

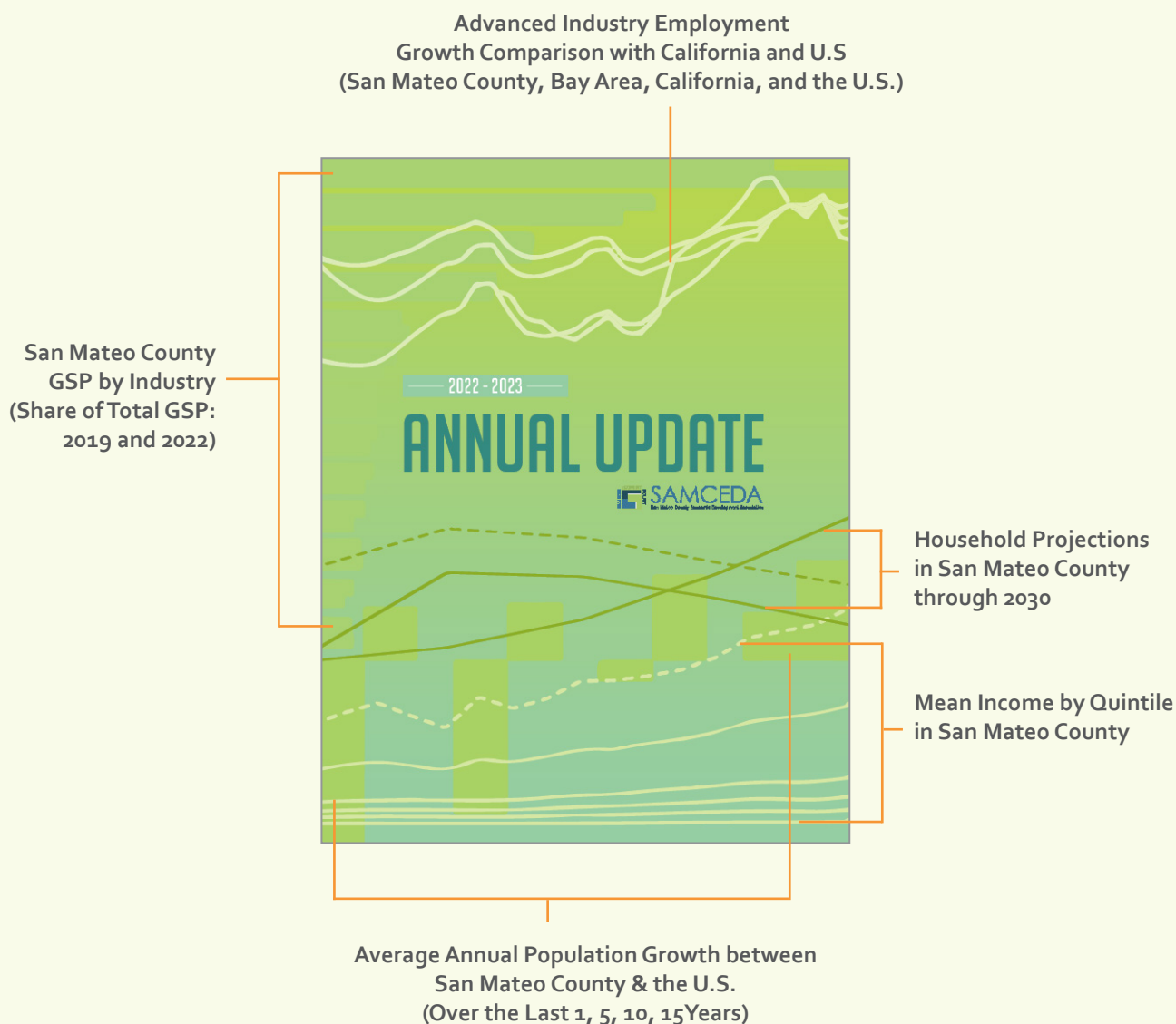


— 2023 - 2024 —

ANNUAL UPDATE



SAMCEDA
San Mateo County Economic Development Association



The vectorized illustrations are images taken from *Marin Economic Consulting's San Mateo County Regional Reports: San Mateo County Real Personal Income, San Mateo County Gross State Product, San Mateo County Advanced Industry Evolution, Poverty and Inequality in San Mateo County, and San Mateo County Population and Housing Report*

