

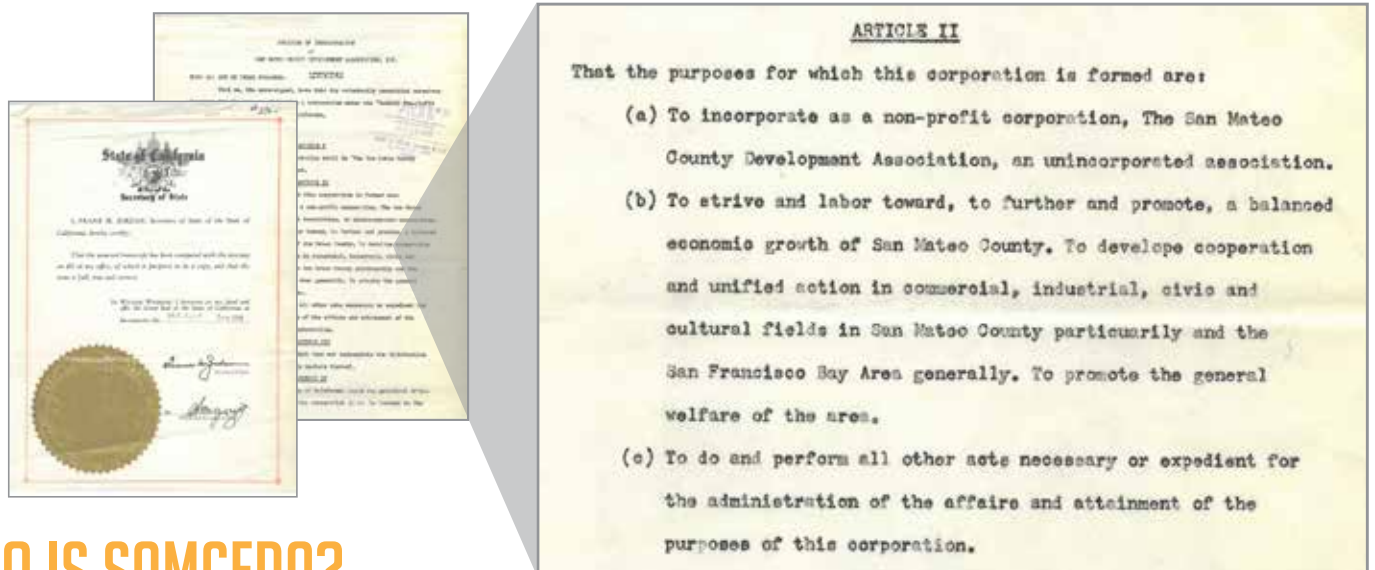


**SAMCEDA**  
San Mateo County Economic Development Association

## ANNUAL UPDATE 2018 - 2019



# ABOUT SAMCEDA



## WHO IS SAMCEDA?

SAMCEDA was founded in 1953 by the early innovators and entrepreneurs in San Mateo County with a purpose "To strive and labor toward, to further and promote, a balanced economic growth of San Mateo County. To develop cooperation and unified action in commercial, industrial, civic and cultural fields in San Mateo County particularly and the San Francisco Bay Area generally. To promote the general welfare of the area."



Beginning in 1953 and continuing today, the San Mateo County Economic Development Association (SAMCEDA) has been a leading voice for the economic engine that is San Mateo County. SAMCEDA believes in the power of a strong economy driven by an appreciation of what that engine provides to our ecosystem on the Peninsula.

By working with employers of all sizes and industries, engaging with our public sector and our elected leadership, recognizing that we have 21 individual jurisdictions (20 cities and 1 county), and collaborating and communicating with the Chambers of Commerce, Non-Profit Organizations and our Educational Institutions, SAMCEDA tackles the most difficult challenges through goal oriented solutions.

SAMCEDA recognizes that nothing is done in a vacuum or as a single entity and therefore strategic partnerships are its hallmark. Partnerships that reflect its core mission of championing the business community, building public policy awareness on our most pressing needs in housing, transportation and a skilled workforce and providing clear concise economic data that tells a story of where we are and where we are going.

SAMCEDA is unique in that its mission—having a County where people can live, work, play and prosper—hasn't changed significantly in 66+ years but the way it succeeds in fulfilling that mission has evolved from 1953 to 2019. Recognizing that innovation has been a cornerstone of our economy, SAMCEDA highlights innovation at its annual *Innovators Awards* and makes a point of showcasing those companies who make an impact, not just with their products and services but in how they improve lives.

SAMCEDA knows that through strong collaborations and partnerships, more can be accomplished when we join efforts and this is illustrated through the birth of "*THRED*" Talks - *Weaving Our Region Together*. SAMCEDA saw its annual meeting as an opportunity to address everything from housing to transportation, from education to energy and the environment, from the importance of regionalism to the belief that a strong economy is driven by diversity of industry, through smart transit oriented development, and a quality of life that is unsurpassed.

What is in store over the next 5, 10, 20 years? Technology is moving fast and therefore change is happening even faster. That means we have a choice. A choice to embrace the changes and manage it so the quality of life for our communities now and into the future is still economically strong, there is housing at all income levels and our transportation system is constantly being improved to reflect the changing landscape.

SAMCEDA is poised and ready to engage and manage the change happening all around us. It will do this through the lens it always has—respecting the past while embracing the future.

We look forward to continuing this important work, with our members, partners, and stakeholders and encourage you to become a part of SAMCEDA's future. Together we can accomplish great things.

Best Regards,

Sherri R. Sager  
Chief Government & Community Relations Officer, Lucile Packard Children's Hospital Stanford

## SAMCEDA BOARD

### EXECUTIVE COMMITTEE

SHERRI R. SAGER - *Chair of the Board*  
Lucile Packard Children's Hospital Stanford  
ARIANE HOGAN - *Vice Chair*  
Genentech  
ROBERT WEBSTER - *Vice Chair*  
Bohannon Development Company  
STEVE MINCEY - *Past Chair of the Board*  
DES Architects + Engineers, Inc.  
PAUL CASIAS - *Vice Chair of Finance*  
My-Business-Advisor LLP  
ELAINE BREEZE - *Secretary*  
SummerHill Apartment Communities  
ROSANNE FOUST - *President and CEO*  
SAMCEDA

### BOARD OF DIRECTORS

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San Francisco International Airport  
FRANK BARTALDO  
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Recology San Mateo County  
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BKF Engineers

### EMERITUS ADVISOR

T. JACK FOSTER, JR.  
Foster Enterprises



## TRIBUTE TO PAUL SHEPHERD- FORMER SAMCEDA BOARD CHAIR AND BOHANNON AWARD WINNER MARCH 17, 1932 - MARCH 29, 2019

Paul Shepherd was a Renaissance Man. His professional and philanthropic endeavors are deep, lasting and unmatched. His commitment to saying what needed to be said will long be his hallmark. Paul was known for his dedication, kindness, generous spirit and gregarious nature. Paul was a gentleman, a family man, a respected leader, a community treasure, and a friend. We at SAMCEDA are forever grateful for his life and legacy and know we are all better people for having had him in our lives.

