



North Fair Oaks Community Council
*A Municipal Advisory Council to the
San Mateo County Board of Supervisors*

2600 Middlefield Road,
Redwood City, CA
650-363-1800
www.nfoforward.org

Everardo Rodriguez, Chair
Juan Carlos Prado, Vice-Chair
Beatriz Cerrillo
Brooks Esser
Joanie Gillispie
Linda López
Jennifer Ruiz
Blair Whitney

February 25, 2021

7:00pm

The North Fair Oaks Community Council provides recommendations on the issues of community health, safety, welfare, public works and planning for the North Fair Oaks geographic area. It holds regular monthly meetings to address the needs of the community, act as a forum, and serve as an advisory body to the Board of Supervisors.

Pursuant to the Shelter in Place Orders issued by the San Mateo County Health Officer and the Governor, the Governor's Executive Order N-29-20, and the CDC's social distancing guidelines which discourage large public gatherings, this meeting was held via videoconference. It began at 7:00 PM and was accessed online at <https://smcgov.zoom.us/j/94925163206> or by calling 1 (877) 568-4106 for Spanish.

1. ROLL CALL

Present: Chair Everardo Rodriguez, Vice Chair Juan Carlos Prado, Council Member Beatriz Cerrillo, Council Member Brooks Esser, Council Member Linda Lopez, Council Member Jennifer Ruiz, and Council Member Blair Whitney.

Absent: Council Member Joanie Gillispie.

Staff Present: Justin Mates, Deputy County Manager; Deputy County Counsel Timothy Fox; Office of Community Affairs: Emma Gonzalez and Sandra Becerra.

2. PUBLIC COMMENT

- None

AGENDA

3. Election of Officers: Council Chair and Vice-Chair

Led by Everardo Rodriguez	<ul style="list-style-type: none">• Chair Everardo Rodriguez announced that is stepping down as NFOCC Chair and he would not like to be nominated for either the Chair or Vice Chair roles. Having held the Chair role for four years already, he would like to open this position to a different Council member but will continue to be an active member of NFOCC.• Motion by Council Member Linda Lopez to elect Brooks Esser as Chair of the NFOCC. Motion seconded by Council Member Juan Carlos Prado.
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	<ul style="list-style-type: none"> • Roll call vote: Yea (6): Rodriguez; Prado; Cerrillo; Esser; Lopez; Whitney. The motion carries. • Motion by Council Member Blair Whitney to nominate Council Member Juan Carlos Prado as NFOCC Vice Chair. Motion seconded by Council Member Linda Lopez. <ul style="list-style-type: none"> • Roll call vote: Yea (7): Rodriguez; Prado; Cerrillo; Esser; Lopez; Ruiz; Whitney. The motion carries. • The new NFOCC Chair is Brooks Esser and the Vice Chair is Juan Carlos Prado.
Public Comment	<ul style="list-style-type: none"> • None

4. Presentation: Restaurant, Brewery & Winery Relief Grant for Small Business Owners

<p>Presentation by Myles Tucker (Management Analyst, County of San Mateo) and Don Cecil (Public and Government Affairs Consultant, SAMCEDA)</p>	<ul style="list-style-type: none"> • The Restaurant, Brewery & Winery Relief Grant for Small Business Owners is managed by the County of San Mateo and it was started by a contribution of \$1 million dollars by the Chan Zuckerberg Initiative to support small business owners. This program was expanded Countywide with CARES funding, \$1 million from the County, \$384,000 from the Silicon Valley Community Foundation and the San Mateo Credit Union Community Fund. These efforts have been coordinated by County Staff as well as SAMCEDA, and the local Chamber of Commerce. • This program will provide grant assistance up to \$10,000 directly to local, non-corporate establishments (restaurants, breweries, and wineries) that have economically impacted by the COVID-19 pandemic. • Partnerships with cities, towns, county agencies, multilingual media, chambers, ethnic business groups, trade associations have been made to help spread the word about this program. Outreach has also been conducted via door-to-door canvassing and social media and presentations to local groups such as NFOCC. All outreach is being done in English, Spanish, Tagalog, and Chinese. • The application portal can be accessed at smcstrong.org and will close on March 8, 2021 at 12:00pm. Additional information about the grant as well as information on where to call for assistance can be found at this website.
<p>Questions from Council Members</p>	<ul style="list-style-type: none"> • Council Member Linda Lopez asked: What is the difference between providing a grant to a business that is selling a product from their kitchen vs. home kitchen operations (who are ineligible for this grant)? <ul style="list-style-type: none"> ◦ Mr. Cecil replied: These grants are geared for brick and mortar businesses, with a full-service kitchen that is open and operating, because we hope that this grant will allow them to remain open and has a ripple effect on operations (wages, paying rent, purchasing goods and services).

