



CA Open for Business June 15

AGENDA

- ❑ Welcome
- ❑ National Survey Results
 - ❑ Tammy Halevy – Public Private Strategies
- ❑ Beyond the Blueprint for a Safer Economy
 - ❑ Willie Rudman, External Affairs Officer from California Department of Public Health: COVID-19 Vaccine Task Force
 - ❑ Erika Monterroza, Communications Deputy Director from the Department of Industrial Relations
 - ❑ Trudy Raymundo, Head of External Affairs, COVID-19 Response California Department of Public Health
- ❑ Q & A

**Let's take
a poll!**

Speaker



Tammy Halevy

Senior Advisor

PUBLIC PRIVATE STRATEGIES

REIMAGINE MAIN STREET



It's Up to Main Street: Voices of Small Employers on Vaccinations

CAMEO
May 6, 2021



PUBLIC PRIVATE
STRATEGIES

Today's Discussion

- Context for our perspectives
- Share findings from survey of >3,200 small businesses
- Become a Small Business “Vaccine Leader”

REIMAGINE MAIN STREET



Small businesses and their workers must rebound from the COVID-19 crisis so that communities thrive and the benefits ripple throughout the economy. We are a multi-stakeholder, cross-sector initiative focused on advancing and uplifting innovative solutions to ensure that Main Street is at the center of our recovery.

Reimagine Main Street is a project of Public Private Strategies.

Reimagine Main Street Network Participants

Advocacy

- AARP
- Association of Women's Business Centers
- Asian/Pacific Islander Chamber of Commerce & Entrepreneurship
- Baltimore Urban Chamber
- National Association of Women Business Owners
- National Business League
- National Small Business Association
- SCORE
- US Black Chambers, Inc.
- US Hispanic Chamber of Commerce

Business Services & Community Lenders

- 1863 Ventures
- Access to Capital for Entrepreneurs (ACE)
- Accion
- Opportunity Fund

FIs

- Citi
- Goldman Sachs
- JPMorgan Chase
- Mastercard
- Visa
- Wells Fargo

Fintech

- Camino Financial
- Fenway Summer
- Intuit
- PayPal
- Square

Foundations

- Abell Foundation
- Arnold Ventures
- de Beaumont Foundation
- Dell Foundation
- Ford Foundation
- Gates Foundation
- Kauffman Foundation
- W.K. Kellogg Foundation
- Mastercard Center for Inclusive Growth
- Missouri Foundation for Health
- Mott Foundation
- Robert Wood Johnson Foundation
- Rockefeller Foundation
- Spitzer Trust
- Surdna Foundation

Research

- The Aspen Institute
- Federal Reserve Bank of New York
- JPMorgan Chase Institute
- Latino Business Action Network
- Joint Center for Political and Economic Studies

Technology

- LinkedIn
- Thumbtack
- Toast
- Amazon
- eBay
- Etsy
- Facebook
- GoDaddy
- Google
- Indeed



Why Did We Survey Small Employers on Vaccines?

- The pandemic has hit Main Streets hard. Vaccines are a critical step to getting back to business in the wake of COVID-19 shutdowns.
- Efforts currently underway to understand and overcome vaccination hesitancy focus primarily on individuals and large employers. This approach misses the important role of small business: ~100M people are either owners or employees of small businesses and business owners are trusted voices in their communities
- Reimagine Main Street and our partners fielded a national survey of >3,300 diverse small employers from February 3 - March 23, 2021 to fill the gap in insights into attitudes and preferences of small employers, especially AAPI-, Black-, Hispanic- and Native-owned small businesses.

