NOTICE OF MEETING

CITY OF PACIFIC GROVE

ECONOMIC DEVELOPMENT COMMISSION

SPECIAL MEETING AGENDA

Thursday, June 25, 2020, 3:00 P.M.
Council Chamber – City Hall – 300 Forest Avenue, Pacific Grove, CA

AGENDA

THIS MEETING WILL BE HELD VIRTUALLY AND IS COMPLIANT WITH THE GOVERNOR'S EXECUTIVE ORDERS N-25-20 AND N-29-20, ALLOWING FOR A DEVIATION OF TELECONFERENCE RULES REQUIRED BY THE BROWN ACT.

Join the Zoom Meeting to participate live at:

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To participate telephonically, call any number below:
+1 669 900 9128
877 853 5247 (Toll Free)
888 788 0099 (Toll Free)

Webinar Meeting ID: 899 8527 9805

Help Line 831-648-3128

CALL TO ORDER

1. **APPROVAL OF AGENDA**

2. **COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)**

3. **COUNCIL LIAISON ANNOUNCEMENTS**

4. **GENERAL PUBLIC COMMENT**
General Public Comment must deal with matters subject to the jurisdiction of the City and the Economic Development Commission that are not on the Regular Agenda. This is the appropriate place to comment as to items on the Consent Agenda, only if you do not wish to have the item pulled for individual consideration by the Economic Development Commission. Comments from the public will be limited to three minutes and will not receive Economic Development Commission action. Comments regarding items on the Regular Agenda shall be heard prior to Economic Development Commission's consideration of such items at the time such items are called. Whenever possible, written correspondence should be submitted to the Economic Development Commission in advance of the meeting, to provide adequate time for its consideration.

5. **APPROVAL OF MINUTES**

A. Economic Development Commission Meeting Minutes: March 12, 2020
Reference: Haroon Noori, Management Analyst

Recommended Action: Approve minutes.

REGULAR AGENDA

6. Presentation on the Economic Recovery Action Plan for Pacific Grove
   Reference: Barry Foster and Angela Tsui, HdLEcon Solutions
   Recommended Action: Receive presentation and hold discussion.

7. Presentation on the "Adopt a Block" concept
   Reference: Debby Beck, Economic Development Commissioner
   Recommended Action: Receive presentation and hold discussion.

ADJOURNMENT

NOTICE OF ADA COMPLIANCE: Pursuant to Title II of the Americans with Disabilities Act (Codified At 42 United States Code Section 12101 and 28 Code of Federal Regulations Part 35), and Section 504 of the Rehabilitation Act of 1973, the City of Pacific Grove does not discriminate on the basis of race, color, religion, national origin, ancestry, sex, disability, age or sexual orientation in the provision of any services, programs, or activities. The City of Pacific Grove does not discriminate against persons with disabilities. City Hall is an accessible facility. A limited number of assisted listening devices will be available at this meeting. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting or provide the requested agenda format.

Agenda No. 5 A

CITY OF PACIFIC GROVE

300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO:	Chair Jarick and Members of the Economic Development Commission
FROM:	Haroon Noori, Management Analyst
MEETING DATE:	06/25/2020
SUBJECT:	Economic Development Commission Meeting Minutes: March 12, 2020

RECOMMENDATION

Approve minutes.

DISCUSSION

Attachments

3-12-20 Draft EDC Minutes

MINUTES

CITY OF PACIFIC GROVE
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING

Thursday, March 12, 2020, 4:00 P.M.

Council Chamber – City Hall – 300 Forest Avenue, Pacific Grove, CA

1. CALL TO ORDER AND ROLL CALL

Commissioners Present: Mia Jarick (Chair), Tama Olver (Vice Chair), Willy Nelson, Moe Ammar, Amber Kerchner, Sarah Fontecchio (Secretary), Debby Beck, Eric Fonferek

2. APPROVAL OF AGENDA

On a motion by Vice Chair Olver, seconded by Commissioner Nelson, the Commission voted 7-0-0-0 to approve agenda. Motion passed.

3. COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)

Commissioner Ammar provided an update on new businesses coming to Pacific Grove.
City Manager Ben Harvey provided information and update on current COVID-19 quarantine at Asilomar as well as current state and local COVID-19 information.

4. REPORTS OF COUNCIL LIAISON

None

5. GENERAL PUBLIC COMMENT

(Comments from the audience cannot receive Commission action. Comments must deal with matters subject to the jurisdiction of the Commission and not on the regular agenda. Comments will be limited to three minutes. Whenever possible, letters are to be submitted to the Commission in advance of the meeting.)

Public Comment was received from: Joy Colangelo

6. CONSENT AGENDA

A. Approval of February 13, 2020 EDC Regular Meeting Minutes
On a motion Commissioner Nelson, Seconded by Vice Chair Olver, the Commission voted 7-0-0-0 to approve minutes. Motion passed.

7. REGULAR AGENDA

A. Presentation on Successful Downtowns and Economic Development Strategies

Reference: Barry Foster, Principal, and Angela Tsui, Senior Advisor, HdL's ECONSolutions
Recommended Action: Receive information and discuss potential economic development and enhancement strategies.
CEQA: Does not constitute a "Project" as defined by CEQA Guidelines Section 15378.

Barry Foster and Angela Tsui provided information how to improve and build a vibrant downtown city center when attracting locals, businesses, and tourist. Commission discussed the item. Commission discussed event ideas including food and wine, fashion show, events for families, adopt a block, and evening events. Sub-Committee formed for Adopt a Block chaired by Commissioner Beck. Sub-Committee formed for the food, wine, and fashion show event idea chaired by Chair Jarick.

DRAFT

Public Comment was received from: Joy Colangelo, Mike
Staff Comment was received from: Ben Harvey, Laurel O'Halloran, David Laredo

8. ADJOURNMENT 5:25pm

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

_____ _____

Sarah Fontecchio, Secretary Date

DRAT

Agenda No. 6

CITY OF PACIFIC GROVE

300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO:	Chair Jarick and Members of the Economic Development Commission
FROM:	Barry Foster and Angela Tsui, HdLEcon Solutions
MEETING DATE:	06/25/2020
SUBJECT:	Presentation on the Economic Recovery Action Plan for Pacific Grove

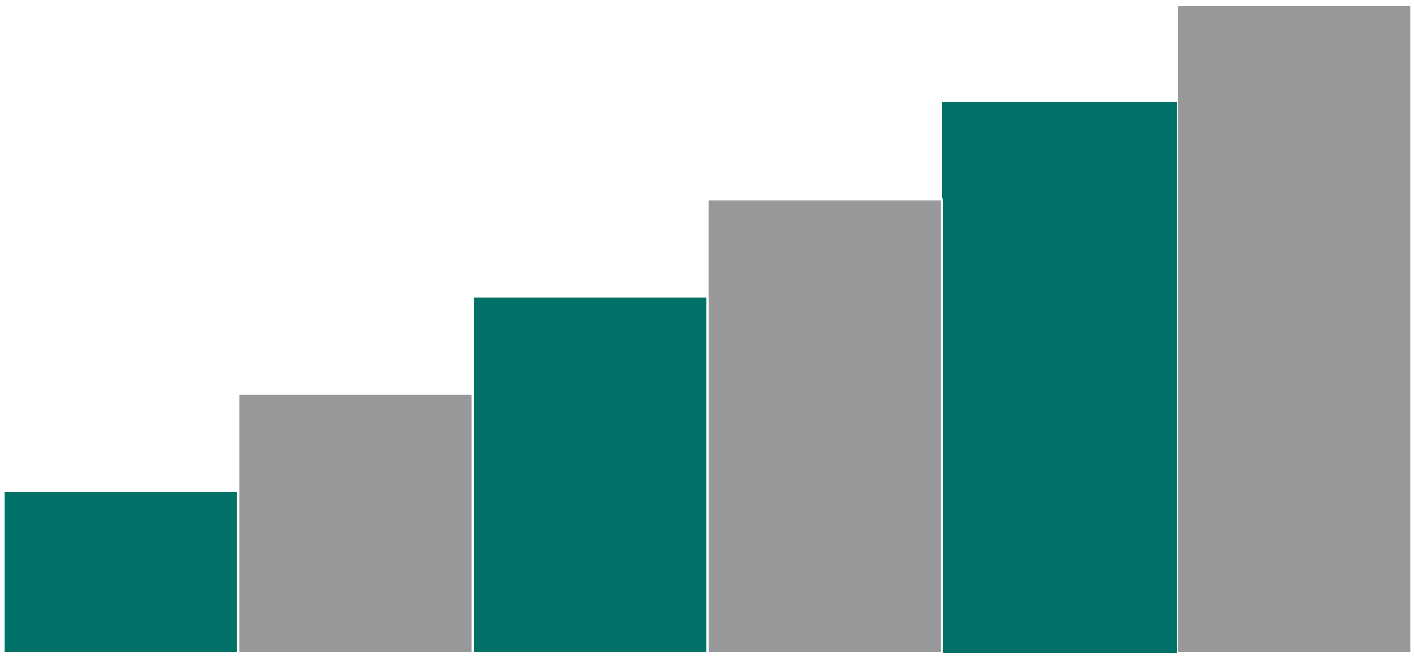
RECOMMENDATION

Receive presentation and hold discussion.

DISCUSSION

Attachments

Ecocomic Recovery Action Plan for Pacific Grove



Development Driven by Data

City of Pacific Grove, CA

Economic Recovery Action Plan

ECONSolutions by HdL
120 S. State College Blvd., Ste 200
Brea, CA 92821
www.hdlcompanies.com
www.ECONSolutionsbyHdL.com

OBJECTIVE
HdL ECONSolutions

OBJECTIVE

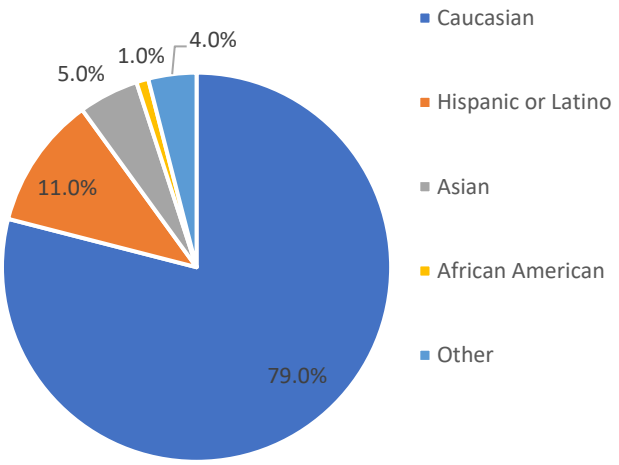
COVID-19 has produced a significant impact on California cities from a health, social and lifestyle perspective, but also has negatively impacted the local economy in many ways. The drafting of this Economic Recovery Action Plan (ERAP) will help guide the City of Pacific Grove in reopening its business community in the near term, but also presents possibilities to consider as a mid-term timeframe which, can help struggling businesses and improve the confidence of consumers to feel safe to return to shopping and restaurant environments. Additionally, the ERAP shall provide some thoughts, ideas and best practices to help improve the business climate in Pacific Grove in moving toward a robust recovery effort from the COVID-19 pandemic.

OVERVIEW OF CITY AND COMPOSITION OF THE BUSINESS COMMUNITY

City of Pacific Grove Overview:

- Located in Monterey County CA, Pacific Grove was founded in 1875 and incorporated in 1889.
- With a population of 15,413, it is a small community that is encapsulated by beautiful scenery.
- Pacific Grove is situated in between Pebble Beach and Monterey, which makes it a popular vacation getaway for those in Northern California's Bay Area.
    - Daytime population of nearly 14,000
    - Average Home Value of $825,100
    - Average Household Income of $80,788
    - Average age of 49
- One of the safest cities in California with just 156.1 crimes per year, well below the U.S. average of 274.
- Pacific Grove is known for its beautiful ocean view and its Victorian style homes that many have been converted into bed and breakfast inns and restaurants.
- Home to five beaches
- Schools: Part of Pacific Grove Unified School District
    - 2 Elementary Schools
    - 1 Middle School
    - 2 High Schools
- 53% of adults 25 or over have a college degree
- 96% have a high school diploma or higher
- Colleges within 30 miles of Pacific Grove:
    - Monterey Peninsula College
    - California State University, Monterey Bay
    - University of California, Santa Cruz
    - Naval Postgraduate School
    - Middlebury Institute of International Studies

Ethnic Composition



Lover's Point Park and Beach

Composition of Pacific Grove's Business Community

6,949 jobs situated in Pacific Grove

- Major types of Jobs
  - 29.4% Educational Services
  - 15.7% Entertainment Services
  - 10.2% Wholesale Retail
  - 10% Professional Services
- Major Retail Employers such as

- Pacific Grove's business community is comprised of professional services such as real estate, legal/attorneys, accountants, and management consulting, along with smaller retail stores, markets, and many restaurants.
- A successful and prominent business feature within Pacific Grove is the many bed and breakfast inns that are available to individuals who wish to vacation within the beautiful community. Considering these establishments are Victorian Style Homes, customers are receiving an unforgettable lodging experience.
- Pacific Grove has some popular and successful shopping areas including Downtown Pacific Grove, Fairway Shopping Center and the American Tin Cannery Outlets. These centers provide a variety of retailers that are authentic to the city, allowing for consumers to obtain exclusive goods and exceptional services.

