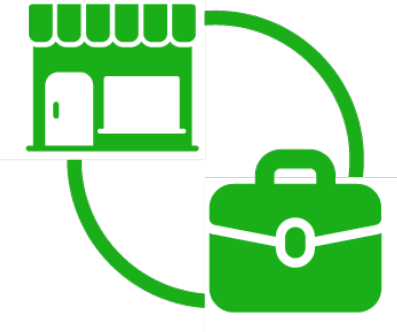
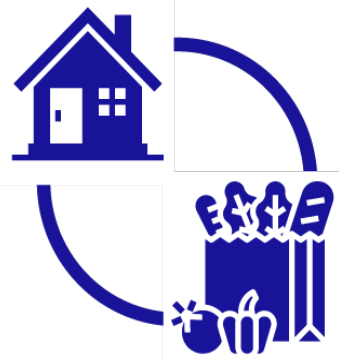
Arts & Culture Challenges and Opportunities during COVID-19: A Virtual Discussion Co-Hosted by San Mateo County Arts Commission and Thrive Alliance

## 2021: Nonprofit Strategic Alliances Initiative Overview





# Lightning Round Updates



**Jon Walton**  
**Information Services Department**

# Public Wi-Fi Project began in 2015

## Crucial for -

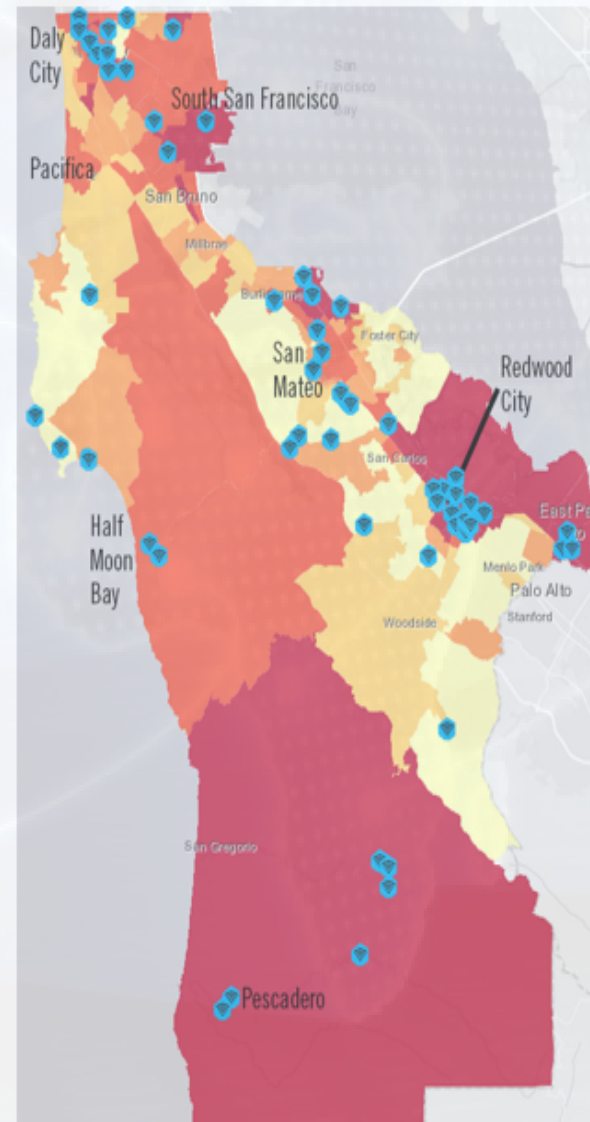
- Increased Access to Government Services
- Telehealth
- Online Education
- Small Businesses

## Results -


- ✓ 100+ Wi-Fi Locations
- ✓ 1,000,000+ user hours per month
- ✓ 165,000+ yearly users