# INNOVATORS: AWARDS OF EXCELLENCE

## INNOVATORS AWARD WINNERS:

brava

ETAGEN

JUNTOS

MANGOMATERIALS™

zuora

## DAVID D. BOHANNON MEMORIAL AWARD WINNER



Jeff Gee, AIA  
Vice President,  
Division Manager | General Manager

SWINERTON 



Innovation is a fundamental pillar of our county's economy and SAMCEDA works to ensure that it continues to be an economic priority for both public and private stakeholders.

2019 marked the 9<sup>th</sup> year that *Innovators: SAMCEDA Awards of Excellence* highlighted and celebrated the depth of innovation and entrepreneurship that takes place in San Mateo County. Throughout the year, hundreds of companies were thoroughly vetted. Twenty-three were nominated and five were chosen as *Innovators*.

Since 1953, SAMCEDA has long advocated for and been a leading voice of the business community on the Peninsula. Our primary objective has and always will be to highlight the important role that business plays in a community and that a healthy business community leads to a healthy economy.

**“MAKE THE MOST OF YOURSELF BY FANNING THE TINY, INNER  
SPARKS OF POSSIBILITY INTO FLAMES OF ACHIEVEMENT.”**  
- GOLDA MEIR

## INNOVATORS FROM 2011 - 2018

 **50**  
INNOVATORS

 **9**  
IPOS

 **5**  
MERGERS

 **13**  
ACQUISITIONS

 **6**  
RELOCATIONS

 **37**  
HEADQUARTERED IN  
SAN MATEO COUNTY

 **20K+**  
PEOPLE EMPLOYED  
AT THESE COMPANIES





## GROW WITH GOOGLE

SAMCEDA and the Chambers of Commerce of: Belmont, Redwood City, San Carlos, San Mateo, and South San Francisco, all teamed up to partner with Google for their free *Grow with Google* event. This workshop was aimed to help local small companies in San Mateo County grow their businesses, skills, careers, and online presence.



## PROGRESS SEMINAR

The 50<sup>th</sup> *Progress Seminar* (the signature event of the Redwood City – San Mateo County Chamber of Commerce) focused on the future of San Mateo County in 2030. Topics included:

- *Mobility Funding – Getting the Wheels Turning*
- *Housing Crisis – Modern Solutions and the Political Will Behind Them*
- *Flood & Sea Level Rise Resiliency Agency – A Unified Voice for a Resilient San Mateo County Shoreline by 2100*
- *Criminal Justice Reform in California – What are the Impacts?*
- *We Are Stronger Together Than Apart*



## SAN FRANCISCO BUSINESS TIMES PENINSULA STRUCTURES

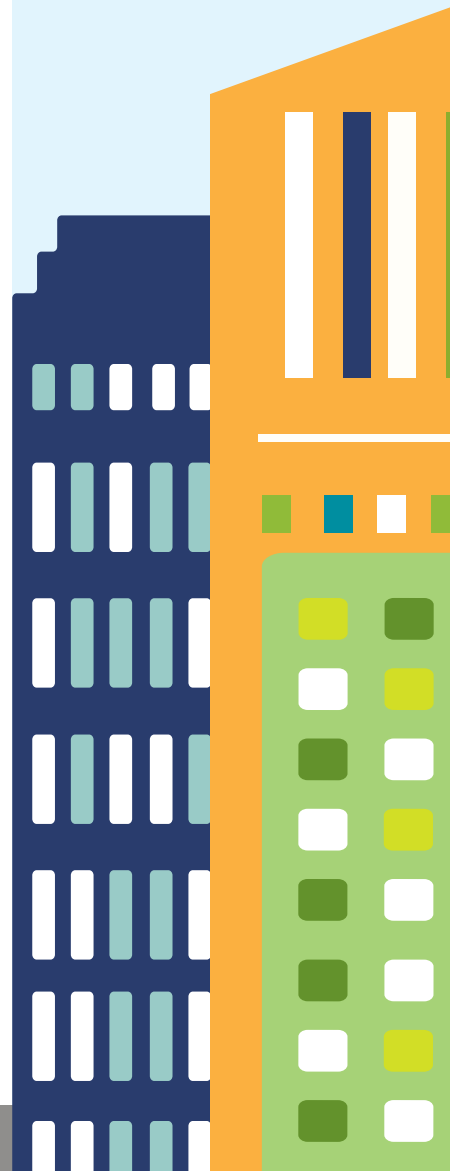
Annual event highlighting San Mateo County and Peninsula development featuring SAMCEDA Board Member, Shelley Doran of Webcor and SAMCEDA members, Steve Elliott of Stanford University and Ken Busch of Sares•Regis.



## BIZJOURNAL MENTORING MONDAY

SAMCEDA is proud to be an ongoing participant for this national event that is held in over 43 U.S. cities. The event offered 250 attendees the opportunity to choose from 35 mentors who are among the most influential women in the Bay Area for one-on-one mentoring sessions.

STEADFAST  
LEADERSHIP  
IN GROWING  
A VIBRANT  
REGION



"The greatest ability in business is to get along with others and to influence their actions."

- JOHN HANCOCK

"Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion."

- Jack Welch



## MORE THAN THE BOTTOM LINE

"More than the Bottom Line" is an exciting new Peninsula Television (PenTV) original show developed and sponsored by SAMCEDA featuring local game-changing company leaders in Silicon Valley. The premise is to highlight all that our members are doing with and for our local communities....in other words, their commitment to *more than the bottom line*. The show airs on local cable Comcast 26, Wave 27, and AT&T U-verse 99.



## GREATER BAY AREA ECONOMIC DEVELOPMENT DISTRICT APPROVED BY US ECONOMIC DEVELOPMENT ADMINISTRATION - U.S. EDA (SPRING 2019)

SAMCEDA served on the ABAG committee that was formed in 2016, along with other regional and local economic and workforce organizations, to prepare a *Comprehensive Economic Development Strategy (CEDS)* that would establish a Bay Area Regional Economic Development District (EDD) as designated by the U.S. EDA.



## PORTLAND DELEGATION BAY AREA BEST PRACTICES TOUR

100 of Portland's elected officials and key government staff along with business, non-profit, and other community leaders visited the Bay Area for a best practices trip this past April. The diverse group was seeking policies and best practices primarily in land use and transportation but also economic development, climate action, and disaster preparedness to keep their region livable, affordable, and sustainable even as they grow.



