

collaboration
sustainability connections vision
business education
engagement talent technology diversity home for all
attainable housing peninsula mobility group
prosperity grand boulevard initiative real estate
social media innovation resiliency
environment community equity support art industry leaders
workforce healthcare rideshare
commitment smart growth opportunities entrepreneurship creativity
peninsula clean energy tourism trains NOVA heart
carpool transformation land use dynamic
HOV HOT energy bus ferry bicycles
airplanes advocacy the big lift infrastructure legislation
development housing economy transportation regionalism



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San Mateo County Economic Development Association

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A Message from Our Chair

The San Mateo County Economic Development Association (SAMCEDA) continues our essential role as a leading voice for the business community. The breadth of our accomplishments and advocacy over the past year is remarkable and encompass activities ranging 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, and the state of the economy.



In fiscal year 16-17, 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 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 businesses and provide jobs in our local communities.

SAMCEDA is proud to have 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 on the Peninsula Corridor. Together with our partners, we support projects, solutions, and public policy efforts focused on infrastructure projects that improve mobility for commuters on the Peninsula, reduce traffic congestion, and improve the quality of life for employees and residents in San Mateo County.

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 to deepen those relationships.

At our 2016 Annual Meeting, SAMCEDA was proud to launch "THRED" Talks – *Weaving San Mateo County Together*. These talks focused on the Big 5 Challenges we face: Transportation, Housing, Regionalism, Economy and Development. In 2017, SAMCEDA has continued its work on "THRED" Talks, expanding its scope to highlight not only the Big 5 but other critically important areas such as education, healthcare, our built and natural environments, energy, workforce development, diversity, and equity. SAMCEDA is excited to present you with knowledgeable speakers for each topic. 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 our team including Rosanne Foust, Amanda Hawkins, Christina Fernandez and our PMG consultant Don Cecil 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 dark ink, reading "Sherri R. Sager".

Sherri R. Sager

Chief Government & Community Relations Officer
Lucile Packard Children's Hospital/Stanford Children's Health
Chair of the Board, SAMCEDA



INNOVATORS 2017

SAMCEDA Awards of Excellence

"If we did all the things we are capable of, we would literally astound ourselves." – Thomas Edison

2017 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.

2017 Award Recipients



David D. Bohannon Memorial Award Recipient



Frank Bartaldo
Senior Executive Vice President
& Chief Banking Officer
United American Bank

WHERE ARE THEY NOW? INNOVATORS 2011-2016

34 Innovator Awards

5 IPOs

3 Mergers

6 Acquired

7 Relocated (Santa Clara and San Francisco counties)

27 still call San Mateo County home

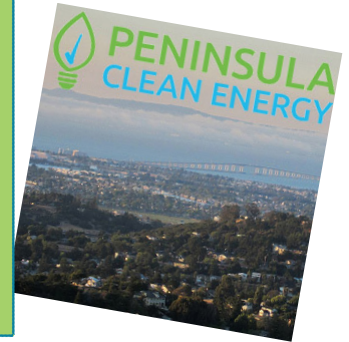
17,600 People employed

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active and ongoing partnerships

Peninsula Clean Energy

Peninsula Clean Energy is a community choice energy (CCE) program, also referred to as community choice aggregation. CCE programs allow local governments to pool the electricity demands of their communities, purchase power with higher renewable content, and reinvest in local infrastructure. Through its Public Policy Committee, SAMCEDA hosted PCE during its start-up and implementation phases, working to ensure that the business community – both large and small employers – were aware of this program and the opportunities and impacts it would have on their operations.



 **Association of Bay Area Governments**
Serving the counties, cities and towns of the Bay Area since 1961



 **BAY AREA AIR QUALITY
MANAGEMENT DISTRICT**

Bay Area Business Coalition

SAMCEDA is an actively 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), Bay Area Quality Management District (BAAQMD), Bay Conservation and Development Commission (BCBD), and Metropolitan Transportation Commission (MTC).

Progress Seminar

The 48th Annual Progress Seminar (signature event of the Redwood City – San Mateo County Chamber of Commerce) tackled tough topics in 2017: Housing Zoning and Community Sentiments, Mobility & Congestion, The Power of Big Data, and Cannabis - Our Newest Cash Crop. As a Co-Chair, SAMCEDA joined with Assembly Member Kevin Mullin and San Mateo County Supervisor Carole Groom to lead this annual conference.