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ABOUT SAMCEDA

SAMCEDA BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

ARIANE HOGAN - *Chair*
Genentech

STEVE MINCEY - *Vice Chair*
DES

ROBERT WEBSTER - *Vice Chair*
Bohannon Development Company

PAUL CASIAS - *Vice Chair of Finance*
My-Business-Advisor LLP

ELAINE BREEZE - *Secretary*
SummerHill Apartment Communities

SHERRI R. SAGER - *Past Chair of the Board*
Stanford Medicine Children's Health (Retired)

ROSANNE FOUST - *President and CEO*
SAMCEDA

BOARD MEMBERS

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Sares Regis Group of Northern California

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SHELLEY DORAN
Webcor

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Sequoia Hospital, A Dignity Health Member

GREG HURD
BKF Engineers

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Wells Fargo

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CARL MENNIE
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NIRAJ SINGH
Kaiser Permanente

CHRIS WEBER
Oracle

LUCY WICKS
STANFORD UNIVERSITY

June 2024

To Our Members, Partners and Stakeholders,

Thank you. Your commitment to our work that is reflected in the following pages of this *Annual Update* is a testament to the value you place in SAMCEDA in getting things done. We work tirelessly on your behalf on the most pressing issues that have come before us yesterday, today and tomorrow.

SAMCEDA continues to align around our core values of educating, listening, collaborating, connecting and finding a path forward, swiveling to meet every challenge and seeing every opportunity to build a stronger and more resilient community. The economic upheaval of bouncing beyond a global pandemic has all of us looking at what we do through a new lens.

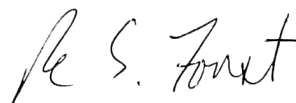
Business as usual is *not* an option. Designing, developing and launching innovative programming including our new signature event "*Redefining the Narrative—Expanding the Conversation*" is one example along with our yearly "*THRED Talks*" - *Weaving San Mateo County Together* both of which highlight SAMCEDA's ability to reflect, refine and stay relevant in changing times. We ask ourselves, what is it that our members (current and future) need and want to be successful?

Communication and staying connected remains a cornerstone of our work. Our e-newsletter, website and social media presence allow us to share information, connect people and organizations and influence policy makers. We believe in and celebrate the power of information.

As has been outlined in previous *Annual Updates*, SAMCEDA can be likened to a Redwood tree, with a strong and resilient trunk at its core and the founding principle of economic stability for all. The branches added over the years represent our core advocacy efforts in innovation and technology, housing, transportation, workforce, education, emergency preparedness, climate resiliency, and childcare along with a deep commitment to expanding the table of opportunity.

As we continue our journey to embrace innovation, celebrate business, build stronger communities, and provide equitable opportunities for all, I encourage you all to work hard at whatever you are doing, be grateful, treat folks with kindness and give yourself grace.

With Gratitude,



Rosanne Foust
President & CEO, SAMCEDA





For seven decades, 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 one 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, healthcare, education and a skilled workforce and providing clear concise economic data that tells a story of where we are and where we are going.



