



Item No. 3 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: APRIL 29, 2020

SUBJECT: RATIFICATION OF SUCH RULES AND REGULATIONS ENACTED BY THE DIRECTOR OF EMERGENCY SERVICES IN RESPONSE TO COVID-19 AND REVIEW AND APPROVE FUNDING FOR THE SMC STRONG FUND

RECOMMENDATION

It is recommended that the City Council certify the continuing emergency, and ratify such rules and regulations enacted by the Director of Emergency Services in response to COVID-19; and, review and approve funding for the SMC Strong Fund.

BACKGROUND/ANALYSIS

History of Actions

On **March 3, 2020**, the County of San Mateo declared a State of Emergency. The Governor followed with a similar declaration for the State on March 4, 2020.

On **March 13, 2020** as the Director of Emergency Services, I issued a Proclamation of Local Emergency. The Proclamation allowed the Town to take the steps necessary to protect the safety of our community and Town staff in response to the COVID-19 Pandemic. These steps included streamlined purchasing to secure the resources necessary to respond in a timely manner; the implementation of rules or regulations, as needed for the protection of life or property; implementation of programs or services to protect life or property; ramping up or down of Town service delivery in response to COVID-19 social distancing protocols; and the recovery of costs related to any of these responses.

On **March 16, 2020** the San Mateo County Health Order initiated a Shelter in Place across a broad spectrum of activities until April 7.

On **March 18, 2020** the City Council reviewed and approved the Declaration of Local Emergency. The City Council also provided specific direction regarding requirements under the declaration of emergency specifically related to the **prohibition of all construction activity**.

Pursuant to Council direction, as the Director of Emergency Services, I ordered that all construction activity in the Town of Atherton be suspended for the duration of the Shelter in Place Order. Construction sites were provided the opportunity to finalize ongoing construction work, seal, and weather-proof their sites. That activity was allowed to continue through Saturday, March 21. Sites that needed additional time to comply with the order were processed on a case-by-case basis in consultation with the Building Official and City Manager.

Action was taken to suspend all building construction activity due to the Town's limited resources to issue permits, conduct regular inspection services and inability to adequately protect its inspection and field personnel. Waiving requirements of field inspections increases the risk of unsafe construction. Failure to provide adequate protective gear to protect inspectors and field personnel from contaminated job sites puts Town staff and the general public at risk for exposure to COVID-19. Further, Federal and State governments have formally requested that protective gear be preserved for essential health workers and public safety personnel. Housing production is a continuing priority not just for the Town but also the region, but the need to reduce the local health emergency takes precedence and was determined to be in the best interest of public health and safety.

On **March 19, 2020** the Governor enacted Executive Order No. N-33-20 ordering all individuals in the State of California to stay home or at their place of residence, except as needed to maintain continuity of operations of specific identified federal critical infrastructure sectors. The Governor also empowered local agencies to take such actions deemed necessary to preserve and protect the health and safety of their communities in light of their specific circumstances. The Governor's Order does not have an end date.

As Director of Emergency Services, the following specific actions were taken with respect to Town Services and Operations:

1. All Town Committee Meetings have been cancelled through April 30. This includes the following Committees: Audit & Finance, Bicycle & Pedestrian, Environmental Programs, Park and Recreation, Rail, Transportation, and Tree.
2. City Council and Planning Commission Meetings will be limited to essential items only and will be conducted pursuant to the Governor's Executive Order regarding the Brown Act to allow maximum remote participation by the Public and Council/Commission.
3. All non-essential Special Meetings of the City Council scheduled for March 24 and April 1 are cancelled (Fire Services Issue and Budget Study Session).
4. All organized activities at the Park during the Shelter-in-Place Order are cancelled and will be rescheduled. The Park remains OPEN for non-organized recreational activities, compliant with social distancing protocols.
5. Tennis facilities are CLOSED.
6. Playground and Par Course facilities are open, but the Town wipes down the equipment only twice daily. Signs have been posted encouraging users to use caution.
7. Scheduling of any new events at the Park through April 30 have been placed on hold.

Certification of Continuing Emergency

April 29, 2020

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8. All currently scheduled private events, training, and classes from April 7 through April 30 have been encouraged to cancel or postpone. The Town will assist in facilitating a cancellation or postponement without incurring a fee to do so.
9. Little League has suspended their activities at the Park.
10. Knox Preschool suspended their activities.
11. Library Services are closed.
12. Postal Annex Services are closed.
13. All Town Offices are closed to in-person public contact; but Town operations are considered an essential service and basic internal operations will continue. However, unlike larger agencies, the Town does not have a depth of staff that would allow for full rotation of staffing should a COVID-19 quarantine arise. As such, staff will be telecommuting and using electronic communications to the maximum extent feasible and using an A-Team/B-Team approach when at the office for essential work.
14. Field operations continue and the Town's Public Safety and Public Works personnel continue work as first responders in support of maintenance and public safety operations deemed essential.
15. Emergency building permits will be reviewed electronically and will be approved for work as deemed necessary to complete emergency work required for maintaining the safety of a residence and its occupants.

The above actions were ratified by the Council at the March 25, 2020 Special Meeting.

On **March 31, 2020**, the Bay Area Counties, including San Mateo County, enacted an extension of the Shelter-in-Place Order through May 3. The order enacts further restrictions, to include restrictions on construction activity.

Based on that order, additional actions were taken:

16. Playground, Picnic and Par Course areas at the Park will be closed to public use **through May 3**.
17. All Town Committee Meetings have been cancelled **through May 3**. This includes the following Committees: Audit & Finance, Bicycle & Pedestrian, Environmental Programs, Park and Recreation, Rail, Transportation, and Tree.
18. Scheduling of any new events at the Park **through May 3** have been placed on hold.
19. All currently scheduled private events, training, and classes from April 7 **through May 3** have been encouraged to cancel or postpone. The Town will assist in facilitating a cancellation or postponement without incurring a fee to do so.
20. All residential construction activity is prohibited, except in the case of emergency.