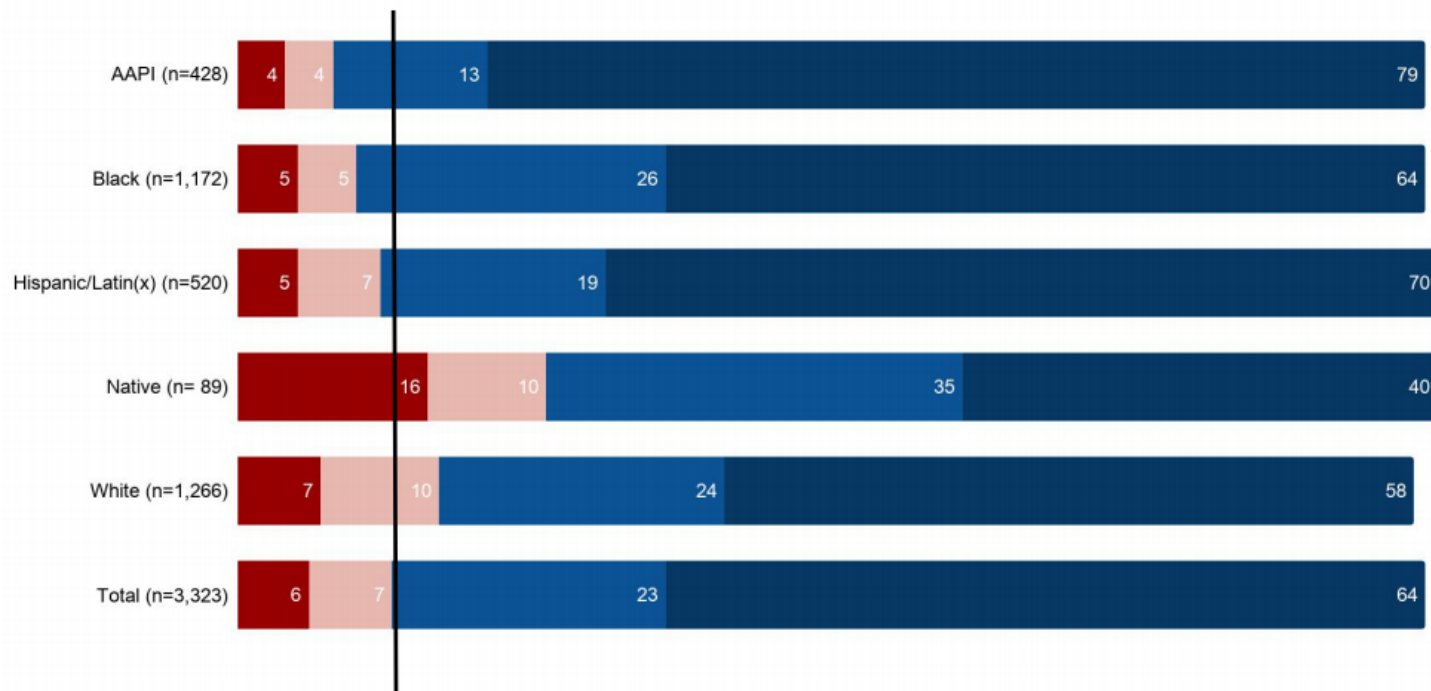
Takeaways

- Vaccines are on the minds of most small employers & their employees
- Small employers want employees to get vaccinated so they can get back to business; Willing to help make it happen
- Small employers want science-based guidance for employees and community; eager to work with trusted partners