Centrella Inn

The Pacific Grove Inn

Downtown Pacific Grove

American Tin Cannery Outlets

Sources: datausa, city-data.com, www.census.gov, City of Pacific Grove, scag.ca.gov, collegesimply.com, INSIGHT Market Analytics

IMPACT OF COVID-19

As of mid-June 2020, almost 154,000 COVID-19 cases have been confirmed and reported in the State of California with a death toll of nearly 5,200. As of June 16, Monterey County had 1,015 confirmed cases and 12 fatalities. With that said, COVID-19 has impacted the State California, Monterey County and City of Pacific Grove both economically and socially. **(Source: https://covid19.ca.gov/)**

ECONOMIC IMPACT

COVID-19 has caused economic impacts through multiple platforms, including short-term fiscal shocks and longer-term through negative economic growth. Several areas to review in order to identify the impacts such as, unemployment rate, job losses, number of businesses shutting down, number of chain companies downsizing as well as the changes in the real estate market.

- ### Unemployment Rate and Job losses

  California's unemployment rate nearly tripled from mid-March to mid-April as it increased more than 10%, representing a population of 792,800 becoming unemployed just in the month of May. Work force reductions, businesses being shut down or temporarily closed in the state all contributed to the rising unemployment rate.

Figure 1- Unemployment rate

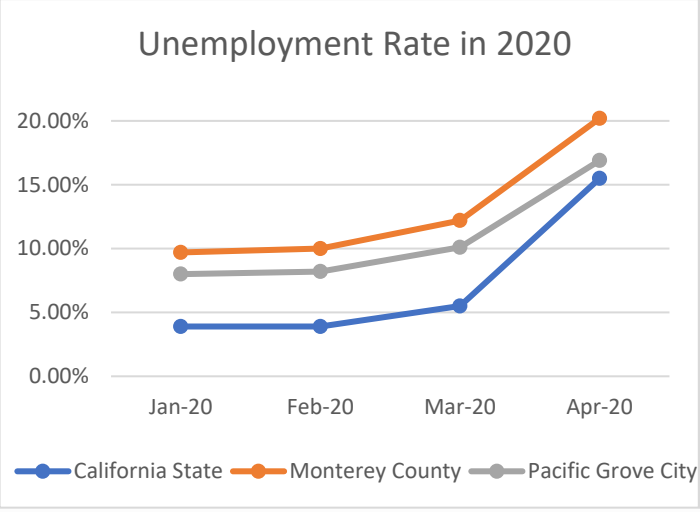
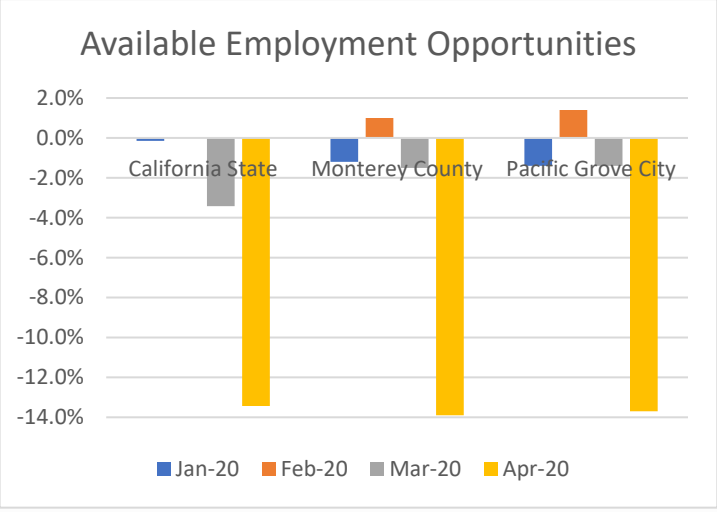


Figure 2- Employment Opportunities



Unemployment Rate			
2000	California State	Monterey County	Pacific Grove City
January	3.90%	9.70%	8.00%
February	3.90%	10.00%	8.20%
March	5.50%	12.20%	10.10%
April	15.50%	20.20%	16.90%

Employment Opportunities			
2020	California State	Monterey County	Pacific Grove City
January	-27300	-2400	-100
February	-300	2000	100
March	-640900	-2900	-100
April	-2432900	-26800	-1000

*April unemployment rate in City of Pacific Grove was 16.9 % representing a population of 1,300.
*April unemployment rate in Monterey County was 20.2% representing a population of 41,800.
*April unemployment rate in California was 15.5% representing a population of 2,885,300.

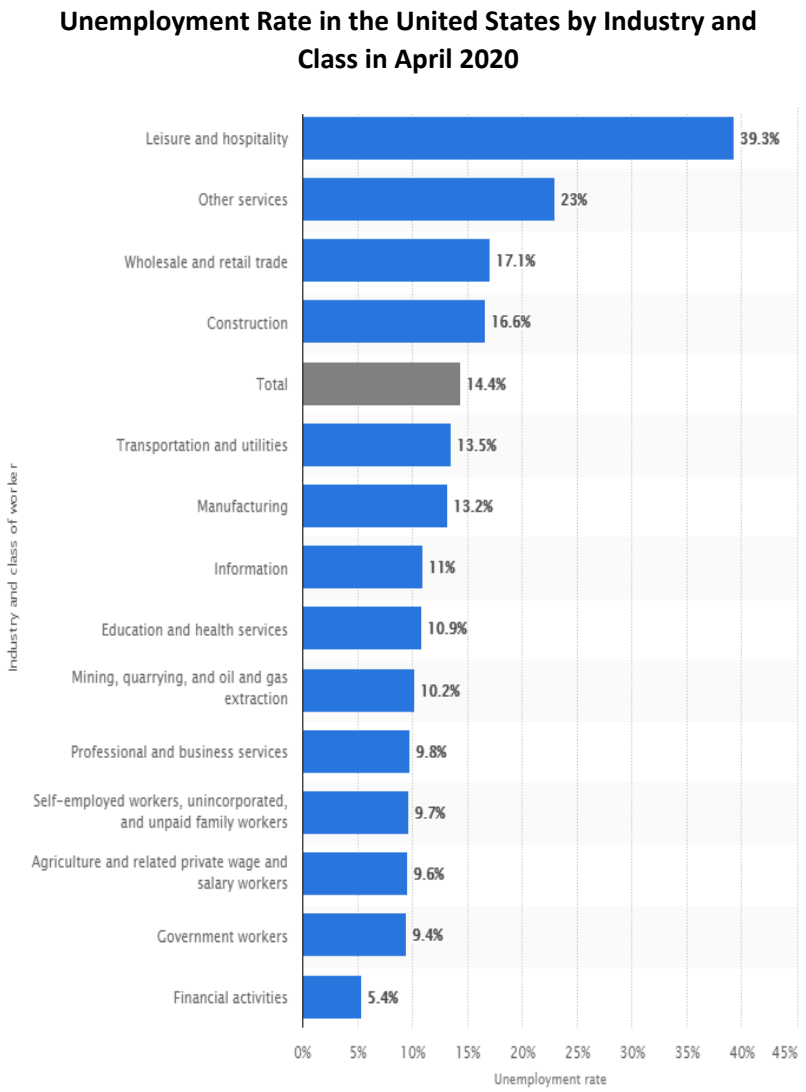
Figure 1 and Figure 2 reflected the unemployment rate in Monterey County was over 20% in April 2020 and was nearly 5% higher than the state-level, which was 15.5%. Pacific Grove city unemployment rate was 16.9%, which was also higher than then state-level while employment opportunities for both the county and the city suffered a higher than state-level percentage loss.

- ## Downsizing and Businesses Closing

Although the total impact will not be available until COVID-19 is under controlled, ***Figure 3*** demonstrates the industries that are currently being affected the most as of April 2020. 'Leisure and hospitality' group with customer services roles had the highest unemployment rate due to the temporary/permanently closure of retail stores, dine-in only restaurants, tourism attractions and other non-essential businesses. The following are examples of some popular retailers struggling to survive.

- Buffet-Style restaurant, Souplantation announced that they are closing all locations permanently.
- Victoria's Secret and Bath & Body Works announced that they are closing 50 and 235 stores respectively.
- J. Crew, J.C Penney, Neiman Marcus and Tuesday Morning also filed Bankruptcy recently.
- Many casual sit-down restaurant chains are struggling to survive including Appebees, El Torito, I-Hop, Joe's Crab Shack, Red Robin, Ruby Tuesday and TGIFridays as they were already closing locations before COVID-19. They are likely to be closing many more in the near future because of COVID -19.

Figure 3- Unemployment rate in United States by Industry and Class, April 2020



Source: ***https://www.statista.com/statistics/217787/unemployment-rate-in-the-united-states-by-industry-and-class-of-worker/***

Figure 4- Establishments in the City of Pacific Grove

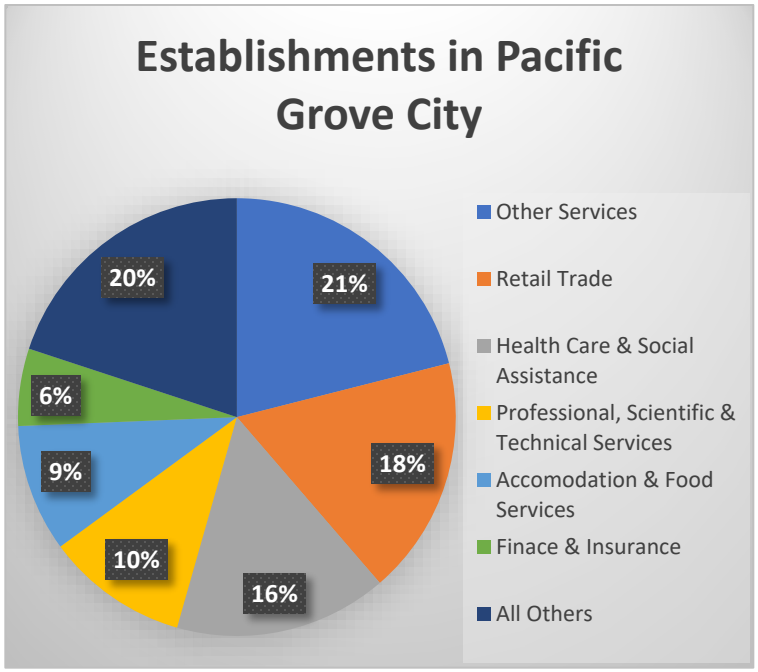


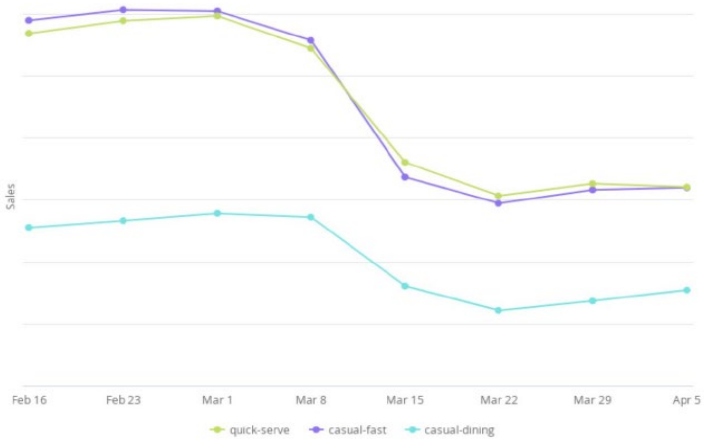
Figure 4 provides an overview of the major business establishments within the City of Pacific Grove. Other Services, Retail Trade and Health Care & social Assistance make up more than half of the businesses in Pacific Grove. In addition, information from ***Figure 1, 2 and 3*** conveyed that the industries being impacted the most with unemployment is Leisure & Hospitality, Other Services and Retail Trade, which explains the reason why Pacific Grove is experiencing higher than the state-level unemployment rate as more than half of the businesses in Pacific Grove are vulnerable to the COVID-19 economic impact. Green Street Advisors (a leading commercial real estate advisor) has reported that in 2019 a total of 9,000 retailers and restaurants closed in the U.S. They now project that as many as 25,000 business could close in 2020.