The above actions were ratified by the Council at the April 1, 2020, April 8, and April 22 Meetings.

On **April 23, 2020**, the following action was taken:

21. All Town Committee meetings resumed normal operations beginning May 1. All meetings to be conducted virtually pursuant to the State Order.

New Actions/Activity

As the Director of Emergency Services, I will regularly review the specific actions taken under the Shelter-in-Place Order and the Town's Declaration of Local Emergency. Such review will be conducted with the City Council at regular meetings so long as the local emergency persists.

In between Council meetings, modifications may be made should local circumstances or applicable law change. In addition, as the Director of Emergency Services, limited exceptions may be granted to any of the above specific actions to protect life, health or safety, provided that they can be done consistent with all applicable local, County, State and Federal Orders.

Staff is working to begin electronic process of planning and building permits to continue to keep these efforts moving forward so that if and when new permits can be issued they will already be in the cue for final review and issuance.

It is expected that the Shelter-in-Place Order, with modifications, will be extended through the end of May. That Order is expected to be released this week (post staff report production). When the Order is released, as the Director of Emergency Services, I will review the Order and implement appropriate measures to ensure continued local compliance. This includes the release of public education information, implementation of any easing under the new Order for specific activity such as landscaping or construction, and the extension of any of the above implemented actions (event cancellation, facility closures, etc.).

SMC Strong Fund

Attachments 2 through 4 contain information related to the SMC Strong Fund. The SMC Strong fund was created to assist small businesses throughout the County. The Fund was created in partnership with local jurisdictions, the Silicon Valley Community Foundation and the San Mateo County Economic Development Association (SAMCEDA). Attachment 2 provides information related to jurisdictions that have provided funding thus far. The County has asked that all agencies consider providing a contribution to the Fund.

Staff recommends that the Council consider a contribution amount up to \$15,000. However, staff also recommends that the Council consider a contribution amount in concert with any direct assistance the Town may be providing independently, such as Knox Preschool through rent waiver or reduction. Knox Preschool is the primary situs-based business activity operating in Town.

RECOMMENDATION

It is recommended that the City Council certify the continuing emergency, and ratify such rules and regulations enacted by the Director of Emergency Services in response to COVID-19; and, review and approve funding for the SMC Strong Fund.

ATTACHMENTS

Certification of Continuing Emergency

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Attachment 1 – April 27, 2020 –Press Statement Regarding Extension of Shelter-in-Place Order

Attachment 2 – SMC Strong PowerPoint

Attachment 3 – SMC Strong Program Information

Attachment 4 – SMC Strong Program FAQs



For Immediate Release

April 27, 2020

Joint Statement of the Seven Bay Area Health Officers on Upcoming Extension and Revisions to the Current Shelter-in-Place Orders

[Redwood City, CA] – Later this week, the Public Health Officers of the Counties of Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Santa Clara as well as the City of Berkeley will issue revised shelter-in-place orders that largely keep the current restrictions in place and extend them through May. The new order will include limited easing of specific restrictions for a small number of lower-risk activities.

The shelter-in-place orders in effect across the seven jurisdictions are set to expire on May 3, 2020. Thanks to the collective effort and sacrifice of the 7 million residents across our jurisdictions, we have made substantial progress in slowing the spread of the novel coronavirus, ensuring our local hospitals are not overwhelmed with COVID-19 cases, and saving lives. At this stage of the pandemic, however, it is critical that our collective efforts continue so that we do not lose the progress we have achieved together. Hospitalizations have leveled, but more work is needed to safely re-open our communities. Prematurely lifting restrictions could easily lead to a large surge in cases.

The Health Officers will also release a set of broad indicators that will be used to track progress in preparedness and response to COVID-19, in alignment with the framework being used by the State of California. Future easing of restrictions requires that each jurisdiction and various sectors continue to rapidly build critical infrastructure and systems to respond to and control the spread of coronavirus infections and to ensure the health care system's ability to meet demand.

This global pandemic of COVID-19 is still in its early stages. The virus spreads easily, testing capacity is limited and expanding slowly, and vaccine development is just beginning. We expect to be responding to COVID-19 in our communities for a long time. As effective as our efforts have been, if we move too fast to ease restrictions, the potential of exponential spread could have grave impacts to health and wellness of our residents as well as the economy.

The Health Officers of these seven jurisdictions have been working closely together in leading a unified, regional approach, to protect the health and safety of our residents. Details regarding this next phase will be shared later in the week, along with the updated order.

#

No media availability.

MEDIA CONTACTS BY JURISDICTION

ALAMEDA

Neetu Balram
Public Information Manager
Alameda County Public Health Department
925-803-7890
EOC-PIO@acgov.org

CITY OF BERKELEY

City of Berkeley
Matthai Chakko
Public Information Officer
(510) 995-0893

CONTRA COSTA

Contra Costa County Joint Information Center
(925)608-5463
DOC.PIO@cchealth.org

MARIN

Laine Hendricks
Public Information Officer
(415) 359-4508
lhendricks@marincounty.org