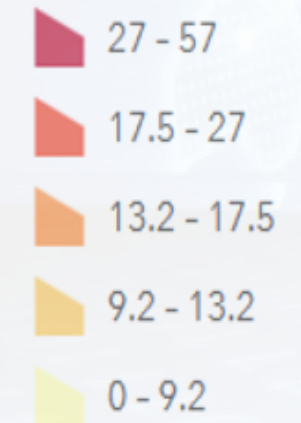
June 20th  
2019



## Legend

 Active Site

% of Residents with Income Below 200% of Federal Poverty Level

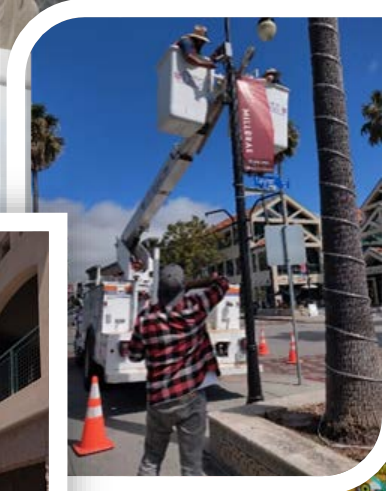
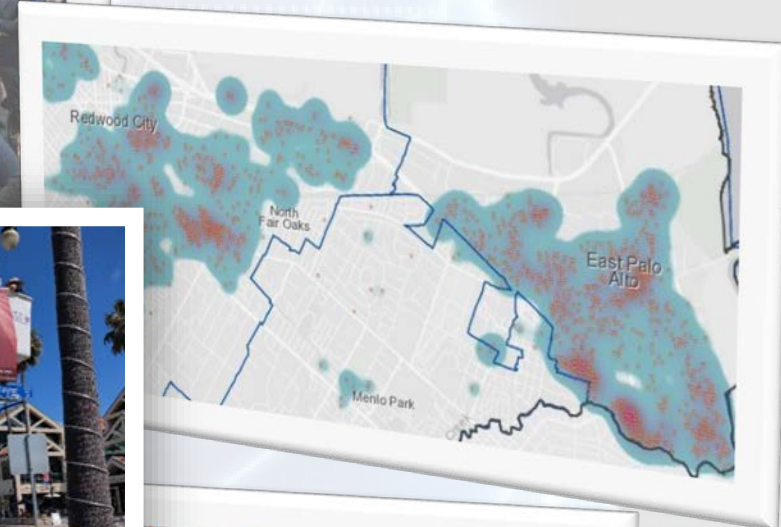


Based on 2016 Data

# CARES Funded Expansion – 6 Month Success Story

**\$6.3M CARES funds allocated for Digital Divide**

- **Data Collection and Web Portal**
  - Mapping of community needs
  - Find “nearest” public access point
  - Public User feedback tool
- **Collaboration with Public & Private Partners**
  - School Districts, Cities, Libraries, and Private Partners
  - Joint Communication Plans
- **Results**
  - 325 hotspots and 325 Comcast accounts available
  - 25+ new SMC Public WiFi Locations
  - 12 Libraries with Outdoor Access
  - 3 Rapid Deployment Units



# SMC Digital Equity – Expanded Coverage

- **Optimization & Data Analysis**
  - Measuring use and improving sites
  - Data-driven decision making
- **SMC Web Portal**
  - Searchable for closest site
  - Ability to visualize and map data
- **Trusted and Secure Wi-Fi**
  - Regionalizing with partners
  - Experience based on user and location
  - Secure for all users
- **Leverage Emerging Technology**
  - STARLINK satellite connectivity
  - CBRS and TV Whitespace
- **10 Additional Sites in FY 20-21**
  - Engineering and feasibility underway



**ISD**

Information Services Department  
County of San Mateo



**SMC PUBLIC**  
**WiFi**  
www.smcgov.org/wifi

# SMC Digital Equity – Planning for the Future

## The Quest for Digital Equity

*A look at the evolution of the challenge to ensure advances in technology bring benefits to everyone.*

BY ZACK QUAINANCE / MARCH 2018



SHUTTERSTOCK

- The pandemic has highlighted the critical need for digital equity in our community

Time	Cost	Impact
7 years	\$10MM	< 10%

- So Far ->
- Countywide Digital Equity: \$80-100M
  - Sources: Extended CARES, Biden Stimulus, donations
- Multi-agency shared funding necessary for ongoing costs
- Achieving digital equity requires treating internet access as critical infrastructure
- Digital equity is required for educational, health, and economic benefits



