

SAMCEDA

San Mateo County Economic Development Association



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A MESSAGE FROM OUR CHAIR

The breadth of our accomplishments and advocacy over the past year is remarkable. From engaging thoughtfully with elected officials and policymakers across the Bay Area to convening roundtable discussions on topics as far reaching as water policy, clean energy, Bay restoration and the state of the economy, the San Mateo County Economic Development Association (SAMCEDA) has been a leading voice for the business community.



In FY 15-16, SAMCEDA wrote 18 letters of support or joined a coalition letter on issues that affect our economic and social well-being. SAMCEDA continued to advocate for the improvements in transportation, housing and education that our region needs to continue to stay competitive in the 21st century economy and that will allow us to continue to attract the best and brightest businesses and employees.

As an organization, SAMCEDA continued to actively engage with our members to deliver access to valuable up-to-date economic research and direct communication with political leaders on a host of issues that support business and provide jobs in our local communities.

Issue advocacy is vital to the continued prosperity of our region and the people who live and work here. However, the deep ties to our community and our government, nonprofit and business leaders is the bedrock of the advocacy work we do at SAMCEDA. Events such as our *Innovators: Awards of Excellence* held every spring offer an opportunity to celebrate our community's brightest as well as deepen those relationships – and this past year's was a great success with Oracle CEO Safra Catz welcoming SAMCEDA, our members and partners at this signature event.

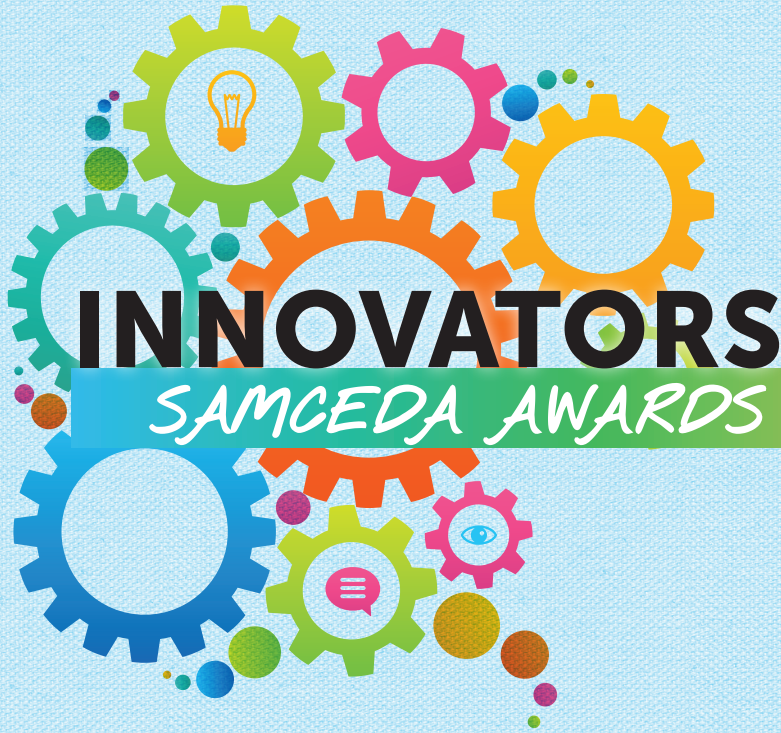
At our 2016 Annual Meeting SAMCEDA is proud to be launching "THRED Talks" – Weaving San Mateo County Together. These talks will focus on the Big 5 challenges we face: Transportation, Housing, Regionalism, Economy and Development. As our region continues to grapple with solutions to these challenges, brought by a booming economy, SAMCEDA will continue to be there to weigh in on behalf of our membership clearly and consistently.

I would be remiss if I didn't add a thank you to Rosanne Foust and Amanda Borsum for the outstanding job they have done in ensuring that SAMCEDA always has a seat and a voice at the table.

To our members, friends and partners, thanks for all you do to make San Mateo County one of the best places to live and work. Together we can meet the challenges of the future.