SAN MATEO

County of San Mateo's Joint Information Center
(650) 779-9939
smc_jic@smcgov.org

SAN FRANCISCO

Department of Emergency Management Joint Information Center

(415) 558-2712

dempres@sfgov.org

SANTA CLARA

County of Santa Clara Joint Information Center

Media Line: (408) 808-7863

pio@eoc.sccgov.org



Fund Update & Small Business Assistance Program Plan

APRIL 2020

SMC Strong Funds Distribution Plan for *Initial Measure K Allocation*



Recipient	Amount
COVID-19 Emergency Financial Assistance Program for Individuals and Families through <i>8 Core Services Agencies</i>	\$1,000,000
PHASE I: COVID-19 Financial Assistance to Non-Profits for Increased Demand <ul style="list-style-type: none"> • <i>8 Core Services Agencies</i> • <i>7 Homeless Shelter Providers</i> 	\$1,000,000
COVID -19 Small Business Assistance Grants of up to \$10,000 <i>(\$1,000,000 = 100 grants)</i>	\$1,000,000
TOTAL County Measure K Contribution	\$3,000,000



Ongoing Fundraising Efforts for San Mateo County

- **Silicon Valley Community Foundation**
 - COVID-19 Regional Response Fund (individuals & families in 10 county region)
 - Regional Nonprofit Emergency Fund (San Mateo & Santa Clara counties)
- **San Mateo County Strong Fund**
 - Individuals & Families
 - Non-Profits
 - Small Business Grants
 - *All funding stays in San Mateo County*
- **City participation in San Mateo County Strong Fund**
- **City participation in self-implemented grant and loan programs**



Financial Assistance Options (Non-Business)

Individuals & Families

- **Silicon Valley Community Foundation** COVID-19 Regional Response Fund (individuals & families in 10 county region)
- **San Mateo County Strong Fund** through Core Services Agencies

Non-Profits

- **Silicon Valley Community Foundation** Regional Nonprofit Emergency Fund (San Mateo & Santa Clara counties)
- **San Mateo County Strong Fund** through Core Services Agencies and Homeless Providers

\$484 Billion in New Federal Pandemic Relief

- **\$320 billion** to replenish the *Paycheck Protection Program*, which offers guarantees for forgivable loans to small businesses if a majority of the money is used to retain employees
 - *About a fifth of the funding for the small-business loan program, \$60 billion, would be set aside for smaller lenders*
- **\$60 billion** for the Small Business Administration's disaster relief fund — divided into \$50 billion in loans and \$10 billion in grants
- **\$75 billion** for hospitals
- **\$25 billion** for coronavirus testing



California Portal for Pandemic Unemployment Assistance

As part of the federal [CARES Act](#), the new Pandemic Unemployment Assistance (PUA) program helps **unemployed** Californians who are:

- Business owners
- Self-employed
- Independent contractors (have limited work history, and others not usually eligible for regular state UI benefits who are out of business or services are significantly reduced as a direct result of the pandemic)

The provisions of the program once operational include:

- Up to 39 weeks of benefits starting with weeks of unemployment beginning February 2, 2020, through the week ending December 26, 2020*, depending on when you became directly impacted by the pandemic.
- An additional \$600 to each PUA weekly benefit amount you may be eligible to receive, as part of the separate CARES Act Pandemic Additional Compensation program. Only the weeks of a claim between March 29 and July 25* are eligible for the extra \$600 payments.

– APPLICATION PORTAL OPENS APRIL 28, 2020 –
Payments will be processed within 24 to 48 hours

<https://www.labor.ca.gov/pandemic-unemployment-assistance-pua-program/>

SMC Strong Small Business Grant Program

Grants up to \$10,000

- \$1 million = 100 Grants
- Grants can pay for payroll, operations, ongoing expenses or other costs associated with COVID-19 impacts

Partnering with San Mateo Credit Union Community Fund

- Funds distributed to all cities and unincorporated area based on population for Measure K funds
- Funds distributed based on donor targeting for city funds
- Other funding models based on donor choice
- *No citizenship requirement*



- APPLICATION OPENING GOAL -
Monday, April 27th at 12:00pm
www.smcstrong.org

Small Business Eligibility Criteria



Be a for-profit company with at **least two employees**
(owner counts as one employee)



Have a **current business license**
(if required by jurisdiction)



Have an **office, storefront or business space** that is open to the public in San Mateo County



Has the equivalent of **10 or fewer full-time employees as of 2/15/20**
--- OR ---
less than \$2.5 million in annual gross revenue over past year