NOVA -Workforce Investment Board for Northern San Clara County and San Mateo County

As a member of the NOVA Board of Directors, SAMCEDA is an avid supporter of NOVA initiatives that work with employers on developing and identifying workforce needs and opportunities for training and skill development.

Skyline Success Summit

SAMCEDA was proud to partner with Skyline College for its annual Success Summit, highlighting the importance of the business community in northern San Mateo County. Topics included affordable Higher Education and "Getting to Yes" for transportation and housing.



Economic Outlook 2017

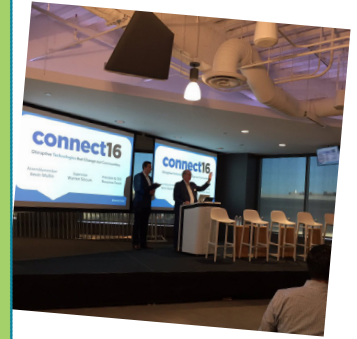
In December, SAMCEDA co-sponsored the annual Economic Outlook with the Redwood City – San Mateo County Chamber of Commerce, featuring Mark Vitner, Managing Director and Senior Economist at Wells Fargo and Dr. Clayton Nall, Ph.D., Assistant Professor of Political Science at Stanford University.

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Connect16

SAMCEDA, partnering with Assembly Member Kevin Mullin (D-San Mateo) and San Mateo County Supervisor Warren Slocum, held the 4th annual Connect16 conference at the Box headquarters in Redwood City. The 2016 conference was focused on disruption to our daily lives. This included disruptive events, politics, transportation, education and foods. The 2016 Honoree was Superintendent Anne Campbell of the San Mateo County Office of Education.

In 2016, Connect16 launched an app that was developed by SAMCEDA. This app received an overwhelming amount of use by all attendees, speakers and sponsors before, during and after the event allowing a new level of connection and dialogue.



Bay Area Council Economic Institute (BACEI)

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.



Peninsula Structures

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, San Mateo County.



Mentoring Monday – *San Francisco Business Times*

SAMCEDA was proud to participate in this national event held in over 43 U.S. cities. The event offered 200 attendees the opportunity to choose from 40 mentors who are among the most influential women in the community for one-on-one mentoring sessions.



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. In order to assist all the 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.



transportation

Transportation is in the DNA of SAMCEDA. SAMCEDA has advocated and supported the major milestones in the 41 year history of the San Mateo County Transit District (SMCTD) including its enabling legislation in July of 1976; the birth of the Redi-Wheels program in 1977 (more than a decade before the passage of the Americans With Disabilities Act), the passage of the original Measure A in 1988 – half cent sales tax for transportation projects and its re-authorization in 2004; the purchase of the Caltrain Right-of-Way in 1991; the introduction of the Baby Bullet in 2004; and the creation of the Caltrain Commuter Coalition (C3) in 2014. SAMCEDA's long standing commitment to SMCTD and its leadership role with C3 has led to the founding of a public-private stakeholder initiative: the Peninsula Mobility Group (PMG).

Peninsula Mobility Group (PMG)

San Mateo County has the lowest unemployment rate of any county in California at 2.7%. Over 70 percent of San Mateo County residents drive to work alone. In the past five years, the county has added over 54,000 new jobs while only constructing 2,100 new housing units. Despite a robust local economy, there are several mobility impacts that result in a jobs-housing gap, increasing the traffic congestion along the 101 Corridor and Caltrain over-crowding. Projections for future job growth show the jobs-housing gap continuing to worsen over time.

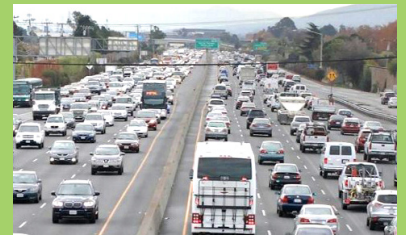
SAMCEDA has convened the Peninsula Mobility Group (PMG), a coalition of private employers, public agency employers, Bay Area business associations and community leaders focused on improving mobility on the Peninsula Corridor. These organizations are committed to being an active partner in supporting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

The Peninsula Mobility Group is focused on projects that will increase mobility and reduce congestion including projects that focus on North/South and East/West mobility; Caltrans projects in the Project Approval/Environmental Document phase; projects sponsored by the Metropolitan Transportation Commission (MTC), City and County Association of Governments (C/CAG), Caltrain, SamTrans, San Mateo County Transportation Authority (SMCTA); legislative and funding efforts in support of mobility solutions; public and private partnerships on last mile solutions; and planning for potential ballot measures seeking funding for mobility improvements.

