

RESOLUTION NO.

BOARD OF SUPERVISORS, COUNTY OF SAN MATEO, STATE OF CALIFORNIA

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**RESOLUTION: A) ACCEPTING STRATEGIC PLAN FOR WORKFORCE RECOVERY;
AND**

(B) AUTHORIZING AND DIRECTING THE COUNTY MANAGER, OR DESIGNEE(S), TO ENTER INTO AN AGREEMENT WITH COLU FOR THE DEVELOPMENT OF A SAN MATEO SHOP LOCAL APPLICATION THAT PROVIDES UP TO \$200,000 IN INCENTIVES FOR SAN MATEO RESIDENTS TO SHOP AT COUNTY BUSINESSES FOR AN AMOUNT NOT TO EXCEED \$250,000, AND WAIVING THE REQUIREMENT FOR COMPETITIVE BIDDING PROCESSES FOR ACQUISITION OF THESE SERVICES PURSUANT TO SECTION 2.83.050(e) OF THE SAN MATEO COUNTY ORDINANCE CODE; AND

(C) AUTHORIZING AND DIRECTING THE COUNTY MANAGER, OR DESIGNEE(S), TO CONTRIBUTE A TOTAL AMOUNT NOT TO EXCEED \$200,000 TOWARD THE ESTABLISHMENT AND FIRST-YEAR OPERATING EXPENSES OF A NORTH COUNTY SMALL BUSINESS AND ENTREPRENEURSHIP RESOURCE CENTER AND WAIVING THE REQUIREMENT FOR COMPETITIVE BIDDING PROCESSES FOR THE ACQUISITION OF ANY SERVICES NECESSARY TO FUND THE ESTABLISHMENT AND FIRST-YEAR OPERATION OF THE NORTH COUNTY SMALL BUSINESS AND ENTREPRENEURSHIP RESOURCE CENTER PURSUANT OT SECTION 2.83.050(e) OF THE SAN MATEO COUNTY ORDINANCE CODE; AND

(D) AUTHORIZING AND DIRECTING THE COUNTY MANAGER, OR DESIGNEE(S), TO CONTRIBUTE A TOTAL AMOUNT NOT TO EXCEED \$350,000 IN SEED FUNDS TO A TECHNOLOGY TOOLS AND TRAINING GRANT PROGRAM FOR SMALL BUSINESSES IN THE COUNTY AND WAIVING THE REQUIREMENT FOR COMPETITIVE BIDDING PROCESSES FOR ACQUISITION OF SERVICES NECESSARY TO ADMINISTER AND DISTRIBUTE THE TECHNOLOGY TOOLS AND TRAINING GRANT PROGRAM PURSUANT TO SECTION 2.83.050(e) OF THE SAN MATEO COUNTY ORDINANCE CODE; AND

(E) AUTHORIZING AND DIRECTING THE COUNTY MANAGER, OR DESIGNEE(S), TO ENTER INTO AN AGREEMENT WITH NOVAWORKS IN A TOTAL AMOUNT NOT TO EXCEED \$50,000 TO LEAD THE DEVEOPMENT OF A COUNTYWIDE WORKFORCE DEVELOPMENT AND TRAINING PLAN AND WAIVING THE REQUIREMENT FOR COMPETITIVE BIDDING PROCESSES FOR ACQUISITION OF THESE SERVICES PURSUANT TO SECTION 2.83.050(e) OF THE SAN MATEO COUNTY ORDINANCE CODE; AND

(F) DIRECTING THE COUNTY MANAGER, OR DESIGNEE(S), TO REPORT BACK TO THE BOARD ON EACH OF THE FUNDED PROGRAMS IN THE STRATEGIC

**PLAN FOR WORKFORCE RECOVERY AS PART OF THE FY 2021-23 BUDGET
PROCESS AND SUBMIT A PROPOSED BUDGET FOR CONTINUATION OF THE
PROGRAMS AND IMPLEMENTATION OF ADDITIONAL STRATEGIC PLAN FOR
WORKFORCE RECOVERY RECOMMENDATIONS WITH A TOTAL COST OF ALL
STRATEGY PLAN FOR WORKFORCE RECOVERY INITIATIVES NOT TO EXCEED
\$5,000,000**

RESOLVED, by the Board of Supervisors of the County of San Mateo, State of California, that:

