CITY OF
LONG BEACH

Memorandum

Date: May 5, 2020

To: Thomas B. Modica, City Manager

From: John Keisler, Director of Economic Development

For: Mayor and Members of the City Council

Subject: **Economic Relief Package—Restart Long Beach Update**

On April 21, 2020, the City of Long Beach (City) announced the formation of "Restart Long Beach," an economic recovery advisory group charged with providing recommendations on the economic impact of the COVID-19 health emergency and steps the City may take to safely begin to reopen the local economy. City management received the attached report from former Mayor Bob Foster on behalf of Restart Long Beach, with initial recommendations for consideration (Attachment A), which City staff have reviewed and responded to (Attachment B). The purpose of this memorandum is to provide the City Council with a copy of the attached report and to discuss next steps.

BACKGROUND

Restart Long Beach is an informal advisory group established by former Mayor Bob Foster, as an advising group to the City Manager, and is supported by City staff from Economic Development, Health and Human Services, Long Beach Airport, and Harbor Departments. The purpose of Restart Long Beach is to provide innovative ideas and a smart approach to restarting the local economy in the safest way possible, and guided by medical science and data. Members were assembled for their expertise in a broad range of industries and sectors to provide input to the City on strategies for the Long Beach economy to recover when safe to do so. Restart Long Beach members include doctors, small business owners, labor representatives, and education leaders, among many others. Members include:

- Blair Cohn, Economic Development Commissioner and BKBIA Director
- Bob Foster, former Mayor, City of Long Beach
- Caroline Choi, Senior Vice President of Corporate Affairs, Southern California Edison
- Griselda Suarez, Executive Director, Arts Council for Long Beach
- Jeremy Harris, Incoming President & CEO, Long Beach Area Chamber of Commerce
- Josh La Farga, Planning Commissioner and Laborers' International Union of North American Local 1309
- Josh Lowenthal, President, freeconferencecall.com
- Kerstin Kansteiner, Restaurant/Small Business Owner
- Kraig Kojian, President and CEO, Downtown Long Beach Alliance
- Lou Anne Bynum, Interim Superintendent-President, Long Beach City College
- Luis Navarro, Restaurant/Small Business Owner
- Mario Molina, Doctor/Healthcare Professional
- Randal Hernandez, Chair, Long Beach Economic Partnership
- Ryan Choura, CEO and Founder, Choura, an Experience Company
- Sean Rawson, Co-Founder, President of Residential Division, Waterford Property
- Sharleen Higa, President, Long Beach Century Club

- Steve Goodling, President & CEO, Long Beach Area Convention and Visitors Bureau
- Steve Neal, Harbor Commissioner and Clergy
- Tommy Faavae, International Brotherhood of Electrical Workers, Local 11
- Vic La Rosa, CEO, President and Co-Founder, Total Transportation Services (TTSI)

STATUS REPORT

On April 30th, former Mayor Bob Foster provided an update to the Economic Development and Finance Committee of the City Council about the activities of Restart Long Beach, which had its first online meeting April 24th to receive updates about the current legal, scientific, and economic circumstances impacting decisions about restarting certain activities. To inform the initial report, Restart Long Beach members received and reviewed hundreds of pages of resources, best practice reports and studies for consideration and inclusion in the recommendations to City management. As reported by former Mayor Bob Foster, the group met again on May 1st to craft the attached initial report, which was submitted to the City Manager on May 2nd.

CONCLUSION

Although Restart Long Beach acknowledge that decisions regarding how and when Long Beach will reopen the economy will align with the Governor's "Stay at Home" order and will be implemented through a Health Order from the City Health Officer, the group describes the attached report to be an initial effort to assist City staff with information that is relevant for a safe and effective reopening of the economy that does not result in a resurgence of the virus and require another lockdown. Additional recommendations for other stages of reopening will be described and delineated soon.

Thank you for your consideration of this important matter. Please contact me at (562) 570-5282 or by email at john.keisler@longbeach.gov with additional questions regarding Restart Long Beach or the attached report.

