



**DISCUSSION ITEMS**

**Agenda Item # 5**

**AGENDA REPORT SUMMARY**

**Meeting Date:** April 14, 2020

**Subject:** Emergency Measures for Addressing COVID-19: Receive an Update from the City Manager and Discuss/Provide Direction of Possible Relief Efforts

**Prepared by:** Chris Jordan, City Manager

**Attachment(s):**

1. City Manager Presentation
2. Correspondence from Councilmember Jeannie Bruins
3. TogetherMV Information
4. Information/Presentation from City of Santa Clara

**Initiated by:**

City Manager and City Council

**Previous Council Consideration:**

Not applicable

**Fiscal Impact:**

Unknown

**Environmental Review:**

Not applicable

**Policy Question(s) for Council Consideration:**

- Does the City Council want to dedicate an undefined amount of City funds to assist in relief efforts for community residents and/or businesses?

**Summary:**

- On March 12, 2020, the City's Director of Emergency Services (the City Manager) signed an Emergency Proclamation in response to the spread of the COVID-19 virus
- The City Manager will update the Council on the status of the City's efforts to assist in mitigation efforts
- Several cities are embarking on various relief/assistance efforts for their community's residents and/or businesses
- In addition to receiving a status report, the City Council may want to review a proposal from Council member Jeannie Bruins (attached) and an outline of the attached small business grant program in the City of Santa Clara

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**Reviewed By:**

City Manager

CJ

City Attorney

JH

Finance Director

SE

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**Subject:** Emergency Measures for Addressing COVID-19: Receive an Update from the City Manager and Discuss/Provide Direction of Possible Relief Efforts

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**Recommended Motion**

If the Council wished to initiate a relief program, the Council should move to direct the City Manager to initiate a program in accordance with the Council's direction.



**Subject:** Emergency Measures for Addressing COVID-19: Receive an Update from the City Manager and Discuss/Provide Direction of Possible Relief Efforts

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### **Purpose**

The City Council will be receiving an update from the City Manager on the City's response to the COVID-19 emergency. Council will also discuss various City assistance/relief efforts.

### **Background**

Many local cities are embarking on various relief efforts, such as:

- 1) Making a contribution from the City to non-profit organizations that are assisting in the community's relief efforts. An example might be a City contribution to the Community Services Agency which is providing food to those in need in the Los Altos and Mountain View communities and providing rent assistance to some residents in these communities.
- 2) A small business loan program such as the TogetherMV program under the leadership of the Los Altos Community Foundation.
- 3) A small business grant program such as that initiated by the City of Santa Clara. Information is attached.

### **Options**

The City Council should receive the emergency response status report. The City Council should also consider options to utilize City funds to help those in need in the community. Small business relief programs can assist small businesses stay in business which may help the economy get back on its feet more quickly when the shelter-at-home order is modified or lifted. In turn, the City may begin to collect sales tax from these businesses sooner and greater quantities than if the City does not provide the assistance.

### **Recommendation**

If the Council wished to initiate a relief program, the Council should move to direct the City Manager to initiate a program in accordance with the Council's direction.



# City of Los Altos Status of Response to COVID-19 Emergency

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LOS ALTOS TOWN HALL -- APRIL 14, 2020

# County, Governor and Local Orders

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- March 12: City Manager issues Emergency Proclamation, ratified by the City Council March 17
- March 16: Santa Clara County Public Health Officer issues Shelter-in-Place Order
- March 19: Governor Newsom Issues Executive Order requiring Shelter-in-Place for all California Residents except for Essential Workers
- March 30, 2020: Santa Clara County Public Health Officer extends Shelter-in-Place Order to May 3.

# Dr. Sara Cody: “*Every Contact Counts*”

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- *As of April 12:*
  - *1,621 cases in Santa Clara County – 55 new yesterday*
  - *18 confirmed cases of Los Altos residents*
  - *54 deaths in Santa Clara County – 3 new*

# City of Los Altos Emergency Response Status

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***All Facilities, Tennis Courts, Playgrounds, Bathrooms, Basketball courts and parking lots at parks are Closed***

***All Construction Contracts have been Suspended, including the Community Center***

***All private construction is prohibited except for projects including affordable housing (only such project in Los Altos currently) and emergency repairs***