WHEREAS, on March 3, 2020, and pursuant to Section 101080 of the California Health and Safety Code, the San Mateo County Health Officer (the “Health Officer”) declared a local health emergency throughout San Mateo County related to the novel coronavirus (“COVID-19”) and the Board of Supervisors has ratified and extended this local health emergency, which remains in effect throughout San Mateo County; and

WHEREAS, on March 3, 2020, and pursuant to Section 8630 of the California Government Code and Chapter 2.46 of the San Mateo County Ordinance Code, the San Mateo County Director of Emergency Services proclaimed a local emergency throughout San Mateo County related to COVID-19 and the Board has ratified and extended the proclamation of a local emergency (“Local Emergency”), which remains in effect; and

WHEREAS, on March 4, 2020, Governor Newsom issued a Proclamation of State of Emergency related to COVID-19 (“State of Emergency”), effective throughout the State of California, which remains in place; and

WHEREAS, on March 19, 2020, Governor Newsom issued Executive Order N-33-20, which, imposed a Statewide Shelter-In-Place Order requiring individuals to remain in their places of residence except as needed to maintain continuity of operations of critical infrastructure, access necessities such as food, prescriptions and healthcare, or engage in other authorized activities; and

WHEREAS, on May 8, 2020, Governor Newsom announced a plan to allow the limited reopening of some businesses beyond those in the category of essential critical infrastructure, which is part of the "Resilience Roadmap" for California, the multiphase plan to modify the Statewide Shelter-In-Place Order; and

WHEREAS, on June 16, 2020, the State approved the County's request for a variance allowing the County to align with the Resilience Roadmap for California; and

WHEREAS, on June 17, 2020, County aligned with the Statewide Shelter-in-Place Order/Resilience Roadmap, emphasizing individual behavior and the practices that businesses must follow as they resume operations, including limiting gatherings to no more than 50 people, outlining social distancing and face covering requirements, allowing for social bubbles, and requiring businesses to implement a social distancing protocol and written health and safety plans, based on evidence of continued significant community transmission of COVID-19 within the County and throughout the Bay Area and the Health Officer will continue to update San Mateo County orders to align with State guidelines; and

WHEREAS, due to an unprecedented surge in COVID-19 cases, effective December 17, 2020, the State issued a Regional Stay at Home Order for the entire Bay Area region, which included the County; and

WHEREAS, while the Regional Stay at Home Order has now been lifted and vaccination efforts are underway across the State and in the County, the COVID-19 pandemic is not yet over and its effects continue to impact the County and its residents; and

WHEREAS, over the course of the past year, there have now been over 3,580,000 confirmed COVID-19 cases across the State, with over 53,000 deaths, and over 39,000 confirmed cases in the County, with 521 deaths; and

WHEREAS, the San Mateo County COVID Recovery Initiative Economic Committee (the “Committee”) developed 35 recommendations to support local businesses and prepare the County’s workforce for the post-pandemic economy, and while many of the Committee’s recommendations, such as webinars and on-site support with health guidance compliance and expansion of the small business assistance program, were implemented, many were not; and

WHEREAS, in November 2020, the County contracted with NOVAworks, the County’s Workforce Development Board, to undertake two projects: pilot a work experience program for unemployed residents and assess the current attitudes and concerns of workers and small businesses impacted by COVID-19; and

WHEREAS, NOVAworks then developed an action-oriented Strategic Plan for Workforce Recovery (the “Strategic Recovery Plan”), which consists of three phases and includes a total of seven recommendations that, when implemented, will help the County emerge from the COVID-19 pandemic with workers and businesses ready for the post-pandemic economy and beyond; and

WHEREAS, small businesses represent 88% of the County’s private enterprises, and these small businesses have historically provided the County a critical source of job growth and are essential to the vibrancy, diversity, and long-term sustainability of the County’s cities and local communities; and

WHEREAS, many of the County’s small businesses have been hit particularly hard by the COVID-19 pandemic, as shoppers who have been sheltering in their homes are increasingly purchasing on-line, and, while some small businesses have successfully pivoted to on-line models, many are struggling due to a lack of technology, digital literacy, and/or adequate resources; and

WHEREAS, Phase 1 of the Strategic Recovery Plan involves saving small businesses in the County from permanent closure and encouraging emerging entrepreneurs; and