Most Small Employers Think It's Very Important that Employees Get Vaccinated

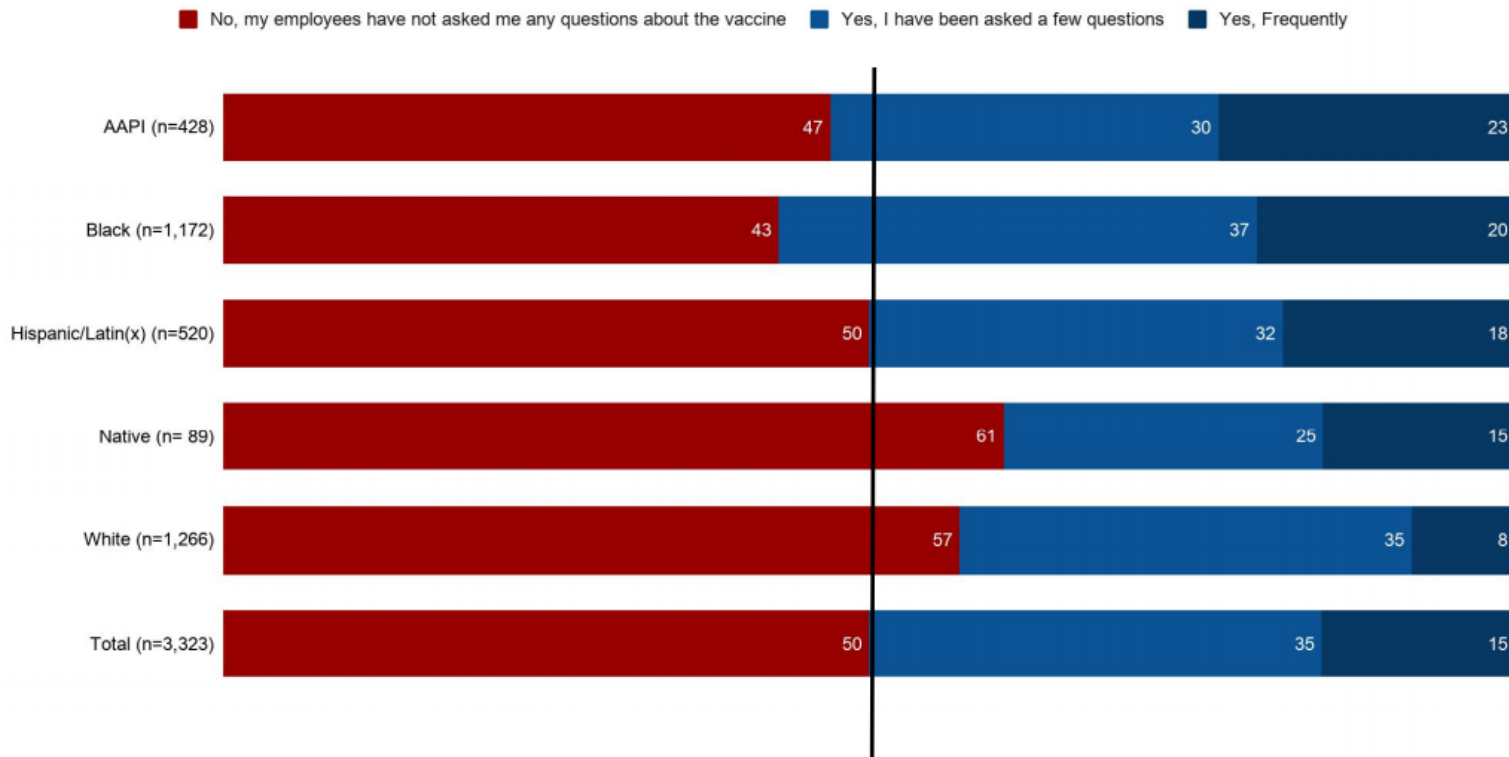
% of respondents