***Contracted Landscape Maintenance is allowed only for public health and safety***

***No Public Hearings are planned on projects after the Council meeting on April 14***

# City of Los Altos Emergency Response Status

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## **Communications with the Community:**

Community Connection Phone Number: 650-947-2790

Senior Connection Phone Number: 650-947-2797

Sunshine Calls: Calls being made by staff to City's database of 1,500 seniors

City Website: Dedicated COVID-19 webpage with City Information and links to numerous sources of information for residents and businesses

Connecting with Businesses: City has held weekly webinars with business community

LosAltosOpen.com – website lists all open businesses in town



# City of Los Altos Emergency Response Status

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## Police:

- Using an alternative work schedule to provide for continuous operations, Police are maintaining regular staffing level for patrol
- Will enforce County/State orders if necessary
- Reduction in Reported Crimes but concern remains about domestic abuse. If abuse is suspected, call 911, or contact WomenSV: 833-966-3678

# Other Emergency Information

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## **Food Distribution:**

- Working with Community Service Agency (CSA) and Silicon Valley Strong.
- Encouraging Los Altos residents to volunteer and make donations to CSA to assist in food distribution
- City staff is assisting these efforts to distribute lunches to seniors
- City staff assisting CSA with rent deferral assistance calls

## **Child Care**

- YMCA has opened 3 Childcare Centers for essential workers, including in Mountain View

# Communications

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- City has a new dedicated webpage with all the most up to date information which is gleaned from our emergency management meetings and has links to other agency information
- Updates are also circulated through social media

## Businesses:

- Staff has been in communication with the Chamber of Commerce, LAVA and other groups ensuring that information is received by the business community. Webinars held Friday mornings with City staff/ Chamber of Commerce/LAVA and business community

# What Happens Next?

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- When will the Shelter-in-Place Order terminate?
  - Currently it terminates May 3, however, it is certainly possible that will be extended or modified
- K-12 schools are closed for the remainder of the academic year
- Governor Newsom has indicated that we should not envision normal NFL or college football games to return to the State in the Fall

# What's Next for Los Altos

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- We will continue to adhere closely to the Public Health Order and will do everything we can to help accomplish the goals of slowing the spread the virus and keeping our staff, and the community, as safe as possible.
- We will be closely monitoring our revenue stream and our expenses to ensure that the City continues to have adequate resources to provide our full municipal operations as soon as the Shelter-in-Place order is lifted or modified
- Scheduling another Town Hall in the next few weeks

# Synopsis from County Health for all Residents

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- Treat everyone as if they are contagious
- Masks protect the other person
- The “normal” way of life will not be seen until there is a vaccine.
- Stock up on supplies (3 to 4 weeks at a time) – do not go to store every day
- Do not let anyone pet your dog unless they live in your household
- Wear your bandana/mask, etc., every time you leave the house. This includes going to the office.

**From:** Jeannie Bruins <[jbruins@losaltosca.gov](mailto:jbruins@losaltosca.gov)>  
**Sent:** Monday, April 13, 2020 12:23 PM  
**To:** City Council <[council@losaltosca.gov](mailto:council@losaltosca.gov)>  
**Cc:** Chris Jordan <[cjordan@losaltosca.gov](mailto:cjordan@losaltosca.gov)>; Jolie Houston <[jolie.houston@berliner.com](mailto:jolie.houston@berliner.com)>  
**Subject:** Time Sensitive - Financial Support for CSA

Council Colleagues,

During a crisis such as the one we are facing currently, we often realize how reliant we are on other agencies – both public and non-profits. One of the most critical needs we have encountered over these past few weeks is the distribution of food, particularly to those in our community who are most in need such as our seniors and other vulnerable, high-risk individuals.

The Community Services Agency of Mountain View-Los Altos is filling the critical need of providing food to these individuals, as well as providing other advice to our most needy citizens. In my call to Chris Jordan last week I learned of what staff is doing beyond publicizing CSA's services and putting out the call for volunteers. Our staff has stepped up to help more directly. Maintenance Services staff have been assisting CSA with food distribution, manning the reception desk, and offering translation services. This is outstanding, however, CSA can only continue to carry-out its mission if it has adequate financial resources as well.

I have also spoken with CSA Executive Director Tom Myers. He is greatly appreciative of the city's support by raising awareness and providing volunteer manpower. When asked how else we might help, he highlighted the number of families in great need of rental assistance. The requests have grown exponentially and these requests likely come from low income wage earners in our own community. He also spoke of the need to balance out the food donations received and the best way to do so is through financial contributions to augment.