Have been **open at least a year**

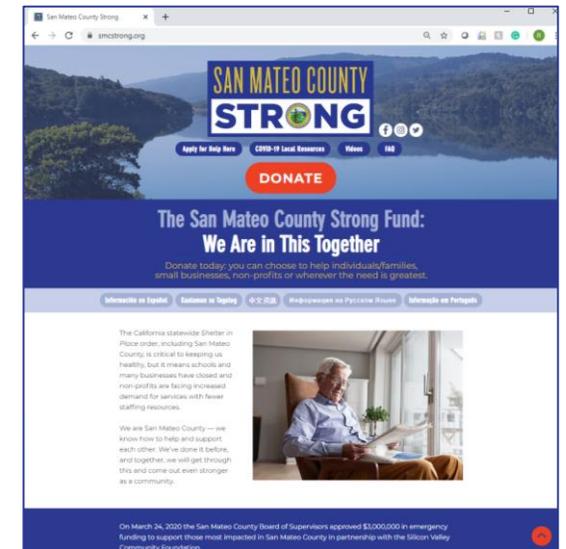


Demonstrate a **25% reduction** in gross revenue due to COVID-19



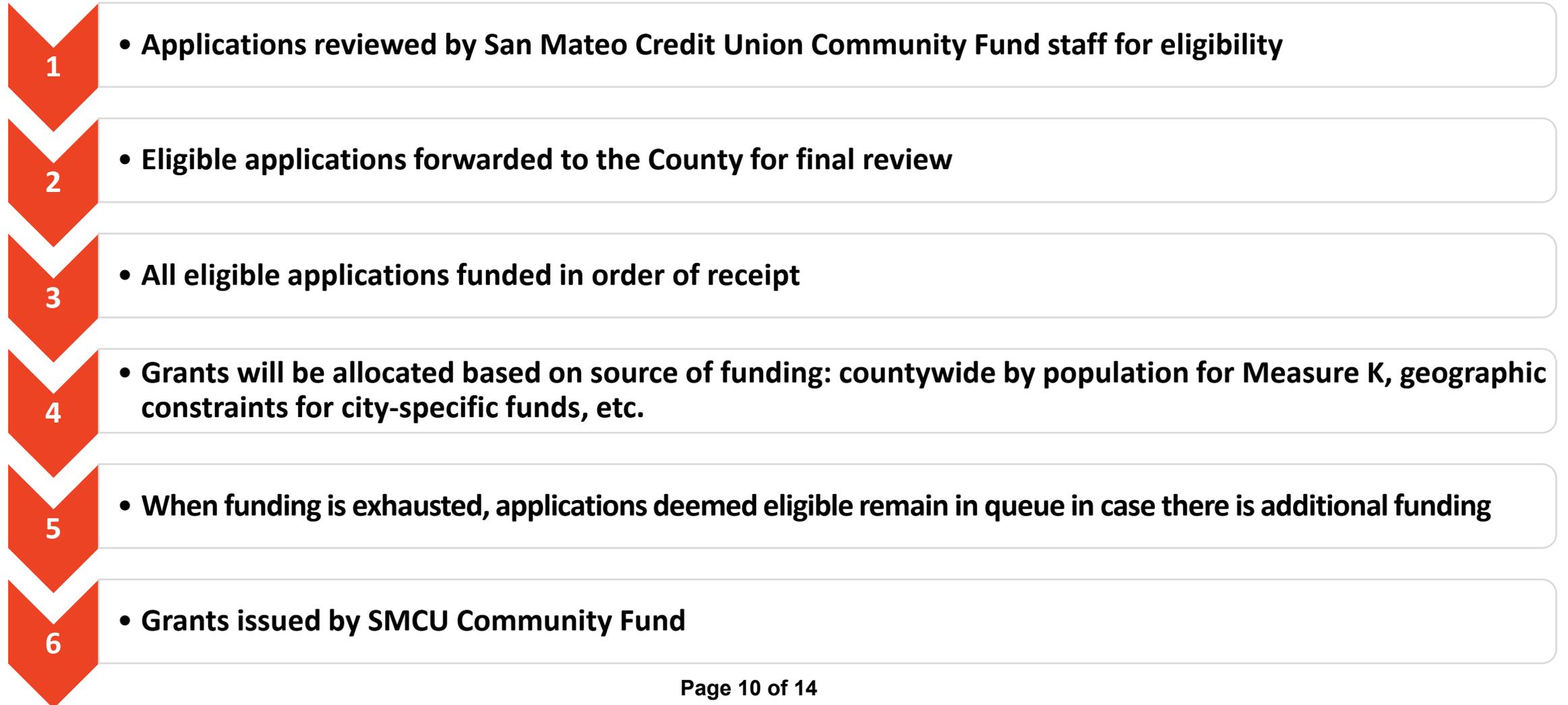
Online Application Process

- Available in English, Spanish and Chinese on www.SMCStrong.org
- Documentation required for all eligibility criteria
START GATHERING DOCUMENTS NOW!
- Needed documents *may* include:
 - Valid business license
 - Bank Statements
 - Current Profit and Loss Statements
 - IRS or FTB tax returns
 - Proof of rent or mortgage, utility, healthcare premiums or payroll processing document
- Applications only accepted online to comply with physical distancing orders
 - Detailed FAQ will be posted on website
 - Call 211 for more information



- Application Opening Goal - Monday, April 27, 2020 at 12:00pm on: www.smcstrong.org

Process for Reviewing Applications and Awards



Additional Funding for City - Specific Small Business Grants thru SMCSF



Cities - Pledges to Date

- Burlingame: \$500,000
- Colma: \$15,000
- Redwood City: \$300,000
- San Carlos: \$112,500
- San Mateo: \$400,000



Under Consideration:

- Atherton
- Woodside



Informational Presentations

- Belmont (planned)
- Daly City (planned)
- East Palo Alto
- Menlo Park (planned)
- Millbrae (planned)
- Pacifica
- San Bruno



Grant Program Outreach and Awareness



Social Media



**SMC Strong
Webpage**



**Chambers of
Commerce**



**Ethnic Business
Groups**



Earned Media



Cities/Town



We Need Your Help to Inform Small Business Owners



Social Media & Email

- Post on FB, Twitter, Instagram, and Nextdoor and send e-blasts – especially sites that help target diverse business owners
- Like and link SMC Strong Fund’s new social media sites:
 - Facebook: <http://facebook.com/SMCStrong>
 - Instagram: SMCStrongFund
 - Twitter: @SMC_Strong



www.SMCStrong.org

- Updated information will be added:
 - Eligibility
 - How to apply for SB Grants and prepare documents
 - Frequently Asked Questions
- Link will be added with application portal is opened



Chambers

- Post on FB, Twitter, Instagram, and Nextdoor and send e-blasts
- Ask elected officials to push similarly
- Inform your members who are likely eligible
- Is your City hall information number equipped to provide multi-lingual information and direct to www.SMCStrong.org and 211
- Do you have professional members who can help applicants?



Ethnic Groups

- Post on FB, Twitter, Instagram, send e-blasts & inform ethnic media
- Inform your members who are likely eligible
- Is your City hall information number equipped to provide multi-lingual information and direct to www.SMCStrong.org and 211
- Do you have professional members who can help applicants in multiple languages?