■ Not Very Important ■ Not Important ■ Somewhat Important ■ Very Important



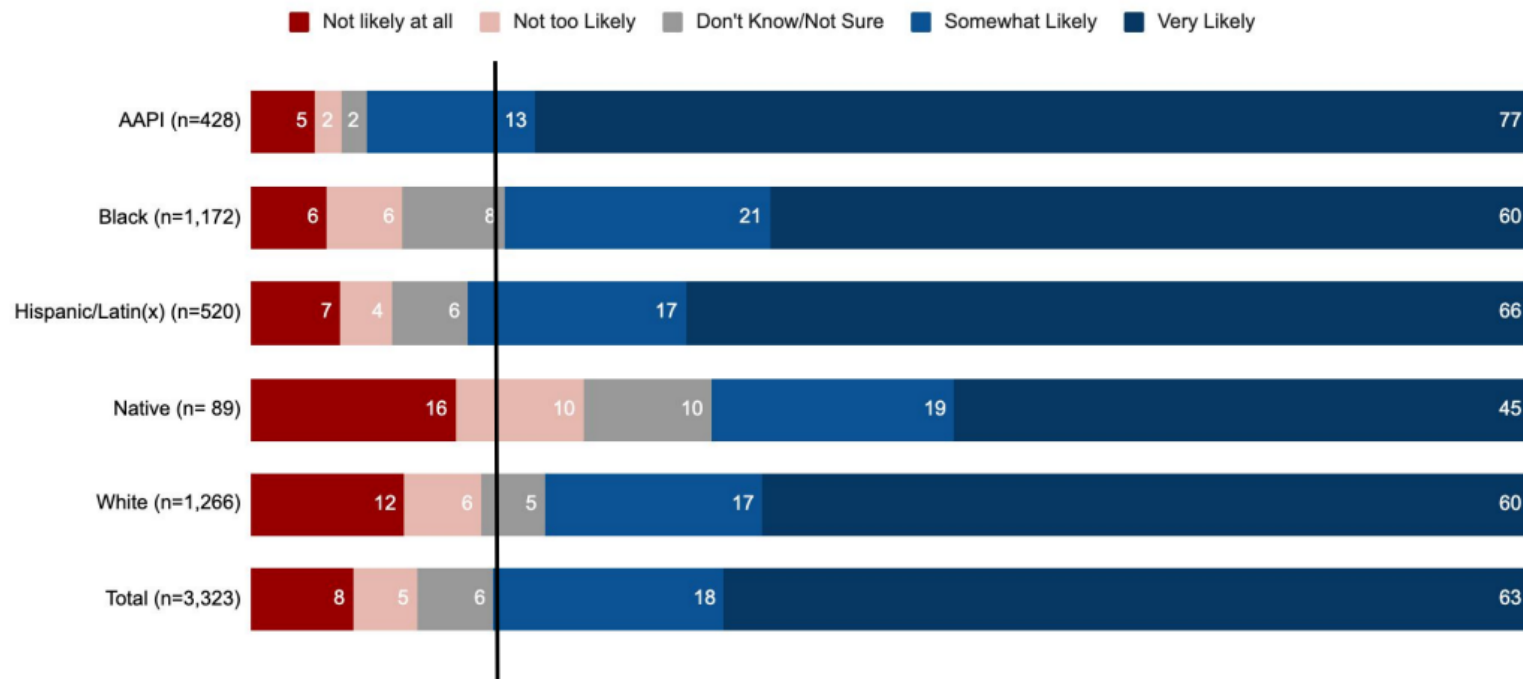
Workers Asking their Employers Questions About Vaccines

