



## First 5 San Mateo County

Margot Grant Gould  
Policy Director, First 5 Association  
December 14, 2020



## First 5: Mission & Guiding Principles

First 5 Children and Families Commissions believe that every child deserves to be **healthy, safe, and ready** to succeed in school and life.

- Whole child/ whole family
- Integrated services
- Equity
- Prevention



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## COVID-19: Impacts on Young Children & Families



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ASSOCIATION OF CALIFORNIA

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## COVID-19: Impacts on Young Children & Families



Socially distanced  
preschool, 3 and 4  
year olds

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## Opportunities to Advance Early Childhood

- Child Care Stability & Expansion
  - Master Plan on Early Learning & Care
  - Child Care moving to CDSS
- Integrating Early Childhood Development in Medi-Cal
  - Managed Care Reprourement
  - CalAIM engagement
- Family Economic Wellbeing: EITC & Young Child Tax Credit, Paid Family Leave, Food Security
- [All Together Now](#)

## Policy Specifics

*\*note, the First 5 Association has not endorsed bills yet*

- Universal Transitional Kindergarten (AB 22, Asm McCarty)
- Infant-Toddler Care Expansion (SB 50, Sen Limon)
- Waiving Family Fees (AB 92, Asm Gomez-Reyes)
- Reimbursement Rate Reform (TBD, Sen Leyva)
- Telehealth expansion (AB 32, Asm Aguiar-Curry)
- Broadband Access (AB 14, SB 4, AB 34)
- Income supports/ sick day expansion
- Vape Tax

**Federal Stimulus:** child care, home visiting, food security, local gov't relief

## First 5 Vision Statement



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QUESTIONS?

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**UPDATE:**

# San Mateo County Business Community

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

**December 14, 2020**

# SAMCEDA - Connects, Convenes and Contributes



## 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



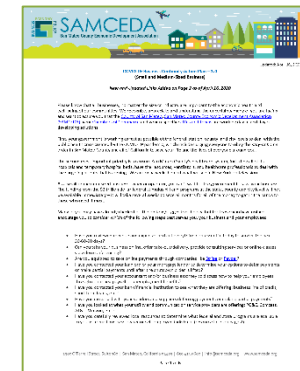
## Social Media

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



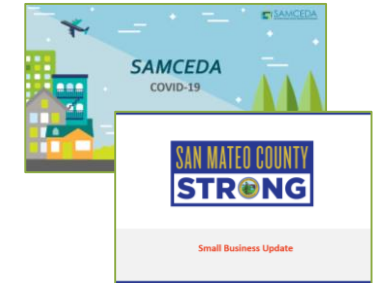
## Surveys

- Data collected from local businesses and SAMCEDA members to understand and inform local chambers and economic development departments in SMC



## COVID-19 Business Continuity Action Plan

- Checklist of questions
- Financial relief
- 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 – Phase I



**1,316 Donors = \$8.047 Million**

Combination of *San Mateo County Strong Fund* and San Mateo Credit Union Community Fund

**Measure K**  
**\$3,000,000**

**Cities and Towns**  
**\$1,671,000**

**Foundations, Corporations,  
and Small Donors**  
**\$3,376,131**

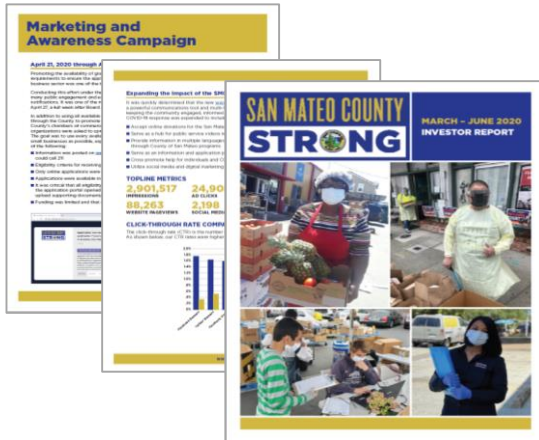


*\*Partial List of Donors*

SMC Strong Website: <https://www.smcstrong.org/> | [Investor Report \(Phase I\) PDF](#)



# San Mateo County Strong Fund – Phase I



## Investor Report (Phase I)

Summary report with data on the impact made in San Mateo County through the local non-profit organizations and businesses