Earned Media

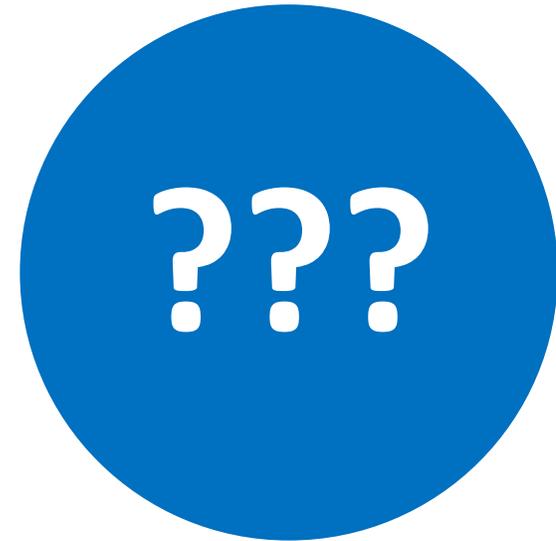
- Ask your local newspapers, blogs, etc. to cover the details of the grant and application program
- Especially ethnic media coverage
- Community FB sites
- Patch sites
- Other ideas



County/Cities/Towns

- Clerks post on FB, Twitter, Instagram, and Nextdoor and send e-blasts
- Ask elected officials to push similarly
- Inform your business license holders who qualify and business districts
- City hall information numbers equipped to provide multi-lingual information and direct to www.SMCStrong.org and 211

Questions





The San Mateo County Strong Fund Small Business Grant Program

The California *Shelter in Place* order implemented to curtail the spread of COVID-19 has impacted many throughout the state, including local small businesses which have been forced to reduce staff or services as a result of lower demand and strained resources. San Mateo County, in partnership with Silicon Valley Community Foundation and San Mateo County Economic Development Association (SAMCEDA), has created the San Mateo County Strong Fund (SMCSF).

Specific to small business support, the goal of the SMCSF is to provide emergency grants through the San Mateo Credit Union Community Fund to support small, local businesses in their efforts to provide payroll for employees, maintain operations, meet ongoing obligations and survive the economic impacts of California's Shelter in Place order.

The funding can be used to provide payroll for employees, maintain operations, meet ongoing obligations and survive the economic impacts of California's Shelter in Place order. Grant funding will be awarded to eligible applications equivalent to 2 months of operating expenses (determined by averaging last 12 months expenses divided by 12), not to exceed \$10,000, subject to availability of funds.

GET PREPARED AND HELP SMALL BUSINESS OWNERS PREPARE

The small business grant application portal is **tentatively** scheduled to open on Monday, April 27, 2020 at 12:00pm.

Learn more and check back often about when the application portal is set to officially open at www.smcstrong.org/smallbusinessgrants.

There will be heavy demand for the first \$1 million in funding and funds will used up very quickly. \$1 million in funding will only equal 100 grants if all grants are the maximum \$10,000.

In order to prepare for the application portal's **tentative** opening on Monday, April 27, 2020 at 12:00pm, applicants should take the following steps to prepare to submit a complete application, including uploading supporting documentation:

- **Determine if a business meets the following eligibility criteria:**
 1. Be a for-profit company with at least two employees;
 2. Since March 31, 2019 the business has had all applicable and required business license(s)/permit(s) or other government-issued registration document(s) as required by the local jurisdiction;
 3. The business has a primary office, storefront, or business space open to the public and located in San Mateo County and the business has been open for at least one year;
 4. The business has the equivalent of 10 or fewer full-time employees as of February 15, 2020 **OR** less than \$2.5 million in annual revenue over the past 12 months (March 1, 2019 to February 29, 2020); and
 5. The business demonstrates a 25% reduction in gross revenue due to COVID-19.

- Review the detailed “Frequently Asked Questions” found at www.smcstrong.org/smallbusinessgrants to determine if a business meets all the required eligibility requirements, understand the examples of supporting documentation the applicant may use to support their application, and other questions.
- Prepare all of the supporting documentation as soon as possible and scan it in one of the following file formats for uploading when the applicant submits their application:
 - PDF
 - Tiff
 - PNG
 - JPEG (this includes pictures of documents taken with a smart phone)

HELP US SPREAD THE WORD ASAP TO INFORM SMALL BUSINESS OWNERS ABOUT THE GRANT PROGRAM AND APPLCIATION PROCESS

We need every City and Town, all elected officials, and the County’s chambers of commerce, non-profits, diversity groups, and other organizations to spread the grant program and the importance of getting ready to apply before the application portal opens. Drive people to get information at www.smcstrong.org/smallbusinessgrants.

Below are specific ideas on how you can help:



Social Media & Email

- Post on FB, Twitter, Instagram, and Nextdoor and send e-blasts – especially sites that help target diverse business owners
- Like and link SMC Strong Fund’s new social media sites:
 - Facebook: <http://facebook.com/SMCStrong>
 - Instagram: SMCStrongFund
 - Twitter: @SMC_Strong



www.SMCStrong.org

- Updated information will be added:
 - Eligibility
 - How to apply for SB Grants and prepare documents
 - Frequently Asked Questions
- Link will be added with application portal is opened



Chambers

- Post on FB, Twitter, Instagram, and Nextdoor and send e-blasts
- Ask elected officials to push similarly
- Inform your members who are likely eligible
- Is your City hall information number equipped to provide multi-lingual information and direct to www.SMCStrong.org and 211
- Do you have professional members who can help applicants?



Ethnic Groups

- Post on FB, Twitter, Instagram, send e-blasts & inform ethnic media
- Inform your members who are likely eligible
- Is your City hall information number equipped to provide multi-lingual information and direct to www.SMCStrong.org and 211
- Do you have professional members who can help applicants in multiple languages?



