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

San Mateo County Recovery Initiative

Recovery Coordination Council

- Public Information and Outreach Group
- Equity Recovery Group

- Public Health Committee
- Economic Recovery Committee
- Vulnerable Populations Support Committee
- Community Infrastructure Committee
- Education and Childcare Committee
Equity Questions

San Mateo County Recovery Initiative

• **Who** sits at the decision making table? Are the people the program is designed to assist participating in program design?

• What does the **data** say about the need for this work? Consider race, gender, income, languages.

• Would people of color or low-income people experience higher **burdens** from this program? How would they benefit?

• How will we be **accountable** for the outcomes and communicate with the community?

• Are there equity **issues** raised by these questions? How should they be addressed?
How Will People Know About the Program?
- Linguistically and culturally appropriate communication
- Working with trusted local messengers to convey information

Who Benefits?
- Using data/mapping to identify communities most in need
- Prioritizing assistance to those communities

Who Has Access?
- Online and paper applications
- Provide navigators to assist with grant and assistance forms
What Have We Learned?

San Mateo County Recovery Initiative

- Lots of questions about COVID-19 health and safety guidelines
- Lower income residents are most affected by the pandemic
  - Food and shelter insecurity, fear of job loss and job loss, higher COVID rates
- Lack of technology tools, digital expertise and WIFI access are increasing economic and racial disparities
- Almost all small businesses, including child care, are struggling
- Consumers and parents remain concerned about safety
- Shelter in place is challenging for young children, students, and families
- A constructive recovery depends on the entire community working together
Stakeholder Engagement

San Mateo County Recovery Initiative

- Board of Supervisors
- City Managers
- State Delegation
- Local Elected Officials: Council of Cities, C/CAG
- Advocates, Faith Community
- Business Community: SAMCEDA, SVSMCCVB, Chambers
- Office of Education, School Boards, Community Colleges
- 4Cs and First Five
- CBOs: Thrive, Core Agencies, Second Harvest
- County Departments
- Equity Group review

Recovery Coordinating Council Meeting
September 18, 2020
## Committee Focus Areas

### San Mateo County Recovery Initiative

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<tr>
<th>Committee</th>
<th>Focus Area 1</th>
<th>Focus Area 2</th>
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<td>Public Health</td>
<td>Promote community compliance with health directives</td>
<td>Slow the spread, particularly across communities of color and service and essential workers</td>
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<td>Supporting Vulnerable Populations</td>
<td>Meeting basic needs (shelter and food)</td>
<td>Mental health and wellness</td>
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<td>Education and Child Care</td>
<td>0 to 5 Age Child Care</td>
<td>Out-of-School Care</td>
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<td>Economic Recovery</td>
<td>Support for all businesses (emphasis on small and minority-owned businesses)</td>
<td>Preparing employees for post-COVID jobs</td>
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<tr>
<td>Community Infrastructure</td>
<td>Internet and connectivity</td>
<td>Public and active transportation</td>
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Provide basic and essential needs to the County’s most vulnerable populations

Provide support to “mom and pop” property owners

Provide financial and other assistance to ensure vulnerable residents remain housed

Provide geographically targeted rental assistance to meet the needs of the most vulnerable residents

Provide funding to geographically targeted community-based nonprofits to expand culturally and linguistically appropriate outreach and application assistance

Pilot the incentive program for renters and property owners to compromise on back rent to geographically targeted communities, based on best practices

Collaborate with private-sector businesses to support rental and mortgage assistance funds to keep essential workers in the area

Identify opportunities for long-term rental assistance over multiple months

Target financial support to small “mom and pop” residential property owners to geographic areas with the most vulnerable residents

Provide culturally and linguistically appropriate marketing and application support for small property owners for financial and all other assistance programs
Meeting Basic Needs (Shelter and Food)

**Goals, Objectives, Recommendations**

- Provide basic and essential needs to the County’s most vulnerable populations
- Ensure sufficient food and essential supplies are provided to those in need
- Leverage state and federal resources and legislative opportunities