**Individuals and Families**  
**\$2,000,000**

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**4,353 Requests for Service**



**Non-Profits**  
**\$1,985,000**

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**75 Agencies Funded**



**Small Businesses**  
**\$3,493,335**

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**350 Grants Funded**

SMC Strong Website: <https://www.smstrong.org/> | [Investor Report \(Phase I\) PDF](#)



# San Mateo County Strong Fund – Phase II



## Additional \$1M Funding for Small Business Grants

- 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*



## Renaissance Entrepreneurship Center (REC) with Grants & Wraparound Services

- Remaining \$200,000 from *SMC Strong Fund - Phase I*, plus \$3.5M in *CARES Act Funds*
- To distribute 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 will be used to develop specific support programs that may include:
  - *Training and guidance to build/pivot operations, reestablish revenues and/or reopen*
  - *Funding to purchase/upgrade technology*
  - *COVID-19 PP and safety remodeling*

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

# San Mateo County Recovery Initiative



## San Mateo County Recovery Initiative Committees:

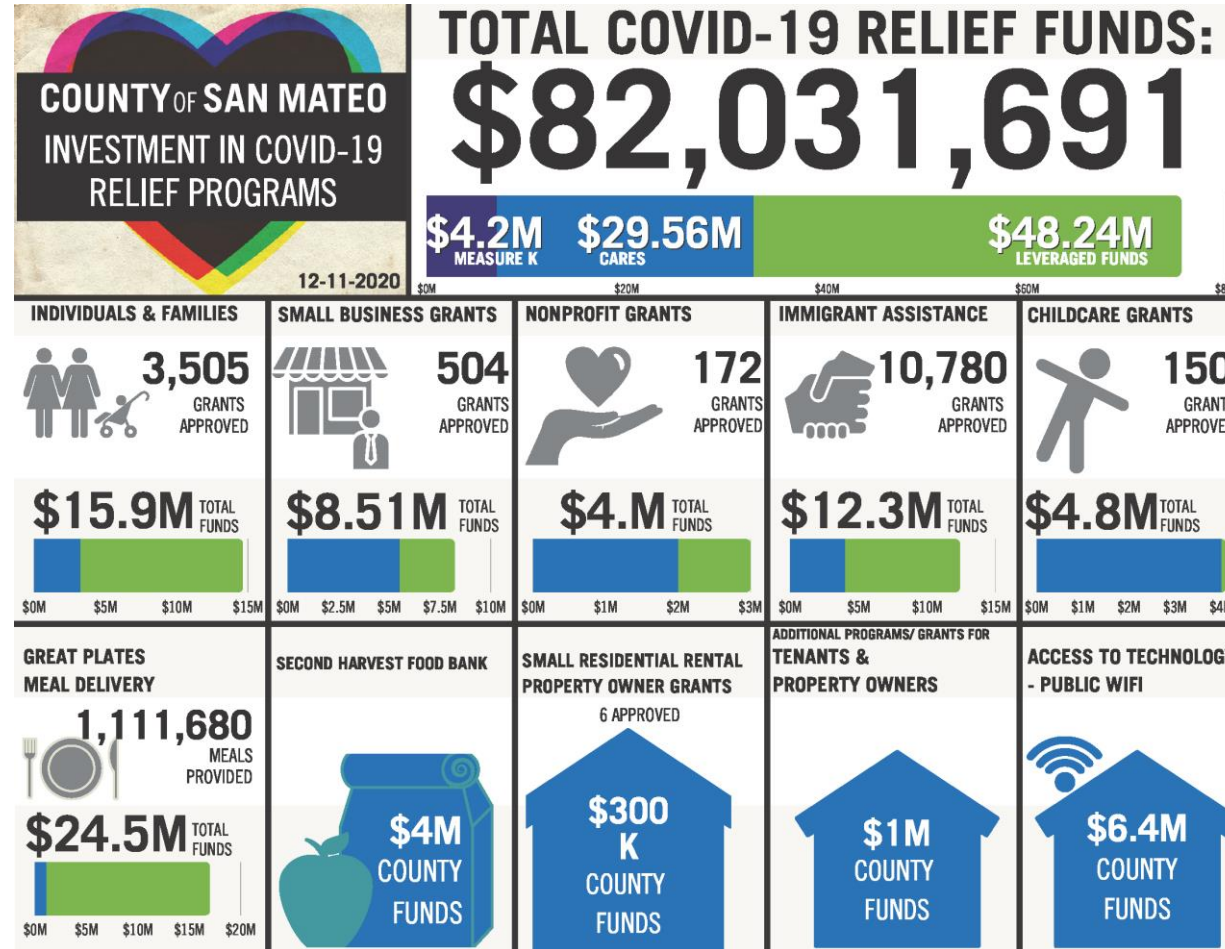
- *Recovery Coordination Council*
- *Equity Recovery Group*
- *Economic Recovery Committee*