Earned Media

- Ask your local newspapers, blogs, etc. to cover the details of the grant and application program
- Especially ethnic media coverage
- Community FB sites
- Patch sites
- Other ideas



County/Cities/Towns

- Clerks post on FB, Twitter, Instagram, and Nextdoor and send e-blasts
- Ask elected officials to push similarly
- Inform your business license holders who qualify and business districts
- City hall information numbers equipped to provide multi-lingual information and direct to www.SMCStrong.org and 211

Like and link to the San Mateo County Strong Fund's new social media sites:

- **Facebook:** Facebook.com/SMCStrong
- **Instagram:** SMCStrongFund
- **Twitter:** @SMC_Strong

*****Note about Social Media Posts:** *When possible, please share a post from one of the SMCStrong Social Media accounts so that we can grow our following. We will have a few introductory posts that include the website that you can share.*

SAMPLE BASIC SOCIAL MEDIA POST



A limited number of small business grants of up to \$10,000 for qualified San Mateo County small business owners impacted by California's *Shelter in Place* order implemented to curtail the spread of COVID-19 are becoming available. The small business grant application portal is tentatively scheduled to open on Monday, April 27, 2020 at 12:00pm. Learn more to see if you are eligible and get prepared before the application portal opens. Funds are limited and there will be heavy demand.

Learn more and check back often about when the application portal is set to officially open at www.smcstrong.org/smallbusinessgrants.

SAMPLE SHORT MESSAGE



A limited number of small business grants of up to \$10,000 for qualified San Mateo County small business owners impacted by California's *Shelter in Place* order implemented to curtail the spread of COVID-19 are becoming available. The small business grant application portal is **tentatively** scheduled to open on Monday, April 27, 2020 at 12:00pm. Funds are limited and there will be heavy demand.

Businesses who meet the following eligibility criteria may apply:

1. Be a for-profit company with at least two employees;
2. Since March 31, 2019 the business has had all applicable and required business license(s)/permit(s) or other government-issued registration document(s) as required by the local jurisdiction;
3. The business has a primary office, storefront, or business space open to the public and located in San Mateo County and the business has been open for at least one year;
4. The business has the equivalent of 10 or fewer full-time employees as of February 15, 2020 **OR** less than \$2.5 million in annual revenue over the past 12 months (March 1, 2019 to February 29, 2020); and
5. The business demonstrates a 25% reduction in gross revenue due to COVID-19.

Learn more and check back often about when the application portal is set to officially open at www.smcstrong.org/smallbusinessgrants.

SAMPLE EMAIL

SUBJECT LINE: San Mateo County Strong Fund – Small Business Grants Coming Soon

TEXT:



A limited number of small business grants of up to \$10,000 for qualified San Mateo County small business owners impacted by California's *Shelter in Place* order implemented to curtail the spread of COVID-19 are becoming available. There will be heavy demand for the first \$1 million in funding and funds will be used up very quickly. \$1 million in funding will only equal 100 grants if all grants are the maximum \$10,000.

Learn more and check back often about when the application portal is set to officially open at www.smcstrong.org/smallbusinessgrants.

In order to prepare for the application portal's **tentatively** planned opening on Monday, April 27, 2020 at 12:00pm, applicants should take the following steps to prepare to submit a complete application:

- **Determine if a business meets the following eligibility criteria:**
 1. Be a for-profit company with at least two employees;
 2. Since March 31, 2019 the business has had all applicable and required business license(s)/permit(s) or other government-issued registration document(s) as required by the local jurisdiction;
 3. The business has a primary office, storefront, or business space open to the public and located in San Mateo County and the business has been open for at least one year;
 4. The business has the equivalent of 10 or fewer full-time employees as of February 15, 2020 **OR** less than \$2.5 million in annual revenue over the past 12 months (March 1, 2019 to February 29, 2020); and
 5. The business demonstrates a 25% reduction in gross revenue due to COVID-19.
- **Review the detailed "Frequently Asked Questions" found at www.smcstrong.org/smallbusinessgrants** to determine if a business meets all the required eligibility requirements, understand the examples of supporting documentation the applicant may use to support their application, and other questions.
- **Prepare all of the supporting documentation as soon as possible and scan it** in one of the following file formats for uploading when the applicant submits their application:
 - PDF
 - Tiff
 - PNG
 - JPEG (this includes pictures of documents taken with a smart phone)

BANNERS AND LOGOS:

And for the more technologically capable, below are various images files that can be used for marketing and promotion of the www.smcstrong/smallbusinessgrants.org:





SAN MATEO COUNTY STRONG FUND SMALL BUSINESS GRANT PROGRAM FREQUENTLY ASKED QUESTIONS

PROGRAM OVERVIEW QUESTIONS

What is the San Mateo County Strong Fund Small Business Grant Program?

The California Shelter in Place order implemented to curtail the spread of COVID-19 has impacted many throughout the state, including local small businesses which have been forced to reduce staff or services as a result of lower demand and strained resources. San Mateo County, in partnership with Silicon Valley Community Foundation and San Mateo County Economic Development Association (SAMCEDA), has created the San Mateo County Strong Fund (SMCSF).

Specific to small business support, the goal of the SMCSF is to provide emergency grants through the San Mateo Credit Union Community Fund to support small, local businesses in their efforts to provide payroll for employees, maintain operations, meet ongoing obligations and survive the economic impacts of California's Shelter in Place order.

What can small business owners use the grant funding to pay for?

The funding can be used to provide payroll for employees, maintain operations, meet ongoing obligations and survive the economic impacts of California's Shelter in Place order.

How much grant funding will be awarded to eligible applicants?

Equivalent of 2 months operating expenses (determined by averaging last 12 months expenses divided by 12), not to exceed \$10,000, subject to availability of funds.

Will I have to pay the money back?