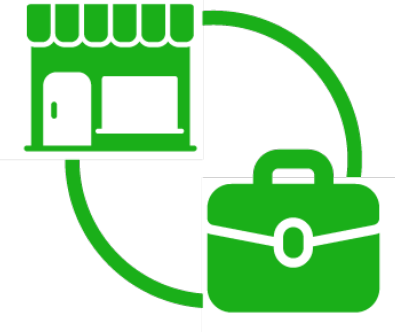
**ISD**

Information Services Department  
County of San Mateo



**SMC PUBLIC  
WIFI**  
www.smcgov.org/wifi

# Lightning Round Updates



Rosanne Foust  
SAMCEDA

# SAMCEDA - Recovery Work and Accomplishments in 2020

## SAMCEDA Website

- Financial relief
- Business continuity resources
- Job opportunities
- COVID-19 general resources
- *SMC Strong Fund*
- Newsletter updates

## Daily Newsletters

- Current updates and announcements (county, state and national)
- Grant opportunities
- Article insights
- Business resources/tools

## Social Media

- Retweets of information
- Current updates and announcements (county, state and national)
- Grant opportunities
- Article insights
- Business resources/tools



## Surveys

- Data collected from San Mateo County businesses and SAMCEDA members to understand and inform a variety of stakeholders at the local, regional, and state levels

## COVID-19 Business Continuity Action Plan

- Business operations checklist
- Financial relief at local, state, and federal levels
- Business resources (legal, HR, and technical assistance)

## Presentations

- Presentations to SAMCEDA members, chambers, elected officials, economic & community development managers, city councils, and community organizations

SAMCEDA Website: <https://www.samceda.org/> | Get Updates from our Newsletter: [Subscribe Here](#)

## San Mateo County Strong Fund



**In the spring of 2020, the San Mateo County Board of Supervisors allocated \$1M of Measure K funds for small businesses and additional \$1.617M in contributions from the cities, foundations, the private sector and more**

- Disbursed 350 grants up to \$10,000 to qualified small businesses in San Mateo County

**In November, the San Mateo County Board of Supervisors allocated an additional \$1M for small business grants**

- \$10,000 grants to 100 small businesses throughout San Mateo County that applied, but did not receive a grant in the first round of funding last spring for the *SMC Strong Fund*

**Partnered with the Renaissance Entrepreneurship Center (*SMC Strong & CARES Act funds*)**

- Distributed grants (ranging in \$5,000 - \$25,000) to businesses meeting criteria in targeted areas in San Mateo County (women, minority, veteran, and immigrant-owned businesses)
- Grant funds used to develop specific support programs (training/guidance, PPE, & more)

*SMC Strong* Website: <https://www.smcstrong.org/>

## San Mateo County Recovery Initiative



**San Mateo County Recovery Initiative Committees:**

- *Recovery Coordination Council*
- *Equity Recovery Group*
- *Economic Recovery Committee*
- *Public Information and Outreach Group*

**Our Comeback Campaign:**

- *Shop Local for Your Holidays* digital campaign in English, Spanish, and Chinese
- Window clings for businesses to display in English, Spanish, Chinese, and Tagalog

*SMC Recovery Initiative* Website: <https://smcrecovery.org/> | *Our Comeback Campaign* Website: <https://www.smcgov.org/our-comeback>

# SAMCEDA - COVID-19 Recovery Efforts in 2021



## SAMCEDA Leading in Connecting, Convening & Contributing

COVID-19 Recovery efforts in 2021 continues through:

- SAMCEDA Website
- Daily Newsletters
- Social Media
- Surveys
- Presentations

SAMCEDA Website: <https://www.samceda.org/> | Get Updates from our Newsletter: [Subscribe Here](#)



SAN MATEO COUNTY STRONG FUND

Restaurant, Breweries and Winery Relief Grant Program

In January, the San Mateo County Board of Supervisors matched a \$1 million commitment from the Chan Zuckerberg Initiative to help local restaurants, breweries and wineries in San Mateo County (bringing the total pledge to more than \$2.3 million)

- Applications period for grants of up to \$10,000 will open as soon as mid-February
- Funding must be used to ensure continued operation or assisting in covering current business operating expenses (e.g. rent, payroll, facility modifications, etc.)