ATTACHMENTS

CC: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
REBECCA G. GARNER, ACTING ASSISTANT CITY MANAGER
TERESA CHANDLER, INTERIM DEPUTY CITY MANAGER
KEVIN J. JACKSON, DEPUTY CITY MANAGER
AJAY KOLLURI, ACTING ADMINISTRATIVE DEPUTY TO THE CITY MANAGER
MONIQUE DE LA GARZA, CITY CLERK
DEPARTMENT DIRECTORS

ATTACHMENT A

May 2, 2020

City of Long Beach
c/o: Tom Modica, City Manager
411 W. Ocean Boulevard, 10th Floor
Long Beach, CA 90802

To the City of Long Beach:

On behalf of the Restart Long Beach Economic Recovery Advisory Group, I want to thank you for your strong leadership and for keeping the Long Beach community safe during this unprecedented public health crisis. The purpose of this letter is to provide an overview of initial recommendations from the Advisory Group and to propose areas where the City of Long Beach may act, manage risk, and create a safe environment for both businesses and the community to thrive.

Background

On April 21st the City of Long Beach announced the formation of "Restart Long Beach," the Economic Recovery Advisory Group charged with providing recommendations on the economic impact of the COVID-19 health emergency. Restart Long Beach is an informal advisory group established by the City Manager and is supported by City staff from Economic Development, Health and Human Services, the Long Beach Airport and the Port of Long Beach.

The purpose of Restart Long Beach is to provide innovative ideas and a smart approach to restarting the local economy in the safest way possible, guided by medical science and data. Members were assembled for their expertise in a broad range of industries and sectors to provide input to the City on strategies for the Long Beach economy to recover when safe to do so. This includes doctors, small business owners, labor representatives, and education leaders among many others.

The Importance of Reopening Long Beach

It is the shared opinion of Restart Long Beach that it is possible to begin reopening Long Beach business soon. Long Beach, as all cities in California, must operate within the confines of the current "Shelter in Place" order of Governor Newsom, and must also consider the recently announced four-stage roadmap to reopening the State of California.

Reopening as soon as it is safe to do so is critically important for several reasons. First, the economy needs to sequence to full operation in order for people, government, and commerce to have the resources to provide needed goods and services to our community. Second, community health—physical, fiscal, and mental—require an open social and economic environment. Third, impoverishment carries its own negative health effects.

In addition, a healthy community needs hope—a sense of a beginning of the end of the "shelter in place" rules—to provide the energy and creativity that the recovery will require. There are many examples of public fatigue and the more that time passes, the loss of hope will result in deviations from the rules.

If we start a reopening with low risk, low density activities we are taking a reasonable chance of improving economic well-being without a great risk of a second wave of the COVID-19 health crisis. As you are aware, the virus spreads more easily and rapidly with proximity and duration of proximity.

Core Principles for Reopening

Restart Long Beach has recommended a set of key issues to guide City decisions about reopening. These core principles are built upon Governor Newsom's Six Critical Indicators that local health jurisdictions must meet before non-essential activities may resume. These include: (a) when to begin a restart, (b) which sectors to begin with, and (c) with what conditions or protocols to mitigate the risk of further transmitting the virus. Restarting Long Beach should be governed by the following core principles:

1. People working from home need to **continue working from home until further notice.** The purpose of the restart is to put people **back** to work and we need to focus on those currently unemployed, furloughed or laid off.

2. Begin with the **sectors least likely to prompt a second wave** of COVID-19. The activities need to have low proximity and duration, and protection and hygiene must be required. Protective protocols for all activities include:

    - Personal Protective Equipment (PPE) including, face masks/shields, gloves, and other like equipment;
    - Hygiene requirements include, frequent hand washing, use of sanitizer on hands, sanitizer stations, sanitized equipment, and workspaces;
    - Social distancing should be practiced in all business and recreational activity. Customers must queue outside of businesses at 6' intervals; and
    - All businesses need to follow the cleaning guidelines of the CDC America Cleaning Disinfection Decision Tool.

3. Testing must continue to ramp-up to a level where **everyone in Long Beach can be tested**, tracked, and isolated if necessary. While comprehensive testing does not need to be available day one, the goal should be approximately 2,000 tests a day. Testing must include the following:

    - Testing programs should use both PCR (polymerase chain reaction testing) to identify the virus itself and serological tests to identify the presence of antibodies to the virus;
    - Patients that test negative for the virus should be given a dated confirmation of a negative test;
    - Patients that test positive should be given a different dated confirmation of the positive test.
    - Patients that test positive for antibodies should be given a dated confirmation of the presence of antibodies;
    - Testing and tracking are the responsibility of the Long Beach Department of Health and Human Services. We would encourage partnerships between the Long Beach Health Department and the private sector; and
    - The tech sector is witnessing a surge of apps and other methods to identify, track, and trace COVID-19 cases. We urge the City to fully explore the use of this technology while respecting privacy and medical confidentiality.