No. San Mateo County Strong Fund is providing emergency grants that won't require any repayment. However, the County of San Mateo and to the Office of the District Attorney will fully prosecute any fraud related to this grant program of the law.

When will the application period open?

The application portal is tentatively expected to open on Monday, April 27, 2020 at 12:00pm. **Learn more and check back often about when the application portal is set to officially open at www.smcstrong.org/smallbusinessgrants.**

How can I apply?

The County of San Mateo will be accepting San Mateo County Strong Fund Small Business Grant applications at their website at www.smcstrong.org/smallbusinessgrants. The application portal is expected to open on Monday, April 27, 2020 at 12:00pm.

Where do I call with questions?

Please call the County of San Mateo's information line at 211 for more information.

Can I apply in-person?

Due to the legal requirements for social distancing, applications will only be accepted online. Visit www.smcstrong.org to find a link to the online application for small business grants.

APPLICATION PROCESS QUESTIONS

Can I apply in-person?

Due to the legal requirements for social distancing, applications will only be accepted online at www.smcstrong.org/smallbusinessgrants.

Will I need to pay an application fee?

No. There is no fee to apply. There are no processing fees if you receive a grant.

Will the application be available in languages other than English?

Yes, the application will be available in English, Spanish and Chinese.

Do I need to be a US citizen or legal resident to apply?

No. Undocumented business owners who can provide required evidence of eligibility and income/expense documentation can apply.

How many grants will be approved in this first round of applications?

As many as possible. But for every \$1 million dollars in grant funding, if all grants are the \$10,000 maximum, only 100 applicants will receive a grant.

How competitive will the application process be?

The process will be very competitive. Be prepared before the application process opens.

How many grants will be given in total?

As many as possible. But for every \$1 million dollars in grant funding, if all grants are the \$10,000 maximum, only 100 applicants will receive a grant.

Will I get the full \$10,000 dollars?

Grants will be the equivalent of two months operating expenses (determined by taking an average of the last 12 months of operations as of 3/1/2020), not to exceed \$10,000 and subject to availability of funds.

Can I apply twice for the same business?

No. The anticipated need by small business owners across the 21 cities, towns, and unincorporated San Mateo County will be enormous. Funding must be used to support as many unique applicants as possible.

How is the decision made about which business will be awarded grants?

Grants will be evaluated on a first come-first served basis once a completed application, including all supporting documentation is received. An incomplete application will not go into the decision queue until all supporting documents are received.

Can I appeal the decision if I am deemed ineligible?

No?

APPLICATION ELIGIBILITY QUESTIONS

What are the criteria for approval?

To be eligible under the County's small business assistance program, a business must meet all the following criteria:

- Be a for-profit company with at least two employees;
- Since March 31, 2019 the business has had all applicable and required business license(s)/permit(s) or other government-issued registration document(s) as required by the local jurisdiction;
- The business has a primary office, storefront, or business space open to the public and located in San Mateo County and the business has been open for at least one year;
- The business has the equivalent of 10 or fewer full-time employees as of February 15, 2020 **OR** less than \$2.5 million in annual revenue over the past 12 months (March 1, 2019 to February 29, 2020); and
- The business demonstrates a 25% reduction in gross revenue due to COVID-19.

Additionally, all grant applicants will be required to submit the following information with their applications:

- Annual net business income and allocation of such net business income by owner(s) of the business; and
- Other local, state or federal COVID-19 assistance programs already applied to or funds awarded from such as the Payroll Protection Program - **applying to other programs does NOT disqualify an applicant from receiving a grant under this program.**

What type of documentation will applicants be required to submit as part of the online application process?

Business applicants must provide evidence of all eligibility requirements as well as 12 months of income/expense documentation. Examples of suitable documents **may include**:

- Bank Statements
- Current P&L Statements
- IRS or FTB tax returns
- Proof of utility and/or rent/mortgage payments
- Proof of healthcare premiums
- Proof of payroll processing

Does the owner of the business need to be a resident of San Mateo County?

No. If the business is in San Mateo County according to the criteria for eligibility it does not matter where the business owner resides.

Is the business owner considered an employee in determining eligibility?

- The business owner is considered one of the two required employees to be eligible for the grant. The other FTE must be a non-owner.

What is a full-time equivalent employee?

- The calculation of full-time equivalent (FTE) is an employee's scheduled hours divided by the employer's hours for a full-time workweek. When an employer has a 40-hour workweek, employees who are scheduled to work 40 hours per week are 1.0 FTEs. Employees scheduled to work 20 hours per week are 0.5 FTEs.

ATTACHMENT 4

- An employer with a 35-hour workweek would simply divide the employee's scheduled hours by 35 to determine the FTE. For example, an employee scheduled to work 21 hours per week would be 0.6 FTE when the full-time workweek is 35 hours.
- FTE calculations are about hours worked rather than number of employees. You could have four employees and only one FTE. Four 0.25 employees would be 1.0 FTE. Amir, Mark, Phyllis and Sue could each work 10 hours per week and the total would be 40 hours worked, or one FTE based on a 40-hour workweek.

What is gross income?

In simple terms, revenue is the money earned through sales, services and other means. If you sell a sandwich for \$5, your current gross revenue is \$5, with the term gross meaning the total amount before subtracting such things as the cost of the meat, bread and staff to make and serve the sandwich. Thus, a company's total gross revenue includes money earned through all its product and service offerings, for instance, whether French fries or soft drinks are also sold and if there is more than one location. Taking it one step further, gross annual revenue includes all those sales from all those products and services at all the locations over a full year. In short, it's all the money your business earned over the course of a year.

What is net income?