SMC Strong Website: <https://www.smstrong.org/>

## San Mateo County Recovery Initiative

San Mateo County Recovery Initiative Committees:

- Recovery Coordination Council
- Vaccine Communications and Equity Working Group Economic Recovery Committee
- Digital Divide Committee

Upcoming Campaigns:

- Shop Local social media campaigns
- Shop Local smartphone app shop local deployment
- Vaccination communication and major employer liaison
- Workforce strategies (NOVAworks, Renaissance Entrepreneurship Center, and San Mateo County Community College District)



SMC Recovery Initiative Website: <https://smcrecovery.org/> | Our Comeback Campaign Website: <https://www.smcgov.org/our-comeback>

## Ongoing Partnerships

Presentations

- Town Halls with elected officials
- Informational webinars

Communication

- Deploying and showcasing news, information, and programs:
  - SAMCEDA daily newsletter
  - Social media sites



NOVAWORKS



renaissance  
entrepreneurship center



Chambers



Government



Community-Based  
Organizations

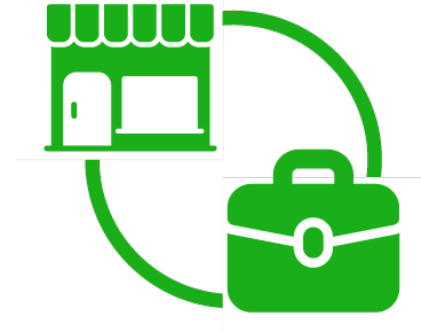
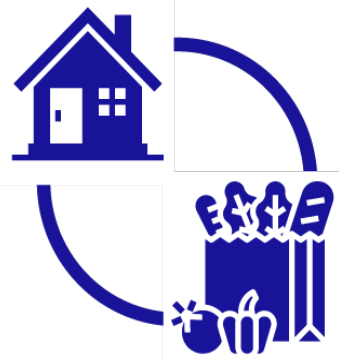


Healthcare

Get Updates from our Newsletter: [Subscribe Here](#) | SAMCEDA Social Media: [Twitter](#), [Facebook](#), and [LinkedIn](#)



# Lightning Round Updates



**Kris Stadelman**  
**NOVAworks**

# Background

## Work Experience Final Report:

### BY THE NUMBERS



#### Participants

◆ Participant target (individuals):	30
◆ Applicants:	36
◆ Eligible applicants:	15
◆ Eligible applicants declining offer:	7
◆ Participants placed in jobs:	8
◆ Participants receiving emergency financial assistance payments:	7
◆ Participants in COVID quarantine:	2
◆ Participants testing negative for COVID:	2

#### Workplaces

◆ Employer target (small business):	20-30
◆ Small business initial interest:	10
◆ CBO initial interest:	4
◆ Businesses hiring participants:	2
◆ CBOs hiring participants:	2

## Strategic Plan:

### BY THE NUMBERS



#### San Mateo County Demographics

◆ Total population	766,573
◆ Working-age population (25+)	555,980
◆ Labor force	444,300
◆ Employed residents	418,600
◆ Workers commuting into county	267,027
◆ Median age	39.9
◆ Male/Female ratio	97.6M / 100F

#### Workplaces

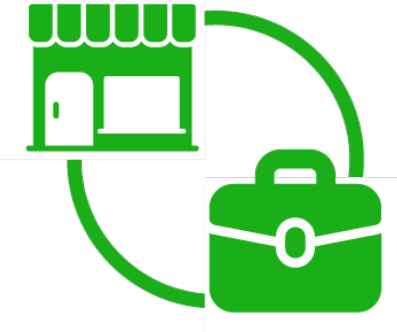
◆ Total establishments	47,592
◆ Small business (< 10 employees) share	88%
◆ Women-owned businesses share	6.5%
◆ Minority-owned businesses share	1.2%
◆ Change in employment (01/20-10/20)	-17.7%

