

# COUNTY OF SAN MATEO



# COVID-19 North Fair Oaks Small Business Outreach



**COUNTY** OF  
**SAN MATEO**

# Outreach Goal

Keep small business communities informed of the various resources available to help them and their employees during the COVID-19 crisis.

# Outreach Efforts

- Meet & Greet with Small Businesses
- Provide Information about COVID Resources & Services
- Announced COVID Resource Page
- Promoted Small Business Loan Opportunities
- Encouraged Great Plates Initiative (Restaurants)
- Survey to Small Businesses for Feedback
- Conducted Grassroot canvassing (flyer distribution)

# Direct Outreach

- Outreached to 155 Small Businesses
- Created a 1-Page Guide (targeting employee & employer)
- Directed to newly created Resource Website
- Access to SAMCEDA Business Loans & Paycheck Protection Plan (PPP)
- Provided Contact information

# Email & Direct Mail Letter Sample

April 14, 2020

Dear North Fair Oaks Business Owner,

With the onset of the Novel Coronavirus (COVID-19) and the County's Shelter-in-Place Order, we know these can be confusing times for all. Many of your businesses have had to cutback operations or temporarily shut down. In order to extend a helping hand to our local business owners and neighbors, the San Mateo County Office of Community Affairs has put together a list of public and private resources that may be of assistance in helping your business recover.

Attached you will find a flyer listing various organizations, such as the federally funded Small Business Administration and private sector entities such as Facebook, that offer short term low-interest loans and other forms of support. This is by no means a comprehensive list as the situation and response remains fluid. Resources are coming online almost on a daily basis and we will do our best to share the information as we become aware of additional resources. **You can find these updates here: [cmo.smcgov.org/covid-19-resources](https://cmo.smcgov.org/covid-19-resources)**

We would also like to take this opportunity to remind you (if you haven't already) to fill out your 2020 Census form. The COVID-19 virus brings into focus the need for accurate data to help us prepare for national emergencies. The 2020 Census will help direct funding for placement of hospitals in areas of need as well as funding for universities and colleges to graduate more nurses and doctors. Your response will help direct much needed resources to emergency services. With Shelter-in-Place order, now is the perfect time to fill out your census form. It should take no more than ten minutes of your time. Our growing communities and institutions need your support right now. Remember that you will not have this opportunity for another ten-years! Everyone, regardless of immigration status, needs to be counted!

We hope you find this information helpful and wish you the best as we all work together to overcome this challenge placed before us. Together we support our community and are working to overcome this challenge!



## Recursos Disponibles para Propietarios y Empleados de Pequeñas Empresas

### Asociación de Desarrollo Económico del Condado de San Mateo (SAMCEDA)

¿Su negocio ha sido afectado por el COVID-19? ¡Por favor, complete esta encuesta y hágale saber a SAMCEDA para que ellos puedan desarrollar programas de asistencia financiera que puedan ofrecer alivio inmediato!

<https://surveymonkey.com/r/BXH6H86>

### Otros recursos útiles:

[www.samceda.org/COVID-19-Resource-Links-Business-Updates](http://www.samceda.org/COVID-19-Resource-Links-Business-Updates)

¿Preguntas? Llámelos al: (650) 413-5600

### Programa de Trabajo Compartido

Empleadores sufriendo una desaceleración en los negocios pueden solicitar ayuda de este programa como una alternativa al despido de personal.

[edd.ca.gov/unemployment/Work\\_Sharing\\_Program.htm](http://edd.ca.gov/unemployment/Work_Sharing_Program.htm)

### Soluciones de Respuesta Rápida

Los empleadores que estén considerando un cierre o despidos pueden obtener ayuda para buscar alternativas a través del Programa de Respuesta Rápida. Este equipo se reunirá con usted para discutir sus necesidades, evitar posibles despidos y proporcionar servicios inmediatos para ayudar a empleados que estén al punto de perder su trabajo.

[dol.gov/agencies/eta/layoffs/employers](http://dol.gov/agencies/eta/layoffs/employers)

### Agencia Federal de Pequeños Negocios de los Estados Unidos (SBA)

SBA ofrece asistencia en caso de desastres a través de préstamos de bajo interés a empresas, inquilinos y propietarios de viviendas ubicados en regiones afectadas por desastres declarados. **Para recibir ayuda al aplicar, llame al 800-659-2955 o mande un correo electrónico a:** [disastercustomerservice@sba.gov](mailto:disastercustomerservice@sba.gov)

**Visite el sitio web:** [sba.gov/funding-programs/disaster-assistance](http://sba.gov/funding-programs/disaster-assistance)

### Reclamaciones de Seguro de Desempleo

Si sus horas de trabajo han sido reducidas debido al COVID-19, puede presentar una reclamación de seguro de desempleo. **Visite el sitio web:**

[edd.ca.gov/claims.htm](http://edd.ca.gov/claims.htm)

### Horas de Enfermedad Pagadas

Los empleados pueden usar horas de enfermedad

### Empleados Exentos

Si es un contratista independiente o trabaja por su propia cuenta, puede ser que este protegido contra la pérdida de ingresos debido a una enfermedad relacionada con el COVID-19 a través del Programa de Cobertura Electiva del Seguro de Incapacidad.