A handwritten signature in black ink that reads "Sherri R. Sager". The signature is written in a cursive, flowing style.

Sherri R. Sager
Chief Government & Community Relations Officer
Stanford Children's Health
Chair of the Board, SAMCEDA



"Innovation comes about through combining disparate ideas and disciplines in ways that seem weird at first. Get comfortable with weird if you want real innovation to emerge."

-Ben Weinlick

INNOVATORS

SAMCEDA AWARDS OF EXCELLENCE 2016

2016 marked the 7th year that *Innovators: SAMCEDA Awards of Excellence* highlighted and celebrated the depth of innovation and entrepreneurship that takes place in San Mateo County. Hundreds of companies were thoroughly vetted throughout the year. Fifteen were nominated and six were chosen as Innovators.

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.

Beginning in 1953, SAMCEDA has long advocated and been a leading voice for 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 to communicate that a healthy business community leads to an overall healthy economy.

Where are they now?

INNOVATORS 2011-2015

- 31** Innovator Awards
- 4** IPOs
- 2** Mergers
- 5** Acquired
- 3** Relocated (Santa Clara and San Francisco counties)
- 24** still call San Mateo County Home
- 8,600** People employed

2016 AWARD RECIPIENTS



Safra Catz
CEO
Oracle



2016 AOE
Award Winners



DAVID D. BOHANNON MEMORIAL AWARD RECIPIENT

Wayne Bunker
President & CEO
Provident Credit Union

TRANSPORTATION

- SAMCEDA, as a founding member of the Caltrain Commuter Coalition (C3), is actively engaged with the Caltrain modernization and electrification project that will increase capacity, expand service and become a leader in environmental sustainability by 2021.
- The 101 corridor is a tremendous asset for San Mateo County and one that is in need of long overdue infrastructure enhancements. SAMCEDA is actively engaged and committed to working with the City/County Association of Governments (C/CAG), the Metropolitan Transportation Commission (MTC), the San Mateo County Transportation Authority (SMCTA), other business associations, private employers and our diverse communities to ease traffic congestion, fund needed improvements and advocate for state and federal dollars for transportation projects.
- Ferry Service in San Mateo County has enormous potential to ease congestion. SAMCEDA is working with the business community, officials in South San Francisco and Redwood City and other interested stakeholders to encourage the Water Emergency Transportation Authority (WETA) to prioritize San Mateo County for increased private and much needed public ferry service.
- In its recently adopted 2016 Business Plan, California High Speed Rail (CHSR) will build the first 250 miles of bullet train track between San Jose and the Bakersfield area and plans to offer service on the line in less than a decade. SAMCEDA remains engaged in their efforts and outreach especially as it relates to the critical funding that has been committed by CHSR to the Caltrain Modernization project.
- Led by SPUR, along with Stanford University and the Silicon Valley Leadership Group, SAMCEDA is working on defining a 30-year vision and operating concept of how Caltrain and a high capacity transit network can carry more people each day, with shorter trip times, and enable the region to manage growth while maintaining our high quality of life.



HOUSING

- Housing supply in San Mateo County has reached a critical juncture. SAMCEDA is focused on discussions and decisions that will impact our region for years to come. As a member of the San Mateo County Jobs/Housing Task Force we are working with multiple stakeholders to develop tools and policies that will enable every community to participate in solving this problem. There is no “one size fits all” approach and SAMCEDA has and will continue to work to bring critical information and awareness on this issue that affects every employer, resident and elected official in San Mateo County.
- SAMCEDA will continue to support housing projects that incorporate a strong transit connection along the Caltrain corridor, incorporate the guiding principles of the Grand Boulevard Initiative (GBI) along El Camino Real and seek solutions that encourage transportation options not tied to single occupancy vehicles.