WHEREAS, the County conducted outreach to other local jurisdictions, assessed multiple options to encourage local shopping, and worked with stakeholders to identify potential vendors to pilot a “Shop Local” campaign; and

WHEREAS, the Board desires to enter into an agreement with Colu to develop a “Shop Local” incentive application in up to six cities, which agreement would be for an amount not to exceed \$250,000, with \$50,000 for development of the application and \$200,000 for shopper incentives; and

WHEREAS, the Board has determined that the best interests of the County would be served without the necessity of competitive bidding for acquisition of the services to be provided by Colu and, therefore, grants a waiver of the competitive bidding process pursuant to Section 2.83.050(e) of the San Mateo County Ordinance Code; and

WHEREAS, if the pilot program with Colu increases local business revenues, additional cities could be added along with additional incentive funds that could come from charitable foundations, cities, larger corporations, or other sources; and

WHEREAS, the Renaissance Entrepreneurship Center in East Palo Alto has demonstrated the benefits of having a small business incubator and business training and support program embedded in the community and, in order to make small business training and support readily available to business owners and budding entrepreneurs in the north part of the County, the Board desires to contribute up to \$200,000 toward the establishment and first-year operating expenses of a North County Small Business and Entrepreneurship Resource Center (“North County SBE Resource Center”); and

WHEREAS, the Board has determined that the best interests of the County would be served without the necessity of competitive bidding for acquisition of any services necessary to fund the establishment and first-year expenses of the North County SBE Resource Center and, therefore, grants a waiver of the competitive bidding process pursuant to Section 2.83.050(e) of the San Mateo County Ordinance Code; and

WHEREAS, if during the one-year pilot period the SBE Resource Center is successful in helping existing North County businesses navigate the pandemic and in helping to launch new businesses, additional centers could also be opened on the Coastside and in the central part of the County, subject to available funding; and

WHEREAS, the Board desires to establish a pilot Technology Tools and Training Grant Program for disbursement of grants to small business owners in the County of up to \$2,500 to assist with website development, e-commerce capabilities, digital/online marketing, and social media presence at a total cost not to exceed \$350,000, including administration fees of \$50,000, that would be administered by the Renaissance Entrepreneurship Center; and

WHEREAS, the Board has determined that the best interests of the County would be served without the necessity of competitive bidding for acquisition of any services necessary to administer and distribute the pilot Technology Tools and Training Grant Program and, therefore, grants a waiver of the competitive bidding process pursuant to Section 2.83.050(e) of the San Mateo County Ordinance Code; and

WHEREAS, NOVAworks and others have documented that low-income workers have been disproportionately impacted by the COVID-19 pandemic, with many laid off, particularly in the travel and hospitality industries, and it is not known when or how many of these low-income workers will be able to return to their former jobs when the pandemic ends; and

WHEREAS, Phase 2 of the Strategic Recovery Plan involves preparing and training unemployed workers in the County for the post-pandemic economy; and

WHEREAS, ongoing research is needed to understand post-pandemic business needs and determine the right time to start training displaced workers for future jobs, and, to perform that research, the County has contracted with the Bay Area Council Economic Institute and Professor Chris Benner at the University of California at Santa Cruz to interview larger businesses, review the economic data, and provide insights on the environment for entrepreneurship in the County; and

WHEREAS, the Board desires to enter into and extend existing agreements in a total amount not to exceed \$250,000 for business intelligence and data collection; and

WHEREAS, the Board has determined that the best interests of the County would be served without the necessity of competitive bidding for acquisition of any services for the above business intelligence and data collection and, therefore, grants a waiver of the

competitive bidding process pursuant to Section 2.83.050(e) of the San Mateo County Ordinance Code; and

WHEREAS, in order for the County to be prepared when residents are ready to be re-trained and to use existing workforce development resources efficiently, the Board desires that NOVAworks, with the assistance of SAMCEDA, convene local community colleges, Job Train, Human Services Agency Workforce Development staff, and others to develop a targeted and coordinated training program for County residents displaced from work by the COVID-19 pandemic; and

WHEREAS, the Board desires to enter into an agreement with NOVAworks, the County's Workforce Development Board, for a total amount not to exceed \$50,000 to lead the development of the above countywide workforce training plan; and