## BAY AREA COUNCIL ECONOMIC INSTITUTE

The Institute is a leading think tank focused on economic and policy issues facing the San Francisco/Silicon Valley Bay Area. SAMCEDA serves on the Board of Trustees in addition to sponsoring the most recent Bay Area Economic Profile entitled *Continuing Growth and Unparalleled Innovation*.



## ECONOMIC OUTLOOK

Joining with the Redwood City - San Mateo County Chamber of Commerce, SAMCEDA welcomed over 200 county leaders to hear from Keynote Speaker Mark Vitner, Managing Director and Senior Economist, Wells Fargo Securities, LLC, and Marci Harris, CEO of POPVOX, a neutral, non-partisan platform for civic engagement and governing. Thank you Wells Fargo for being the *Presenting Sponsor* for this event!



## SAN FRANCISCO INTERNATIONAL AIRPORT

- 7th busiest U.S. airport
- Largest employer in San Mateo County: 43,000 jobs with 5,000+ to be added over the next 5 years
- More than \$8.4 billion in business activity generated last year
- Social Responsibility and Community Sustainability Focus: small business, job quality and worker support + community engagement



## STATE OF THE ECONOMY BUSINESS SUMMIT

With the San Mateo Area Chamber of Commerce, SAMCEDA sponsored the *State of the Economy Business Summit "It's Your Time to Succeed in 2019."* The City of San Mateo's Mayor and City Council joined with business leaders to provide information and insights.

## MARIN ECONOMIC CONSULTING

In today's fast-paced world, access to current, reliable, and useful data is critically important for employers, educational institutions, non-profits, communities, and government entities to make well thought out policy decisions. SAMCEDA contracts with Marin Economic Consulting to maintain the most recent economic and demographic details for San Mateo County.

- Monthly employment updates from CA's Employment Development Department (EDD)
- Quarterly assessments of industry trends in employment and wages
- Venture capital investments
- Technology sector reports
- Commute patterns
- Life sciences industry report

"For over 7 decades, the San Mateo County Economic Development Association (SAMCEDA), prides itself on championing the business community locally, regionally, and nationally. It understands and appreciates that *Business is Good and Business Brings Opportunity.*"

- Frank Bartaldo,  
EVP / Regional Manager  
HERITAGE BANK  
OF COMMERCE

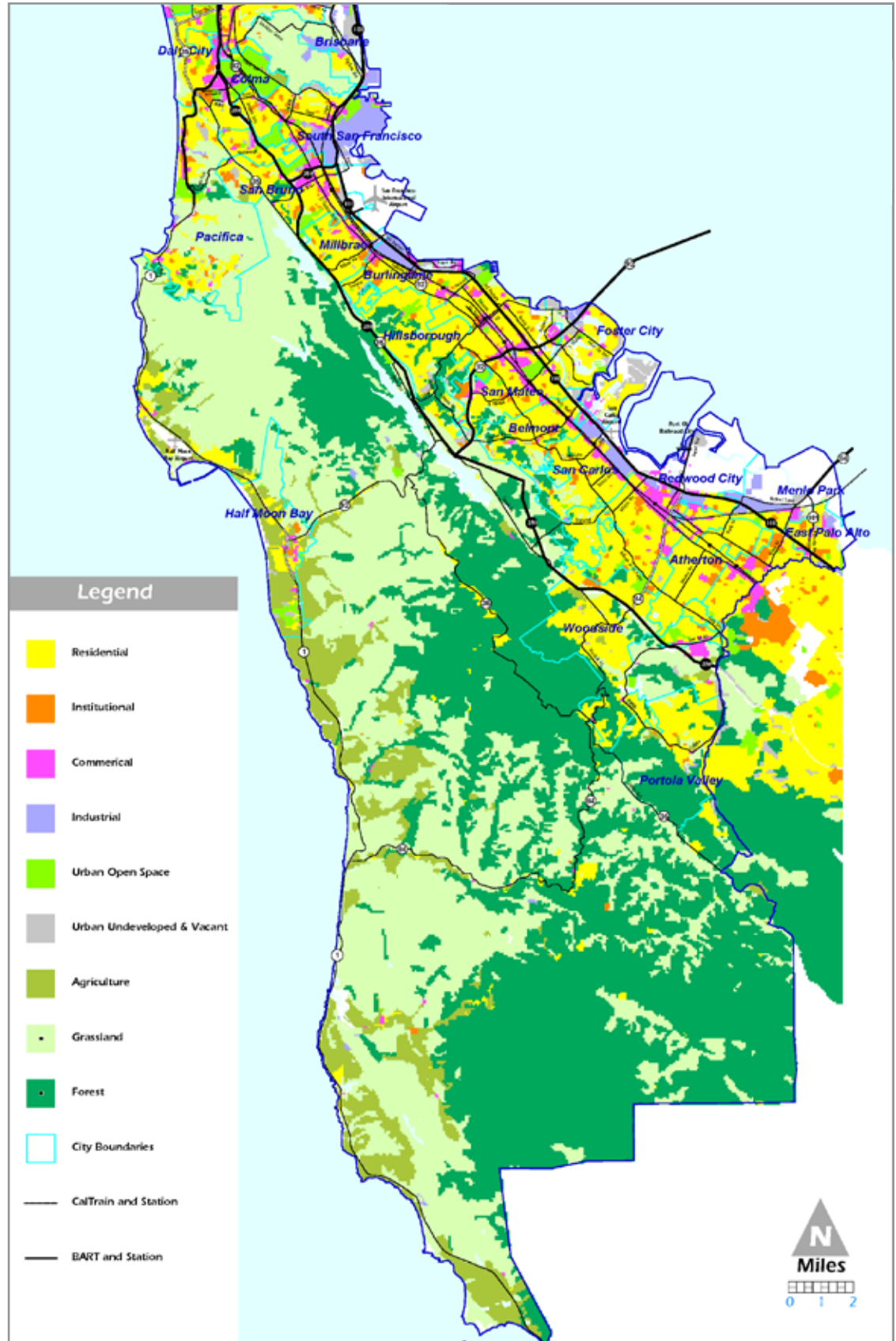




# SAN MATEO COUNTY GENERALIZED LAND USE MAP

SAN MATEO COUNTY  
FOUNDED ON  
APRIL 19, 1856

OVER 75%  
OF SAN MATEO  
COUNTY IS  
PROTECTED  
OPEN SPACE



Source: San Mateo County Planning and Building Division prepared using Atlas GIS, ABAG, USGS and C/CAG



SAMCEDA supports building housing for all lifestyles and income levels, improving job centers, creating sustainable urban spaces, and enhancing dining, shopping, and leisure activities for all ages.



