



OUR RECOVERY DEPENDS ON
ALL OF US

SAN MATEO COUNTY

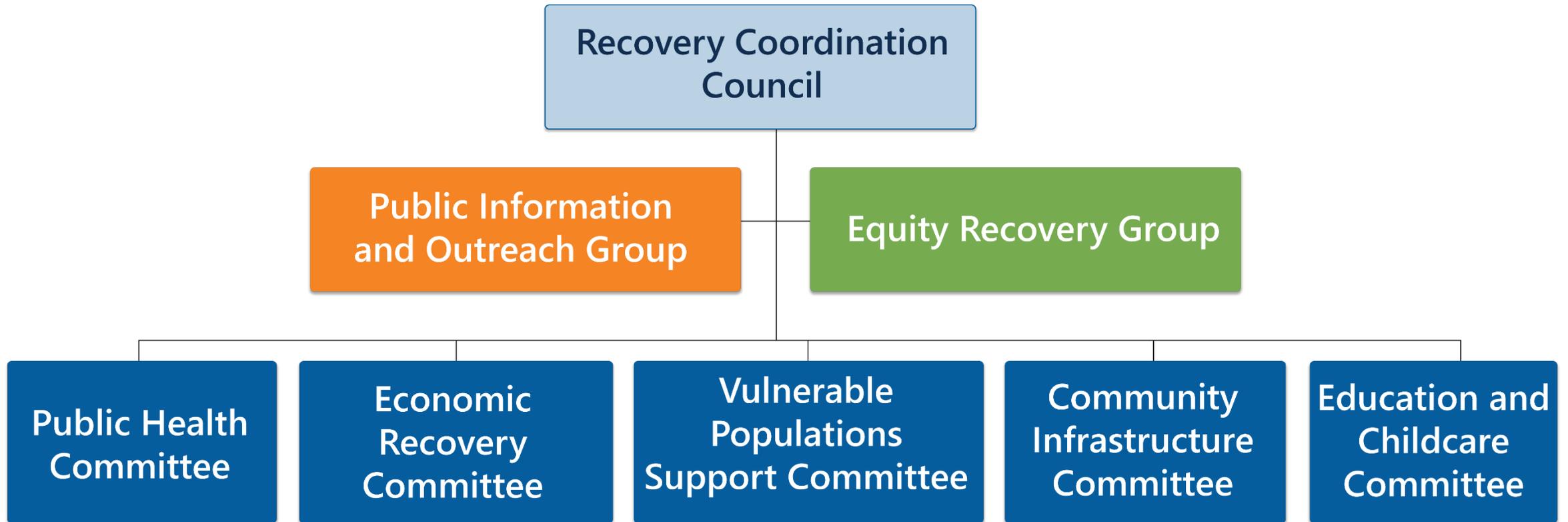
RECOVERY INITIATIVE

A Better Future for All

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



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?

Common Equity Review Issues

San Mateo County Recovery Initiative

- 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

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

Meeting Basic Needs (Shelter and Food)