The Peninsula Mobility Group's initial focus areas include:

- Caltrain modernization-including advocating for the Full Funding Grant Agreement (FFGA) through the Federal Transit Administration (\$647 million), schedule optimization, and short-term capacity improvements.
- Managed lanes from Whipple to 380 (HOV/HOT).
- Dumbarton Transportation Corridor Study.
- US 101/Highway 92 Interchange.
- US 101 Express Bus Feasibility Study.
- Managed lanes from 380 to King Street (HOV/HOT).
- Caltrans/PATH 101 optimization analysis for short term improvements to 101.
- San Mateo Countywide Transportation Plan.
- SPUR Caltrain Vision Plan.
- Advocate for Regional Measure 3 (RM3) funded projects in San Mateo County.
- Polling, education and outreach.

The Peninsula Mobility Group provides a collective voice in the ongoing public dialogue about mobility improvements and solutions. Major employers and their employees are also residents, neighbors, parents, taxpayers, and constituents of San Mateo County cities –it is a quality of life issue that affects everyone. The Peninsula Mobility Group educates the public and supports common sense public policy solutions.



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Caltrain Electrification

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. SAMCEDA has been a leader in advocating for the \$647 million Full Funding Grant Agreement (FFGA) with the Federal Transportation Administration. SAMCEDA will also work with a myriad of stakeholders on Regional Measure 3 and what it means for San Mateo County as well as any potential funding measure that may arise in the coming years for specific San Mateo County transportation needs.

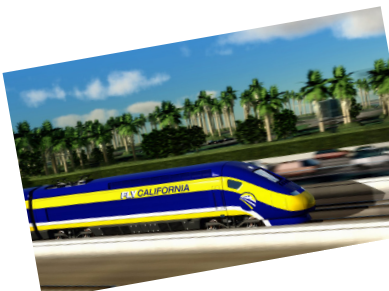


San Mateo County 101 Managed Lanes Project

SAMCEDA is actively engaged and committed to working with Caltrans, City/County Association of Governments (C/CAG,) Metropolitan Transportation Commission (MTC,) San Mateo County Transportation Authority (SMCTA,) private employers and our diverse communities to fund needed improvements and advocate for state and federal dollars for these specific transportation projects. The primary goals of the SMC 101 Managed Lanes Project are to reduce congestion in the corridor; encourage carpooling and transit use; provide managed lanes for travel-time reliability; minimize operational degradation of general purpose lanes; increase person throughput and apply technology and/or design features to help manage traffic.

Ferry Service

Ferry Service in San Mateo County brings great potential to ease congestion. SAMCEDA has been 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 to help manage traffic.



High Speed Rail

SAMCEDA remains engaged in California High Speed Rail (CHSR) efforts and outreach especially as it relates to the critical funding that has been committed by CHSR to the Caltrain Modernization project.

Caltrain Vision Plan

SAMCEDA worked 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 continuing to maintain our high quality of life. This project was led by SPUR, with partners Stanford University and the Silicon Valley Leadership Group,



housing

Measure K

SAMCEDA supported San Mateo County Measure K which was an extension of the half cent sales tax increase passed by the voters in 2012 (Measure A). The primary reason for SAMCEDA's support was the focus on using a significant portion of the funds raised on housing that is attainable for all income levels as well as continued funding for transportation projects and specific needs, such as paratransit services.



Home for All

Fifteen city and town councils, plus the Board of Supervisors, the City/County Association of Governments and the Redwood City-San Mateo County Chamber of Commerce have adopted a resolution supporting the Home for All Initiative and are engaged in closing the jobs/housing gap. The Task Force, which SAMCEDA has been a part of since its inception brought together a group of community leaders and problem solvers in an ongoing and multi-year process to find solutions for the County's jobs-housing gap. Rather than producing a report, the Task Force designed & developed tools to move us forward. These tools include an Action Plan, Housing Toolkit, an educational website, talking points, presentation slides and a Home for All brochure. Ongoing communication and public outreach tools are being developed.