MEMBERSHIP BENEFITS AND WHAT WE OFFER

- An influential voice and a seat at the table on issues that affect San Mateo County, our 20 cities & towns, our businesses large & small, our chambers, our educational institutions, our non-profits, our labor and building & construction trades, and our residents
- Direct communication with top federal, state, regional, and local elected & appointed leaders
- Established relationships with influential organizations including: CA Forward and the CA Stewardship Network (CSN), ReadyNation - Council for a Strong America, Children Now, Bay Area Council Economic Institute (BACEI), American Leadership Forum (ALF), Silicon Valley Economic Development Alliance (SVEDA), Bay Area Council (BAC), Joint Venture Silicon Valley (JVSV), Silicon Valley Leadership Group (SVLG), The San Francisco Peninsula, 13 Chambers of Commerce, the Peninsula Chinese Business Association (PCBA), and other key entities
- Key partnerships and collaborations with the County of San Mateo, San Mateo County Health, San Mateo County Office of Education, Renaissance Entrepreneurship Center, and NOVAworks
- Strong collaborations with our non-profit community including: Thrive - The Alliance of Nonprofits for San Mateo County, HEART of San Mateo County, HIP Housing, Housing Leadership Council (HLC), Samaritan House, and many more
- Engagement with the *Peninsula Mobility Group (PMG)*, a SAMCEDA-led initiative featuring major employers in San Mateo and Santa Clara counties focused *exclusively* on state, regional and local transportation advocacy efforts
- Access to valuable information on a timely basis regarding budgetary and fiscal stability with 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





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Our Website



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Click to View
Upcoming Events!

SAMCEDA - 1900 O'Farrell Street, Suite 380 | San Mateo, CA 94403
www.samceda.org | info@samceda.org | (650) 413-5600

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MEMBERSHIP



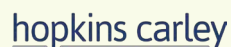
SAMCEDA HIGHLIGHTS



During SAMCEDA's *Annual Meeting* featuring "THRED Talks" - *Weaving San Mateo County Together* event in June 2023, we honored our outgoing Chair of the Board, Stanford Medicine Children's Health's Sherri Sager and welcomed our incoming Chair, Genentech's Ariane Hogan.

SAMCEDA appreciates Chair Sager for serving as Chair of our Board for 8 years.

[From left to right: Stanford Medicine Children's Health's Sherri Sager and Genentech's Ariane Hogan]



Also, SAMCEDA welcomed four new Members to our Board in 2023:

- Carl Mennie - *Vice President and South Region Manager, Recology*
- Jennifer Johnson - *Managing Shareholder, Hopkins & Carley*
- Juan Salazar - *Director of Local Policy & Community Engagement, Meta*
- Dr. Rita Ohaya - *Director, Social Responsibility, San Francisco International Airport*

We are honored and excited to have our new Board Members join SAMCEDA!

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SAMCEDA TURNS 70!

SAMCEDA celebrated our 70-year milestone by incorporating it into our annual *"THRED Talks"* at the San Mateo County Event Center in San Mateo.

In addition, State Senator Josh Becker and Assemblymember Diane Papan provided inspiring words and a very special resolution honoring SAMCEDA for all its work.

At the conclusion of the *"THRED Talks"* program, SAMCEDA celebrated its 70th anniversary with locally catered food & treats, fun activities (that included a dragon & butterfly exhibit), a walk down memory lane of SAMCEDA photos (as featured in the 2022 - 2023 *Annual Update*), and much more!



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70TH SAMCEDA ANNUAL MEETING

FEATURING "THRED TALKS" WEAVING OUR REGION TOGETHER

During our 70th anniversary celebration, we were fortunate to have dynamic presentations from "*THRED Talks*" speakers highlighting the importance of business, mental health, and our coastal communities.

Our speakers included: Dr. Steven Adelsheim (Director at Stanford Center for Youth Mental Health and Wellbeing), Christine Zhao (San Mateo Youth Advisory Group Member at allcove™), Tim Russell (Program Director at Renaissance Entrepreneurship Center), Judith Guerrero (Executive Director at Coastside Hope), Doug Fleming (Director of Funding Strategies at BKF Engineers), and Marley Mueller (Manager of Funding Strategies at BKF Engineers).

Launched in 2016, "*THRED Talks*" highlights the depth and breadth our communities face in identifying opportunities. "*THRED*" stands for many things including: Transportation, Transformation, Housing, Healthcare, Resiliency, Renewal, Recovery, Regionalism, Economy, Equity, Environment, Determination, Development and *more*.