- ## Restaurants

Restaurants, including quick service and fast casual restaurants, suffered a substantial 60% decline in revenue since March as indicated in Figure 5. However, as demand for delivery increased, quick-service, fast-casual service and casual-dining began to go upward at a 3% rate since April.

- 55% of the orders are curbside pick-up
- More than 20% growth in ordering from digital application channels.
- Expected 11-27% decline in food service for year-over-year between 2019 to 2020.
- Both Drive-thru and delivery service experienced more than a 20% growth
- For 68% of orders, the customer never stepped foot inside the restaurant

Figure 5- Restaurant Sales Changes

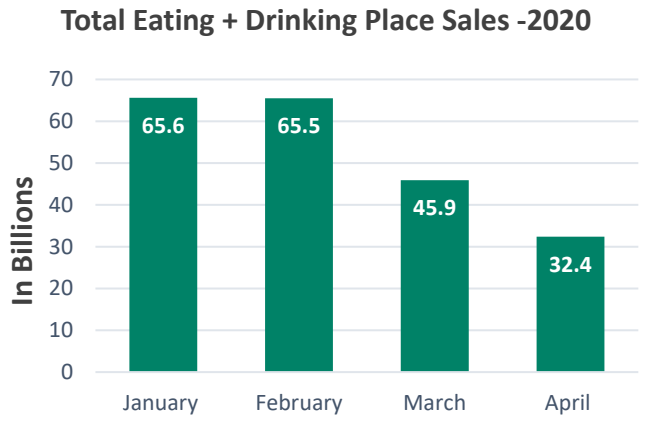


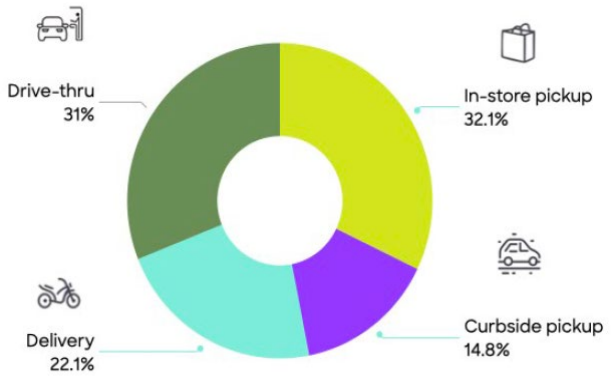
Source: Hathway + Punch Restaurant Sales Trend Analysis, April 14 & Hathway Consumer Insights Study, March 21

Accommodation and Food Services make up 9% of total business establishments in the City of Pacific Grove and 9.3% of the city population works in the Food Service industry. Casual Dining, Quick-Service Restaurants and Fast-Casual Restaurants make up more than a third of the Sales Tax Revenue for the city. With the restaurant industry being temporary closed or just partially open during COVID-19, a nearly -20% decline in

Sales Tax Revenue was observed in Q1 2020 (data provided to HdL during the 2nd week of June) and COVID-19 is expected to continuously have a negative impact to the city's Sales Tax Revenue in Q2 2020 for April- June 2020.

- ## Restaurants News





Source: U.S. Census Bureau

- ## Shift in Consumer Spending

As consumers are staying home more, spending on essential goods has increased. Sales in the Grocery sector were up 30.9% in March 2020 and although growth has slowed down since then, it rose to 13.2% year-over year rate in April 2020 according to the U.S. Census Bureau. A significant growth was in on-line delivery service for grocery purchases.

Figure 6 – Shift in where consumers are spending time shopping

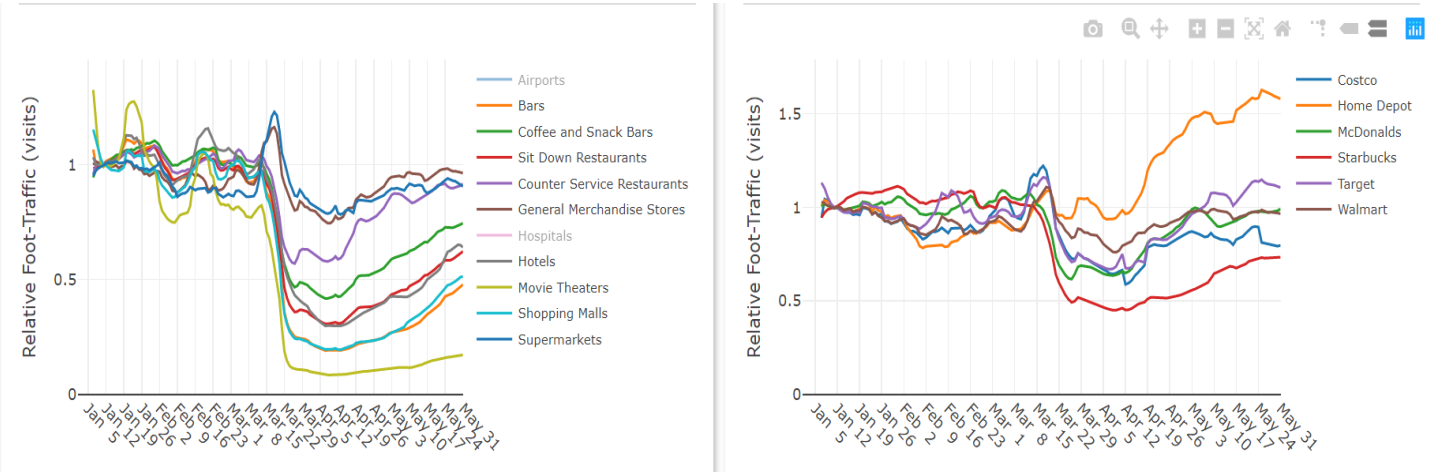


Figure 6 indicates a huge decline in mid-March, many categories including bars, sit-down restaurants, shopping malls and all categories are slowly recovering, except theater. It also indicates that traffic in all industries dropped but both Supermarkets and General Merchandise stores had the highest consumer traffic during COVID-19. Stores such as Target and Walmart had one of the highest consumer traffic counts since the beginning of COVID-19.

Figure 7 – Shift in Consumer Spending

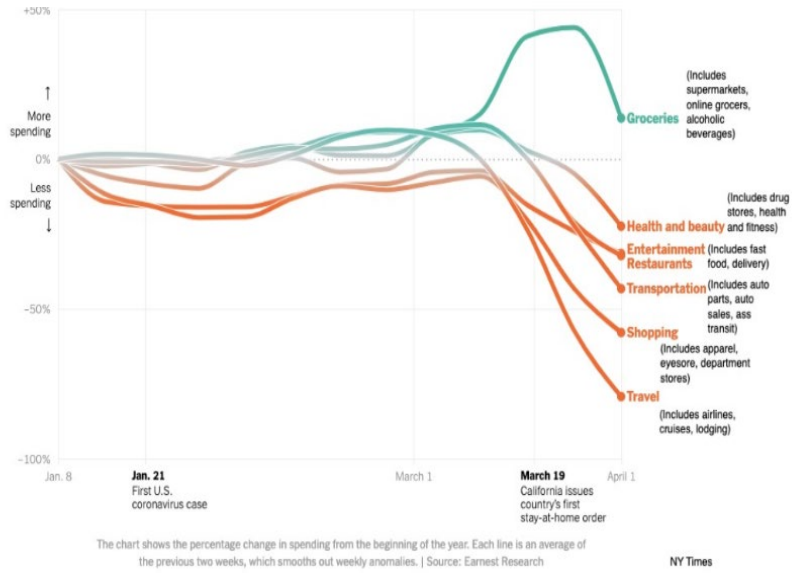
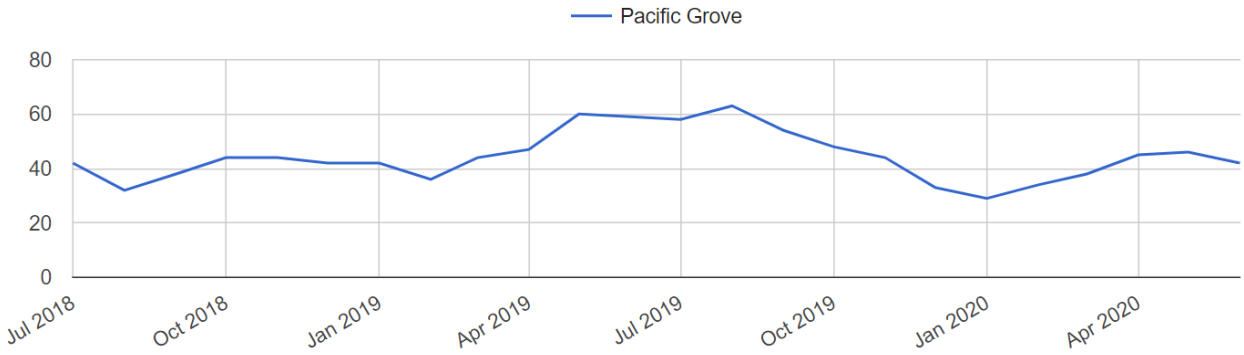


Figure 7 also indicates with the recent trends in consumer spending, categories such as shopping malls, transportation and health and beauty all had a significant drop in sales. However, spending in groceries first spiked up in late March but growth slowed down towards mid-late April.

- ## Housing- Real Estate

According to the recent 'Real Estate Market Report' in April, web traffic to real estate portals like Zillow and Redfin dropped by almost 40 percent in the immediate aftermath of COVID-19. New listings of homes for sale initially dropped by as much as 27% from a year ago in the first week of April. However, the decline has slowed down since then as the 'Stay at home' restrictions somewhat loosen-up. However, wave of foreclosures and bankrupting mortgage servicers might be a possibility due to many folks missing mortgage payments.

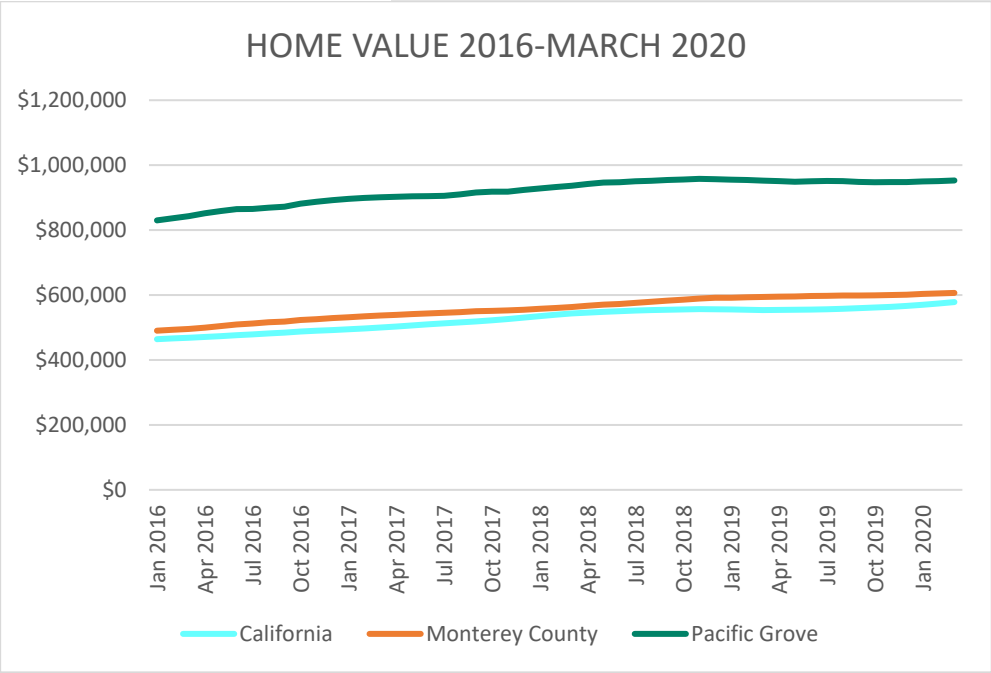
Figure 8- New listing of 'home for sale" Inventory- April 2020