Goals, Objectives, Recommendations

Provide basic and essential needs to the County's most vulnerable populations

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

Provide support to "mom and pop" property owners

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

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

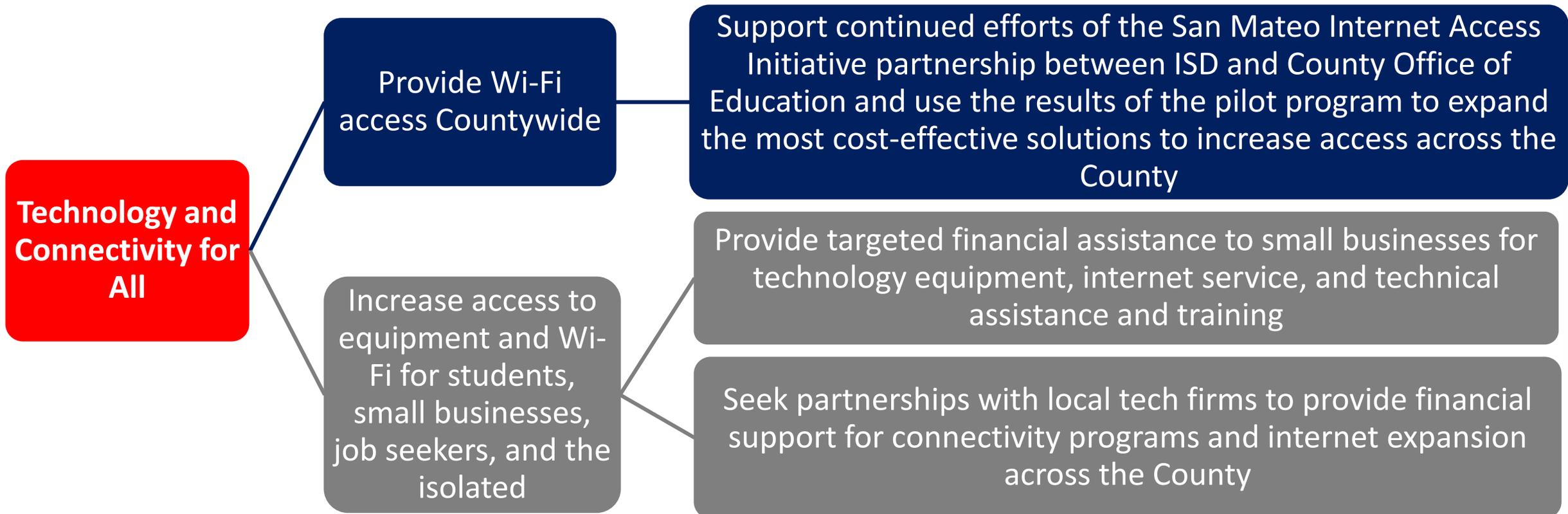
Advocate for, monitor and analyze state and federal legislation and policy and how it may affect local property owner and renter assistance and protection