Grand Boulevard Initiative

SAMCEDA continues to support housing projects that incorporate a strong transit connection along the El Camino Corridor, that incorporate the guiding principles of the Grand Boulevard Initiative (GBI) and seek solutions that encourage transportation options not tied to single occupancy vehicles.



Measures Q&R

Rent control legislation serves to restrict housing supply and in the long term is both counterproductive and detrimental public policy. Therefore the Board of Directors of SAMCEDA unanimously opposed Measure Q in San Mateo and Measure R in Burlingame. Both measures failed on the November 2016 ballot. SAMCEDA is proud that Silicon Valley has been a forward-looking region, welcoming of people from around the U.S. and the world. It is that diversity which contributes to the strength and vibrancy of our region. But it is at risk. SAMCEDA's members see housing costs and the inadequate growth in housing supply as the biggest threat to the regional economy. The lack of housing options at all levels of affordability has become a major threat to the economy of the Bay Area. The region's employers are finding it increasingly difficult to attract and keep top talent in the Bay Area which is directly related to our high housing costs. It is imperative that we work aggressively to protect and grow economic prosperity in Silicon Valley. It must be the priority of every city and town in the region, to create housing opportunities that are attainable for all community members, current and future.

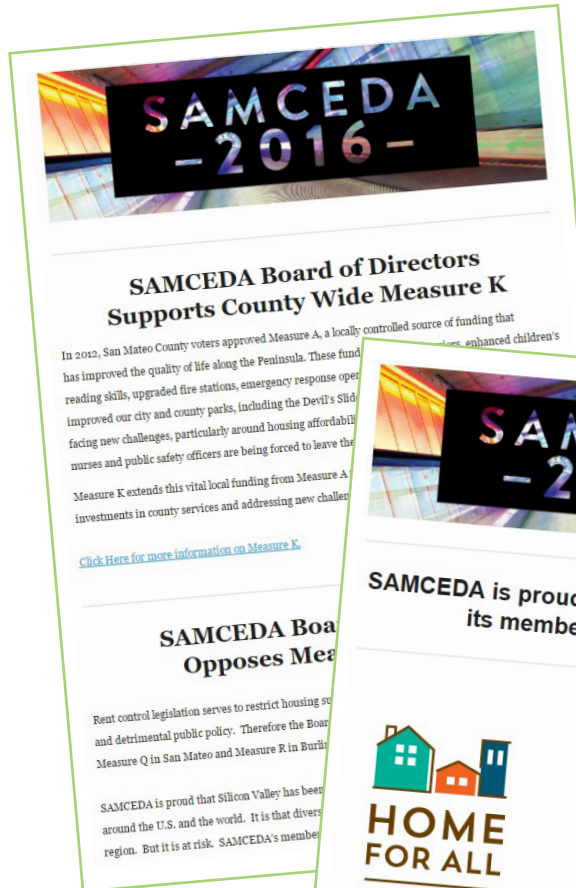


HEART of San Mateo County

Over the past year, SAMCEDA has been proud to work closely with HEART of San Mateo County. HEART began in 2003 as a public/private partnership among the cities, the county, and the business, nonprofit, education, and labor communities to create more affordable housing opportunities in San Mateo County. To date, HEART has received over \$14 million in funding gifts and pledges, and invested \$12.4 million to fund over 950 affordable homes.



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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, statewide, 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 prominent stakeholders.
- Established relationships with regional partners throughout the Bay Area including the Bay Area Council, Joint Venture, Silicon Valley Leadership Group, the San Mateo County-Silicon Valley Convention & Visitors Bureau and SPUR.
- Strong partnerships with the Redwood City-San Mateo County Chamber of Commerce, San Mateo Area Chamber of Commerce, and Chambers from all the Peninsula cities that contribute day in and day out to our economic vitality.
- 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 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.
- Timely communication through social media and SAMCEDA's e-newsletter.

platinum chairman circle



Stanford
Children's Health

Lucile Packard
Children's Hospital
Stanford



Sequoia Hospital.
A Dignity Health Member



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