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In the fall of 2023, elected officials, business, community, and education leaders came together to attend SAMCEDA's newest signature event, *Redefining the Narrative*, at The Grove – Google Experience Center in Redwood City.

We were honored to have captivating thought-leaders bestow their knowledge to our audience on critical topics.

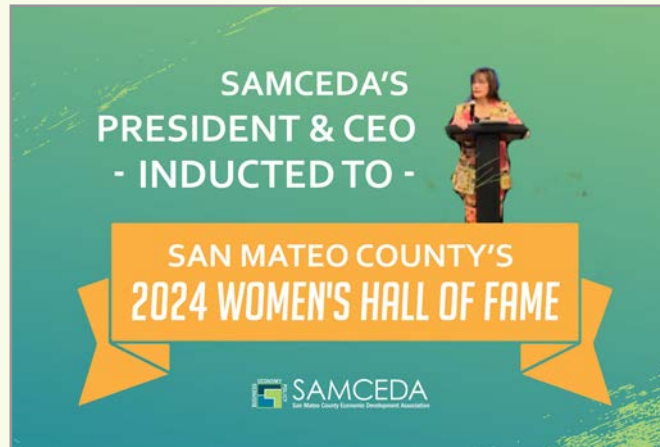


YouTube's Global Head of Mental Health, Jessica DiVento Dzuban, Psy.D, and Public Policy Manager, Caitlin Niedermeyer, presented the work they are doing with our youth's online safety & mental health efforts.



Carla Boragno, former Senior Vice President, Head of Global Engineering and Facilities, Pharma Technical Operations at Roche/Genentech, shared her knowledge of ensuring safety & promoting essential disease research in the life science industries.

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The County of San Mateo's *Commission on the Status of Women* celebrated their 35th *San Mateo County Women's Hall of Fame* event on *International Women's Day* on Friday, March 8, 2024 at Skyline College's Farallon Room in San Bruno.

SAMCEDA's President & CEO, Rosanne Foust, was named one of the inductees alongside the County of San Mateo's BHRS Office of Diversity and Equity's Dr. Maria Lorente-Foresti, Build Up San Mateo County's Christine Padilla, CoastPride's Jenny Walter, Half Moon Bay High School's Catalina Gonzalez Johnston, and El Camino High School's Maya Thompson.

All the recipients were nominated by at least two individuals and selected anonymously from judges outside of San Mateo County (as listed in the event's program).

During the ceremony, honorees were introduced by a member of San Mateo County's Board of Supervisors.