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

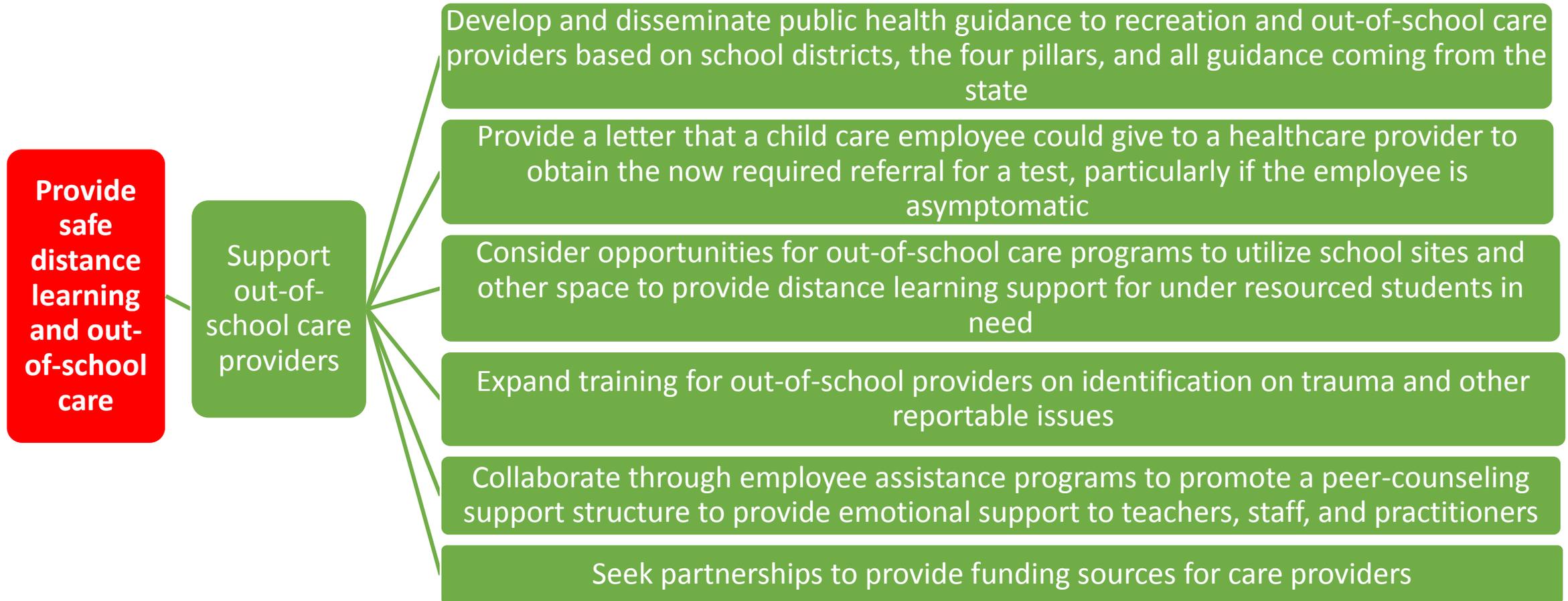
Internet and Connectivity

Goals, Objectives, Recommendations



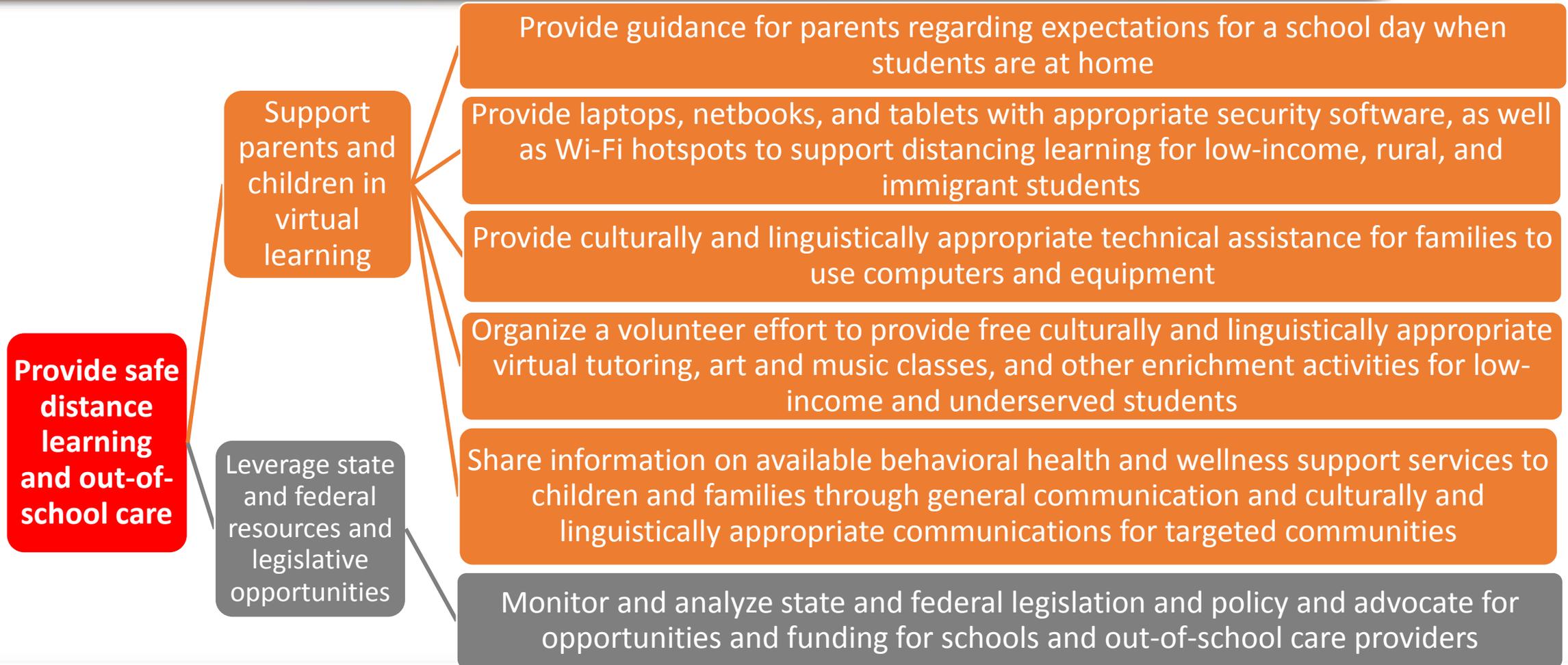
School and Out-of-School

Goals, Objectives, Recommendations



School and Out-of-School

Goals, Objectives, Recommendations



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



Me cuido para cuidarlos

Utilice su cobertura facial

COUNTY OF SAN MATEO Ayude a detener la propagación. Visite www.smcgov.org

San Mateo County

LET'S WIN THIS TOGETHER

We can defeat COVID-19 and protect our people.

AYUDE A DETENER LA PROPAGACIÓN. VISITE WWW.SMCGOV.ORG



Stay Safe & Protect Our Communities.

Our communities are working together right now to keep each other safe and support everyone during this time of hardship.

Please visit smcgov.org for health updates and information about available education, unemployment and food resources, or dial 2-1-1 for the COVID-19 Non-Emergency Non-Medical Hotline.

Para obtener actualizaciones de salud e información sobre educación, desempleo, y servicios de alimentos, visite smcgov.org o marque al 2-1-1, la línea directa para preguntas no médicas ni de emergencia sobre el COVID-19.

No cost COVID-19 testing – no doctor's note, symptom screening, or medical insurance is required. Visit smcgov.org/covid-19-testing to learn more.

Protege nuestra comunidad.

Somos más fuertes que un virus.

COUNTY OF SAN MATEO WWW.SMCGOV.ORG

01 LA MASCARILLA
Cover your mouth and nose with a cloth cover

02 LA DISTANCIA
Maintain a distance of 6 feet between people

03 LAS MANOS
Wash these frequently with soap & water

Find out more at ListosCalifornia.Org or SmcGov.Org

LISTOS CALIFORNIA ALL CALIFORNIA

Ads



County of San Mateo - Government

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Prevent the spread: remember these steps to help keep you and your family safe from COVID-19.