**Implemented Actions**

- Work with Second Harvest and community partners to identify any unmet food needs in geographically targeted low-income communities
- Continue receiving updates from Second Harvest Food Bank on extent of need and their ability to meet that needs
- Continue getting updates from Human Services on applications, approvals and backlog, if any for CalFresh
- Expand capacity of Second Harvest and other local organizations to provide assistance with groceries and meals if increased need arises
- Assess targeted needs for meal and essential item delivery and develop options for expanding meal delivery programs for homebound and vulnerable residents
- Advocate for, monitor and analyze state and federal legislation and policy and how it may affect local property owner and renter assistance and protection
- Advocate for more income-based housing vouchers
- Advocate for, monitor and analyze state and federal legislation and policy and how it may affect provision of food and essential items to vulnerable residents
Internet and Connectivity

Provide Wi-Fi access Countywide

Increase access to equipment and Wi-Fi for students, small businesses, job seekers, and the isolated

Support continued efforts of the San Mateo Internet Access Initiative partnership between ISD and County Office of Education and use the results of the pilot program to expand the most cost-effective solutions to increase access across the County

Provide targeted financial assistance to small businesses for technology equipment, internet service, and technical assistance and training

Seek partnerships with local tech firms to provide financial support for connectivity programs and internet expansion across the County

Goals, Objectives, Recommendations
School and Out-of-School

Goals, Objectives, Recommendations

- Provide safe distance learning and out-of-school care
- Support out-of-school care providers

Develop and disseminate public health guidance to recreation and out-of-school care providers based on school districts, the four pillars, and all guidance coming from the state.

Provide a letter that a child care employee could give to a healthcare provider to obtain the now required referral for a test, particularly if the employee is asymptomatic.

Consider opportunities for out-of-school care programs to utilize school sites and other space to provide distance learning support for under resourced students in need.

Expand training for out-of-school providers on identification on trauma and other reportable issues.

Collaborate through employee assistance programs to promote a peer-counseling support structure to provide emotional support to teachers, staff, and practitioners.

Seek partnerships to provide funding sources for care providers.
School and Out-of-School Goals, Objectives, Recommendations

- Provide safe distance learning and out-of-school care
- Support parents and children in virtual learning
- Leverage state and federal resources and legislative opportunities
- Provide guidance for parents regarding expectations for a school day when students are at home
- Provide laptops, netbooks, and tablets with appropriate security software, as well as Wi-Fi hotspots to support distancing learning for low-income, rural, and immigrant students
- Provide culturally and linguistically appropriate technical assistance for families to use computers and equipment
- Organize a volunteer effort to provide free culturally and linguistically appropriate virtual tutoring, art and music classes, and other enrichment activities for low-income and underserved students
- Share information on available behavioral health and wellness support services to children and families through general communication and culturally and linguistically appropriate communications for targeted communities
- Monitor and analyze state and federal legislation and policy and advocate for opportunities and funding for schools and out-of-school care providers
Emma Gonzalez
Manager, Office of Community Affairs
2020 Census Coordinator
Community Specific Messages

Building on the Census Outreach Campaign
  • Culturally and linguistically appropriate
  • Delivered by trusted community partners
  • Distribution through ethnic media other local channels
  • Expanding partnerships with non-profit agencies

Focus Areas
  • Communities at higher risk of COVID-19
    Lower income communities including farmworker communities
    Neighborhoods with more crowded living situations
Billboards/Bus shelters: In Market & Upcoming

San Mateo County
LET'S WIN THIS TOGETHER

We can defeat COVID-19 and protect our people.

Somos más fuertes que un virus.
COUNTY OF SAN MATEO
WWW.SMCGOV.ORG
Prevent the spread: remember these steps to help keep you and your family safe from COVID-19.

Wear a face covering.

Stay 6 feet apart from others whenever possible.