**BRISBANE BAYLANDS  
(VOTER APPROVED  
MEASURE JJ: GENERAL PLAN AMENDMENT)  
BRISBANE, CA**

- Allow a range of 1,800-2,200 residential units
- 6.5 million sq. ft. of additional commercial development
- 500,000 sq. ft. of hotel space

**COMMUNITY BENEFITS\***

- 300+ acres of restored and enhanced habitats
- Fully incorporates flood protection and sea level rise projections
- Anticipates 20,000+ new jobs: 5,000 long-term construction and 15,000 permanent
- 100% LEED-rated buildings

*\*Partial list*



**1601 EL CAMINO REAL  
GREYSTAR  
REDWOOD CITY, CA**

- 252 residential units - 59 are affordable
- 8,500 sq. ft. child care facility
- 28,000 sq. ft. of retail uses (19,000 sq. ft. space for family friendly uses)
- 45,000 sq. ft. of publicly accessible open space including a creek walk
- Bike and pedestrian safety improvements

**SAN MATEO  
COUNTY (SMC)  
STATISTICS**

**22K+  
EMPLOYER  
ESTABLISHMENTS**

**279K+  
HOUSING  
UNITS IN SMC**



# OUR COMMUNITIES - OUR NEIGHBORHOODS

"SAMCEDA embraces the past, respecting the history of San Mateo County while championing its future and the opportunities that abound to welcome new industries and knowledge, and to build stronger communities for everyone."

- Elaine Breeze  
Vice President  
of Development,  
SUMMERHILL  
APARTMENT  
COMMUNITIES



## **APERTURE SARES•REGIS SAN BRUNO, CA**

- 83 residential units - opened April 2019
- Accessible to CalTrain, BART, SFO, and Bayhill Office Center
- Within walking distance to San Bruno's shopping & retail district



## **CADENCE SARES•REGIS SOUTH SAN FRANCISCO, CA**

- 260 residential units - opened Spring 2019
- Located within a quarter mile of the Caltrain Station
- Provides an attractive public realm improving sidewalks, streetscapes, pedestrian crossings, and public plazas



## **BROADWAY PLAZA THE SOBRATO ORGANIZATION REDWOOD CITY, CA**

- 520 residential units – including 24 very low and 95 low income affordable units
- 1.6-acre public open space
- Complete clean-up of contamination at the site
- Public shuttle connecting the project site to downtown Redwood City
- Childcare space that will have subsidized rent



## **WATERS PARK PROJECT STRADA INVESTMENT GROUP SAN MATEO, CA**

- Transforms an underutilized office site into a vibrant new neighborhood
- 190 for-sale townhomes in a mix of styles and prices, including 19 permanently affordable for-sale units for families with lower incomes
- Dog park, creek walk, and community gardens for residents and citizens of San Mateo
- Will reduce current traffic by more than 50% during peak hours





## REVITALIZING A NEIGHBORHOOD AND BRINGING A COMMUNITY TOGETHER

### **STANFORD UNIVERSITY REDWOOD CITY CAMPUS**

Stanford joined the vibrant Redwood City community with its first significant location beyond the university's main campus. The 35-acre site includes a 28,000 square foot recreation and wellness center, a café and outdoor promenade, and plazas, parking garage, along with a childcare center opening in Fall 2019. The new state-of-the-art campus accommodates 2,700 employees working in critical areas such as the School of Medicine administration, libraries and archives, business affairs, human resources, and development.

The new campus draws from a rich history of sustainability programs. It leverages known best practices in energy management, building design, landscape design, waste management, and café management, while also serving as a test-bed for innovation in infrastructure and cultural engagement. Campus operations prioritize sustainability and advance progress toward targets that the university has laid out to become 80% carbon-free by 2025 and zero waste by 2030. A significant feature of the Redwood City campus is the Central Energy Facility, a smaller version of the cutting-edge Stanford Energy System Innovations, which provides heating/cooling for the main campus and is on the path to providing 100% renewable energy by the end of 2021.





# HOUSING PARTNERSHIPS



Housing remains a top concern for everyone in the Bay Area and employers have recognized the need for their engagement on this critical issue. With the number of jobs far outpacing the number of available housing units, SAMCEDA remains committed to increasing the number of housing options in San Mateo County.

## GOALS

### 1 Close the Jobs/Housing Gap

From 2010 to 2017, San Mateo County added 83,000 jobs and only 7,100 new housing units. This 12-to-1 jobs/housing ratio leads to housing cost inflation, longer commutes, additional congestion, displacement of middle and lower income families and employee recruitment challenges for businesses. The ratio is decreasing, but we still have a long way to go.

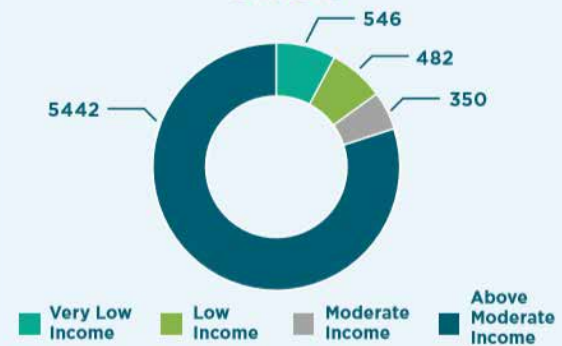
#### DECREASING JOBS/HOUSING RATIO



### 2 Add 16,500 Housing Units between 2015 and 2022

Our communities thrive when new housing spans all levels of affordability.