Wear a face covering.

[Learn More](#)



Stay 6 feet apart from other whenever possible.

👍 6

1 Share

👍 Like

💬 Comment

➦ Share

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/2xk73OL



¡Hay pruebas disponibles!

Aparte su lugar. Ahora es el momento de hacer su parte para detener la propagación del COVID-19. Preinscribese 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/2xk73OL



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



MANTENGA A SU COMUNIDAD SALUDABLE—
¡REGÍSTRESE Y RESERVE SU LUGAR HOY MISMO!

Para adultos mayores de 18 años. Regístrese 3 días por adelantado en <https://cutt.ly/uyHXud3>

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 go to work.
- ✔ **If you do go out**, keep a distance of 6 feet from other people, wash your hands frequently, cover your nose and mouth with a cloth or face covering.
- ✔ **Restrict visitors.** Keep friends and family members safe. Do not gather with people outside of your immediate household. Stop the spread of COVID-19.
- ✔ **Remember that help is available** during this difficult time. Please go to smc.gov.org for resources about food, unemployment, rental assistance, FREE COVID testing sites, and more. Stay informed about local resources by subscribing to our Community e-Newsletter.
- ✔ **To make sure we have resources** we need to recover—fill out your 2020 Census form! The 2020 Census helps ensure the next 10 years of funding for hospitals, healthcare and emergency services. Participate today at my2020census.gov or 844-330-2020. **Your voice is essential!**



Our communities are coming together right now to keep each other safe and support everyone during this time of hardship. Please visit smc.gov.org for health updates and information about available education, unemployment and food resources, or dial 2-1-1 for the COVID-19 Non-Emergency Non-Medical Hotline.