% of respondents



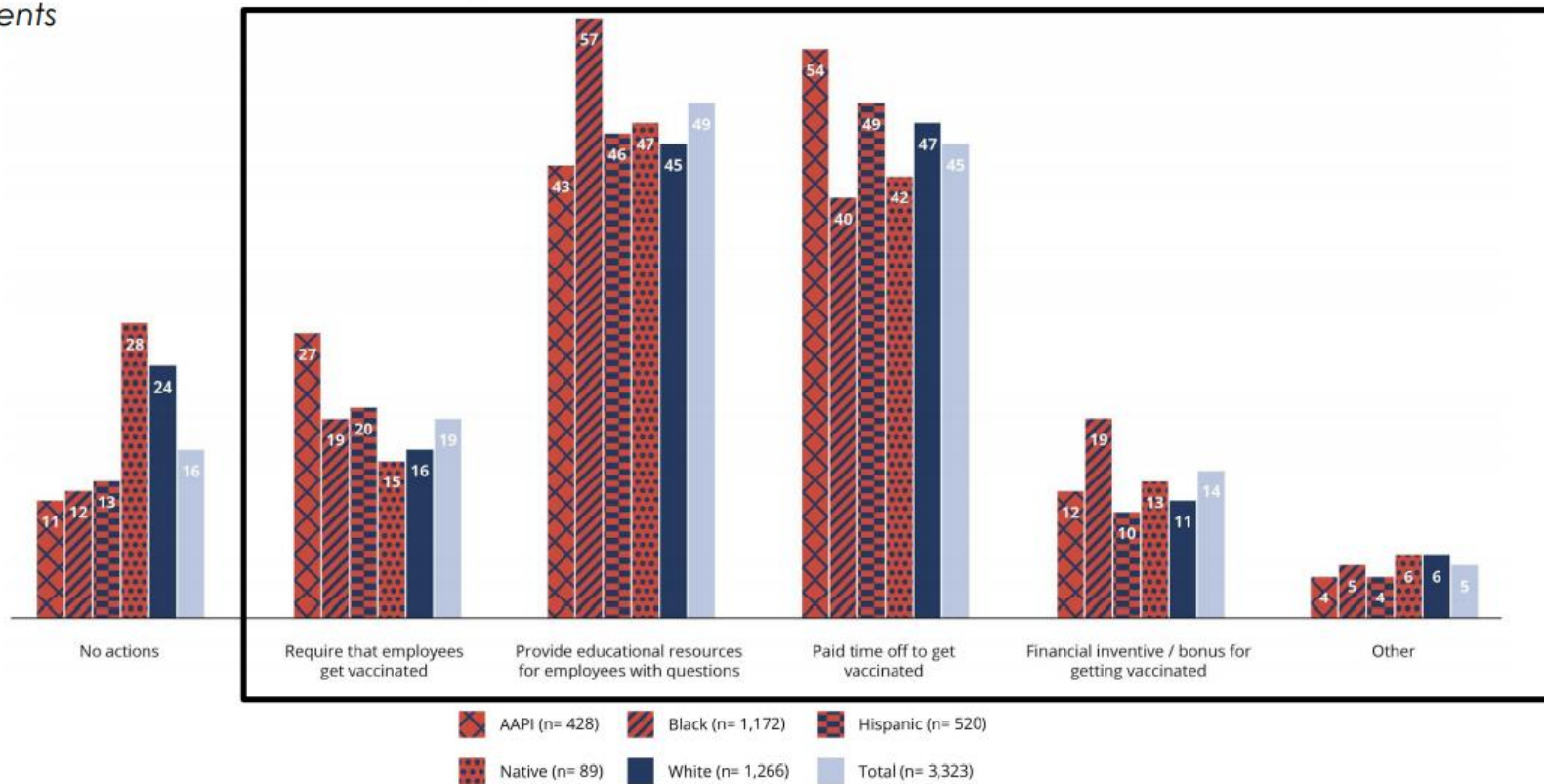
Small Employers Likely to Encourage their Workers to Get Vaccinated, Resistance Varies by Segment

% of respondents



Most Small Employers Willing to Take Action to Encourage Vaccinations Among their Workers

% of respondents





- Campaign for small business owners to play role of “Vaccine Leaders”
- Business owner pledge launched with hundreds of small employers
- Website with tools and curated resources
- Tailored and culturally competent tip sheets in multiple languages (e.g. Chinese, English, Korean, Spanish, Vietnamese)



<https://www.reimaginemainstreet.org/vaccine-resources>



Thanks!

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Public Private Strategies (PPS) creates opportunities where the public and private sectors meet. We bring together diverse allies including foundations, associations, corporations, small businesses, and entrepreneurs to solve pressing societal challenges. By harnessing the power of the private sector, we build coalitions, activate campaigns, and create strategic partnerships to drive desired policy and market outcomes.



**INSIGHT &
UNDERSTANDING**



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INTELLIGENCE**



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SERVICES**



**COMMUNITY
ENGAGEMENT**

Beyond the Blueprint for a Safer Economy

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