#### PERMITS ISSUED BY INCOME LEVEL 2015-2017

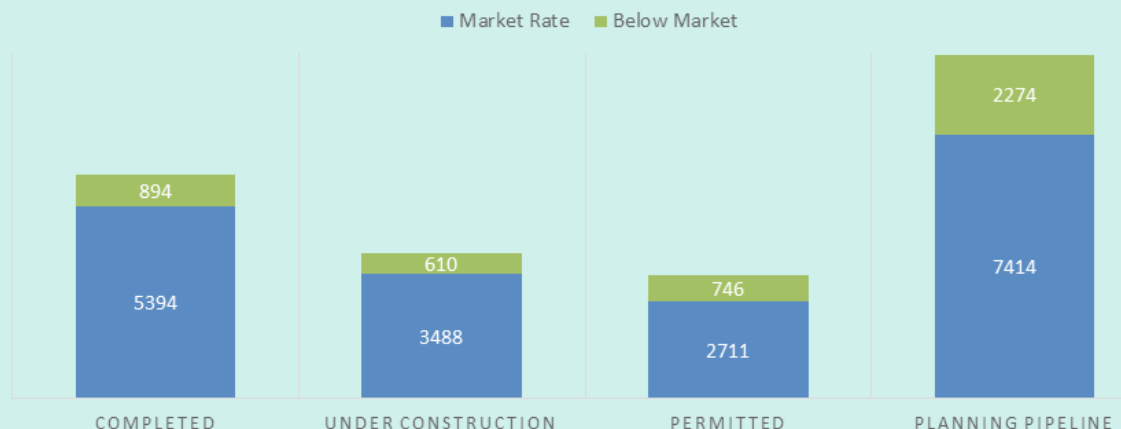


#### PERMITS ISSUED IN SAN MATEO COUNTY, 2010-17



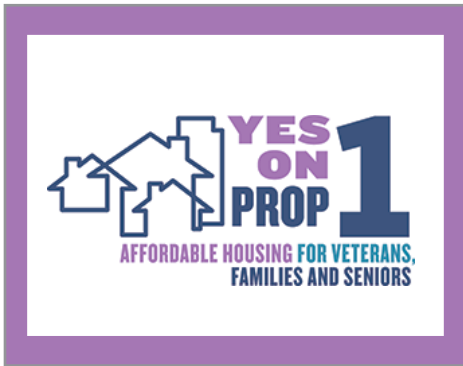
## San Mateo County Housing Production/Progress 2014 to 2018

# 23,531 Housing Units



Source: Home for All San Mateo County





**SAMCEDA SUPPORTED:  
PROPOSITION 1 - STATE HOUSING BOND  
(PASSED)**

*Proposition 1* authorizes \$4 billion in bonds for housing-related programs, loans, grants, and projects and housing loans for veterans. These funds have the potential to provide funding to local community based organizations including HEART of San Mateo County.



**SAMCEDA OPPOSED:  
PROPOSITION 10 - COSTA-HAWKINS REPEAL  
(REJECTED)**

*Proposition 10* would have repealed the *Costa-Hawkins Rental Housing Act* which limits the use of rent control in California. SAMCEDA opposed *Prop 10*, which was successfully defeated in the November 2019 election.

“SAMCEDA works hard every day to promote a sustainable business climate in San Mateo County, fiercely advocating for more housing at all income levels as well as for modern transit and mobility options.”

- Ariane Hogan,  
Associate Director,  
Local Government Affairs  
GENENTECH



**HEART OF SAN MATEO COUNTY**  
SAMCEDA is proud to partner with The Housing Endowment and Regional Trust (HEART) of San Mateo County as a public-private partnership among cities, county, and business, nonprofit, education, and labor communities to create more affordable housing opportunities in San Mateo County.



# TRANSPORTATION



101 Managed Lanes  
Groundbreaking Event  
March 2019

## PENINSULA MOBILITY GROUP

In late summer 2016, SAMCEDA convened the *Peninsula Mobility Group (PMG)*, a coalition of private employers, public agency employers, Bay Area business associations, and community leaders focused on improving mobility in the Peninsula Corridor. These organizations are committed to being an active partner in supporting existing and future mobility improvements. Traffic congestion impacts talent attraction and retention, productivity, and employee morale.

PMG has led and been a part of many regional transportation initiatives including: the *Caltrain Business Plan*, *101 Managed Lanes Project* including design, funding, and construction phases, *San Mateo Countywide Transportation Plan*, *Dumbarton Transportation Study* and the public-private *CrossBay Transit Partners effort*, SPUR's *Caltrain Vision Plan* and improved carpool, shuttles, ride share, bike, and pedestrian improvements throughout San Mateo County.

PMG was heavily involved in the outreach and advocacy efforts for the *Get Us Moving* public outreach and education initiative designed as a community-driven effort to identify solutions to reduce traffic and address complex transportation issues in our County. The *Get Us Moving* effort provided guidance for the final investment plan for *Measure W*. 17,000 residents completed the phase 1 survey and phase 2 budget challenge (via mail and online) to share their priorities, 5,000 individuals participated in telephone or regional town halls, and 100 presentations to city councils, business, advocacy, and community groups took place over 9 months.

SAMCEDA served as Co-Chair of the voter-approved *Measure W* campaign for a 30-year ½ cent sales tax solely used for transportation projects in San Mateo County. SAMCEDA members contributed over \$700,000 to the \$1.1 M campaign.





## MICROTRANSIT

SAMCEDA supports *SamTrans Microtransit Pilot* launched in the City of Pacifica. *Microtransit* service uses an app to route transit vehicles to your requested pick-up location and drop-off location including an estimated pick-up time (no schedules, timetables, or bus stops required).



## EXPRESS BUS STUDY

The final *US-101 Express Bus Feasibility Study* was adopted by the SamTrans Board of Directors in December of 2018. Express bus service can provide faster transit service to key commuter destinations and riders benefit from the reliable travel times offered when buses travel in high occupancy vehicle (HOV) lanes.



## BIKE TO WORK DAY

Thousands of bicyclists in San Mateo County joined in for the *25<sup>th</sup> Annual Bike to Work Day* on May 9<sup>th</sup>. In San Mateo County, 50 energizer stations offered participants refreshments, a tote bag with goodies, and good cheer.



## CALTRAIN ELECTRIFICATION

Construction on the *Peninsula Corridor Electrification Project (PCEP)*, which is a key component of the *Caltrain Modernization Program*, is ongoing. The PCEP will electrify the Caltrain Corridor from San Francisco to San Jose, convert diesel-hauled to Electric Multiple Unit (EMU) trains, and increase service up to six Caltrain trains per peak hour per direction.



## CALTRAIN BUSINESS PLAN

Following its successful advocacy for the \$647 million *Full Funding Grant Agreement* with the Federal Transit Administration, SAMCEDA is one of 60 influential stakeholders and decision makers who continue to help inform development of the *Caltrain Business Plan*, a plan that will define the long-term vision for the fast-growing commuter rail system that connects San Francisco and Silicon Valley.



LEADING  
AND  
ADVOCATING  
ON ALL  
MAJOR  
TRANSPORTATION  
PROJECTS IN  
SAN MATEO COUNTY



# MOVING TO THE FUTURE

## CONNECTING AND COLLABORATING PUBLIC AND PRIVATE INTERESTS



### HIGH-SPEED RAIL

SAMCEDA continues to support the ongoing plans for the completion of the Central Valley segment, future connection to Silicon Valley, and a blended system on the Peninsula with Caltrain.



### DUMBARTON RAIL

Facebook and Plenary Group, in collaboration with SamTrans, came together in a public-private partnership to form *Cross Bay Transit Partners (CBTP)* with a goal to relieve traffic congestion along the Dumbarton Corridor, better connecting the Peninsula with the East Bay.