EDUCATION AND WORKFORCE DEVELOPMENT

- The San Mateo County Workforce Investment Board (WIB) merged with the Northern Santa Clara Valley (NOVA) WIB in July 2015. SAMCEDA (San Mateo County WIB member prior to the merger), remains an avid supporter of NOVA initiatives that work with employers on developing and identifying workforce needs and opportunities for training and skill development, including their recently launched “Slingshot Initiative” industry roundtables.
- As an early supporter and ongoing advocate for the countywide initiative, the “Big Lift”, SAMCEDA is committed to the work of the San Mateo County Office of Education and its partners to increase reading proficiency of 3rd grade students from 58% to 80% by 2020.
- SAMCEDA was proud to join the kick-off of Innovation 2.0, held at the Computer History Museum in January 2016. Led by Congresswoman Anna Eshoo, and featuring U.S. Secretary of the Treasury Jack Lew and Democratic House Leader Nancy Pelosi, Innovation 2.0 follows the successful decade-long *Innovation Agenda: A Commitment to Competitiveness*. The first Innovation Agenda focused on creating a new generation of innovators, sustained commitment to R&D spending, promoting energy independence, affordable broadband access for all Americans and small business tools for innovation. Innovation 2.0 will build on those successes and continue efforts on comprehensive immigration reform.



ACTIVE AND ONGOING PARTNERSHIPS

- Working with business and government leaders over the last year as part of an advisory committee, SAMCEDA assisted in the development and adoption of a program known as Peninsula Clean Energy (PCE). Community Choice Energy programs (CCEs) provide electricity customers increased choice, community control over their energy, and clean energy.
- SAMCEDA is an active and engaged member of the Bay Area Business Coalition (BABC), which brings together regional business groups to ensure the business community is represented in policy conversations and proposed legislation by the four regional regulatory bodies: Association of Bay Area Governments (ABAG), tBay Area Quality Management District (BAAQMD), Bay Conservation and Development Commission (BCDC), and Metropolitan Transportation Commission (MTC).
- The 47th Annual Progress Seminar (signature event of the Redwood City – San Mateo County Chamber of Commerce) tackled tough topics in 2016: Income Inequality, Housing for All, Transportation Gridlock, and Connecting our Communities. As Co-Chair, SAMCEDA joined with Assembly Member Kevin Mullin and San Mateo County Board of Supervisors member Carole Groom to lead this annual gathering. We were honored to be joined by Congresswoman Anna Eshoo for a frank discussion on national policies and politics and a Sunday closing session that provided insights into the 2016 Presidential Campaign.



- SAMCEDA is supportive of the San Francisco Bay Restoration Authority and their goal to raise the necessary funds through the passage of Measure AA for Bay restoration activities.
- SAMCEDA is proud to partner with Skyline College for its annual Success Summit, highlighting the importance of the business community in northern San Mateo County.
- GVS Labs in Redwood City was the site for the Connect 15 annual conference, hosted by Assembly Member Kevin Mullin (D-San Mateo) and San Mateo County Supervisor Warren Slocum. Silicon Valley tech leaders showcased new ways for local governments, nonprofits and educators to use data, provide lessons in the conversion and supply of products and services on mobile technology, and introduce new technologies to enhance early childhood education, help meet recycling goals, and achieve the Big Lift goal of all children reading at grade level by 3rd grade. SAMCEDA partnered with Supervisor Slocum and Assembly Member Mullin to hold this 3rd Annual event.



- Being on the Board of Trustees of the Bay Area Council Economic Institute (BACEI), SAMCEDA works with business, labor, government and education as a respected source of information and analysis, and as a trusted advisor to both business and government.
- Co-sponsored the annual Economic Forum with the Redwood City – San Mateo County Chamber of Commerce, featuring Gary Schlossberg, Senior Economist, Wells Capital Management and Ken Shotts, Professor of Political Economy, Stanford Graduate School of Business.
- SAMCEDA is a key participant with the *San Francisco Business Times* on their annual Peninsula Structures supplement and forum. Peninsula Structures showcases development on the Peninsula and in particular in San Mateo County. SAMCEDA has served as a panelist multiple times in the last several years, including 2015.
- SAMCEDA has partnered with the Silicon Valley Leadership Group for the past five years on the Silicon Valley Regional Economic Forum focusing on solutions to some of our region's most pressing problems.