5 COSAS

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

- ✔ **Haga su parte y quédese en casa** para detener la propagación del COVID-19, a menos que sea necesario para obtener alimentos, provisiones o ir a trabajar.
- ✔ **Si sale**, manténgase a una distancia de 6 pies de otras personas, lávese las manos con frecuencia, y cubra su nariz y boca con un paño o una cobertura facial.
- ✔ **Restrinja las visitas.** Mantenga a sus amigos y familiares seguros. No se reúnan con personas fuera de su hogar inmediato. Detenga la propagación del COVID-19.
- ✔ **Recuerde que hay ayuda disponible** durante este momento difícil. Visite smc.gov.org para obtener recursos sobre alimentos, desempleo, asistencia para el alquiler, sitios de prueba COVID GRATUITOS y más. Manténgase informado sobre los recursos locales suscribiéndose a nuestro Boletín Comunitario electrónico.
- ✔ **Para asegurar que tendremos los recursos** necesarios para recuperarnos, ¡complete su formulario del Censo 2020! El Censo ayuda a garantizar los próximos 10 años de fondos para hospitales, atención médica y servicios de emergencia. Participe hoy en my2020census.gov o llamando al 844-468-2020. **¡Su voz es esencial!**



Nuestras comunidades se están uniendo en este momento para mantenerse seguros y apoyar a todos durante estos tiempos difíciles. Visite smc.gov.org para obtener actualizaciones de salud e información sobre recursos o marque al 2-1-1, la línea directa para preguntas no médicas ni de emergencia sobre el COVID-19.



Why I Wear a Mask

“ Yo me pongo la mascara por el bienestar de mi comunidad.

Tenemos que pensar en la salud de los demás para poder salir adelante.”

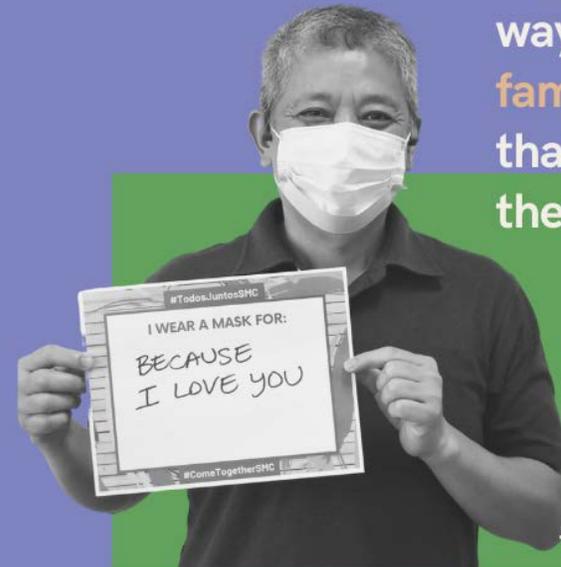


#TodosJuntosSMC



“ 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.”



#ComeTogetherSMC



#MaskUpSMC

#MaskUpSMC

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

Show us your mask on Instagram and Twitter

 @SanMateoCo
 @SMC_CommAffairs

COVID-19 Community

Resource e-Newsletter

Community Resources
e-Newsletter in English
and Spanish

COUNTY OF SAN MATEO 



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

Mask Mobile – DRAFT Image



Community Crew in Action



Mask Distribution Calendar



COUNTY OF
SAN MATEO

AUG

COMMUNITY CREW
MASK DISTRIBUTION
PILOT PROJECT



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



M	T	W	TH	F
3 Redwood City San Mateo	4	5	6 East Palo Alto	7
10	11 South SF	12 Daly City Colma	13 San Mateo Colma	14
17 East Palo Alto	18 North Fair Oaks	19 Redwood City	20 Redwood City	21
24 Daly City Colma	25 San Mateo	26 South SF	27 San Bruno Millbrae	28
31 East Palo Alto Menlo Park				