### 101 MANAGED LANES CONSTRUCTION BEGINS MARCH 2019

In 2017, Caltrans began design and environmental clearance for a carpool/express lane on Highway 101 between Whipple in Redwood City and 380 (just north of SFO). SAMCEDA worked with all partners to identify public and private funding for this project that would reduce congestion, improve travel time reliability, encourage carpooling, and provide public express bus service.



### COMMUTE.ORG

If your public transit service (BART, Caltrain, or SF Bay Ferry) cannot get you all the way to your final destination, a Commute.org shuttle can provide "first mile" service in the morning and "last mile" service in the evening. For those facing an emergency, COMMUTE.org's new "guaranteed ride home" program covers up to four emergency trips home from work each year.



### FERRY - PUBLIC AND PRIVATE

SAMCEDA supports public and private ferries that operate to and from Oyster Point in SSF and the Port of Redwood City. Plans for a new RWC Ferry Terminal are in the planning and design phase and opportunities for increasing private service along our Bayfront are of keen interest to our members and partners. We are committed to seeing this transit option reach its full potential in San Mateo County.



## SAMCEDA SUPPORTED: MEASURE W - NOVEMBER 2018 ELECTION (PASSED)

SAMCEDA Co-Chaired the *Measure W* campaign committee and led the fundraising effort to secure \$1.1 million in campaign contributions for voter education. The new ½ cent sales tax will be collected for 30 years and the final investment plan allocates \$2.4 billion in locally controlled funding entirely dedicated to San Mateo County.

- County Public Transportation Upgrades: *\$1.2 billion to maintain and expand Caltrain and SamTrans service and launch Commuter Express Buses*
- Countywide Highway Congestion Relief: *\$540 million to improve 101 and the 101/92 interchange in San Mateo and relieve traffic countywide*

- Regional Transit Connections: *\$240 million to invest in the Dumbarton Corridor and regional transit options to serve commuters*
- Local Safety and Pothole Repairs: *\$300 million in funding for every City to fix local streets, fill potholes, and study grade separations*
- Bicycle and Pedestrian Safety Improvements: *\$120 million to improve safety and better connect schools, public transit, and jobs*



## SAMCEDA SUPPORTED: REGIONAL MEASURE 3 (RM3) (PASSED)

RM3 funds a specific list of traffic relief projects which are critical to maintaining our regional economy and quality of life including some of the highest priority projects for our County:

- *\$130 million for Dumbarton Bridge improvements*
- *\$50 million for 101/92 Interchange improvements*
- *\$325 million to extend Caltrain further into downtown San Francisco*

- *\$300 million to build regional managed lanes (including 101 from Whipple to 380)*
- *\$300 million to increase ferry frequency and build more ferry terminals—including a Redwood City terminal*

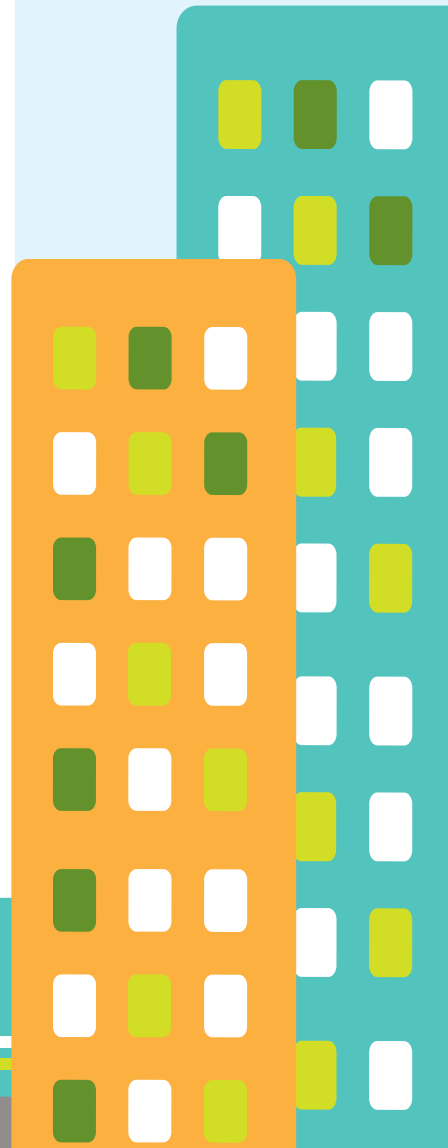


## SAMCEDA OPPOSED: PROPOSITION 6 - GAS TAX REPEAL (REJECTED)

SAMCEDA opposed *Proposition 6* which was defeated in the November 2018 election. A repeal in the gas tax would have resulted in San Mateo County losing over \$300 million in infrastructure and roadway improvements.



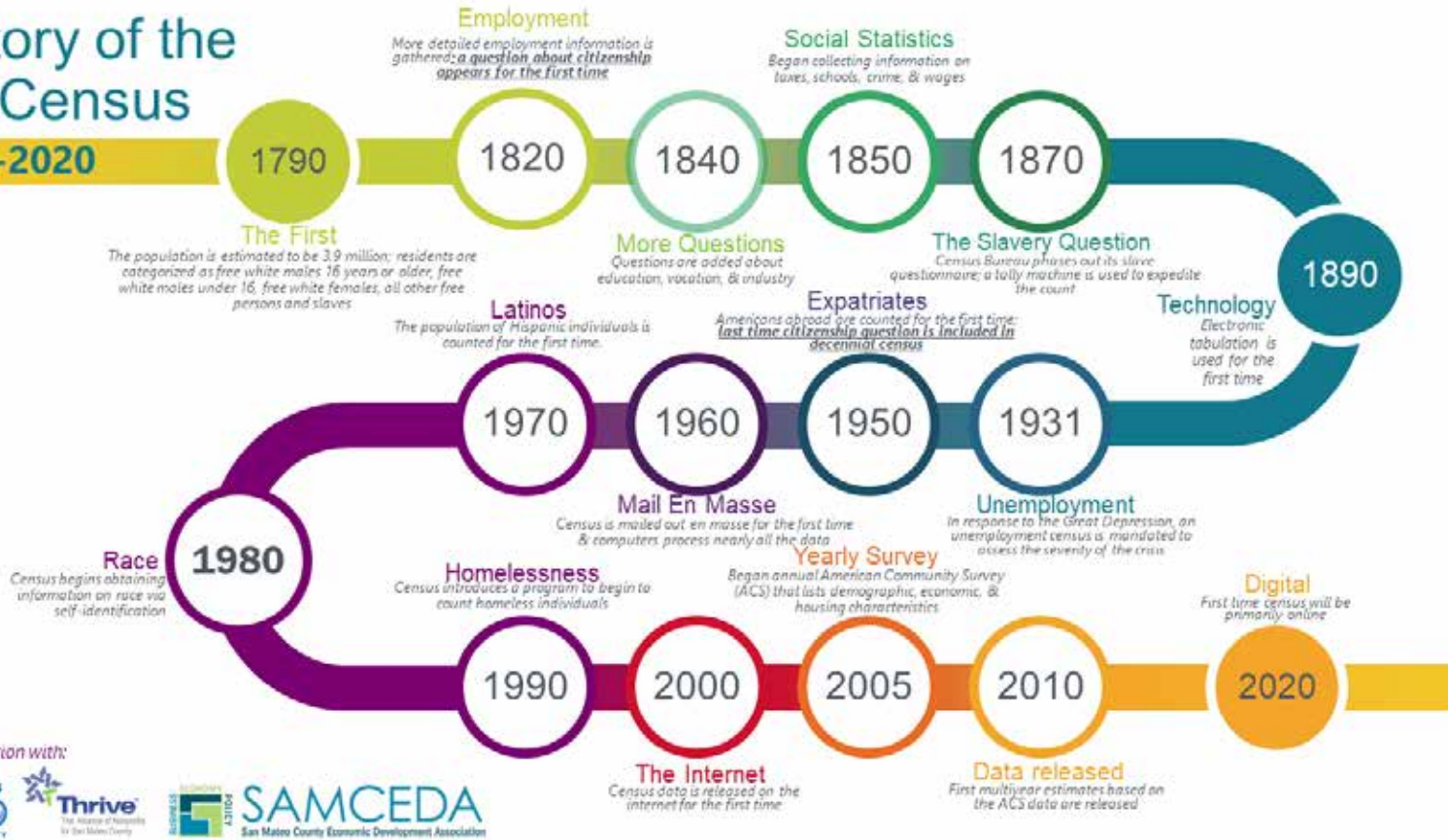
**SAMCEDA  
MEMBERS  
INVESTED OVER  
\$700,000 IN  
THE \$1.1 M  
MEASURE W  
CAMPAIGN**