**Aprenda más aquí:**

[edd.ca.gov/disability/Self-Employed.htm](http://edd.ca.gov/disability/Self-Employed.htm)

**Small Business Majority** proporciona información útil sobre nuevas oportunidades de financiación y actualizaciones políticas. **Visite:**

[smallbusinessmajority.org/covid-19-daily-updates-for-small-businesses](http://smallbusinessmajority.org/covid-19-daily-updates-for-small-businesses)

**Opportunity Fund** ofrece préstamos asequibles para dueños de negocios que no califican para financiamiento tradicional.

**Llámelos al: 888-720-3215**

**Mission Asset Fund** ofrece préstamos con 0% de interés para construir su crédito o empezar o expandir su negocio. **Llámelos al: (888) 274-4808 o visite:** [missionassetfund.org](http://missionassetfund.org)

**Facebook** ofrece subvenciones en efectivo y créditos publicitarios para pequeñas empresas. **Visite:** [facebook.com/business/boost/grants](https://facebook.com/business/boost/grants)

**San Mateo Credit Union** proporciona préstamos de Reducción de Trabajo de baja tasa y a plazo fijo.

**Aprenda más aquí:** [smcu.org/Loans/Consumer-Loans/Personal-Loans/wrloan](http://smcu.org/Loans/Consumer-Loans/Personal-Loans/wrloan)

## Derechos Laborales de Trabajadores Indocumentados

**Legal Aid at Work** ha creado esta útil hoja informativa: [legalaidthework.org/factsheet/undocumented-workers-employment-rights/](http://legalaidthework.org/factsheet/undocumented-workers-employment-rights/)

También puede llamarlos por una consulta:

**866-864-8208**

### Community Legal Services in East Palo Alto

brinda consultas telefónicas para sus preguntas de derechos laborales. **Visite [www.clsepa.org](http://www.clsepa.org) o llámelos al 650-326-6440**

# Timeline

- Shelter in Place Order Issued (March 18)
- Launch of COVID-19 Resource Page (April 1)
- Initial Contact Letter (April 14)
- SAMCEDA Program Announcement (April 24)
- Great Plates Restaurant Engagement (April 30)
- SAMCEDA & Great Plates Application Available in Language (May 1)
- Low Engagement in NFO, initiated survey & direct outreach (May 8)
- Partnered with Businesses to increase COVID-19 & Census 2020 Outreach (May 21 - 27)



# Critical Resources and Services Available



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Visit our website for information  
about resources for **COVID-19**

- State and federal relief programs
- Education & childcare resources
- Employee rights services
- Eviction information & assistance
- Financial resources
- Food pantries & distribution sites
- Health + behavior health services
- Housing, rental & mortgage assistance
- Small business resources + relief programs
- Utility assistance
- Volunteer & donating opportunities
- Dial **2-1-1**, the COVID-19 Non-Emergency Non-Medical Hotline for health updates and information about available resources



[cmo.smcgov.org/covid-19-resources](https://cmo.smcgov.org/covid-19-resources)

Available in  
English / Spanish



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# Critical Resources and Services Available

## Your Voice is Essential!



By now everyone should have received your **2020 Census** questionnaire in the mail. If you have NOT, it's ok, you have until October 31st to complete it.

- 1 Online: [my2020census.gov](https://my2020census.gov)
- 2 By Phone: English: 844-330-2020

### What is it?

- Every ten years the federal government is required to count **everyone** living in the United States.
- The U.S. Census Bureau collects information from every residence about who is living there and **basic information** about each member of the household.
- This information is combined into **statistics** that are used to make important policy and budget decisions.

### What will be Asked?

Basic information will be collected about each household, such as:

- number of people living there
- home ownership
- phone number

As well as for each person:

- name
- sex
- age
- race/ethnicity



### Who Gets Counted?

**EVERYONE!** Every single person living in the United States should be counted. Make sure you count everyone living there including:

- All children and parents
- Extended family members like grandparents, aunts/uncles and cousins
- Non-family members such as friends, roommates or workmates

### Why is it Important?

- Federal funding for critical community programs like:
  - food assistance, healthcare, emergency services, education, transportation and more
- Political representation
- Redistricting

### Is it Confidential?

By law, information you give on the census form is confidential.

