

EXECUTIVE SUMMARY 2010-2011

BUSINESS

One of the primary objectives of SAMCEDA is to support, champion, recognize and bring attention to the San Mateo County business community. All too often the contributions made by business to the economic health and well being of a community are overlooked and under appreciated. For San Mateo County a healthy business community directly translates to a healthy community and SAMCEDA strives to spread that message in a variety of ways.

Awards of Excellence Winners

Fastest Growing Innovator **Biotech Innovator**



Entertainment Innovator



David D. Bohannon Memorial Award
Steve Westly



Environmental Innovator



Technology Innovator



Aspiring Innovator



Keynote Speaker Garth Saloner, Dean, Stanford Graduate School of Business

I never perfected an invention that I did not think about in terms of the service it might give others... I find out what the world needs, then I proceed to invent.

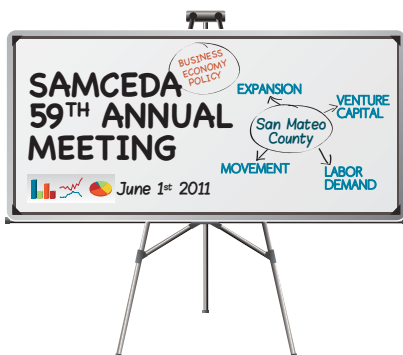
— Thomas Edison, Inventor and Scientist



For the past two years the theme of SAMCEDA's annual Awards of Excellence has been Innovation and Entrepreneurship. Innovation is a fundamental pillar of our county's economy, and we are working to ensure that it continues to be an economic priority for both private and public stakeholders whose investment, management and support infrastructure create and sustain our competitive business climate.

ECONOMY

In a new study commissioned by SAMCEDA and our Economic Vitality Research and Education Foundation we will examine the changes in labor demand in San Mateo County at the establishment level between 1992 and 2009. The understanding of labor demand coupled with existing data that illustrates the County's labor demand volatility will assist business, government, non-profits, and education institutions on the primary drivers of employment growth and decline. It will guide our efforts to exploit the regional strengths in attracting new establishments and their related employment. It will also assist us with our workforce development efforts and the training needs of our current and future employers.



POLICY

Budgetary and Fiscal Stability

Actively Support **California Forward** and their proposed budget reform measures:



Performance-based budgeting. The Governor and legislators should establish clear goals and performance measures for all programs. At least once every 10 years, lawmakers must review programs to determine if they should continue, or how they can be improved.

Multi-year budget planning. The Governor and Legislature should prepare two-year budgets and three- and five-year fiscal forecasts, and publish updates on the state's forecasted fiscal condition prior to the budget vote and early in the subsequent fiscal year.

Pay-As-You-Go for new programs and tax reductions. Major new or expanded programs or tax reductions (created through the legislative or initiative process) should identify how they will be financed by additional revenue or compensating spending reductions.

Manage volatile revenue and increase reserves. Spikes in revenue, after meeting minimum K-14 funding obligations, should be used to fill the rainy day fund and for other one-time uses, starting with paying down debt.

Transportation

California High Speed Rail: Actively engaged in discussion and ongoing debate regarding the future of High Speed Rail on the Peninsula. Worked with CA HSR Authority and local outreach and engineering teams to disseminate information on the Peninsula segment including EIR analysis, proposed alternatives analysis, phased implementation, ridership studies, funding sources, financial projections and relationship with Caltrain.



Caltrain: Actively support efforts to "Save Caltrain" and identify a permanent and sustainable funding source for ongoing operations.

Grand Boulevard Initiative (GBI): Continue work with the Grand Boulevard Initiative and its efforts to revitalize El Camino Real and link housing, jobs and transit through these efforts.



Land Use

Bay Conservation and Development Commission (BCDC): Actively following and engaging with regional business, economic development, housing, local government and non-profit stakeholders on proposed Bay Plan Amendment No. 1-08 dealing with climate change.

Bay Area Air Quality Management District (BAAQMD): Actively following and engaging with regional business, economic development, housing, local government and non-profit stakeholders on implementation of the District's CEQA Guidelines.

Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG): Actively following and engaging on the **Plan Bay Area** which is a joint effort led by ABAG and MTC in partnership with the Bay Area's other two regional government agencies, BAAQMD, and BCDC. All four agencies are collaborating at an unprecedented level to produce a more integrated land use/transportation plan. Included in this effort are the nine counties and 101 cities and towns that have land use authority in their respective jurisdictions, and transportation partners who plan and manage the regional transportation network. **Plan Bay Area** grew out of California's 2008 Senate Bill 375 (Steinberg), which requires each of the state's 18 metropolitan areas to reduce greenhouse gas (GHG) emissions from cars and light trucks.