# STRONGER TOGETHER

## History of the US Census

1790-2020



"As mandated in Article I, Section 2 of the U.S. Constitution, every 10 years, we conduct a nationwide count of every person living in the United States.

By providing updated counts of population, housing, and other key demographic data, results from the 2020 Census will guide reapportionment of representation in the U.S. Congress and help states in redrawing the boundaries of all congressional and state legislative districts for the coming decade.

The 2020 Census results will also be used to reset benchmarks for national, local, and small area counts for other government surveys, in addition to many public and private data sets."

U.S. Department of Commerce  
<https://www.commerce.gov/issues/2020-census>



### COMPLETE COUNT COMMITTEE FOR CENSUS 2020

Every ten years, the federal government is required to count everyone living in the United States. The decennial census is a cornerstone of our democracy, ensuring equitable political representation, and fair allocation of resources at all levels of government. Census data is also used by local governments, businesses, and nonprofits to make important policy, program, and budget decisions.

SAMCEDA partnered up with the County of San Mateo and THRIVE Alliance of Nonprofits in San Mateo County to Co-Chair the *Complete Count Committee* for Census 2020.

## #EVERYONECOUNTS



**8<sup>TH</sup> ANNUAL CONNECT SAN MATEO COUNTY**  
SAMCEDA partnered with Supervisor Warren Slocum, Assemblymember Kevin Mullin, and Assemblymember Marc Berman for *CONNECT18*, held at Facebook in Menlo Park. Panels included discussion on lifelong learning, civics, and tech for good.



**GRAND BOULEVARD INITIATIVE**  
Stretching from the Daly City limit on Mission Street to San Jose's Diridon Station, the *Grand Boulevard Initiative* focuses on making El Camino Real a "grand boulevard of meaningful destinations."

"SAMCEDA provides a unified and influential voice on issues affecting the business community in San Mateo County through valuable connections to business and civic leaders throughout the region and state."

- Sherri R. Sager  
*Chief Government & Community Relations Officer,*  
LUCILE PACKARD  
CHILDREN'S HOSPITAL  
STANFORD

## SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT

### CAÑADA COLLEGE: ANNUAL AWARENESS SUMMIT

In an effort to address and better understand important issues that affect our students (San Mateo County residents), SAMCEDA joined Cañada College's *2<sup>nd</sup> Annual Awareness Summit* to discuss the topics of *housing and food insecurity*—issues many of our students struggle with on a daily basis.

### PRESIDENT'S LUNCHEON

SAMEDA was a proud sponsor of this inaugural *President's Luncheon*. The goal of the event was two-fold: Raise awareness and funds for the *Cañada College Promise Scholars Program*, a program which includes full scholarship and comprehensive support services for first time, full time students for one year and support the *President's Innovation Fund* which provides faculty and staff with the seed money for creative programs and services that better serve the student body.

### SKYLINE COLLEGE: SUCCESS SUMMIT

For the past six years, SAMCEDA has sponsored and supported this influential event held at Skyline College in San Bruno. Panels focused on regionalism and recruitment of talent in a gig economy.





# INVESTING TODAY FOR A BETTER TOMORROW

"SAMCEDA brings business and community together. Nationally recognized, Design Tech High School was the result of the collaborative relationship of SAMCEDA members, Oracle, and DESArchitects + Engineers."

- Steve Mincey  
CEO | Principal  
DES A+E



## BUILD UP FOR SAN MATEO COUNTY'S CHILDREN

SAMCEDA is a key partner in this new initiative designed to grow and improve the supply of child care and preschool facilities in San Mateo County. Through *Build Up's* advocacy and technical assistance, more than 1,300 new child care and preschool spaces are being developed. Another 530 have been saved from closure. Their 2020 goal is 3,000 new spaces.



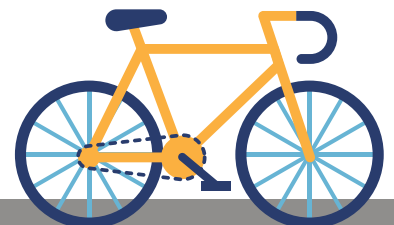
## CHILDREN NOW

The mission of *Children Now* is to give kids power. Through that simple premise *Children Now* leads the *The Children's Movement of California* which connects the thousands of direct service, parent, youth, business, civil rights, faith and community-based groups to speak at the right time with one voice on behalf of kids. With over 1,650 organizations (SAMCEDA included) in this network, the sheer number and diversity of these voices creates a powerful interest group devoted to our youth.



## FIRST FIVE SAN MATEO COUNTY

Since its inception in 1998, *First 5 San Mateo County* has invested more than \$127 million in evidence-based programs in childhood health, early learning and family engagement to strengthen what's working, fix what's not, and to ensure equity for all.