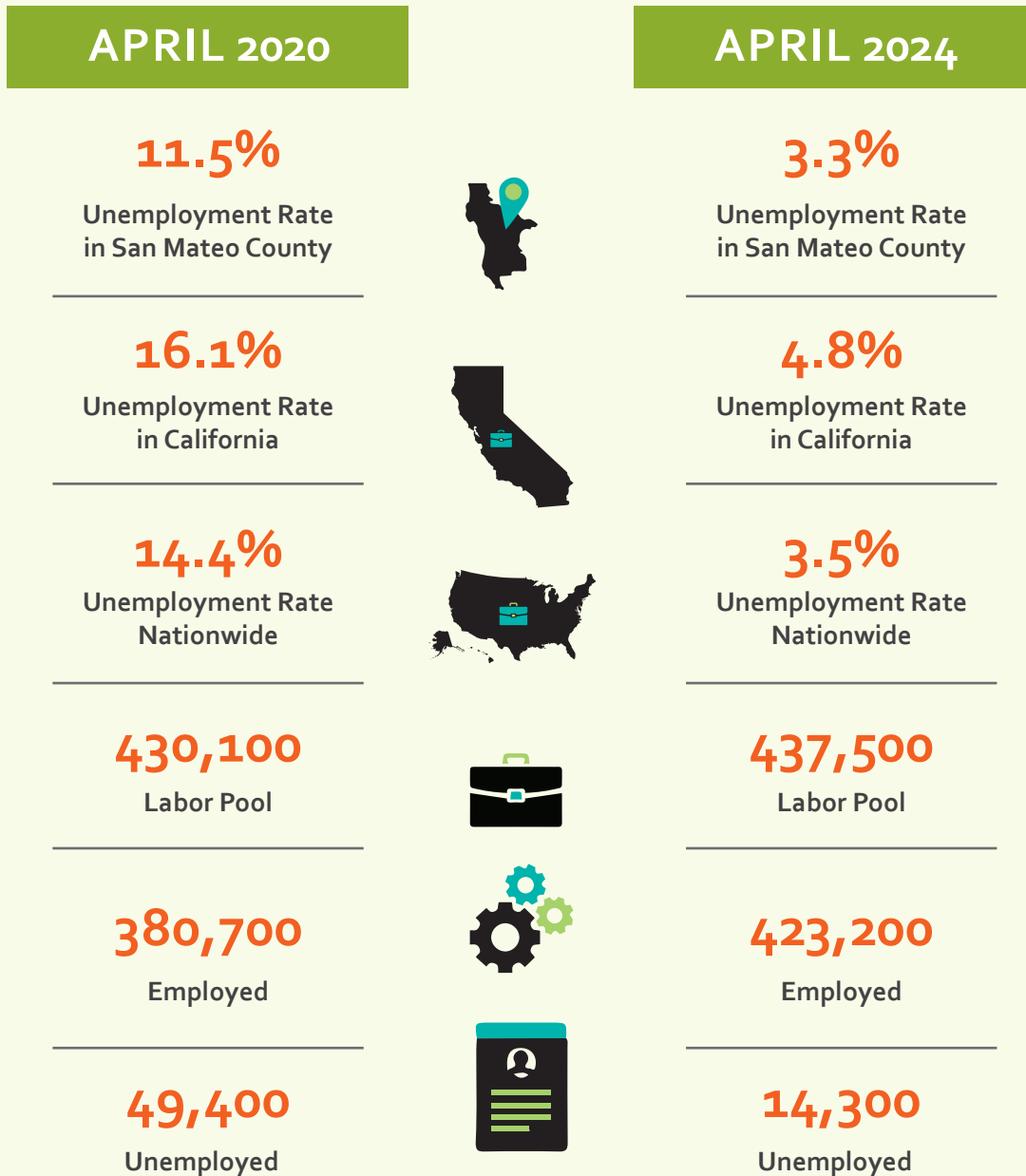
The *Women's Hall of Fame* recipients presented inspiring speeches about their paths, what this honor meant to them, their hopes for the future, and much more.



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ECONOMY: A FOUR YEAR PERSPECTIVE



ECONOMIC FACTORS TO CONSIDER



Remote / Essential, Economic Disparities,
Education / Childcare, Housing, Public Transit,
Industries / Jobs / Training, Technology Gaps

SAN MATEO REGIONAL REPORT (Updated on a Rolling-Basis)



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BUSINESS: SAMCEDA MEMBERS MEETING THE MOMENT



Elevate Airport Experience with BKF Engineers



Rock the Block Outdoor Concert Series at Hillsdale Shopping Center



Hopkins Carley's The Dirty Dozen - 12 Common HR Mistakes That Lead to Litigation and How to Avoid Them Webinar



Oracle Health Inside Access Webcast Series



PG&E's Guidance on How to Prepare for an Earthquake



Google's AI for Everyone Global Virtual Summit



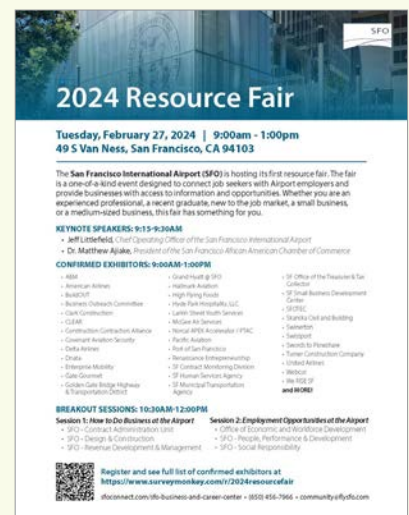
NOVAworks' Layoff Assistance Information Session Webinar