Net business income -- often referred to as the bottom line -- is a different figure altogether, and it reflects what happens when costs come into play. To figure net business income, managers subtract all the company's associated costs. Not only are the meat and bun in the sandwich counted toward unit costs, but also the heat used to grill it, the salary of the person who cooked it, the paper it was wrapped in, and so on. Thus, net business income is what's left over after companies pay their bills.

What if I meet eligibility requirements for all but one of the criteria?

Unfortunately, you will not qualify. You will be notified by email that your application was not approved.

What if I do not provide all the documentation required for a complete application?

Unfortunately, you will not qualify. You will be notified by email that your application is incomplete and ask you to reapply with complete documentation.

APPLICATION PREPARATION QUESTIONS

What should I do to prepare for the online application process?

You should work with your accountant, bookkeeper, or someone who can help you to determine if you meet the following eligibility requirements:

- Be a for-profit company with at least two employees;
- Since March 31, 2019 the business has had all applicable and required business license(s)/permit(s) or other government-issued registration document(s) as required by the local jurisdiction;
- The business has a primary office, storefront, or business space open to the public and located in San Mateo County and the business has been open for at least one year;
- The business has the equivalent of 10 or fewer full-time employees as of February 15, 2020 **OR** less than \$2.5 million in annual revenue over the past 12 months (March 1, 2019 to February 29, 2020); and
- The business demonstrates a 25% reduction in gross revenue due to COVID-19.

And you should find and scan as many of the accepted evidence of all eligibility requirements as well as 12 months of income/expense documentation. **Examples of suitable documents may include:**

- Bank Statements
- Current P&L Statements
- IRS or FTB tax returns
- Proof of utility and/or rent/mortgage payments
- Proof of healthcare premiums
- Proof of payroll processing

Can I reuse the document files I scanned and prepared for other programs like the US Small Business Administration's Payroll Protection Program?

- Yes, but you will still need to ensure you are providing documentation of all the eligibility requirements for this grant program.
- For example, the PPP may not have asked for a required business license(s)/permit(s) or other government-issued registration document(s) as required by the local jurisdiction in which you operate your business.
- But you must include this document in your application for this grant program.

APPLICATION PORTAL QUESTIONS

Can I fax my supporting documentation and fill out the application online separately?

No. You must complete the entire process at once through the online portal at www.smcstrong.org/smallbusinessgrants.

What computer internet browsers are compatible with the online portal?

- **Internet Explorer 11 is not supported for the grant application portal process due to security risks:** <https://www.microsoft.com/en-us/microsoft-365/windows/end-of-ie-support>
- Please determine which internet browser is on your personal computer before beginning the application process.
- We recommend using a current version of one of the following free browsers: Chrome, Safari, Microsoft Edge or Brave:
 - **Chrome:** <https://www.google.com/chrome/>
 - **Safari:** <https://www.apple.com/safari/>
 - **Microsoft Edge:** <https://www.microsoft.com/en-us/microsoft-365/windows/end-of-ie-support>
 - **Brave:** <https://brave.com/download/>
- **Note: Standard Smartphone browsers are already compatible.**

What digital files types will the online portal accept for uploading of supporting documentation?

- PDF
- Tiff
- PNG
- JPEG (this includes pictures of documents taken with a smart phone)

Will the application portal allow me to apply from a smartphone?

Yes.

How do I scan documents from a smartphone?

Information about scanning documents from a smartphone:

- **Scanning from an iPhone or iPad:** <https://support.apple.com/en-us/HT210336>
- **Scanning from an Android phone with Google Drive:** <https://support.google.com/drive/answer/3145835?co=GENIE.Platform%3DAndroid&hl=en&oco=0>
- **New York Times mobile scanning apps review:** <https://thewirecutter.com/reviews/best-mobile-scanning-apps/>

Will I have to complete the application all in one session?

No. The portal will allow you to register and save your progress. It is recommended that you are prepared to complete the application as soon as possible as the portal will be closed as soon as the funds are exhausted. We expect a large number of applications to be received in the first 24 hours.

What if I completed and submitted my application, but the funds are exhausted?

Any applications received before the portal closes but after the funds have been exhausted will be placed on a waiting list in the order the application was received. Should additional funds become available, the applications will be processed at that time, until the additional funds are exhausted.

What happens to my application if the money runs out?

Your completed application will be kept in the queue and will be evaluated as soon as new funding is secured – **you do NOT need to apply again, and you will not lose your place in the application queue.** You will be notified by email about your application status.

Will my application and supporting documentation be kept confidential?

Yes.

APPLICATION QUESTIONS RELATED TO SELF-EMPLOYED, GIG ECONOMY, AND INDEPENDENT CONTRACTORS**Why are self-employed individuals, independent contractors, and Gig Economy workers not eligible for small business grants? Where should we go for help?**

Under the Federal Government's recently approved \$2 trillion CARES Act relief law, people who are self-employed (including independent contractors and gig workers) and not eligible for regular State unemployment insurance can still receive unemployment benefits if they are unable to work or are working reduced hours due to the coronavirus. Those benefits include:

- **Pandemic Unemployment Assistance:** You can receive up to 39 weeks of weekly PUA benefits. The exact amount you receive is decided by your state, which has some discretion in determining eligibility and calculating benefit payouts.
- **Federal Pandemic Unemployment Compensation:** An additional \$600 per week to supplement state or Pandemic Unemployment Assistance, payable until July 31 at the latest. You must apply for unemployment through your state to get the \$600 per week, which you may receive even if you do not qualify for state unemployment benefits or PUA.
- The State of California will start accepting applications for Pandemic Unemployment Assistance on April 28, 2020.
- **Visit the State of California's Employment Development Department's COVID-19 resource page at:** https://edd.ca.gov/about_edd/coronavirus-2019/pandemic-unemployment-assistance.htm

Which other programs are offering grants to small businesses?

Please visit www.samceda.org for information about other small business grant programs.