CITY RESPONSE TO CORONAVIRUS: Keeping Palo Alto Safe and Informed
• Continuing to maintain essential services and ensure the safety of our workforce

• Redeployed city employees now working remotely and new priorities

• City leadership continues to evolve plans and protocols based on various Coronavirus impact scenarios and County Shelter in Place Order restrictions

• Looking forward to lifting of Shelter in Place restrictions to support community recovery

• Tracking City’s fiscal situation in light of this extended emergency period, Council budget deliberations scheduled for May and June
• Emergency Operations Center activation continues

• Citizen Corps Council is activated

• Continue to encourage the community to stay safe and continue Shelter in Place Order
  • Staying home is saving lives
  • Coronavirus cases continue to increase, though indications are showing positive results

• Hospitals are planning for impacts
ADDITIONAL BUSINESS SUPPORT EVALUATION UNDERWAY

Concurrent Efforts:
• Small Business Financial Support
• Build Recovery Strategy

Small Business Financial Support
• Establishing Matched Loan Model and Beginning Fundraising
• Set Allocation Criteria with feedback from Business Roundtable

Build Recovery Strategy
• Facilitate Business Roundtable Input
• Organize and Prioritize City and Community Actions
• Quickly Pilot Implementation
BUILD RECOVERY STRATEGY

• 3 - 4 Business Rountables of up to 20 participants over next 2 - 3 weeks
• Hear directly from businesses:
  • Depth and complexities of challenges they’re facing
  • What would be most helpful to them
• Consult a diverse range of businesses (sector, neighborhood, size, longevity, etc.)
• Develop actionable plans
  • Support appropriate from the City
  • Initiatives within the business community
• Facilitation by Peter Coughlan of Saltus Consulting
• Council represented by Ad Hoc Committee Members
SMALL BUSINESS FINANCIAL SUPPORT

- **Common funding criteria**: Brick and mortar, no more than 25-50 employees, demonstrated loss due to COVID-19, deemed non-essential; some exclude non-profits

- **Increasing the pool**: Many cities are working with nonprofit partners to gather donations. Some cities (Oakland, San Jose, San Francisco) are actively supporting donation efforts; it’s unclear if they are also providing funding.

<table>
<thead>
<tr>
<th>City</th>
<th>Support Type</th>
<th>City’s Appropriation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mountain View</td>
<td>Loans</td>
<td>$400,000</td>
</tr>
<tr>
<td>Santa Clara</td>
<td>Grants</td>
<td>$500,000</td>
</tr>
<tr>
<td>Berkeley</td>
<td>Grants</td>
<td>$1 million</td>
</tr>
<tr>
<td>Hayward</td>
<td>Grants</td>
<td>$380,000</td>
</tr>
<tr>
<td>Sacramento</td>
<td>Loans</td>
<td>$1 million</td>
</tr>
<tr>
<td>Modesto</td>
<td>Loans</td>
<td>$250,000</td>
</tr>
</tbody>
</table>
BUSINESS FINANCIAL SUPPORT CONCEPTS

- $500,000 in one-time, General Fund dollars
- Seed money or matching other donors
- Design with input from Roundtable participants

Potential Decision Points
- Businesses only or businesses and nonprofits
- Administered through third party as grants or loans
- Eligibility criteria:
  - Size: <25 employees or <50 employees
  - Revenue cap
  - Tenure in Palo Alto
- Amount per business: $5,000 or $10,000
- Permissible uses: payroll, rent and/or other
CURRENT BUSINESS SUPPORT & ASSISTANCE

- Call center and online business assistance center for information and referral
- City advertising through local newspapers and online to support local businesses
- Increased police presence in commercial districts and at Stanford Mall
- Suspended parking enforcement and business district/registry fees
- Suspended utility shutoffs and extended payment plans
- Easing online application process for building permits
- Countywide commercial eviction protections
- Rent deferral for Cubberley tenants
California’s six indicators for modifying the stay-at-home order are:

1. The ability to monitor and protect our communities through testing, contact tracing, isolating, and supporting those who are positive or exposed
2. The ability to prevent infection in people who are at risk for more severe COVID-19
3. The ability of the hospital and health systems to handle surges
4. The ability to develop therapeutics to meet the demand
5. The ability for businesses, schools, and child care facilities to support physical distancing
6. The ability to determine when to reinstitute certain measures, such as the stay-at-home orders, if necessary
Slow the spread of this virus
Stay Home: this will save lives.

Stay connected: check on neighbors, volunteer

Be Kind: We are in this together

www.cityofpaloalto.org/coronavirus