## Our Comeback Campaign:

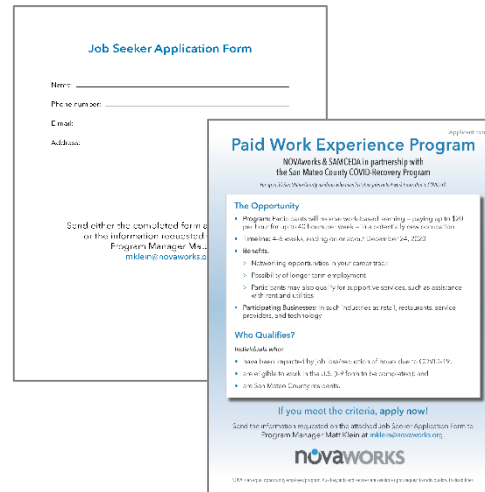
- *Shop Local for Your Holidays* [digital campaign](#) in [English](#), [Spanish](#), and [Chinese](#)
- Window clings for businesses to display in English, Spanish, Chinese, and Tagalog

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

# San Mateo County Recovery Initiative



# Paid Work Experience Program for San Mateo County Residents



The image shows two overlapping documents. The top document is a 'Job Seeker Application Form' with fields for Name, Phone number, Email, and Address. Below these fields is a note: 'Send either the completed form or on this information to: Matt Klein, Program Manager, Ms. mklein@novaworks.com'. The bottom document is a flyer for the 'Paid Work Experience Program'. It features the Novaworks logo and the SAMCEDA logo. The flyer text includes: 'NOVAworks & SAMCEDA in partnership with the San Mateo County COVID-Recovery Program', 'The Opportunity' (listing program details, benefits like networking and training, and participating businesses), 'Who Qualifies?' (listing criteria like job loss due to COVID-19 and U.S. citizenship), and a call to action: 'If you meet the criteria, apply now! Send the information requested on the attached Job Seeker Application Form to Program Manager, Matt Klein at mklein@novaworks.com'. The Novaworks logo is at the bottom of the flyer.



**NOVAworks & SAMCEDA, in partnership with the San Mateo County COVID-Recovery Program, presents a *Paid Work Experience* for:**

- *Participants (Seeking for Work)*
- *Community-Based Organizations (Referring Clients Who are Out-of-Work)*

**More Information:** <https://mailchi.mp/959d408be717/3521766-4481054>

# Webinars with Partner Organizations

**WHAT DISPLAY REQUIREMENTS ARE NEEDED FOR YOUR BUSINESS TO SAFELY REOPEN IN SAN MATEO COUNTY?**

Thursday, July 23  
9:00AM - 10:00AM

**REGISTER HERE\***

Learn to navigate what documents are required for your business to reopen in San Mateo County.

**SPEAKER:** Heather Forshey, Director, Environmental Health Services, San Mateo County Health

**PRESENTED BY:** SAN MATEO COUNTY HEALTH, SAMCEDA

**COMMUNITY PARTNERS:** [Logos of various community partners]

**Return to Work Planning During COVID-19**

Wednesday, July 29 at noon

Keep your workforce healthy

- Learn about recommendations, guidance and resources on how to implement a safer work environment during COVID-19
- To sign up, please contact Matt Jacobs at [Matt.Jacobs@smc.ca.gov](mailto:Matt.Jacobs@smc.ca.gov) for the meeting call-in information

**SAMCEDA** **KAISER PERMANENTE**

**WHAT DISPLAY REQUIREMENTS ARE NEEDED FOR YOUR BUSINESS TO SAFELY OPERATE AT SAN FRANCISCO INTERNATIONAL AIRPORT (SFO)?**

Thursday, August 13  
3:00PM - 4:00PM

**REGISTER HERE\***

Learn to navigate what documents are required for your business to operate at San Francisco International Airport (SFO).