For these reasons, I am suggesting that the City of Los Altos follow the lead of other public agencies in the area and provide direct financial support to the local non-profit that is assisting our community during this crisis. I believe a contribution of \$75,000 from the City of Los Altos would help CSA tremendously just as CSA helps our residents and service workers.

**Because time is of the essence during this crisis, I would like to suggest that we request the City Manager provide this contribution under his delegated authority as soon as possible and that he return in 2 weeks with a request for the Council to ratify this decision by including this contribution as part of the City's mid-year Budget Adjustment.**

I will make this request as part of Council/Staff Reports and Directions on Future Agenda Items. **PLEASE DO NOT REPLY TO THIS EMAIL.**

Thanks in advance for your consideration tomorrow night,  
Jeannie

# #TogetherMV Fund



The #TogetherMV Fund is a partnership between the City of Mountain View and Los Altos Community Foundation to raise funds for Mountain View community members who have been economically burdened by the COVID-19 pandemic.

This includes families that have lost wages from reduced work hours and layoffs, small businesses that have been unable to remain open, seniors in need, and our unstably-housed neighbors who face heightened health risks from community spread of COVID-19.

There are two opportunities to help others who have been adversely impacted by the COVID-19 pandemic: rent relief and small business relief. Rent relief donations will be added to the funds the City has already given to the Community Services Agency (CSA) to expand help for local tenants in need. Small business relief donations will be combined with funds allocated by the City and a donation from Google.





### **Overview & Objectives**

To mitigate the impact of COVID-19 on Santa Clara small businesses and their employees, the City of Santa Clara has committed up to \$250,000 in one-time funds to create a Small Business Assistance Grant Program.

The objective of this program is to offer immediate financial assistance to independently owned and operated small businesses with the City of Santa Clara to aid in maintaining their business and workforce.

### **Program Overview**

1. Grants of \$10,000 for qualified independently owned and operated small businesses with at least one and no more than 25 full-time employees that have been deemed non-essential under the County of Santa Clara Public Health Department order dated March 16, 2020.
2. Grants of \$5,000 for qualified independently owned and operated small businesses with at least one and no more than 25 full-time employees that have been deemed essential under the County of Santa Clara Public Health Department order dated March 16, 2020.
3. Grant funds may only be used to cover the following items: payroll or lease payments for business premises.
4. Grants will be awarded on a first-come, first-serve basis for qualified applicants.

### **Eligibility Requirements**

1. For a \$10,000 grant award, applicants must be an independently owned and operated small businesses with at least one and no more than 25 full-time employees that has been deemed non-essential under the County of Santa Clara Public Health Department order dated March 16, 2020.
2. For a \$5,000 grant award, applicants must be an independently owned and operated small businesses with at least one but no more than 25 full-time employees that has been deemed essential under the County of Santa Clara Public Health Department order dated March 16, 2020.
3. Applicants must verify the business has experienced a loss of income due to COVID-19 by completing and providing the Estimated Disaster Economic Worksheet.
4. Applicant must submit a current copy of its W-9 form.
5. Applicants must operate out of a physical commercial storefront within the city limits of Santa Clara.
6. Applicants must have an active City of Santa Clara Business License.
7. Applicants must be in good standing with the City.



8. Applicants must have been in operation in the City of Santa Clara for at least one year as of March 1, 2020.
9. **PLEASE NOTE:** Franchises, chains (national or local with three or more locations), or operations restricted to patrons above the age of 18 will not be eligible for award (i.e. smoke shops and bars are not eligible).

**Application and Funding Process:**

Applications will be available starting the week of April 13, 2020.