	<ul style="list-style-type: none"> • Council Member Linda Lopez asked: Why has the number of applications submitted from North Fair Oaks been so low? Is it because of the type of outreach? <ul style="list-style-type: none"> ◦ Mr. Cecil replied: The application process is basic—do not need to upload documents—but it does require the applicant to have access to the internet or a smartphone. Our best guess for why the number of applications is low is that this process is new, and people are stretched thin. We will provide NFOCC with multilingual materials to get your assistance with promoting this grant opportunity. • Council Member Blair Whitney praised the program and everyone that came together to make it happen and volunteered to hand-out flyers and spread the word about this grant opportunities. Mr. Whitney suggested that a drop-in help center—staffed by volunteer high school or community college students--be created at the North Fair Oaks Library to help individuals with applying online. • Council Member Ever Rodriguez asked whether businesses who had previously benefitted from other grants could they still apply and receive this grant? <ul style="list-style-type: none"> ◦ Mr. Tucker replied that if they received a grant from the previous two opportunities the County provided in the Fall, then they would not be eligible for this grant. Restaurants who have earned over \$200,000 in revenue from the Great Plates Delivered program are also ineligible. If a business received a state or federal grant, or a County grant from the Spring or Summer 2020, they are still eligible for this grant opportunity. • Council Member Beatriz Cerrillo asked what the total number of businesses is in North Fair Oaks? <ul style="list-style-type: none"> ◦ Mr. Tucker replied that this grant is available to brick and mortar, full kitchen restaurants as well as breweries and wineries. Getting a full list of businesses is difficult as business licenses are not required in North Fair Oaks. However, collaboration with different departments and extensive outreach through every single avenue to get the word out to eligible restaurants.
Public Comment	None

5. Presentation: SMC 101 Express Lanes Project Update & Equity Alternatives

Presentation by Autumn Bernstein (Project Manager, SMC 101 Express Lanes Equity Study)	<ul style="list-style-type: none"> ▪ Ms. Bernstein provided an overview on the San Mateo 101 Express lanes project and its goal to develop a pilot equity program that invests toll revenue in historically underserved communities in San Mateo County. Funding includes \$1 million to be made available in the first year and \$600,000 annually in subsequent years. ▪ Equity Program Study Desired Outcomes: <ul style="list-style-type: none"> ✓ Flexible and adaptive to changing needs and feedback ✓ Encourage mode shift to high- occupancy modes.
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	<ul style="list-style-type: none"> ✓ Strategies benefit underserved communities who live near or use the lanes. ✓ Supports the Express Lanes benefits and goals (mobility, travel time, and reliability). ✓ Program reflects input from historically disadvantaged communities ✓ improve active transportation network adjacent to the corridor, ✓ Strategies are replicable and could be expanded regionally. ▪ 15 Studied Targeted Geographies: <ul style="list-style-type: none"> ✓ Daly City East Palo Alto Menlo Park North Fair Oaks (unincorporated) Redwood City San Bruno San Mateo South San Francisco ▪ Identifying Barriers to Travel: <ul style="list-style-type: none"> ✓ 12% Do not own or have access to a car for regular use ✓ 8% Do not have access to a credit card or bank account ✓ 28% Congestion on US-101 limits access to job opportunities ✓ 8% 11% 25% Limited access to the internet and/or a smart phone ✓ 11% Have a disability that makes traveling by transit difficult or impossible ✓ 25% Feel unsafe walking or biking on streets close to US-101 ▪ Phase 1 Community Engagement: <ul style="list-style-type: none"> ✓ Mobility challenges facing communities, unreliable, cost, traffic ✓ Equity program recommendations: subsidy program • 4 Alternatives Development Process: <ul style="list-style-type: none"> ✓ #1 Express Lane Toll Subsidy (Pre-loaded \$70 Toll Tags) ✓ #2 Transit Subsidy (21 \$50 Cash-On-Clipper Benefit) ✓ #3 Place-Based Improvements (Biking, Walking, & Transit Safety Improvements) ✓ #4 Carpool Rewards Program (Cash Benefit for Carpool Trips) • Next Steps: Selection of a Preferred Alternative: <ul style="list-style-type: none"> ✓ Analyze the four alternatives ✓ Solicit community and stakeholder input ✓ Select and recommend preferred alternative to JPA Board ✓ JPA Board adoption: May 2021 ✓ Develop implementation plan • Community Outreach: <ul style="list-style-type: none"> ✓ Virtual meeting 3/18/21 at 5:30pm-6:30pm in Spanish, Cantonese & Mandarin https://bit.ly/SMC101equity ✓ More information: www.smcta.com/101equity: ✓ Email questions to: 101express@dot.ca.gov ✓ For questions, contact Caltrans PIO Alejandro Lopez at (510) 385-6856 or 101express@dot.ca.gov
<p>Questions from Council Members</p>	<ul style="list-style-type: none"> • Council Member Linda Lopez: Did you reach out to Silicon Valley Coalition? • Autumn Bernstein Project Manager: Yes, we have done outreach, TMC • Vice Chair Juan Carlos Prado: Do people need to have 2 different tags for the discount? • Autumn Bernstein Project Manager: For those who want a discount need to get a new one. • Council Member Blair Whitney: Why should we have 1 alternative when we can have all 4?