Source: ***https://www.movoto.com/pacific-grove-ca/market-trends/***

Home sales plummeted in California as average purchase- transaction rate went down almost 22% from mid-March to mid-April 2020. ***Figure 8*** reflects the year-over-year inventory of New Home Listings for sale in Pacific Grove and we can see that the number for new listings between January to June significantly decreased when comparing to the prior year, 2019. Hence, resulting less transactions in sales. ***(Source: realtor.com&vox.com)***

Figure 9- Home Index Value



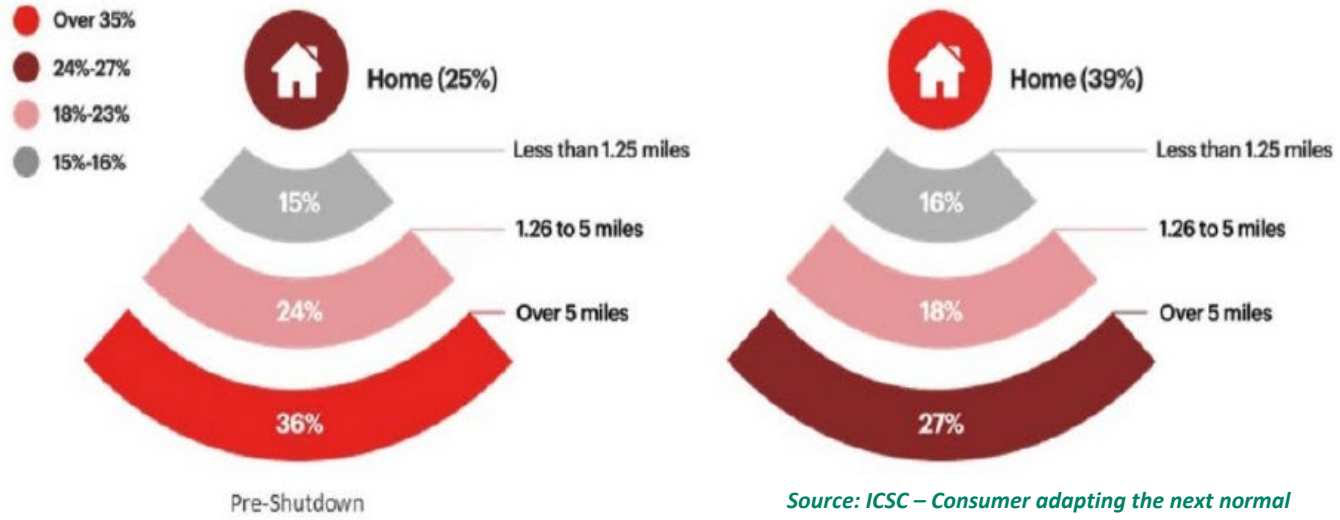
Source: Zillow.com

Figure 9 indicates the Home Index Value Median Home Value in City of Pacific Grove declined slightly by $15,000 from beginning of March 2020 and some houses were sold at a price lowered than the listed price in April and May 2020. After a dip at the beginning of COVID-19 in the U.S., the week-over-week change has not continued to decrease and was positive towards the end of April. As the 'stay-at-home orders loosen, the number of houses available for sale also started to increase and Zillow believes this trend will continue.

SOCIAL IMPACT

Consumer spending patterns have close correlations with industry growth and some of the individual behavioral changes are the primary cause of negative impacts to economic growth in the duration of COVID-19. The 7 types of social behavior changes are: Contact Avoidance, Protecting Personal Space, Localized Consumption, Discretionary Spending, Staying Virtual, Confidence-Based Loyalty, and Globally Influence Decision-Making.

Figure 9- Consumer traveling distance Pre & Pro COVID-19

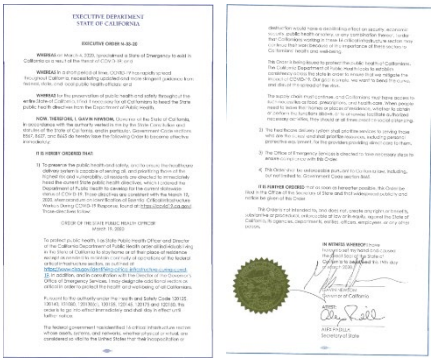


Source: ICSC – Consumer adapting the next normal

Recent research from Alexander Babbage uses collected mobile data to compare the distance that consumers were traveling prior to and during COVID-19 (Figure 9). Data reflected a 14% increase of the population staying home, 7 % decrease of the population traveling within 5 miles and a 11% decrease of population traveling more than 5 miles away from home. Therefore, the change of social behaviors is resulting in a declined demand for gasoline, along with increased spending in local stores near home, grocery markets and online shopping.

CHANGE AND THE NEW NORMAL

COVID-19 has altered all our lifestyles in many ways. For more than three months, many residents of California communities sheltered in place at home when Governor Newsom enacting an executive order on March 19 to preserve public health and safety that also forced most California 'non-essential' businesses to close.


EXECUTIVE DEPARTMENT
STATE OF CALIFORNIA

Essential businesses such as grocery stores and drug stores remained open. Retailers and many restaurants closed with only restaurants offering take out, delivery service or drive-thru use remaining open. Most office environments were closed, many employees worked remotely from home, while many other were furloughed from work or worse—lost their jobs.

The Shelter-In-Place order and closure of many businesses have devastated the local economy for California cities. Starting in mid-May, many counties started to work with State officials to plan on reopening businesses safely in their counties. However, businesses wanting to reopen must change their physical layouts as well as business operation dramatically to allow for proper social distancing, along with health and safety provisions aimed at preventing the continued spread of COVID-19. Businesses wanting to reopen must properly plan for keeping their employees safe and, at the same time to regain the confidence of the public to visit their business establishments once again.

With businesses reopening or many gearing up to reopen soon, there must be an understanding that many changes will be happening in how retailers and restaurants do business going forward with the realization that COVID-19 will still be lingering for a long-time. Many of these changes will simply become the 'New Normal' including:

- Many office employees will be afforded the opportunity to continue working remotely—at least on a part-time basis. This will reduce the number of employees working in an office environment, also reducing commuter trips and should help enhance the environment.
- Social distancing is here to stay for a long time, and this will limit consumer capacity and occupancy at restaurants, retail stores, fitness centers and entertainments facilities. Less occupancy will result in less opportunity for businesses to cash flow.

- Restaurants will continue to use apps (Postmates, Grubhub, Doordash, and UberEats), delivery service, take-out, patio dining and more drive-thru use as ways to enhance cash flow and bottom lines. The use of a drive-thru by fast-casual restaurants was becoming frequent before COVID-19, now it will almost be an absolute requirement for many fast-casual and quick service restaurants. Starbucks announced on June 11th that they will close up to 400 stores without drive-thru's in the next 18 months while planning to open roughly 300 new locations that will have a smaller footprint, but with a drive-thru and curbside-pickup. Fast-causal has been the fastest growing segment in the restaurant industry the last few years and this trend should continue.

Postmates

GRUBHUB
Restaurants you love, delivered.

Uber Eats

DOORDASH
delightful delivery

- Retailers will look to do even more business via e-commerce, but also offer possible pick-up at local stores. Target, Walmart, Best Buy, Apple, Home Depot, Costco, Kohl's, Dicks Sporting Goods and Nordstrom are examples of retailers that have significantly ramped up e-commerce platforms in recent years.

- Many grocery stores and drug stores have experienced significant sales volume increase during COVID-19, but much of their business has been accomplished in recent months through delivery service. Instacart, Amazon Fresh, Vons, Postmates and CVS have grown significant market share in the past few months for delivery service.

amazonfresh

VONS

instacart

- More mixed-use development will happen with downtowns and community shopping centers. Integrating multi-family residential into downtowns could enhance these areas into more of a 15 to 18 hour environment.

- The development of new enclosed malls and power centers will not happen, while many developers will re-emphasize the neighborhood shopping center, as well as mixed-use developments in downtown areas.

Understanding that COVID-19 will continue to linger for a long time is important, making it imperative that local government officials and the business community to acknowledge that implementing many of the new normal practices will help businesses recover, along with keeping people safe and healthy.

ECONOMIC RECOVERY ACTION PLAN

Cities must proactively work with their businesses to properly plan for the reopening of businesses in a healthy and safe manner, while striving to assist local businesses to recover from the significant challenges they have encountered because of COVID-19. The following are the recommended steps for Pacific Grove to consider in helping their business communities to recover properly from COVID-19.

1. Form an Economic Recovery Team for Pacific Grove consisting of nine members including City Council members (2 Council members), City staff (City Manager and Community Development Director), Planning Commission (1 PC member) and key stakeholders in the business community (two representatives from the Chamber of Commerce and two at-large members from the business community).

2. Create four Task Forces of local businesses to help assess the damage encountered by local businesses due to the COVID-19 situation, along with brainstorming on ways to help with recovery efforts. The four Task Forces shall consist of 8 members each and include:
    - Restaurants (2 representatives of chain restaurants and 6 representatives from small owner/operated local restaurants)
    - Retailers (1 representatives of chain businesses and 7 representatives from small owner/operated boutique retailers)
    - Grocery, Market, and Drug Stores (1 representative each from Central Avenue Pharmacy, Grove Market, Lucky CA, Pebble Beach Market, PSI Health Solutions, Rite Aid, Safeway and Trader Joe's)
    - Leisure, Lodging, and Hospitality (8 representatives)

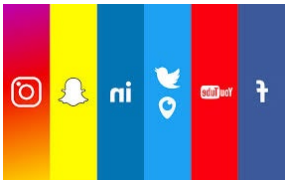
3. Undertake a comprehensive assessment of each business sectors' condition in Pacific Grove including:
    - Retail Stores
    - Restaurants
    - Grocery, Markets, and Drug Stores
    - Support Service Businesses
    - Leisure, Lodging and Hospitality

4. Understand the need for implementing proper social distancing and healthcare/safety measures into business practices to reopen businesses, while keeping people safe - both employees and customers.
    - Educating business owners, employees and customers
    - 6 foot spacing
    - Implementing regular sanitizing practices
    - Continued use of drive-thru's, to go orders and delivery for restaurants, banks, drug stores and grocery stores.
    - Work with restaurants to implement and/or expand outdoor dining opportunities.

5. Work with shopping center owners to reopen businesses while helping shopping centers to recover. Form a working group of property managers representing the shopping centers in Pacific Grove to assess how the public sector and private sector can collaborate on ways to help businesses to recover.

6. Engage the business community through business visitation programs (both through teleconferencing—Zoom and Microsoft Teams and in-person meetings using social distancing practices), as well as online surveys to better understand the issues and challenges businesses are facing because of the COVID-19 situation.

7. The City should use social media platforms to effectively market the reopening of businesses, along with soliciting feedback from residents and consumers about what it will take to get them back into stores and restaurants.



8. Explore possible loan and grant programs to help small businesses reopen and recover from COVID-19. A possible idea is for Pacific Grove to consider formulating a COVID-19 Recovery business loan or grant program for small businesses.

9. From a mid-term to longer term perspective, work with developers and owners of commercial property to explore mixed-use opportunities that can integrate multi-family residential into Downtown Pacific Grove. Providing more residential into the downtown area will help create more rooftops and/or more consumers for existing retailers and restaurants, as well as make Downtown Pacific Grove into more of a 15 to 18 hour vibrant and active environment.

10. Continue to closely monitor the recovery of businesses and shopping centers, a month from now, 6 months from now, 12 months from now and into the future. Understand that many changes brought on by the COVID-19 situation will continue to be the new normal including:
    - More remote working from home.
    - Restaurants to rely more on drive thru's, outside patio availability, take-out service, delivery, apps and the importance of social media marketing, along with social distancing and sanitizing in business operations.
    - Continued and growing use of online and delivery service for grocery markets and drug stores.
    - More mixed-use development.

PREPARATION FOR REOPENING OF THE BUSINESS COMMUNITY

This document has been prepared for the City of Pacific Grove to assist its business community in preparing for the eventual reopening of the economy.

Local businesses have faced the devastating impacts of being closed or severely restricted because of the COVID-19 pandemic for the past few months. The path to business recovery is evolving and fluid. The process of reopening is already underway in countries across the globe, as well as in other parts of the country and the state.

The City of Pacific Grove is actively supporting its business community in sharing and implementing plans and protocols, on how to reopen and reoccupy workplaces during this transition period. This guide was developed by industry best practices gathered from the State, County, League of California Cities, Center for Disease Control and Prevention (CDC), and other cities.

In using this document, you are encouraged to stay current on guidelines and mandates as set by the County of Monterey, State of California, and CDC and industry licensing and standards, prior to taking any action. This guidance does not supersede the before mentioned guidelines and mandates. Please review with your own legal or human resources advisors. This resource references common industries and is not meant to serve as an exhaustive list of all sectors in the community. Just as the COVID-19 pandemic situation continues to be fluid, all content and guidance is subject to change.