WHEREAS, the Board has determined that the best interests of the County would be served without the necessity of competitive bidding for acquisition of any NOVAworks' services in leading the development of the countywide workforce training plan and, therefore, grants a waiver of the competitive bidding process pursuant to Section 2.83.050(e) of the San Mateo County Ordinance Code; and

WHEREAS, the Board desires to allocate not to exceed \$2,000,000 of the total \$5,000,000 in economic recovery funds under the Strategic Recovery Plan for workforce development and training; and

WHEREAS, the COVID-19 pandemic has exacerbated the region's disconnected labor market, with too frequently workers are unable to find jobs that fit their skills, and employers often unable to find the talent they need;

WHEREAS, Phase 3 of the Strategic Recovery Plan, therefore, helps connect the re-trained workforce to the employers seeking talent and, while it is not known exactly when the time will come to make those connections, by implementing Phases 1 and 2 of the Strategic Recovery Plan, when the time comes, the County will be prepared.

NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED THAT the Board accepts the Strategic Recovery Plan.

BE IT FURTHER RESOLVED THAT the Board authorizes and directs the County Manager, or designee(s), to enter into an agreement with Colu in a total amount not to exceed \$250,000 to develop and pilot the “Shop Local” incentive application, which includes \$50,000 for application development and up to \$200,000 in incentives for County residents to shop in County businesses, and the Board grants a waiver of the competitive bidding process for acquisition of these services pursuant to Section 2.83.050(e) of the San Mateo County Ordinance Code.

BE IT FURTHER RESOLVED THAT the Board authorizes and directs the County Manager, or designee(s), to continue discussions with the City of South San Francisco, SAMCEDA, and other interested partners regarding the contribution of an amount not to exceed \$200,000 toward the establishment and first-year operating expenses of the North County SBE Resource Center and report back to the Board in early April 2021 regarding such discussions, and the Board grants a waiver of the competitive bidding process for the acquisition of any necessary services to fund the establishment and first-year operation of the North County SBE Resource Center during the pilot period pursuant to Section 2.83.050(e) of the San Mateo County Ordinance Code.

BE IT FURTHER RESOLVED that the Board authorizes and directs the County Manager, or designee(s), to develop a pilot Technology Tools and Training Grant Program for disbursement of grants to local small businesses of up to \$2,500 to assist with website development, e-commerce capabilities, digital/online marketing, and social media presence, at a total cost not to exceed \$350,000, including administration fees of \$50,000, that would be administered by the Renaissance Entrepreneurship Center, and report back to the Board in early April 2021 regarding the pilot, and the Board grants a waiver of the competitive bidding process for the acquisition of any services necessary to administer and distribute the Technology Tools and Training Grant Program pursuant to Section 2.83.050(e) of the San Mateo County Ordinance Code.

BE IT FURTHER RESOLVED THAT the Board authorizes and directs the County Manager, or designee(s), to enter into and extend existing agreements in a total amount not to exceed \$250,000 for business intelligence and data collection, and the Board grants a waiver of the competitive bidding process for the acquisition of any such services pursuant to Section 2.83.050(e) of the San Mateo County Ordinance Code.

BE IT FURTHER RESOLVED THAT the Board authorizes and directs the County Manager, or designee(s), to enter into an agreement with NOVAworks for a total amount not to exceed \$50,000 to lead the development of the countywide workforce training plan, and the Board grants a waiver of the competitive bidding process for the acquisition of these services pursuant to Section 2.83.050(e) of the San Mateo County Ordinance Code.

BE IT FURTHER RESOLVED THAT the Board directs the County Manger, or designee(s), to report back to the Board on each of the funded programs in the Strategic

Recovery Plan as part of the FY 2021-23 budget process and submit a proposed budget for continuation of the programs and implementation of additional Strategic Recovery Plan recommendations with a total cost of all Strategic Recovery Plan initiatives not to exceed \$5,000,000.

BE IT FURTHER RESOLVED THAT the County Manager, or designee(s), is hereby authorized to enter into amendments to the above agreements which modify the County's maximum fiscal obligation by no more than \$25,000 (in aggregate), and/or modify the term and/or services so long as the modified term or services is/are within the current or revised fiscal provisions.

BE IT FURTHER RESOLVED THAT the County Manager, or designee(s), is hereby authorized to apply state and/or federal funds that may be made available in connection with the County's response to the COVID-19 pandemic to reimburse the County's General Fund for all or a portion of monies expended on the Strategic Recovery Plan.

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