The Census Bureau takes many steps to protect your personal information and does not share household or individual data.



## Dual Messaging



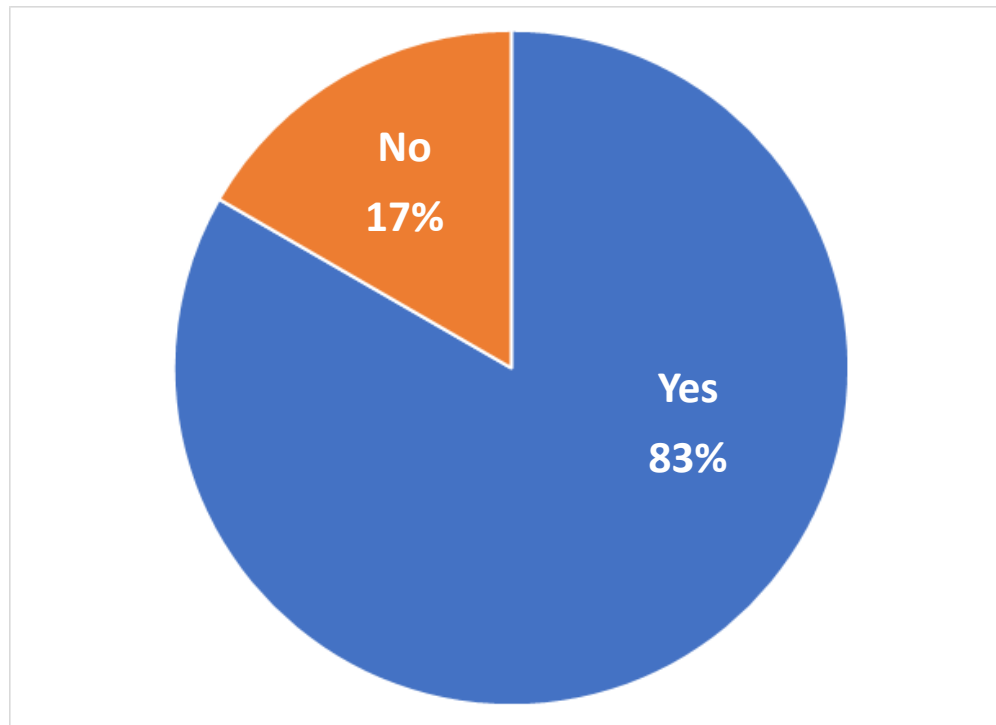
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# Why aren't Latino Businesses Applying?