Recology's Sustainability Report



Peninsula Clean Energy's Residential Rebates Initiative



San Francisco International Airport's 2024 Resource Fair Event



United Airlines' Maui Relief Efforts



Amazon's Prime Big Deal Days



Stanford Medicine Children's Health's 17th Annual Autism Update



Bristol Myers Squibb's Autoimmunity Cell Therapy Network (ACTion) Initiative



Amgen's Uplift Innovation Program



Gilead's Zero Hour Podcast on a Global Conversation on Health & HIV



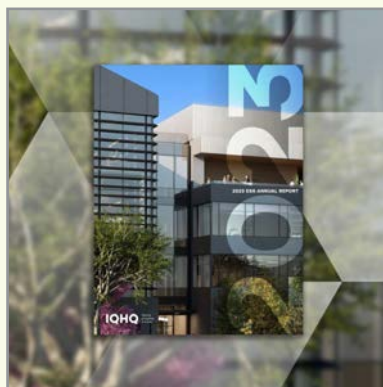
Greystar's Resident Hosting Program (in Partnership with Airbnb)



Franklin Templeton's A Conversation with Women Changemakers in the FinTech Industry Webinar



Kaiser Permanente's Spring 2024 Funding Opportunity



IQHQ's ESG Annual Report



Hines' Unveiling the Business Case for Sustainable Buildings Feature



Port of Redwood City's Port Fest Community Event



Hanson Bridgett's Mid-Year Labor & Employment Update Event



Kimley-Horn's
A Developer's Guide to
Electric Vehicle Charging



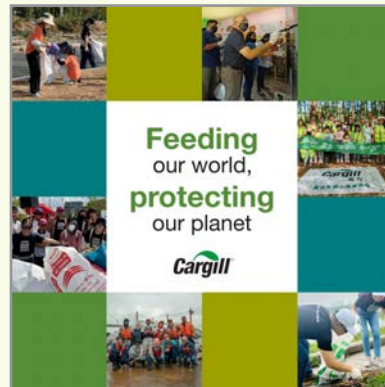
Employment Opportunities
at Graniterock



Monterra's Youth Month Initiative



DES Celebrates 50 Years in Business



Cargill's Employee Volunteer Efforts



Stanford Health Care's
BE FAST Stroke Awareness Campaign



Employment Opportunities at
The Sobrato Organization



California Life Science's
Inclusive Leadership Symposium



Verizon's Celebrating National
Disability Employment Awareness
Month: Accelerating Inclusion
Virtual Panel



Presidio Bay Ventures's
2024 Real Estate
Development Scholarship Program



Comcast and BUILD.org's
Entrepreneurship Simulation
Game for Teens



BioMed Realty Recognizing
National STEM Day



First 5 San Mateo County's
Trauma- and Resiliency-Informed
Systems Initiative



San Mateo County Event Center's
90th Anniversary of the
San Mateo County Fair



Colliers' Industrial Market
Outlook Report



ENGIE Recognizing International
Day of Persons with Disabilities



Sutter Health Connecting with Vital
Health Information through Vitality



Sims Metal Recognizing Earth Day



Swinerton's Feature on
Advancing Construction's
Technological Evolution



Wells Fargo's Support
for Employees to Live a Well Life



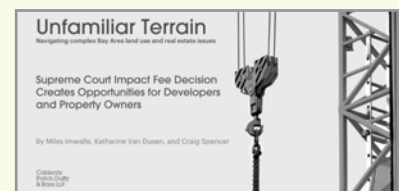
Republic Service's
Recycling Campaign



Biocom California & Deloitte's
2024 Life Science Economic Impact Report



Thrive Alliance and Chan Zuckerberg Initiative's
HR Learning Series: Community Partnerships for
Candidate Pipeline Development