	<ul style="list-style-type: none"> • Council Member Ever Rodriguez: Second Blair comments. But the best option is Toll Tags & I'm against Place-Based Improvements that should be given to underserved communities. • Council Member Linda Lopez Have you done outreach with Sienna Youth Club & Boys & Girls Club? • Lacy: Yes, we reached out to YLI, TMC and other youth groups. • Motion by Council Member Brooks Esser to recommend alternative #1 Council Member Juan Carlos Prado seconds motion. <ul style="list-style-type: none"> ✓ Roll call vote: Yea (5): Esser, Prado; Rodriguez; Lopez; Ruiz; Cerrillo; No (1) Whitney. The motion carries. • Council recommends Alternatives #1 Express Lane Toll Subsidy (Pre-loaded \$70 Toll Tags)
Public Comment	<ul style="list-style-type: none"> • None

6. Southeast San Mateo County Community Based Transportation Plan

Presentation by Greg Goodfellow (Senior Associate, PlaceWorks) and Susy Kalkin (Transportation Systems Coordinator, County of San Mateo)	<ul style="list-style-type: none"> • Community Based Transportation Plans: <ul style="list-style-type: none"> ✓ Response to 2001 MTC Lifeline transportation Network report ✓ Improve mobility for disadvantaged community of concern ✓ MTC requirements: <ul style="list-style-type: none"> ▪ Inclusive planning ▪ Improve range of transportation choices ▪ Address mobility gaps identified through outreach to low-income communities • Community of concern: <ul style="list-style-type: none"> ✓ 8 Variables Minority (70%) 2. Low-Income (30%) 3. Level of English Proficiency (20%) 4. Elderly (10%) 5. Zero-Vehicle Households (10%) 6. Single Parent Households (20%) 7. Disabled (25%) 8. Rent-Burdened Households (15%) ✓ COCs either Exceed Low-Income and Minority thresholds 2. Exceed Low-Income threshold and three other thresholds • Southeast San Mateo County CBTP: <ul style="list-style-type: none"> ✓ 12 Census Tracts East Palo Alto, Menlo Park, Redwood City, North Fair Oaks, unincorporated ✓ 69,280 residents ✓ 19,004 households ✓ 13,045 families ✓ All 12 low-Income ✓ All 12 rent-burdened • CBTP Outreach: <ul style="list-style-type: none"> ✓ MTC Requirements ✓ CBTP Advisory Board (Jurisdiction staff, SamTrans, Commute.org) ✓ Stakeholder Involvement (CBOs, Non-profits) ✓ Diverse Community Engagement Plan • Impacts of COVID:
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	<ul style="list-style-type: none"> ✓ Creative Outreach Approaches (Distanced engagement, Digital divide) ✓ Shifted Mobility Landscape (New community challenges) ✓ Changes in CBO Priorities (Economic support, Health and lifestyle support) • Current Outreach Efforts: <ul style="list-style-type: none"> ✓ Stakeholder Surveys (Broad perspectives) ✓ Community Surveys (COVID impact questions) <ul style="list-style-type: none"> ○ Spanish version: https://arcg.is/G1WiX ○ English version: https://arcg.is/j00jb ✓ Stakeholder Coordination (Compensation package, Various “Levels of Support”) ▪ CBTP Next Steps: <ul style="list-style-type: none"> ✓ Increased Survey Distribution (Stakeholder, government & local leadership social media, Social support centers) ✓ Stakeholder/CBO Contracts (Stakeholder survey, Community Survey distribution, Meeting facilitation) ✓ Plan & Policy Development (Advisory Body review and prioritization) ▪ For more information: <ul style="list-style-type: none"> ✓ C/CAG Project Web Page: https://ccag.ca.gov/communitybased-transportation-plans/ ✓ Greg Goodfellow, PlaceWorks : ggoodfellow@placeworks.com ✓ Susy Kalkin, C/CAG: kkalkin@smcgov.org
Questions from Council Members	<ul style="list-style-type: none"> • None
Public Comment	<ul style="list-style-type: none"> • None

7. Report out:

<p>a. Supervisor’s Report</p> <ul style="list-style-type: none"> • Madahi Cornejo, Legislative Aide to Supervisor Slocum: <ul style="list-style-type: none"> ✓ 3/15/21 begin to operate ✓ 2/24/21 we hosted with CARON Facebook live on vaccine clinics <p>b. County Manager’s Report:</p> <ul style="list-style-type: none"> • 2000 dioses (65+ 40,000 individuals vaccinated) <p>c. Council Member’s Reports:</p> <ul style="list-style-type: none"> • Council Member Linda Lopez: <ul style="list-style-type: none"> ✓ New work groups: San Mateo Vaccine Equity work group contact: Emma Gonzalez for more information ✓ San Mateo Recovery: Economic Committee meeting on 3/3/21 ✓ Peninsula clean energy having webinars ✓ Housing Community Development seats are open for committee. • Council Member Blair Whitey: <p>d. Adjournment</p> <ul style="list-style-type: none"> • The meeting adjourned at 9:05pm