Testing is available!
Spots are open and now is the time to do your part to stop the spread of COVID-19 by pre-registering to take a no-cost test. Testing is available at no cost to you, though an appointment is required in advance. To make an appointment, residents can visit Project Baseline’s website:

bit.ly/2zk730L

¡Hay pruebas disponibles!
Aparte su lugar. Ahora es el momento de hacer su parte para detener la propagación del COVID-19. Preinscribase para obtener una prueba sin costo alguno. Las pruebas están disponibles sin costo para usted, aunque se requiere una cita por adelantado. Para hacer una cita, visite el sitio web de Project Baseline en:

bit.ly/2zk730L

PRUEBAS DEL COVID-19 SIN COSTO ALGUNO
PARA PROTEGERSE A USTED Y A SUS SERES QUERIDOS

DONDE: NORTH FAIR OAKS
Everest High School
455 Fifth Ave, Redwood City

CUANDO:
2 de julio: 11am – 4pm
3, 9, 10 de julio: 9am – 4pm

¡Regístrese y reserve su lugar hoy mismo!

MANTenga a su comunidad saludable—
Canvassing

5 THINGS
we can all do RIGHT NOW to stay safe and protect our communities:

- Do your part and stay home to stop the spread of COVID-19. Unless necessary to get food, supplies or to work.
- If you do go out, wear a distance of 6 feet from other people; wash your hands frequently, cover your nose and mouth with a cloth or face covering.
- Remember that help is available during this difficult time. Please go to sacgov.org for resources about food, unemployment, rent assistance, free COVID testing, and more. Stay informed about local resources by signing up for our Community e-Newsletter.
- To make sure we have resources we need to recover—fill our 2020 Census form! The 2020 Census helps ensure the next 10 years of funding for hospitals, food banks and emergency services. Participate today at my2020census.gov or call 844-330-2020. Your voice is essential!

5 COSAS
que todos podemos hacer AHORA MISMO para mantenernos seguros y proteger a nuestras comunidades:

- Haga su parte y quedese en casa para detener la propagación del COVID-19, menos que sea necesario para obtener alimentos, provisiones o el trabajo.
- Márzase, manténgase a una distancia de 6 pies de otras personas; lave sus manos con frecuencia, y cubra su nariz y boca con un cubrebocas si lo necesita.
- Restringa las visitas. Mantenga a sus amigos y familiares en casa seguro. Conserve la distancia con personas fuera de su hogar inmediato. Siga el curso de la propagación de COVID-19.
Why I Wear a Mask

"Yo me pongo la mascarapor el bienestar de mi comunidad."
Tenemos que pensar en la salud de los demás para poder salir adelante.

"I wear a mask because I LOVE YOU."
Wearing a mask is a way of showing your family and community that you care about their well-being.
#MaskUpSMC

If each of us wears a mask, everyone is protected.

Show us your mask on Instagram and Twitter

@SanMateoCo
@SMC_CommAffairs
Community Resources e-Newsletter in English and Spanish

This community resource e-newsletter is designed to keep you up to date on COVID-19 information and community resources.

Topics
Get Tested for COVID-19 at a Public Testing Site
Face Coverings Now Required Statewide
State Pandemic Policies & How They Affect You
Local Pandemic Resources & Information
Community Crew in Action
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*Locations are based on high COVID-19 positivity cases and hard-to-reach census tracts. Locations may change based on current weather conditions or new data becomes available.*

@Smc_CommAffairs
# Mask Distribution Calendar

*Locations are based on high COVID-19 positivity rates and hard to reach census tracts. Locations may change based upon current weather conditions or new data becomes available.*

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*This is a draft image.*
Micro-Targeted Digital Media

English and Spanish Local Influencer Videos: Facebook Impressions: 155,153
Thank you!

Peggy Jensen
Deputy County Manager
San Mateo County
pjensen@smcgov.org
(650) 363-4598