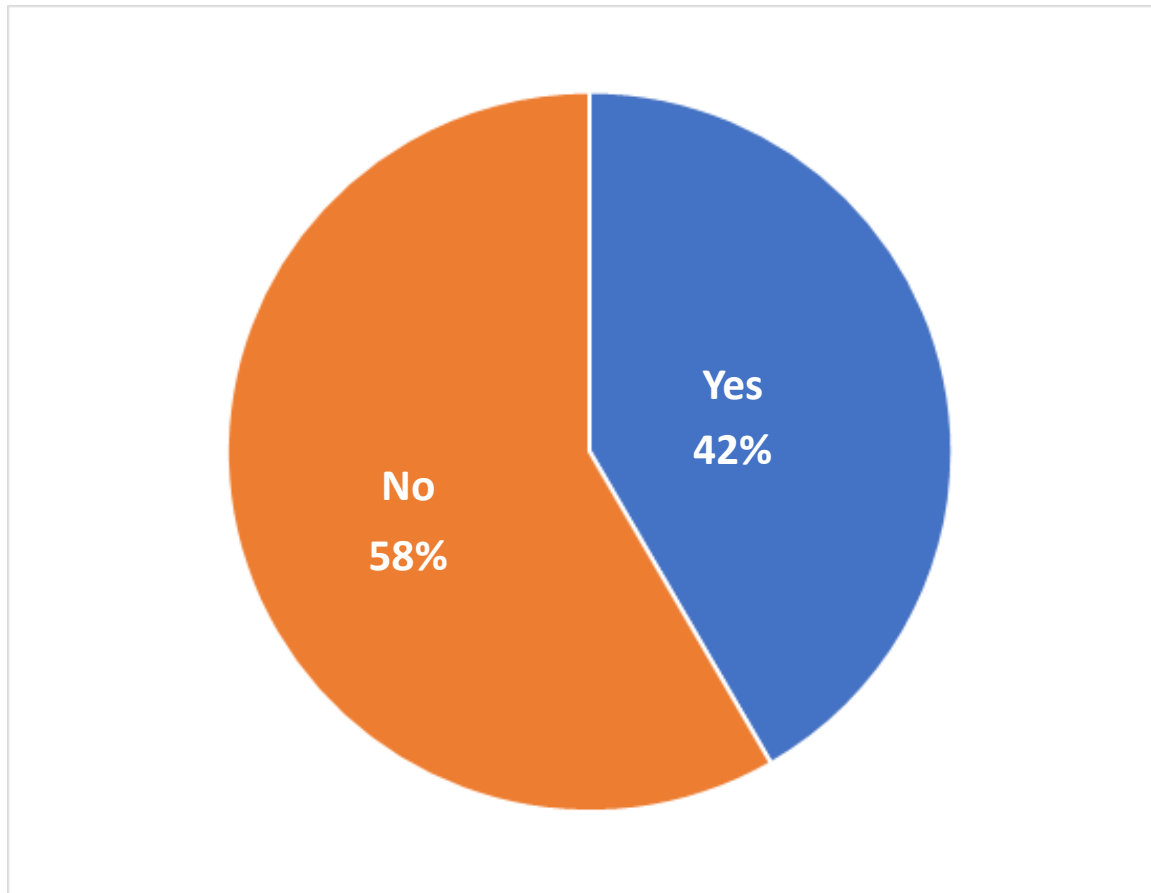
# Email Survey Results

**1. Have you received information regarding small business loans and grants for businesses effected by COVID-19?**



# Email Survey Results

## 2. If you received information, did you apply?

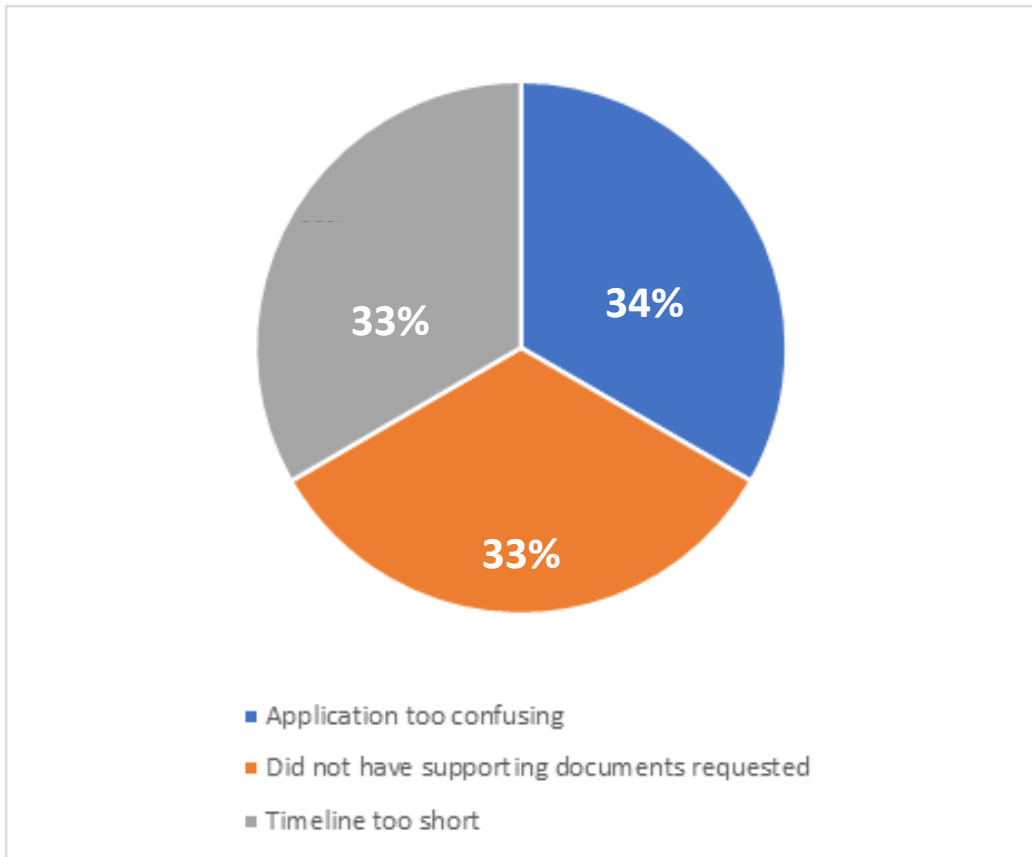


# Email Survey Results

## 3. Why didn't you apply?

### Reasons included:

- Application was too confusing
- I did not have the supporting documents that were requested.
- The deadline to apply was too short
- Other



**Thank You!**



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# Q&A



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