## THE BIG LIFT

SAMCEDA is part of a collaborative of 300+ organizations that supports *The Big Lift*, a bold social venture that gives low-income kids the evidence-based boosts they need to read and succeed:

- 2 years of quality preschool
- 3 years of “inspiring summers” programs, designed to end summer learning loss and inspire kids to engage with STEM subjects
- Family engagement to support reading and regular school attendance



## NOVA

NOVA is a nonprofit, federally funded employment and training agency with a vision to be an effective partner in providing innovative, high quality, customer-focused workforce development services to build a better community. They work closely with local businesses, educators, and job seekers to ensure that their programs provide opportunities that build the knowledge, skills, and attitudes necessary to address the workforce needs of Silicon Valley.



## U.S. CHAMBER OF COMMERCE BUSINESS LEADS FELLOWSHIP PROGRAM

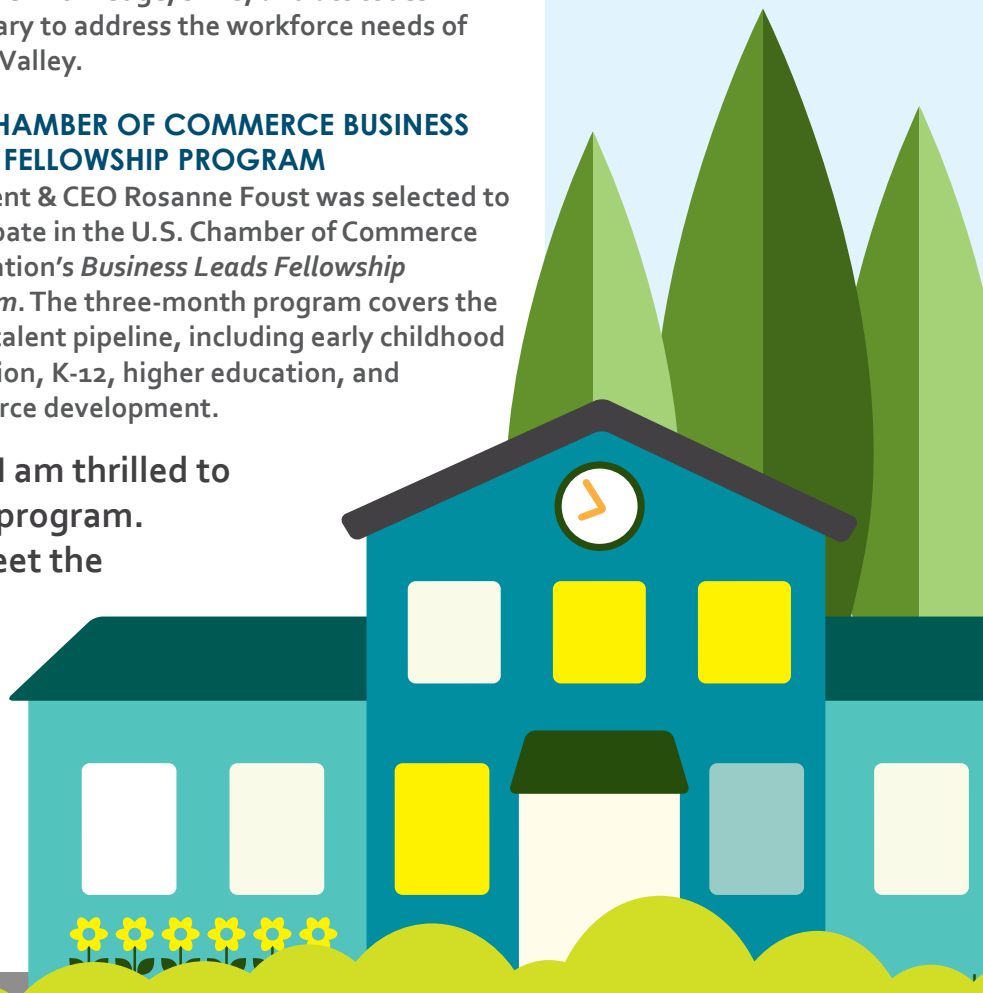
President & CEO Rosanne Foust was selected to participate in the U.S. Chamber of Commerce Foundation's *Business Leads Fellowship Program*. The three-month program covers the entire talent pipeline, including early childhood education, K-12, higher education, and workforce development.

**THE BIG LIFT  
GOAL: ENSURING  
80% OF  
THE COUNTY'S  
CHILDREN  
ARE READING  
PROFICIENTLY  
BY 3<sup>RD</sup> GRADE**

“As a Silicon Valley business leader, I am thrilled to be chosen for this transformational program.

An educated workforce, ready to meet the ever changing career landscape, is a key driver of a strong economy. I look forward to sharing all we are doing locally and learning about best practices from across the nation.”

- Rosanne Foust  
President & CEO, SAMCEDA



# HEALTHCARE LEADERS



“SAMCEDA is a partner in creating lasting and positive change in the regional landscape. With their unwavering support of our medical community, SAMCEDA works on the tough issues so we can attract a talented workforce at our hospitals and clinics and provide the best care possible to our community members.”

— Bill Graham | *President, SEQUOIA HOSPITAL, A DIGNITY HEALTH MEMBER*

## HEALTHCARE INDUSTRY



**Yes4** Children's Hospitals

### SAMCEDA SUPPORTED: PROPOSITION 4 - CHILDREN'S HOSPITALS BOND INITIATIVE (PASSED)

SAMCEDA supported *Prop 4*, which authorized \$1.5 billion in bonds for construction, expansion, renovation, and equipping of children's hospitals in California.



CONNECT WITH US!



www.samceda.org | info@samceda.org  
@SAMCEDA



## WHAT SAMCEDA OFFERS

- An influential voice and a seat at the table on issues that affect business, education, non-profits, and residents
- Direct communication with top federal, state, regional, and local political leaders and other stakeholders
- Established relationships with regional partnerships throughout the Bay Area including the Bay Area Council, Joint Venture, Silicon Valley Leadership Group, the San Mateo County – Silicon Valley Convention & Visitors Bureau, the Redwood City-San Mateo County Chamber of Commerce, the San Mateo Area Chamber of Commerce, and SPUR
- Access to valuable information on a timely basis regarding budgetary and fiscal stability with the state, regional, and local jurisdictions, policy initiatives on multiple topics including transportation, housing, education, workforce development, technology, environment, healthcare, land use/zoning, and economic development that directly impacts how business is done
- Up-to-date economic research prepared both internally and externally and drawn from multiple independent sources on San Mateo County, the greater Bay Area, and the State of California

## PLATINUM CHAIRMAN CIRCLE



**SAMCEDA**

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