COMMUNICATIONS

 Samceda
October 28, 2015 · 🌐

There is still time left, do not miss out on Connect15!

Technology is changing our lives in ways that we can't even imagine! When was the last time you looked in a phone book, or called directory assistance? Use an encyclopedia? Technology allows use to use devices to receive information in a matter for seconds. The challenge for government is keeping up with our tech-savvy constituencies who are accustomed to service on demand and 'on the go.'


Join Assemblymember Kevin Mull... See More



Changing Technology for a Changing World

 SAMCEDA @SAMCEDA · Mar 8

Judge Allows California High-Speed Rail Project to Proceed - ABC News
[abcnews.go.com/US/wireStory/j ...](http://abcnews.go.com/US/wireStory/j...)



 SAMCEDA @SAMCEDA · Apr 7

Happy 40th Anniversary @genentech
gene.com/40th



 SAMCEDA @SAMCEDA · 4h

Can We Dig Ourselves Out of What's Coming? Dredging, Bene. Reuse & measure AA #bpcspringsummit







Help Silicon Valley Kids Read & Succeed!



The Big Lift has been selected...

Vote by Oct...

Vote for The Big Lift's Insp... higher income families can like reading and math.


TheBigLift.org is a bold s... Mateo, the San Mateo C...




#YESWECODE



Moving California Forward



Since CA Fwd was created in 2007, SAMCEDA has been a strong advocate. CA Fwd was created to inspire comprehensive changes to the way public decisions were being made. California was swimming in red ink -- even in boom years. The Legislature was gridlocked by partisanship. State agencies and local government were often at war -- when they must work together to encourage job growth, provide quality services, and be accountable for getting the job done. CA Fwd's Leadership Council developed a prescription for change.

1. **Improve Government Performance.**
2. **Move Government Closer to the People.**
3. **Invest in the Future.**
4. **Promote a viable, inclusive and responsive democracy.**

Progress has been made in every area where reform was needed. The academics and pundits were simply wrong when they declared California "ungovernable and a "failed state" that only a constitutional convention would save.

It is hard to isolate CA Fwd's contributions to multi-faceted reforms that emerged from the chaos of feuding interest, opportunistic political actors and crisis-driven compromises. CA Fwd's proposals have inspired and influenced

RESEARCH

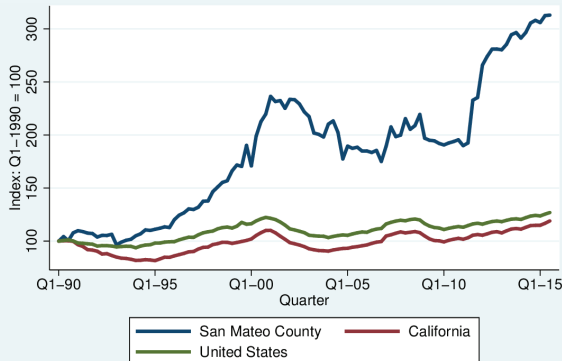
In today's fast-paced world, access to current, reliable and useful data is critically important for employers, educational institutions, non-profits, communities and government entities to make well-thought-out policy decisions.

In order to assist all the various stakeholders, SAMCEDA has contracted with Marin Economic Consulting to maintain the most recent economic and demographic details for San Mateo County.