# Recommendations

1. Prioritize saving small businesses from permanent closure
2. Train unemployed workers for a new economy
3. Connect employers to workforce talent in a transparent & inclusive manner



# Lightning Round Updates



Jo Fleming  
Environmental Innovations Inc

# COVID19 Business Safety Outreach

- To date, we have **visited 411 businesses**; 305 English speaking, 106 Spanish speaking. Almost all have come into compliance.
- Businesses were open to the extra assistance (for the most part).
- **Restaurants in particular have been challenged** but are managing to pivot to some degree.
- **Common problems:** front of the house and back of the house social distancing disconnect, lack of signage, no risk assessment, signage bleached by sun or not completed correctly.
- Businesses are grateful for **PPE supplies**.
- Referred businesses to **recovery resources** (SAMCEDA, State and Federal recovery grants and loans, Chan Zuckerberg Initiative, etc).



*Toa Yuen  
Restaurant,  
San Mateo,  
Janice Zeng*



*Taquería La  
Cazuela, East  
Palo Alto,  
Gabriel  
Sánchez  
(Video)*



**ENVIRONMENTAL  
INNOVATIONS**

# COVID19 Safety Assessment

**Beyond signage and assessment, if improvements are necessary, assist business with Social Distancing Protocol Checklist. Starting to promote the vaccine to employers and employees.**




美國華聯商會  
Peninsula Chinese Business Association



ENVIRONMENTAL  
INNOVATIONS

*Maria Corona and Luis Vizcardo with Environmental Innovations and the Spanish-speaking business COVID-19 Safety Outreach Team*

 SAN MATEO COUNTY HEALTH  
PUBLIC HEALTH,  
POLICY & PLANNING

Dr. Scott Morrow, Health Officer  
Cassius Lockett, PhD, Director

Public Health, Policy & Planning  
225 37th Avenue  
San Mateo, CA 94403  
smchealth.org

APPENDIX A: Social Distancing Protocol (Updated June 17, 2020)

Facility name:  
Facility Address:  
Approximate gross square footage of space open to the public:

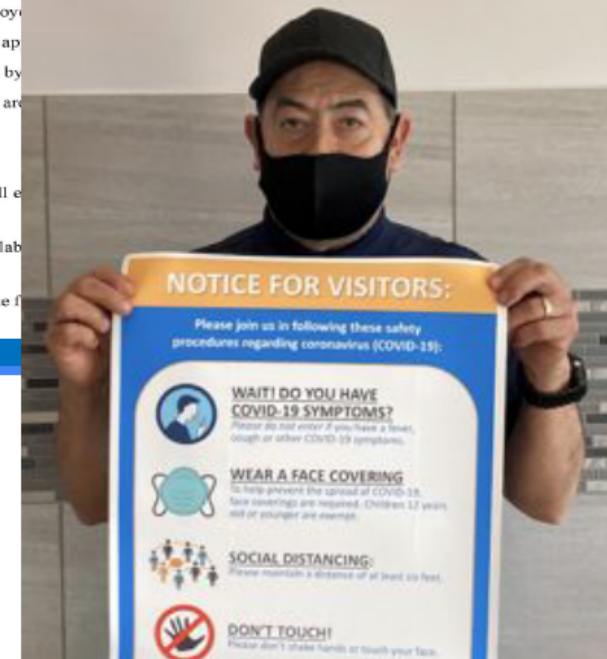
Facility must implement all applicable measures listed below, and be prepared to explain why any measure that is not implemented is inapplicable to the business.

Signage:

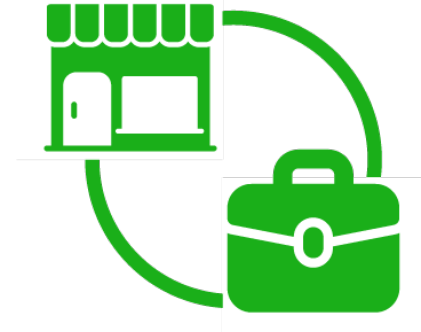
- Signage at each public entrance of the facility to inform the public that they should: avoid entering the facility if they have COVID-19 symptoms; maintain a minimum six-foot distance from one another; sneeze and cough into a cloth or tissue or, if not available, into their elbow; and not shake hands or engage in any unnecessary physical contact.
- Signage posting a copy of the Social Distancing Protocol.