- Self-Certification Plan
- Social Distancing Protocol
- Health Officer Order Appendix A
- Health and Safety Plan
- Health and Safety Plan (Industry Specific Guidance Materials)

**SPEAKER:** Heather Forshey, Director, Environmental Health Services, San Mateo County Health

**PRESENTED BY:** ENVIRONMENTAL HEALTH SERVICES, SAMCEDA

**PARTNER:** SFO

**COVID-19 Compliance in San Mateo County**

**WHAT DOES THE 'ORANGE TIER' MEAN FOR BUSINESS?**

Thursday, November 5 | 2:00PM - 3:00PM | VIA ZOOM

San Mateo County's COVID-19 risk was recently declared moderate and moved into the 'Orange Tier' by the State.

Please join us to learn more about what the 'Orange Tier' means for business in San Mateo County.

**REGISTER HERE\***

**FEATURED SPEAKER:** Erin Thomas - COVID-19 Compliance Training and Standards Coordinator, Environmental Health Services, San Mateo County Health

**PRESENTED BY:** SAN MATEO COUNTY HEALTH, SAMCEDA

**ECONOMIC RECOVERY DISCUSSION AND "HEALTHY AT WORK" BY VERILY**

Thursday, August 27 | 11:30AM - 1:30PM | VIA ZOOM | INVITATION ONLY

Please join us on Thursday, August 27<sup>th</sup> from 11:30AM - 1:30PM for a two-part invitation-only webinar on:

**PART I - ECONOMIC RECOVERY DISCUSSION**  
San Mateo County Long Range Planning Initiative: Economic Recovery Committee - Overview of Committee Recommendations for Disclosure and Feedback - Counties of San Mateo and IEM  
Time: 11:30am - 12:30pm

**PART II - "HEALTHY AT WORK" INFORMATIONAL SESSION**  
Verily's "Healthy at Work" COVID-19 Plan overview, testing and information management strategy for employers  
Presenters: Verily, an Alphabet Company  
Time: 12:30pm - 1:30pm

**REGISTER HERE\***

**PRESENTED BY:** IEM, verily, SAMCEDA

**San Mateo County COVID-19 RECOVERY INITIATIVES & EFFORTS**

Friday, October 31 | 10:00AM - 11:00AM | VIA ZOOM

Please join us to discuss the County's SAC Recovery Initiative and San Mateo County Health's COVID-19 efforts.

**REGISTER HERE\***

**FEATURED SPEAKERS INCLUDE:** Peggy Jensen - Deputy County Administrator, County of San Mateo; Sigrid Robinson - Deputy Chief, San Mateo County Health; Elise Williams-Ward - Communications Manager, Office of Sustainability - County of San Mateo

**PRESENTED BY:** SAN MATEO COUNTY HEALTH, SAMCEDA

**IMPORTANT: COMPLIANCE CONVERSATION**

*(Document Display Requirements in the Reopening and Recovery for Small Businesses)*

Wednesday, September 2 | 2:00PM - 3:00PM | VIA ZOOM

Compliance is key for small business reopening and recovery. Please join us for this conversation. We need your help and support in getting this message out to our business community.

**REGISTER HERE\***

**SPEAKER:** Heather Forshey - Director, Environmental Health Services, San Mateo County Health

**PRESENTED BY:** ENVIRONMENTAL HEALTH SERVICES, SAMCEDA

**COVID-19 BUSINESS REQUIREMENTS AND RESOURCES**

Heather Forshey | Director | MS | REHS

**SAN MATEO COUNTY HEALTH ENVIRONMENTAL HEALTH SERVICES**

**verily**

**COVID-19 Verily Healthy at Work**

August 2020

**verily** **Healthy at Work**

**OUR RECOVERY DEPENDS ON ALL OF US**

**SAN MATEO COUNTY RECOVERY INITIATIVE**  
A BETTER PEOPLE (P. 2)

San Mateo County's Recovery Initiative is a collaboration among local government agencies, nongovernment organizations, private partners, and residents to promote inclusive recovery and leverage the collective capacity of the whole community to build a more equitable, healthy, and connected San Mateo County.