The reports will aggregate and analyze publicly available data provided primarily by the Federal and California Governments, and will include:

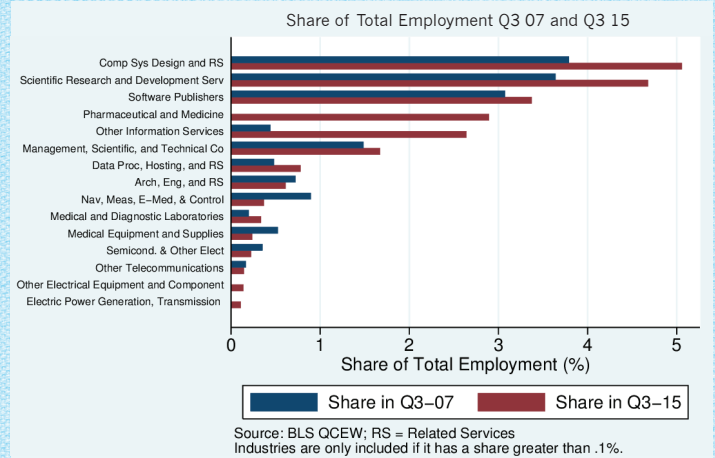
- Basic demographic characteristics,
- Commute patterns,
- Poverty and inequality,
- Migration flows of people into and out of the region,
- Venture capital investments made in companies in the region,
- Monthly employment updates from California's EDD,
- Quarterly assessments of industry trends in employment and wages:
 - Overall,
 - In high tech sectors,
 - In advanced industries,
 - In life sciences industries,
 - And in the export sector.
- Detailed population histories and forecasts from DOF, and
- Detailed demographic characteristics of the overall population and of the region's STEM population.

Technology Sector Employment Growth



Source: BLS, Quarterly Census of Employment and Wages
Calculations by Marin Economic Consulting

Advanced Industry Employment in San Mateo County by Industry



Occupational Composition of Workers, # Employed

Occupation	Live and work in San Mateo County	Live in, but work outside of San Mateo County	Work in, but live outside of San Mateo County
Management	132,647	137,013	117,106
Business and Financial Operations	103,851	108,899	99,547
Computer and Mathematical Occupations	117,638	109,422	100,809
Architecture and Engineering	112,193	98,640	106,044
Life, Physical, and Social Science	84,937	103,829	104,127
Community and Social Service	51,124	48,795	48,755
Legal	179,151	163,909	149,444
Education, Training, and Library	68,102	51,483	44,043
Arts, Design, Entertainment, Sports, and Media	79,477	80,025	54,308
Healthcare Practitioners and Technical Occupations	108,007	98,649	116,857
Healthcare Support	38,940	34,320	34,800
Protective Service	79,740	78,028	57,437
Food Preparation and Serving Related	22,521	24,586	19,524
Building and Grounds Cleaning and Maintenance	28,128	30,283	27,138
Personal Care and Service	25,177	28,761	23,047
Sales and Related	72,892	74,316	56,020
Office and Administrative Support	47,451	48,949	39,365
Farming, Fishing, and Forestry	18,154	19,124	22,204
Construction and Extraction	49,659	42,192	43,552
Installation, Maintenance, and Repair	54,866	52,433	47,709
Production	51,931	49,731	39,170
Transportation and Material Moving	40,642	45,835	33,371

Source: 2014 5yr American Community Survey; Calculations by MEC

WHO IS SAMCEDA

SAMCEDA was founded in 1953 to promote business issues that enhance and sustain the economic prosperity of our region and its local communities. The message, “**Business is Good, Business Brings Opportunity**,” remains timeless. The rapid pace of change and innovation locally, regionally, nationally and globally demands that SAMCEDA meet an ever-changing environment with information, ideas and tools our members can utilize to remain one step ahead.

What We Offer

- An influential voice and a seat at the table on issues that affect business, education, non-profits and residents.
- Direct access to top federal, state, regional and local political leaders along with other stakeholders.
- Established relationships with regional partners throughout the Bay Area as a member of the Bay Area Business Coalition.
- Access to valuable information on a timely basis regarding budgetary and fiscal stability at the state, regional and local jurisdictions, and policy initiatives on multiple topics including 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.
- Timely communication through social media and SAMCEDA 2016 (e-newsletter).

PLATINUM CHAIRMAN CIRCLE SPONSORS



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