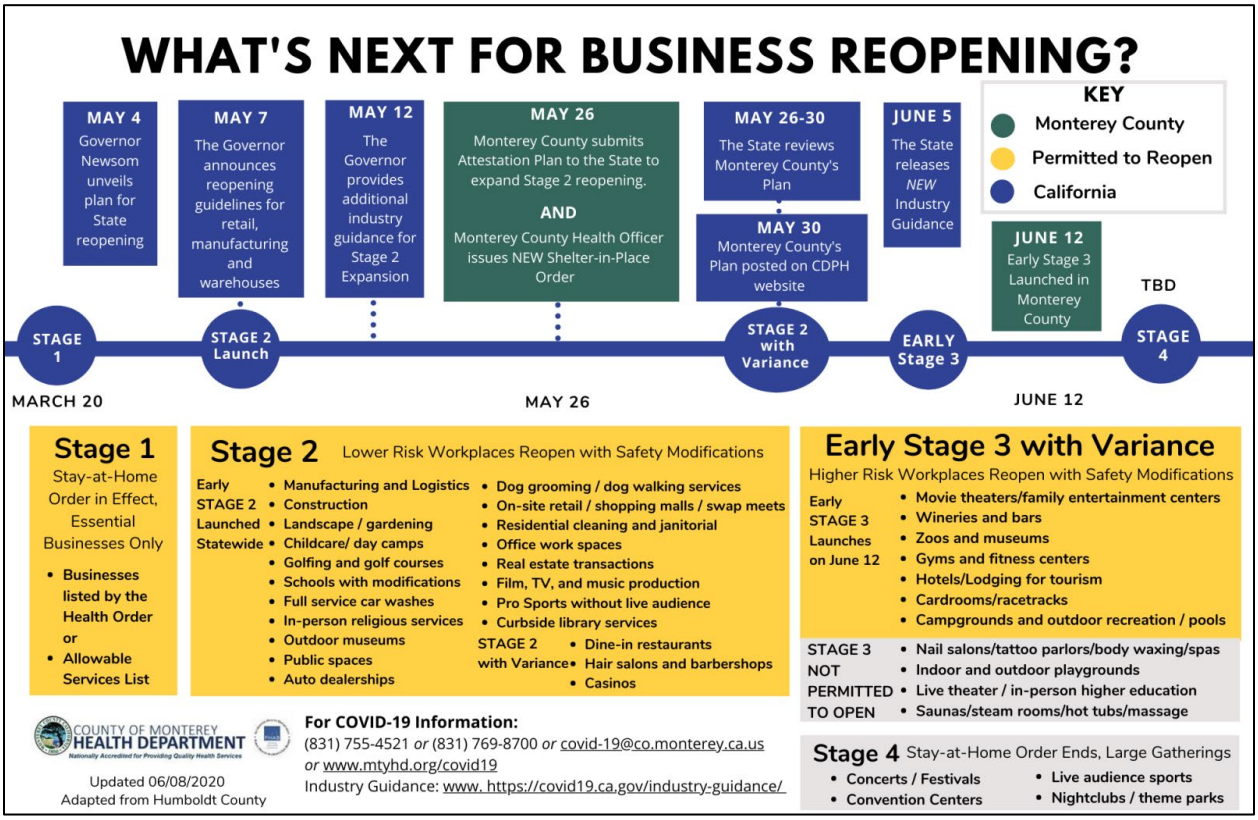
Please continue to check for updates from the following agencies:

The County of Monterey Department of Public Health:
www.mtyhd.org/covid19

The State of California:
www.covid19.ca.gov/roadmap

The Centers for Disease Control and Prevention:
www.cdc.gov/coronavirus/2019-nCoV/index.html

Monterey County is scheduled to enter Early Stage 3 on June 12, 2020. This means in addition to Essential Businesses, many other retail stores are allowed to open, dining rooms of restaurants with some restrictions/modifications, as well as entertainment venues.



With approval to move into Early Stage 3 the following business sectors may now open:

- **Destination -** Retail (retail stores), including shopping malls and swap meets
- **Dine-in -** Restaurants
- **Entertainment Venues –** Movie theaters, wineries & bars, zoos and museums, gyms and fitness centers, hotels/lodging for tourism, cardroom, racetracks, campgrounds, and pools (all with modifications)
- **Schools -** With modifications
- **Places of Worship & Cultural Ceremonies** - With modifications
- **Hair Salons & Barbershops** - With modifications
- **Short Term Rentals**

It is important to note that public health is still a priority concern and businesses should utilize the State's industry sector guidelines for Dine-In Restaurants, Shopping Centers, Hair Salons and Barbershops, along with other Safe Reopening Guidelines.

Moving forward all business sectors, especially those that deal directly with the public or have large a number of employees, will need to consider the following:

- Preparing the workplace (e.g., minimize crowding, allow for social distancing of at least 6 feet, outdoor or expanded area dining, etc.,)
- Preparing employees (e.g., educating employees on health regulations and safety measures, etc.,)
- Creating social distancing plans for employees and customers
- Reducing touchpoints and increased cleaning/disinfecting of surface areas
- Reevaluating your business plan and other financial considerations related to changes in operations

These and more action items will be outlined later in this Economic Recovery Action Plan.

The implications of COVID-19 have had a profound effect on how communities and the business sector will operate during this recovery period, and likely, moving forward for years to come. Our community has come together to help those in need and has found strength in our connectedness during these unprecedented times.

While it may be difficult to plan for reopening with so much uncertainty still ahead, working together and being as prepared as possible is an ideal course of action for our Pacific Grove community to create a safe and healthy return to a thriving local economy.

TOOLKIT TO HELP WITH REOPENING

City of Pacific Grove Suggested COVID-19 Reopening Toolkit for the Business Community

To meet the requirements of the public health measures issued by the Governor of California and to prepare for measures to be issued by Monterey County, the steps outlined in this document are suggestions to prepare your business community to resume safe onsite operations. ***Please note the County's regulations and protocol shall supersede any guidance provided in this document.***

SECTIONS:

1. Worksite Specific Plan
2. Employee Training for All Sectors
3. Employee Health and Safety for All Sectors
4. Restaurant Guidelines
5. Retail Guidelines
6. Office Workspace Guidelines
7. Hair Salons and Barbershop Guidelines
8. Hotels and Lodging

1. WORKSITE SPECIFIC PLAN FOR ALL SECTORS

- Establish a written, worksite-specific COVID-19 prevention plan at every facility, perform a comprehensive risk assessment of all work areas and designate a person at each facility to implement the plan.
- Identify contact information for the local health department where the facility is located for communicating information about COVID-19 outbreaks among employees.
- Train and communicate with employees and employee representatives on the plan.
- Regularly evaluate the workplace for compliance with the plan and document and correct deficiencies identified.
- Investigate any COVID-19 illness and determine if any work-related factors could have contributed to risk of infection. Update the plan as needed to prevent further cases.
- Identify close contacts (within six feet for 15 minutes or more) of an infected employee and take steps to isolate COVID-19 positive employee(s) and close contacts.
- Adhere to the guidelines below. Failure to do so could result n workplace illnesses that may cause operations to be temporarily closed or limited

2. EMPLOYEE TRAINING FOR ALL SECTORS: IMPORTANT INFORMATION FOR ALL EMPLOYEES

- Information on COVID-19, how to prevent it from spreading, and which underlying health conditions may make individuals more susceptible to contracting the virus.
- Self-screening at home, including temperature and/or symptom checks using CDC guidelines.
- The importance of not coming to work if employees have a frequent cough, fever, difficulty breathing, chills, muscle pain, headache, sore throat, recent loss of taste or smell, or if they or someone they live with have been diagnosed with COVID-19.
- To seek medical attention if their symptoms become severe, including persistent pain or pressure in the chest, confusion, or bluish lips or face. Updates and further details are available on CDC's webpage.
- The importance of frequent handwashing with soap and water, including scrubbing with soap for 20 seconds (or using hand sanitizer with at least 60% ethanol or 70% isopropanol when employees cannot get to a sink or handwashing station, per CDC guidelines).
- The importance of physical distancing, both at work and off work time (see Physical Distancing section below).

- Proper use of face coverings, including:
  - Face coverings do not protect the wearer and are not personal protective equipment (PPE).
  - Face coverings can help protect people near the wearer, but do not replace the need for physical distancing and frequent handwashing.
  - Employees should wash or sanitize hands before and after using or adjusting face coverings.
  - Avoid touching eyes, nose, and mouth.
  - Face coverings should be washed after each shift.
- Ensure temporary or contract workers at the facility are also properly trained in COVID-19 prevention policies and have necessary PPE. Discuss these responsibilities ahead of time with organizations supplying temporary and/or contract workers.
- Information on employer or government-sponsored leave benefits the employee may be entitled to receive that would make it financially easier to stay at home. See additional information on government programs supporting sick leave and worker's compensation for COVID-19, including employee's sick leave rights under the Families First Coronavirus Response Act and employee's rights to workers' compensation benefits and presumption of the work-relatedness of COVID-19 pursuant to the Governor's Executive Order N-62-20.

3. EMPLOYEE HEALTH AND SAFETY FOR ALL SECTORS: INDIVIDUAL CONTROL MEASURES AND SCREENING

- Provide temperature and/or symptom screenings for all workers at the beginning of their shift and any vendors, contractors, or other workers entering the establishment. Make sure the temperature/symptom screener avoids close contact with workers to the extent possible. Both screeners and employees should wear face coverings for the screening.
- If requiring self-screening at home, which is an appropriate alternative to providing it at the establishment, ensure that screening was performed 5 prior to the worker leaving the home for their shift and follows CDC guidelines, as described in the Topics for Employee Training section above.
- Encourage workers who are sick or exhibiting symptoms of COVID-19 to stay home.
- Employers should provide and ensure workers use all required protective equipment, including face coverings and gloves where necessary. Employers should consider where disposable glove use may be helpful to supplement frequent handwashing or use of hand sanitizer; examples are for workers who are screening others for symptoms or handling commonly touched items.
- Face coverings are strongly recommended when employees are not required to wear respirators for other hazards and are in the vicinity of others. Workers should have face coverings available and wear them when at work, in offices, or in a vehicle for work-related travel with others. Face coverings must not be shared.
- Non-employees entering the facility should be restricted to only those classified as essential by management and they must complete a temperature and/or symptom screening before entering. Contractors, vendors, and all others entering the facility are strongly recommended to wear face coverings.

4. RESTAURANT GUIDELINES

EMPLOYEE HEALTH: Implement Measures to Ensure Food Handlers Do Not Work if Ill and Are Protected from Becoming Ill in the Workplace

- Notify employees not to come to work if sick.
- Conduct thermal or temperature scans of employees daily, especially upon arrival to the business.
- Conduct a health screening of each employee prior to the beginning of each shift that asks:
    - Are you ill or experiencing symptoms consistent with COVID-19 within in the past 7 days?
    - Does a household/family member have or had a fever or other COVID-19 symptoms in the past 7 days?
    - Have you had close contact with someone who is known to have COVID-19 in the past 14 days?
- Employees with COVID-19 like symptoms should not be allowed to work and encouraged to contact their medical provider.
- Face coverings must be worn by all employees that interact with the public and when unable to social distance with other employees.
- Clean and disinfect employee restrooms and breakrooms frequently.
- Consider posting the anticipated cleaning schedule.
- Employees must frequently wash their hands with soap and warm water for at least 20 seconds.

- Provide a copy of the COVID-19 Restaurant Operating Protocol to each employee and ensure they understand and will implement the protocols, including signing acknowledgement.
- Ensure all employees read and understand the most recent County of Monterey Health Order (available in Spanish).
- Notify employees not to share food, beverages, and food-ware.
- Remind employees to avoid handshakes and similar greetings.

SOCIAL DISTANCING: Implement Measures to Ensure Social Distancing is Adhered to. Restaurant Tables Should Be Six Feet Apart or if Un-movable, a Barrier or Partition Must Separate Tables to Protect the Public.