Coblenz Patch Duffy & Bass'
Unfamiliar Terrain Features



POLICY

TRACKING TRANSIT AND TRANSPORTATION RELATED ISSUES



POLICY SUPPORT AND ADVOCACY (PARTIAL LIST):

- Provided letter to the California Workforce Development Board in support of NOVAworks' application for the *Breaking Barriers to Employment Initiative 2.0* grant
- Letter of support to the County of San Mateo's Board of Supervisors for the *Hopeful Horizons: Empowering Lives* initiative that would provide shelter at an available shelter location to those experiencing homelessness and prohibits unregulated encampments on public property in San Mateo County
- Letter to the California Public Utilities Commission regarding Waymo's request to expand its services to include the San Mateo County region and neighboring communities
- Signed on to Platinum Advisors' joint letter to Hon. Assemblymember Juan Carillo supporting AB 2221, *Streamlining Electric Utility Processing of Broadband Permits*



- Advocacy in Biotechnology, Childcare/Youth, Economy, Education, Equity, Health Care, Housing, Land Use, Technology, Transportation, and more

GUEST PERSPECTIVE FEATURES



Businesses are Paying Their Fair Share to Support Our Community
(The San Mateo Daily Journal)

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Clearing the Road for Safer, Smarter Transportation in San Mateo County
(The San Mateo Daily Journal)

[CLICK TO READ](#)

SAMCEDA MEMBERS EMBRACING COMMUNITY VISIONS



*SummerHill Housing Group's
300 Piedmont Ave Project*



*Commute.org's Commute Programs for
San Mateo County Employers Webinar*



Caltrain's Fare Promos



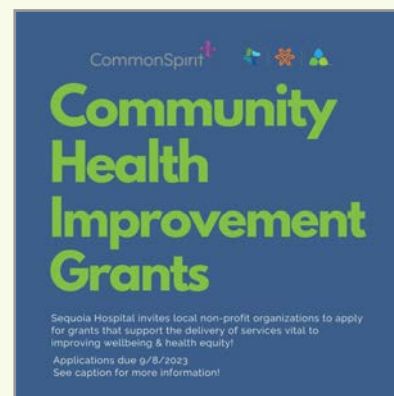
*Habitat for Humanity
Greater San Francisco's
Cars for Home Program*



*SamTrans' CA Clean Air Day
Initiative*



*HEART of San Mateo
County's First Time
Homebuyer Workshop
Virtual Seminar*



*Sequoia Hospital's
Community Health
Improvement Grants*



**STRONGER
TOGETHER**



In the spring of 2024, attendees were eager to participate in *Driving Innovative Solutions for Childcare: A San Mateo County Leaders' Forum*.

The event put a spotlight on the importance of childcare and how crucial it is for San Mateo County's growth and prosperity.

SAMCEDA, the Silicon Valley Community Foundation (SVCF), and venue host, Genentech, gathered elected officials, community leaders, and business professionals to learn more about the topic, explore opportunities for action, and hear from childcare advocates.



"This event was a great way to highlight the childcare needs while inspiring solutions through collaboration and action,"
Rosanne Foust said.

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55TH ANNUAL PROGRESS SEMINAR



In April of 2024, nearly 300 people from all over the Bay Area came together to attend Chamber San Mateo County's 55th Annual Progress Seminar.

The *Progress Seminar* is attended by elected officials, community leaders, and business professionals "...to convene the region's thought leaders and decision-makers to tackle

some of our community's lasting problems and explore possibilities to harness eminent opportunities to continue to make San Mateo County a great place to work, live and visit."

SAMCEDA's President & CEO, Rosanne Foust served as co-chair for the event, alongside fellow co-chairs: County of San Mateo's County Executive Officer, Mike Callagy, San Mateo County Central Labor Council's Executive Secretary-Treasurer's Julie Lind, San Francisco State University's Vice President of Student Affairs and Enrollment Management's Dr. Jamillah Moore.