Measures To Protect Employee & Public Health (checklist):

- All employees have been told not to come to work if they have COVID-19 symptoms.
- Symptom checks are being conducted before employees enter the facility.



# Lightning Round Updates



Tim Russell

Renaissance Entrepreneurship Center

# SMC Strong **Small Business Grants**

Type of Business	EPA	Colma Daly City	Menlo Park	UI Mid- Coast	Pescadero +	RWC NFO	San Mateo	SSF San Bruno	Total
Retail	9	3	1	0	1	4	4	4	26
Home Improvement + Construction	4	3	0	0	0	5	2	0	14
Restaurant/ Food	8	3	4	0	0	18	9	6	48
Service	10	4	6	0	0	10	10	7	47
Beauty + Barber	8	7	5	0	0	6	5	4	35
Social Events	4	0	0	0	0	7	0	4	15
Health	1	1	0	0	0	2	5	0	9
Fitness	1	0	0	0	0	2	2	1	6
Other	1	2	1	0	0	0	3	0	7
<b>Total</b>	<b>46</b>	<b>23</b>	<b>17</b>	<b>0</b>	<b>1</b>	<b>54</b>	<b>40</b>	<b>26</b>	<b>207</b>



# SMC Strong Small Business Grants

Phase I (5K grants) and Phase II (5K-25K grants)		
Race/Ethnicity	Duplicated	Unduplicated
Hispanic/Latino	107	89
African American/Black	21	14
Middle Eastern	3	3
Pacific Islander/Polynesian	5	3
Asian	43	37
Caucasian	28	27
<b>Total</b>	<b>207</b>	<b>173</b>

Phase I (5K grants) and Phase II (5K-25K grants)		
Race/Ethnicity	Amount	%
Hispanic/Latino	\$1,890,000	52.14%
African American/Black	\$290,000	8.00%
Middle Eastern	\$65,000	1.79%
Pacific Islander/Polynesian	\$65,000	1.79%
Asian	\$795,400	21.94%
Caucasian	\$519,600	14.33%
<b>Total</b>	<b>\$3,625,000</b>	<b>100.00%</b>

# SMC Strong **Small Business Grants**

Phase I & II	Amount	%
Wages/Benefits	\$1,329,949	37%
Rent/Rent Debt	\$1,150,769	31%
Technology: Hardware, Financial Software, Website Development + Ecommerce	\$526,282	15%
Marketing	\$166,648	5%
PPE	\$85,480	2%
Other	\$365,872	10%
<b>Total</b>	<b>\$3,625,000</b>	<b>100.00%</b>

	Phase I	%	Phase II	%
Wages/Benefits	\$42,700	21%	\$1,287,249	38%
Rent/Rent Debt	\$98,220	49%	\$1,052,549	31%
Technology: Hardware, Financial Software, Website Development + Ecommerce	\$14,000	7%	\$512,282	15%
Marketing	\$20,460	10%	\$146,188	4%
PPE	\$1,300	1%	\$84,180	2%
Other	\$23,320	12%	\$342,552	10%
<b>Total</b>	<b>\$200,000</b>	<b>100.00%</b>	<b>\$3,425,000</b>	<b>100.00%</b>



**renaissance**  
entrepreneurship center

Play (k)



0:00 / 5:59





**Salve trabajos. Apoye negocios.  
Apoye a nuestra Comunidad de  
forma segura.**



Compre de forma segura haciendo pedidos en línea o usando recogida en la acera. Continúe usando mascarilla, mantenga la distancia social, y lávese las manos para reducir la propagación.

# Thank you!



**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.



**挽救工作. 帮助商业.  
支持我们社区的安全.**



通过网购或是街边领取的方式安全购物。继续佩戴口罩，保持社交距离，并且勤洗手以减少传播。