- Adhere to the State mandatory requirement to space all tables six feet apart or if un-movable, install a barrier or partition to separate tables.
- Implement measures to ensure social distancing is adhered to while customers are waiting to be seated, during ordering and pick-up of food.
- Suggest customers wait outside to be called into the restaurant.
- Encourage dining by reservation to manage capacity. Use a line queue system with an ability to text or call guests when their table is ready, to avoid "waiting" in groups.
- Consider using a restaurant greeter to manage the entry/exit door to ensure the safety, health and welfare of guests and employees.
- Place tape or install markings on the floor at least six feet apart in any area where members of the public may form a line.
- Consider limiting the number of patrons at a single table to a household unit or patrons who have asked to be seated together. People in the same party seated at the same table do not have to be six feet apart. All members of the party must be present before seating and the host must bring the entire party to the table at one time.
- Ensure tables are spaced six feet away from all food preparation areas, including beverage and server stations.
- Consider installing physical barriers, such as sneeze guards and partitions at cash registers, or other food pickup areas where maintaining physical distance of six feet is difficult.
- Restrict the number of employees in shared spaces, including kitchens, break rooms, and offices to maintain at least a six-foot distance between people.
- Rotate or stagger shifts to limit the number of employees in the workplace at the same time.

EDUCATION FOR THE DINING PUBLIC: Implement Measures to Ensure the Public is Educated on Dining Out Safely.

- Post signs to remind customers to maintain social distancing of six feet, to wash hands or use sanitizer upon entry into a restaurant, and to stay home if they are ill or have symptoms consistent with COVID-19 (see attached sample).
- Face coverings should be worn by customers when not seated at their table.
- Post County's COVID-19 Social Distancing Protocol at public entrance of your facility to be visible to customers.

MEASURES TO INCREASE SANITIZATION AND DISINFECTION: Implement Measures to Protect the Public Through the Avoidance of Multiple Touch Points or Frequent Disinfection of Multiple Touch Points and Sanitization of Food Contact Surfaces.

- Remove food items that can be touched by multiple customers or be shared between tables such as condiment bottles, salt and pepper shakers, or breadbaskets.
- Per the California guidelines discontinue self-service buffets and salad bars.
- Per the California guidelines close self-service machines, such as soda and frozen yogurt machines.
- Non-food items that may be used by multiple customers, such as menus, should be disinfected between each use if possible, or modified to be a single use item, such as a disposable paper menu.
- Ensure that all utensils and food-ware are properly washed, rinsed and sanitized. Verify the required contact time (the time the utensils must be submerged in the sanitizer) for the sanitizer to be effective occurs. If this cannot be reasonably accommodated, only single-service utensils or food-ware should be used.
- Frequently disinfect high contact touch points, such as phones, door handles, and credit card terminals using a disinfectant that is effective against Coronavirus.
- Disinfect and clean restrooms frequently.
- Designate a team member each shift to oversee the implementation of additional sanitization and disinfection procedures.
- Per the California guidelines discontinue tableside food preparation and presentation of foods, such as food selection carts and table side guacamole.
- Per the California guidelines do not provide community containers of after-meal mints, candies, snacks, or toothpicks for customers to help themselves. Provide individually with check or only upon request.
- Per the California guidelines discontinue shared entertainment items such as board games, arcade games, and vending machines. It is recommended to block access to game and entertainment areas where customers may share items such as pool tables or darts.
- Eliminate person-to-person contact for deliveries whenever possible. Designate drop-off locations to receive deliveries away from high traffic areas. Maintain a physical distance of at least six feet from delivery drivers.
- Avoid using food and beverage containers or utensils brought in by customers.
- Ensure that ventilation systems operate properly and increase circulation of outdoor air as much as possible such as by opening windows and doors. Do not open windows and doors if doing so poses a safety risk to employees, children, or customers.
- If possible, prop open or automate entrance doors to minimize customer contact with doorknobs or handles.
- Eliminate person-to-person contact for delivery of goods whenever possible, such as setting items on a designated table in a sealed bag, labeled with the order number or customer name.
- Leftover food should be packaged by the customer for takeout.

RECOMMENDATIONS: Consider Implementing These Additional Recommended Safety Measures.

- Provide a hand sanitizer dispenser/station or disinfection wipes (at least 60% alcohol) for customers.
- Use equipment that has touch free motion detectors, such as hands-free soap and towel dispensers.
- Use a payment system that does not require person-to-person contact.
- Encourage reservations or advise customers to call in advance to confirm seating availability. Consider a reservation system that allows customers to queue six feet apart or wait in cars and enter only when a phone call, text, or other method of notification indicates that a table is ready for seating.

- Limit the number of employees who serve individual parties. Consider assigning the same employee to each party for entire dining experience while ensuring mandatory employee meal and rest breaks.
- Expand outdoor seating where possible.
- Consider the use of disposable gloves to supplement handwashing when:
    - Conducting employee health screenings.
    - When handling items contaminated by body fluids.
    - When touching items used by customers (dirty cups, plates, napkins, etc.).
    - When handling trash bags.

Be Our Guest for SAFE DINING

WHAT YOU CAN EXPECT FROM US

Healthy Team Members
daily temperature checks

Clean Restaurants
tables disinfected after each visit

Social Distancing
reconfigured layouts

Protective Equipment
masks on every team member

Frequent Handwashing
hand sanitizer is available

WHAT WE ASK OF YOU

Stay Home if You Have Symptoms
of fever, coughing, or shortness of breath

Do Not Congregate
in the lobby or bar

Give Fellow Guests Their Space
at least six feet

Wear a Mask
when not at your table

Utilize Mobile Pay
when possible

Welcome Back!

For more information or updates on the County of Monterey's Health Order, please visit **www.co.monterey.ca.us**

5. RETAIL GUIDELINES

CLEANING AND DISINFECTING PROTOCOLS:

- Perform thorough cleaning in high traffic areas, such as break rooms, lunch areas and areas of ingress and egress including stairways, stairwells, escalators, handrails, and elevator controls. Frequently disinfect commonly used surfaces, including shopping carts, baskets, conveyor belts, registers (including self-checkout), scanners, register telephones, hand-held devices, counters, door handles, shelving, ATM PIN pads, customer assistance call buttons, handwashing facilities, etc.
- Clean and sanitize shared equipment, including but not limited to, pallet jacks, ladders, supply carts, time clocks, payment portals, and styluses between each use.
- Clean touchable surfaces between shifts or between users, whichever is more frequent, including but not limited to working surfaces, tools, and stationary and mobile equipment controls.
- Equip customer entrances and exits, checkout stations, customer changing rooms with proper sanitation products, including hand sanitizer and sanitizing wipes, and provide personal hand sanitizers to all frontline staff (e.g., cashiers).
- Ensure that restrooms stay operational and stocked at all times and provide additional soap, paper towels, and hand sanitizer when needed.
- Provide resources to promote employees' personal hygiene. This will include tissues, no-touch trash cans, hand soap, adequate time for handwashing, alcohol-based hand sanitizers, disinfectants, and disposable towels.
- When choosing cleaning chemicals, employers should use products approved for use against COVID-19 on the Environmental Protection Agency (EPA)-approved list and follow product instructions. Use disinfectants labeled to be effective against emerging viral pathogens, diluted household bleach solutions (5 tablespoons per gallon of water), or alcohol solutions with at least 70% alcohol that are appropriate for the surface. Provide employees training on manufacturer's directions and Cal/OSHA requirements for safe use. Workers using cleaners or disinfectants should wear gloves and other protective equipment as required by the product instructions.
- Adjust or modify store hours to provide adequate time for regular, thorough cleaning and product stocking. Stagger stocking so that associates are in different aisles.
- Provide time for workers to implement cleaning practices during their shift. Cleaning assignments should be assigned during working hours as part of the employees' job duties. Procure options for third-party cleaning companies to assist with the increased cleaning demand, as needed.
- Install hands-free devices, if possible, including motion sensor lights, contactless payment systems, automatic soap and paper towel dispensers, and timecard systems.
- Encourage the use of debit or credit cards by customers, for example, through signage, encourage customers to clean their reusable bags frequently through in-store signage, and require customers who bring reusable bags to bag their own purchases.
- Consider installing portable high-efficiency air cleaners, upgrading the building's air filters to the highest efficiency possible, and making other modifications to increase the quantity of outside air and ventilation in offices and other spaces.

PHYSICAL DISTANCING GUIDELINES:

- Retailers should create clearly marked curbside or outside pickup points that maintain physical distance with visual cues or other measures and have purchased goods available there or available through home delivery.
- Implement measures to ensure physical distancing of at least six feet between workers and customers. This can include use of physical partitions or visual cues (e.g., floor markings, colored tape, or signs to indicate to where workers and/or employees should stand).
- Take measures at checkout stations to minimize exposure between cashiers and customers, such as Plexiglas barriers. Employees should also wear face coverings and customers are strongly recommended to wear face coverings as well. Some jurisdictions already require face coverings outside the home. Display signage at entrances, checkout lanes, and registers to remind customers of physical distancing at every opportunity.
- Consider offering workers who request modified duties options that minimize their contact with customers and other employees (e.g., managing inventory rather than working as a cashier or managing administrative needs through telework).
- Adjust in-person meetings, if they are necessary, to ensure physical distancing and use smaller individual meetings at facilities to maintain physical distancing guidelines.
- Place additional limitations on the number of workers in enclosed areas to ensure at least six feet of separation to limit transmission of the virus.
- Stagger employee breaks, in compliance with wage and hour regulations, to maintain physical distancing protocols.
- Close breakrooms, use barriers, or increase distance between tables/chairs to separate workers and discourage congregating during breaks. Where possible, create outdoor break areas with shade covers and seating that ensures physical distancing.
- Close in-store bars, bulk-bin options, and public seating areas and discontinue product sampling.
- Dedicate shopping hours for vulnerable populations, including seniors and those medically vulnerable, preferably at a time following a complete cleaning.
- Increase pickup and delivery service options for customers to help minimize in-store contact and maintain social distancing, such as online ordering and curbside pick- up.
- Provide a single, clearly designated entrance and separate exit to help maintain physical distancing where possible.
- Adjust maximum occupancy rules based on the size of the facility to limit the number of people in a store at one time, using no more than 50% maximum occupancy.
- Be prepared to queue customers outside while still maintaining physical distance, including through the use of visual cues.
- Encourage employees to practice physical distancing during pickup and delivery by talking with the customer through a passenger window, loading items directly into the customer’s trunk without contact, or leaving items at their door.
- Make some locations pickup- or delivery-only to minimize employee/customer contact, where possible.
- Install transfer-aiding materials, such as shelving and bulletin boards, to reduce person-to-person hand-offs where possible. Wherever possible, use contactless signatures for deliveries.
- Expand direct store delivery window hours to spread out deliveries and prevent overcrowding.
- Ask non-employee truck drivers, delivery agents, or vendors who are required to enter retail locations to have their employees follow the guidance of local, state, and federal governments regarding wearing face coverings and PPE.

ADDITIONAL CONSIDERATIONS: DRIVE-IN RETAIL, INCLUDING DRIVE-IN MOVIE THEATERS

- For drive-in operations, such as movie theaters or restaurants, vehicles must be spaced at least six feet apart and no gatherings outside of vehicles should take place. Parking spaces for viewing at drive-in theaters must be limited to either every other spot or reconfigured to ensure adequate distancing between vehicles.
- Each vehicle may only be occupied by members of the same household who have already been in close contact with each other. If not utilizing restroom facilities or picking up concessions, patrons must remain in their vehicles. Patrons cannot sit outside of their vehicles (e.g., to view a drive-in movie near their vehicle).
- There must be regular cleaning and sanitizing of on-site restrooms for drive-in retail facilities and drive-in movie theaters.
- Cashless and touchless transactions systems are preferred wherever possible. If available, orders, reservations and payments for the drive-in business should be made in advance online or over the phone.
- Drive-in movie theater concessions should be ordered online or over the phone, if possible, and be available for curbside pick-up. Walk-up concession services should be available for pick-up of pre-ordered items. Patrons should wear face coverings when picking up pre-ordered items from the concessionaire. If pre-ordering items is not possible, ensure that customers maintain proper physical distancing when waiting to order food items.
- Drive-in movie theaters should suspend double-feature offerings to limit the amount of time patrons spend on-site and avoid the need for intermissions.
- Any playgrounds, outdoor eating areas, picnic tables, or other amenities at drive-in movie theaters should be closed.