1. Grant applications can be accessed and filled out online but must be emailed directly to [SmallBusiness@SantaClaraCa.gov](mailto:SmallBusiness@SantaClaraCa.gov).
  - a. Businesses will be required to complete the “Estimated Disaster Economic Worksheet” that documents current or forecasted estimates of economic impact.
  - b. Businesses will be required to provide a current copy of a W-9.
2. If application is found complete, application will be reviewed for eligibility and applicants will receive a notice of award within a target of one to two weeks following submission.
  - a. In all cases, the City reserves the right to reject any and all applications in the event the City identifies a potential conflict of interest or the appearance of a conflict of interest. Submission of an application in no way obligates the City to award a grant and the City reserves the right to reject any or all applications, wholly or in part, at any time, without penalty.
3. Awards will be made on a first come, first served basis.
4. If awarded, the application will become a binding contract (Agreement) between both parties.
5. Businesses receiving funding will be required to:
  - a. Certify via a written statement how many jobs were retained or how many months of lease payments for the business premises were paid allowing the business to continue operations.
  - b. Submit proof that the grant funds have been spent in the manner and for the purposes stated in the Agreement within thirty (30) days of the payment date.
6. Businesses receiving funding will be encouraged to:
  - a. If applicable, adopt Federal and State guidance for operating their businesses (social distancing, clean down procedures, limiting in-store occupancy, etc).
  - b. If applicable, prioritize delivery of food and services to seniors and economically vulnerable populations.
7. Grant funds will be issued upon execution of the Agreement.
8. The program will remain in effect during the City of Santa Clara’s declared state of local emergency and while funds are available.



**City Council  
Special Meeting**

**Item #3: Small Business  
Assistance Grant Program  
in Response to COVID-19**  
(RTC# 20-440)

**April 8, 2020**

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**City of  
Santa Clara**  
The Center of What's Possible

## Agenda

- Background
- Program Development Process
- Small Business Assistance Grant Program
- Small Business Utility Assistance
- Recommendation

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## Background

- At the March 24, 2020 City Council meeting:
  - Staff reported to Council on the various programs at the Federal, State and Local levels for small businesses
  - Council directed staff to develop a COVID-19 relief program for small businesses in Santa Clara
  - Council approved the allocation of \$250,000 for the relief program

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## Background

- City Council also expressed interest in the following:
  - Working with the Silicon Valley Central Chamber of Commerce (Chamber) on assistance with growing the City's initial investment
  - Minimizing “red tape” to distribute funds quickly

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## Benchmarking

City	Program Type	Fund Amount
Berkeley	Grant	\$1 million
Hayward	Grant	\$380,000
Mountain View	Pending	\$400,000
Sacramento	Loans	\$1 million
Seattle	Grant	\$2.5 million
San Francisco	Grant & Loan	\$10 million

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## Grant Versus Loan

- Grant program allows City to get capital to small businesses without burden of additional debt
- A loan program doesn't necessarily help a small business in the long run
- Grant program can be administered with current City staff
- Loan program would require City to engage a 3<sup>rd</sup> party administrator

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## Grant Program Overview

- Businesses and nonprofits with at least one but no more than 25 full-time employees who demonstrate a loss of income due to COVID-19
  - \$10,000 grants for those deemed non-essential\*
  - \$5,000 grants for those deemed essential\*
- Grants will be awarded on a first-come, first-serve basis for qualified applicants

<sup>7</sup> \*Per the County of Santa Clara Public Health Department order dated March 16, 2020.

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## Eligibility Requirements

- Applicants must:
  - Demonstrate loss of income due to COVID-19
  - Operate out of a physical commercial storefront in Santa Clara
  - Have an active City of Santa Clara Business License
  - Be in good standing with the City
  - Have been in operation in Santa Clara for at least one year as of March 1, 2020

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## Outreach & Promotion

- Application period opens week of April 13, 2020
- City will promote the program via the City's website, social media, press releases and e-Notify
- City will work with the Silicon Valley Central Chamber of Commerce to promote the program through its communication channels

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## Other Small Business Programs

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## Small Business Utility Assistance

- Flexible payment plans for Water and Sewer and Electric utilities for businesses impacted by COVID-19
- Interested small businesses shall include the Economic Injury Worksheet to demonstrate loss of income from COVID-19
- Flexible utility bill payment plans are not tied to applications for the Small Business Assistance Grant Program and can be submitted independently

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## Business Assistance Webpage

- For a summary of available resources at the federal, state and local levels we encourage businesses and employees to visit: [SantaClaraCA.gov/CoronavirusUpdates](https://SantaClaraCA.gov/CoronavirusUpdates)

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## Recommendation

- Approve Small Business Assistance Grant Program and direct staff to continue working with the Silicon Valley Central Chamber of Commerce or other organization to leverage additional resources for the program

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## City Council Special Meeting

**Item #3: Small Business  
Assistance Grant Program  
in Response to COVID-19**  
(RTC# 20-440)

**April 8, 2020**

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