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SOUTH BAY / PENINSULA HIGH ROAD ROUNDTABLE



The *South Bay and Peninsula High Road Roundtable's* purpose to is convene the South Bay and Peninsula labor, community, business, and local government organizations committed to economic and racial justice, for an 18-month collaboration to re-envision regional economic development planning to develop a pilot program of high-road jobs.

SAMCEDA serves as a co-convener alongside: San Mateo County Central Labor Council, Somos Mayfair, South Bay Labor Council, and Working Partnerships USA.

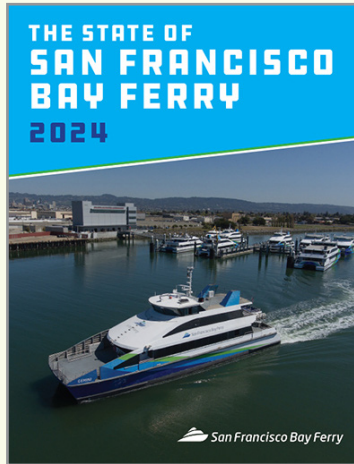
[CLICK TO LEARN MORE](#)

**KEY PARTNER
ACTIVITIES**





Renaissance Entrepreneurship Center
& San Mateo Small Business
Development Center's
Black Business Summit



San Francisco Bay Ferry's
*The State of
San Francisco Bay Ferry*



Peninsula Restaurant Week



Renaissance Entrepreneurship Center's
Passion to Profit Conference



The Acceleration Project's
*Maximizing Your Business
Value for Small Businesses*

COMMUNITY PARTNERS (PARTIAL LIST)





Brisbane Chamber of Commerce's Scholarships



SFO/Burlingame Chamber of Commerce's *Burlingame on the Avenue* Event



Chamber San Mateo County's *Leadership Program*



South San Francisco Chamber of Commerce's *Holiday Mixer*



Pacifica Chamber of Commerce's Promotional Opportunities for Businesses



San Mateo Area Chamber of Commerce's *Building Business Through Networking* Event



Coastside Chamber of Commerce's *Network@Night* Events



Daly City Colma Chamber of Commerce's Scholarship Opportunity



Foster City Chamber's Open House Event

CHAMBER PARTNERS



THANK YOU TO OUR
HEALTHCARE COMMUNITY
FOR ALL THAT YOU DO!



San Mateo County Community College District
Recognizing *National Teacher's Appreciation Day!*



Notre Dame De Namur University's
STEM Day Event



Stanford Graduate School of
Business' *2024 State of Latino
Entrepreneurship Summit*

EDUCATION PARTNERS (PARTIAL LIST)





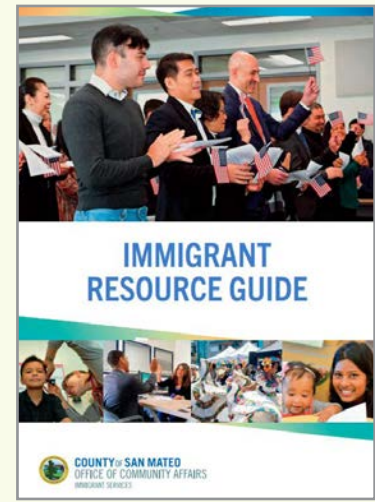
SAN MATEO COUNTY EFFORTS



Supplier Diversity Study



May Mental Health Month Planning Committee



Immigrant Resource Guide



Public Service Career Fair



RISE Women's Leadership Conference



Certified Welcoming

SAMCEDA'S PARTICIPATION WITH THE COUNTY'S INITIATIVES:



- *Certified Welcoming*
- *Shared Prosperity Coordinating Council*
(formerly Recovery Coordination Council)
- *Business Roundtable with San Mateo County's Board of Supervisors' Members Hon. President Warren Slocum and Hon. Supervisor Ray Mueller*



SAMCEDA

San Mateo County Economic Development Association



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