6. OFFICE WORKSPACE GUIDELINES

CLEANING AND DISINFECTING PROTOCOLS:

- Perform thorough cleaning on high traffic areas such as break rooms and lunch areas, and areas of ingress and egress including stairways, stairwells, escalators, handrails, and elevator controls. Frequently disinfect commonly used surfaces including doorknobs, toilets, and handwashing facilities.
- Provide time for workers to implement cleaning practices during their shift. Cleaning assignments should be assigned during working hours as part of the employee's job duties.
- Adjust or modify hours to provide adequate time for regular thorough cleaning and disinfection of office spaces.
- Avoid sharing phones, other work supplies, or office equipment wherever possible. Never share PPE.
- Where such items must be shared, disinfect between shifts or uses, whichever is more frequent, including the following: shared office equipment such as copiers, fax machines, printers, telephones, keyboards, staplers, surfaces in reception areas, shared work stations, etc., with a cleaner appropriate for the surface.
- Ensure that restrooms stay operational and stocked at all times and provide additional soap, paper towels, and hand sanitizer when needed.
- When choosing cleaning chemicals, employers should use product approved for use against COVID-19 on the Environmental Protection Agency (EPA)-approved list and follow product instructions. Use disinfectants labeled to be effective against emerging viral pathogens, diluted household bleach solutions (5 tablespoons per gallon of water), or alcohol solutions with at least 70% alcohol that are appropriate for the surface. Provide employees training on manufacturer's directions and Cal/OSHA requirements for safe use. Workers using cleaners or disinfectants should wear gloves as required by the product instructions.
- Consider installing portable high-efficiency air cleaners, upgrading the building's air filters to the highest efficiency possible, and making other modifications to increase the quantity of outside air and ventilation in offices and other spaces.

PHYSICAL DISTANCING GUIDELINES:

- Implement measures to ensure physical distancing of at least six feet between workers and customers. This can include use of physical partitions or visual cues (e.g., floor markings or signs to indicate to where employees should stand).
- Utilize telework options and modified work schedules.
- Consider offering workers who request modified duties options that minimize their contact with customers and other employees (e.g., managing inventory or managing administrative needs through telework).
- Redesign office spaces, cubicles, etc. and decrease the capacity for conference and meeting to ensure workspaces allow for six feet between employees.
- Close or restrict common areas, using barriers, or increasing physical distance between tables/chairs where personnel are likely to congregate and interact, such as kitchenettes and break rooms, and discourage employees from congregating in high traffic areas such as restrooms, hallways, and stairwells.
- Establish directional hallways and passageways for foot traffic, if possible, to eliminate employees from passing by one another.
- Designate separate routes for entry and exit into office spaces to help maintain social distancing and lessen the instances of people closely passing each other.
- Limit the number of individuals riding in an elevator and ensure the use of face coverings. Post signage regarding these policies.

- Utilize work practices, when feasible and necessary, to limit the number of employees at the office at one time. This may include scheduling (e.g. staggering start/end times), establishing alternating days for onsite reporting, returning to the office workspace in phases, or continued use of telework when feasible.
- Stagger employee breaks, within compliance with wage and hour regulations, to maintain physical distancing protocols.
- Discontinue nonessential travel and encourage distance meetings via phone and internet.
- Require employees to avoid handshakes and similar greetings that break physical distance.
- Dedicate staff to direct guests to meeting rooms upon entry to office space rather than congregating in lobbies or common areas.
- Install production transfer-aiding materials, such as shelving and bulletin boards, to reduce person-to-person production hand-offs.

7. HAIR SALON AND BARBERSHOP GUIDELINES

CLEANING AND DISINFECTING PROTOCOLS:

- Keeping the hair salon or barbershop clean is everyone's responsibility. Coordinate with coworkers, fellow tenants, booth renters and/or staff and put a plan in place for cleaning at the beginning and end of each shift and in between customers. Perform thorough cleaning in high traffic areas, such as reception areas, and areas of ingress and egress including stairways, stairwells, and handrails.
- Frequently disinfect commonly used surfaces including credit card terminals, counters, reception area seating, door handles, light switches, phones, toilets, and handwashing facilities.
- Encourage the use of credit cards and contactless payment systems. If electronic or card payment is not possible, customers should come with exact cash payment or check.
- Consider upgrading to touchless faucets, soap and paper towel dispensers, and adding touchless, automatic hand sanitizer dispensers. Remove any unnecessary products that do not belong in the restroom, e.g. candles or beauty supplies, and ensure soap dispensers and paper towel dispensers are regularly filled.
- To minimize the risk of Legionnaires' disease and other diseases associated with water, take steps to ensure that all water systems are safe to use after a prolonged facility shutdown.
- Amenities, including magazines, books, coffee, water, self-serve stations (unless touchless), and other items for customers, must be removed from reception areas to help reduce touch points and customer interactions.
- Equip reception areas and workstations with proper sanitation products, including hand sanitizer and sanitizing wipes.
- Thoroughly clean any product display areas, including all shelving and display cases. Remove and discard any open "test" products and discontinue this practice to help reduce contamination. Add signage to this area to let customers know it is cleaned and disinfected daily.
- Workstations must be routinely and frequently cleaned, including between each customer appointment. Thoroughly clean and disinfect the station counters, rolling carts, drawers, hand mirrors, hair care and other products, and containers and provide a new smock or cape for each customer.
- Clean and disinfect shears by removing all visible debris, clean with soap and water, and wipe or spray with an EPA-registered disinfectant that demonstrates bactericidal, fungicidal, and virucidal activity and is approved for COVID-19.
- Clean and disinfect all non-electrical tools by removing all visible debris, cleaning with soap and water, drying the tools, and then completely immersing them in an EPA registered disinfectant. Tools should be sprayed or submerged and left to set for the full amount of time required by the disinfectant's manufacturer. Immersed

items, like combs or brushes, should be removed at the end of contact time, rinsed, and dried with a paper towel or clean, freshly laundered towel.

- Clean all electrical tools, such as clippers, by removing all visible debris and disinfecting with an EPA-registered disinfectant spray or wipe that demonstrates bactericidal, fungicidal, and virucidal activity and is approved for COVID-19.
- Clean and disinfect all handles, hoses, spray nozzles, and other equipment before and after use on a customer. Chairs, headrests, shampoo bowls, and other items should also be thoroughly cleaned and sanitized between each use.
- Where appropriate, consider adding a paper cover, sheet, or clean towel that can be easily disposed of or cleaned for use between customers.
- All single use items, such as disposable wax collars, cotton, neck strips, and applicators, must be used once and immediately thrown away. Product samples, including make-up, must not be used at any time.
- All dirty linens, including towels, smocks, and reusable capes, should be placed in a closed container and not used again until properly laundered either by a commercial laundering service or a laundering process which includes immersion in water of at least 160 degrees Fahrenheit for at least 25 minutes. Store all clean linens in a clean, and covered place. Ensure workers who handle dirty linens or laundry wear gloves.
- Provide time for workers to implement cleaning practices during their shift. Cleaning assignments should be assigned during working hours as part of the employee's job duties.
- When choosing cleaning chemicals, hair salon or barbershop operators should use products approved for use against COVID-19 on the Environmental Protection Agency (EPA)-approved list and follow product instructions. Use disinfectants labeled to be effective against emerging viral pathogens, diluted household bleach solutions (5 tablespoons per gallon of water), or alcohol solutions with at least 70% alcohol that are appropriate for the surface. Provide workers training on manufacturer's directions and Cal/OSHA requirements for safe use. Workers using cleaners or disinfectants should wear gloves and other protective equipment as required by the product. Follow the asthma-safer cleaning methods recommended by the California Department of Public Health.
- Hair salon or barbershop workers should avoid sharing phones, tablets, laptops, desks, pens, other work supplies, wherever possible. Never share PPE.
- Discontinue the use of shared food and beverage equipment in breakrooms (including shared coffee brewers).
- Consider installing portable high-efficiency air cleaners, upgrading the building's air filters to the highest efficiency possible, and making other modifications to increase the quantity of outside air and ventilation in all working areas.
- In addition to the above cleaning and disinfecting protocols, hair salons, barbershops, and other cosmetology businesses must follow the existing California Board of Barbering and Cosmetology rules.

PHYSICAL DISTANCING GUIDELINES:

- Implement measures to ensure physical distancing of at least six feet between and among workers and customers, except when providing haircutting and other close contact services. This can include use of physical partitions or visual cues (e.g., floor markings, colored tape, or signs to indicate to where workers and/or customers should stand).
- Take measures at reception desks or other areas where physical distancing cannot be maintained to minimize exposure between workers and customers, such as Plexiglas or other barriers.
- Consider offering workers who request modified duties options that minimize their contact with customers and other workers (e.g., managing inventory or managing administrative needs through telework).

- Stagger appointments to reduce reception congestion and ensure adequate time for proper cleaning and sanitation between each customer visit. Consider servicing fewer customers each day or expanding operating hours to allow for more time between customers. Suspend walk-in appointment availability.
- Ensure that workers do not see multiple customers at once (e.g. while one customer's hair is drying, another receives a haircut). Services for one customer should be completely rendered before a new customer is seen by the same worker.
- If possible, implement virtual check-in technology to ensure that workers are notified when a customer arrives. Ask customers to wait outside or in their cars rather than congregating in the salon or barbershop. In larger locations, reception areas should only have one customer at a time or modify the area for adequate physical distancing, including removing chairs and sofas.
- Wherever possible, doors should be left open if they do not open and close automatically.
- Require workers to avoid handshakes, hugs, or similar greetings that break physical distance.
- Discourage workers from congregating in high traffic areas, such as bathrooms, hallways, or credit card terminals.
- Close breakrooms, use barriers, or increase distance between tables/chairs to separate workers and discourage congregating during breaks. Where possible, create outdoor break areas with shade covers and seating that ensures physical distancing.
- Adjust any staff meetings to ensure physical distancing. Hold meetings over the phone or via webinar for workers wherever possible.

8. HOTELS AND LODGING GUIDELINES

CLEANING AND DISINFECTING PROTOCOLS:

- Perform thorough cleaning in high traffic areas such as hotel lobbies, front desk check-in counters, bell desks, break rooms and lunch areas, changing areas, loading docks, kitchens and areas of ingress and egress including stairways, stairwells, handrails, and elevator controls. Frequently disinfect commonly used surfaces including door handles, guestroom interior locks, vending and ice machines, light switches, TV remote controls, phones, hairdryers, washer and dryer doors and controls, baggage carts, shuttle door handles, toilets, and handwashing facilities.
- Provide time for workers to implement cleaning practices during their shift. Cleaning assignments should be assigned during working hours as part of the employee's job duties.
- Equip workstations, desks, and help counters with proper sanitation products, including hand sanitizer and sanitizing wipes, and provide personal hand sanitizers to all staff directly assisting customers.
- Ensure that sanitary facilities stay operational and stocked at all times and provide additional soap, paper towels, and hand sanitizer when needed.
- When choosing cleaning chemicals, employers should use products approved for use against COVID-19 on the Environmental Protection Agency (EPA)-approved list and follow product instructions. Use disinfectants labeled to be effective against emerging viral pathogens, diluted household bleach solutions (5 tablespoons per gallon of water), or alcohol solutions with at least 70% alcohol that are appropriate for the surface. Provide employees training on manufacturer's directions and Cal/OSHA requirements for safe use. Workers using cleaners or disinfectants should wear gloves as required by the product instructions.
- Avoid sharing phones, tablets, laptops, desks, pens, other work supplies, or offices wherever possible. Never share PPE. Any shared tools and equipment should be sanitized before, during and after each shift or anytime the equipment is transferred to a new employee. This includes phones, radios, computers and other

communication devices, payment terminals, kitchen implements, engineering tools, safety buttons, folios, housekeeping carts and cleaning equipment, keys, time clocks, and all other direct contact items.

- Discontinue the use of shared food and beverage equipment in office pantries (including shared coffee brewers). Close manually operated ice machines or use hands free machines.
- Consider installing portable high-efficiency air cleaners, upgrading the building's air filters to the highest efficiency possible, and making other modifications to increase the quantity of outside air and ventilation in offices, guest rooms, and other spaces.

ADDITIONAL CLEANING AND DISINFECTING PROTOCOLS FOR HOTEL OPERATIONS:

- All reusable collateral, such as magazines, menus, local attraction details, coupons, etc., should be removed from rooms. Critical information should be provided as single-use collateral and/or electronically posted.
- Dirty linens should be removed and transported from guest rooms in single-use, sealed bags and pillow protectors on the guest room beds should be changed daily. Bagging of these items should be done in the guest room to eliminate excess contact while being transported. All bed linen and laundry should be washed at a high temperature and cleaned in accordance with CDC guidelines.
- Consider leaving rooms vacant for 24 to 72 hours prior to or after cleaning.
- In the event of a presumptive case of COVID-19, the guest's room should be removed from service and quarantined. The guest room should not be returned to service until case has been confirmed or cleared. In the event of a positive case, the room should only be returned to service after undergoing an enhanced sanitization protocol, ideally by a licensed third-party expert and in accordance with CDC guidelines.
- Install hand sanitizer dispensers, touchless whenever possible, at key guest and employee entrances and contact areas such as driveways, reception areas, hotel lobbies, restaurant entrances, meeting and convention spaces, elevator landings, pools, salons, and exercise areas.
- Consider providing guests an amenity bag during check-in containing face covering, hand sanitizer, and a COVID-19 awareness card. Where possible, equip hotel rooms with a bottle of sanitizer for guest use.