Mask Distribution Calendar



**COUNTY OF
SAN MATEO**

SEP

COMMUNITY CREW
MASK DISTRIBUTION



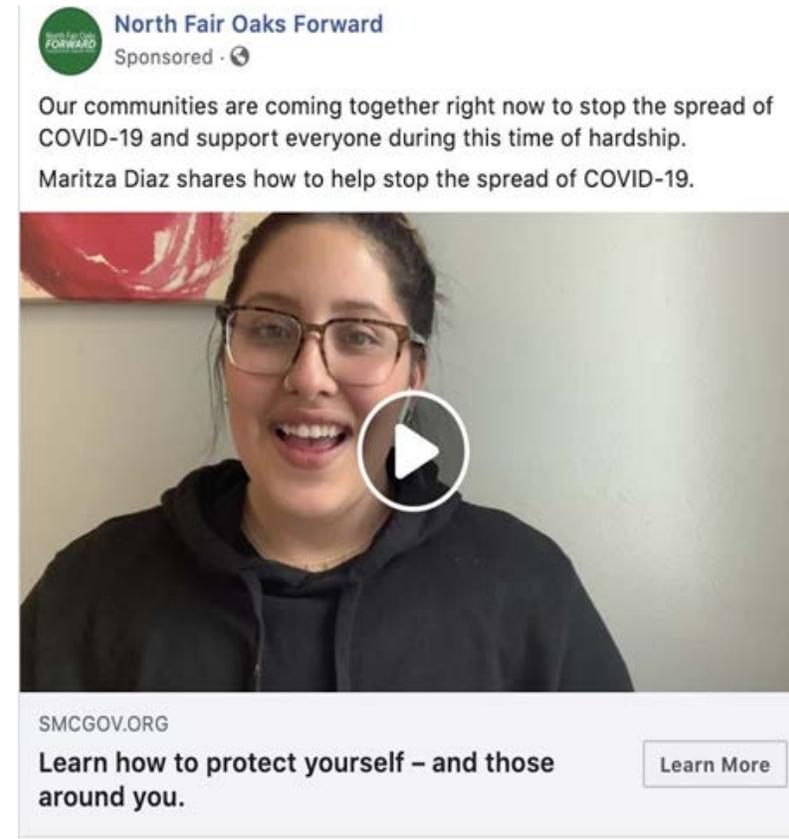
M	T	W	TH	F
	1 Daly City Colma	2 Coast	3 San Bruno Millbrae	4
7 Labor Day	8 Redwood City North Fair Oaks	9 East Palo Alto Menlo Park	10 East Palo Alto Menlo Park	11
14 San Mateo	15 South SF	16 Redwood City North Fair Oaks	17 Daly City Colma	18
21 San Mateo	22 South SF	23 East Palo Alto Menlo Park	24 Daly City Colma	25
28 Coast	29 San Bruno Millbrae	30 Redwood City North Fair Oaks		

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@Smc_CommAffairs


Micro-Targeted Digital Media

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



A screenshot of a Facebook post. At the top left is a green circular logo with the text 'North Fair Oaks FORWARD'. To its right is the text 'North Fair Oaks Forward' and 'Sponsored · 🌐'. Below this is the main text: 'Our communities are coming together right now to stop the spread of COVID-19 and support everyone during this time of hardship. Maritza Diaz shares how to help stop the spread of COVID-19.' The central part of the post is a video thumbnail showing a woman with glasses and a dark hoodie smiling, with a white play button icon overlaid. At the bottom left of the post is the text 'SMCGOV.ORG' and 'Learn how to protect yourself – and those around you.' At the bottom right is a button labeled 'Learn More'.

North Fair Oaks Forward
Sponsored · 🌐

Our communities are coming together right now to stop the spread of COVID-19 and support everyone during this time of hardship.
Maritza Diaz shares how to help stop the spread of COVID-19.

SMCGOV.ORG
Learn how to protect yourself – and those around you. [Learn More](#)

Thank you!

Peggy Jensen

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San Mateo County

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