PHYSICAL DISTANCING GUIDELINES:

- Implement measures to ensure physical distancing of at least six feet between employees and others. This can include use of physical partitions or visual cues (e.g., floor markings or signs to indicate to where employees and/or guests should stand). Any area where guests or employees queue should be clearly marked for appropriate physical distancing. This includes check-in, check-out, elevator lobbies, coffee shops and dining, and taxi and ridesharing lines.
- Physical distancing protocols should be used in employee break areas, uniform control areas, training classrooms, shared office spaces, the employee services window (via a teller style window), and other high density areas in order to ensure appropriate distancing between employees.
- Employee pre-shift meetings should be conducted virtually or in areas that allow for appropriate physical distancing between employees. Larger departments should stagger employee arrival times to minimize traffic volume in back of house corridors and service elevators.
- Consider offering workers who request modified duties options that minimize their contact with customers and other employees (e.g., managing inventory rather than working at the concierge desk or managing administrative needs through telework).
- Stagger employee breaks, in compliance with wage and hour regulations, to maintain physical distancing protocols.

- Close breakrooms, use barriers, or increase distance between tables/chairs to separate workers and discourage congregating during breaks. Where possible, create outdoor break areas with shade covers and seating that ensures physical distancing.
- Redesign office spaces, cubicles, lobbies, front desk check-in areas, business centers, concierge service areas, and other spaces if possible to ensure workspaces and guest accommodations allow for at least six feet distancing.
- Discourage employees from congregating in high traffic areas such as bathrooms and hallways and establish directional hallways and passageways for foot traffic, if possible, to eliminate people from passing by one another.
- Limit the number of individuals riding in an elevator and ensure the use of face coverings. Use signage to communicate these requirements.
- Require employees to avoid handshakes and similar greetings that break physical distance.
- Eliminate person-to-person contact for delivery of goods to physical offices. Avoid touching others' pens and clipboards

ADDITIONAL PHYSICAL DISTANCING GUIDELINES FOR HOTEL OPERATIONS:

• Guests should enter through doors that are either propped open, if possible, or are automated or manually operated by an employee that is frequently handwashing and/or using proper hand sanitizer.
• Implement peak period queueing procedures, including a lobby greeter and having guests queue outside to maintain at least six feet of physical distance between persons.
• Employees should not open the doors of cars or taxis.
• Guest room service, laundry and dry-cleaning services, and amenity deliveries should be made available using contactless pick-up and delivery protocols.
• Hotel operations with restaurants should limit food and beverage offerings to take-out and "contactless" room service until dine-in establishments are allowed to resume modified or full operation.
• Hotels with pools should ensure that physical distancing requirements can be enforced, this could include limiting one person per lane in swimming pools.
• Hotels with golf courses should only allow one player per cart, except for immediate family and people who cohabitate, and increase tee time spacing, and should only open once golf courses are allowed to reopen.

CONSIDERATIONS FOR HOTELS WHEN FULL OPERATIONS RESUME:

- Hotels operations with dine-in restaurants, bars, fitness centers, spas, salons, large meeting venues, banquet halls, or convention centers should keep those areas closed until each of those types of establishments are allowed to resume modified or full operation.
- When allowed to reopen to modified or full operation, hotels with dine-in restaurants and bars should:
    - Reduce seating capacities or reconfigure seating to allow for a minimum of six feet between each seated group/party of guests.
    - Implement additional and specific cleaning and sanitizing protocols for food processing and restaurant operations.
    - Refer to guidelines for the restaurant and bar industries when they become available on the COVID-19 Resilience Roadmap website.
- When allowed to reopen to modified or full operation, hotels with fitness centers, spas, and salons should refer to the relevant guidelines on the COVID-19 Resilience Roadmap website when available.
- When larger gatherings are permitted by state/local orders, those hotels with meeting, conference, banquet, or other event accommodations must:
    - Adjust room configurations to allow for physical distancing between guests.

- Decrease the capacity for conference and meeting rooms in order to maintain at least six feet of physical distance between participants.
- Suspend self-serve buffet style food service and replace it with alternative service styles.
- For additional direction on meetings and convention centers, refer to the guidelines on the COVID-19 Resilience Roadmap website when available.

SALES TAX REVENUE

Clearly COVID-19 will have a negative impact on sales tax revenue for California cities. The question is how much and for how long. The good news is a number of Monterey County and Pacific Grove businesses started to open in June. HdL is a leading sales tax consultant in California and for the past few months has been busy tracking trends that will affect sales tax revenue for the nearly 400 local governments we serve.

State of California

HdL received data from the State of California the second week of June for First Quarter 2020 sales tax revenue (Q1 includes January, February & March). First Quarter data includes sales for the last two weeks of March and when the Governor's shelter in place order and the closure of many businesses went into effect.

City of Pacific Grove

Overall, Pacific Grove experienced a 28.99% increase in sales tax for Q1 2020 versus Q1 2019. The top 100 sales tax producers in Pacific Grove (which represents 97.19% of all sales tax revenue for the City) decreased just 3.4% for Q1 2020 versus Q1 2019. The top 25 sales tax producers (which represents 70.0% of all sales tax revenue for the City) increased 1.98% for Q1 2020 versus Q1 2019. Of the top 25 sales tax producers thirteen had increased sales tax revenue for Q1 2020 versus the same quarter in 2019, while eleven had decreases and one was a new business that was not open in Q1 2020. Of the twelve businesses with increased sales tax revenue for Q1 2020, 5 were grocery markets/drug stores, three were lumber/hardware merchants, three were retailers, and one was a restaurant and one was entertainment.

Restaurants

Even though Q1 2020 only had a few weeks impacted by the COVID-19 shutdown, restaurants took a large hit with Aliotti's Victorian Corner Restaurant, Beach House, Fandango's, Il Vecchio, International Cuisine, Michael's Grill & Taqueria, Mountain Mike's Pizza, Pacific Thai Cuisine Poppers Mexicali Café and Vivolos Chowder House down anywhere from -4.78% to -39.63% for Q1 2020 versus Q1 2019

Estimates

On April 9, 2020, HdL prepared an estimate of the City of Pacific Grove's possible sales tax revenue decline due to COVID-19. At that time it was estimated that Pacific Grove would experience an overall 6.2% decrease in sales tax revenue for FY 2019/20 (July 1, 2019 to June 30, 2020), with decreases in five of the eight major industry groups, including Building & Construction, Building & Industry, Fuel & Service Stations, General Consumer Goods and Restaurants. The same budget estimate also projected Pacific Grove would see an 10.5% decrease in sales tax revenue for FY 2020/21 (July 1, 2020 to June 30, 2021). Since that estimate and based on Q1 2020 sales tax data statewide and more research on industry trends resulting from the COVID-19 impact and reopening of many businesses in California, HdL recently did an Economic Consensus Forecast on June 10 that provided an improved outlook on sales tax revenue assumptions for several categories for Q2 2020 (April-June 2020, with actual revenue numbers being released by the State to HdL in early September), along with projections for FY 2020/21. HdL continues to work on new Budget estimates, which should be available to city clients by late June or early July. Overall, Pacific Grove's revised budget estimate should show a smaller sales tax revenue decrease for FY 2020/21.

NEXT STEPS

The City of Pacific Grove is recommended to pursue the following actions to help with the recovery of its business community:

SHORT-TERM

- Form the Pacific Grove Economic Recovery Team
- Create the four Task Forces (restaurants; retail; grocery, market, and drug stores; leisure, lodging and hospitality) to help assess damage from the COVID-19 situation and use their help in brainstorming ideas for recovery and best practices for future business operations
- Undertake an assessment of the business sectors in Pacific Grove (retail; restaurant; grocery, market, and drug stores; support service businesses; leisure, lodging and hospitality)
- Seek to better understand social distancing needs and the 'new normal' for businesses to reopen, be safe and seek to cash flow
- Form the working group of property managers representing local Pacific Grove shopping centers
- Engage the business community through a business visitation program
- Use social media platforms to market business reopening and solicit feedback from residents on what will make them feel safe to return to local restaurants and retailers
- Explore possible small business emergency relief grants and loan programs

MID TO LONG-TERM

- Explore mixed-use opportunities (multi-family residential) for Downtown Pacific Grove
- Continue to closely monitor recovery efforts—after 1 month, after 6 months and after 1 year…

Agenda No. 7

CITY OF PACIFIC GROVE

300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO:	Chair Jarick and Members of the Economic Development Commission
FROM:	Debby Beck, Economic Development Commissioner
MEETING DATE:	06/25/2020
SUBJECT:	Presentation on the "Adopt a Block" concept

RECOMMENDATION

Receive presentation and hold discussion.

DISCUSSION

Attachments

Adopt a Block Presentation

PACIFIC GROVE EDC

DOWNTOWN PG

DEBBY BECK for PG EDC

On Today's Agenda

Our Discussion Points

Findings

Goals

Block by block review

Findings

REPAINTING

- Curbs
- Light poles

LANDSCAPING MAINTENCE

- Trees need trimming/ base of trees need to be maintained
- Parklets need weeding

GENERAL MAINTENANCE

- Memory benches need attention
- Overall sideway and gutter cleaning
- Garbage receptacles cleaned

Repainting

Landscaping

General Maintenance

GOALS

- Create a more inviting downtown
- Encourage business owners take ownership of their block
- Full city block (South Lighthouse to Laurel and North Lighthouse to Central)
- Allow the block ambassador to create their own time/date /volunteers
- Encourage participation by rewarding the block ambassador with a sign to be placed in their business location
- Establish block ambassadors who can be the conduit regarding potential funding for improvements to storefronts (example facade improvement fund)
- Provide the block ambassador the website address for public works should they have a work order to submit
- Provide suggestions to business owners on flowers that work best in our climate

Review

BLOCK BY BLOCK

NORTHERN BLOCK LIGHTHOUSE BETWEEN 14TH ST & 13TH ST

SOUTHERN BLOCK LIGHTHOUSE BETWEEN 14TH ST & 13TH ST

NORTHERN BLOCK LIGHTHOUSE BETWEEN 15TH ST & 14TH ST

SOUTHERN BLOCK LIGHTHOUSE BETWEEN 15TH ST & 14TH ST

SOUTHERN BLOCK LIGHTHOUSE BETWEEN FOUNTAIN AVE & 15TH ST

NORTHERN BLOCK LIGHTHOUSE BETWEEN FOUNTAIN AVE & GRAND AVE

SOUTHERN BLOCK LIGHTHOUSE BETWEEN FOUNTAIN AVE & GRAND AVE

NORTHERN BLOCK LIGHTHOUSE BETWEEN FOREST AVE & GRAND AVE

SOUTHERN BLOCK LIGHTHOUSE BETWEEN FOREST AVE & GRAND AVE

NORTHERN BLOCK LIGHTHOUSE BETWEEN FOREST AVE & 16TH ST

SOUTHERN BLOCK LIGHTHOUSE BETWEEN FOREST AVE & 16TH ST

NORTHERN BLOCK LIGHTHOUSE BETWEEN 16TH ST & 17TH ST

SOUTHERN BLOCK LIGHTHOUSE BETWEEN 16TH ST & 17TH ST

NORTHERN BLOCK LIGHTHOUSE BETWEEN 17TH ST & 18TH ST

SOUTHERN BLOCK LIGHTHOUSE BETWEEN 17TH ST & 18TH ST

NORTHERN BLOCK LIGHTHOUSE BETWEEN 18TH ST & 19TH ST

SOUTHERN BLOCK LIGHTHOUSE BETWEEN 18TH ST & 19TH ST

NORTHERN BLOCK LIGHTHOUSE BETWEEN 19TH ST & CONGRESS

SOUTHERN BLOCK LIGHTHOUSE BETWEEN 19TH ST & PARK ST

SOUTHERN BLOCK LIGHTHOUSE BETWEEN PARK ST & CONGRESS AVE

NORTHERN BLOCK LIGHTHOUSE BETWEEN CONGRESS AVE & CYPRESS ST

SOUTHERN BLOCK LIGHTHOUSE BETWEEN CONGRESS AVE & CYPRESS ST

Thank You!