4. Every economic sector must have a **unique and specific set of protocols** for operation. These would be in the form of requirements for operation, consistent with CDC guidelines and City Health Officer requirements to limit transmission of the virus. Face coverings, gloves, social distancing, and hygiene for the hospitality sector are examples of such protocols.

5. Real time data from our **hospital and medical support facilities** is needed to ensure we maintain capacity for COVID-19 treatment and respond to any issues regarding capacity issues.

6. Continuous and ongoing **monitoring of the rate of new cases and reinfection rate** in order to respond quickly to any signs of significant increases in COVID-19. We must be prepared to resume quarantine in the event of a large COVID-19 second wave.

When to Reopen

Although there is increased risk involved with any additional activity that brings residents into contact with public spaces and with each other, Restart Long Beach believes the residents of Long Beach can start a modest reopening as early as is allowed under the State's rules; and could be ready almost immediately for a phased reopening of certain low-risk activities that provide enough physical distancing.

What to Reopen

As recommended by the Governor's "Roadmap to Reopening," Restart Long Beach recommends a four-stage reopening process that focuses on activities that promote the health and wellbeing of both individuals and the community, while providing enough physical distancing to limit further transmission of the virus. The four stages include:

I. Stage I: Low Risk Activities that Promote Health & Wellbeing

The first sequence of sectors to reopen should provide **outdoor recreation** such as hiking, walking, swimming, golf, tennis, yoga, and other similar activities enjoyed outdoors. Sports such as soccer and softball (games using balls) can only proceed with Health Department approval. Each activity should be accompanied by protective protocols.

Additionally, **parks, low-density beaches** (and supporting infrastructure such as parking lots), and outdoor attractions such as the historic Ranchos that provide enough space for physical distancing and cleaning can be reopened. However, high-density outdoor parks and beaches such as Mother's Beach and beaches in Alamitos Bay should remain closed since they draw significantly from outside the City which makes it difficult to accommodate physical distancing rules and cleaning**. We believe that these two general categories of activities can start immediately.**

II. Stage II: Low Risk Retail and Health Services

In this stage, **low density retail business** such as car washes, floral shops, small shop apparel, sporting goods, electronics, small gyms, giftshops, hardware, jewelry, bookstores, libraries, and the like may reopen in Stage II with the appropriate requirements.

Additionally, **hospitals and outpatient medical centers** should resume elective medical treatments and surgeries as appropriate. Doctors, dentists, physical therapy, and the like should, if not already operating, reopen. **While we are aware that State requirements may prevent it, we urge this phase to begin the end of the first week of May, or as soon as legal and practical requirements permit.**

III. Stage III: Higher Risk Commercial Activities

The third stage of reopening could follow shortly after the second stage, perhaps as quickly as two weeks of separation. This stage includes **personal services businesses** such as personal care (barbershops, hair salon, nail salons), estheticians, tanning salons, tattoo parlors, restaurants/coffee shops, and like businesses. Additional rules for these types of businesses would include:

- Operation by appointment only for personal services;
- Disposable capes/coverings, or sanitization after use;
- Protective equipment for operators and customers such as face masks/shields, gloves, capes, and gowns;
- Use of disposable menus, napkins, etc. for food service;
- Strict compliance with CDC cleaning guidelines;
- Remote infrared temperature readings of customers;
- All customers must be recorded (name, address, and contact information) either digitally or in a log; and
- **For restaurants and coffee shops,** there must be compliance with social distancing guidelines. **We chose not to limit occupancy**, but rather rely on distancing, PPE, and sanitation requirements. Any occupancy number would be arbitrary, and we would rather let requirements dictate the number of customers.

IV. Stage IV: Large Gatherings

Large gatherings, convenings, or conferences of any kind—public or private—are not currently allowed or recommended but will be included in a later stage. Additional phases will be described and delineated in the near future.

Other Issues for Consideration

In addition to the recommendations listed above, several business owners have raised the issue of **potential litigation on COVID-19 as a barrier to reopening** and conducting business. We believe this is a real concern and advise the City to raise this issue at the State or Federal level and seek to provide some protection from frivolous lawsuits.

Finally, several small business owners have indicated that there may be **local regulatory changes** required from the City to enable new ways of serving customers to accommodate for physical distancing and cleaning protocols. For instance, the strategies of curb-side pickup, outdoor dining, and delivery services may require a modification of local licensing, permitting, and parking requirements.

Next Steps

Ultimately, decisions regarding how and when to reopen the economy will align with the Governor's "Stay at Home" order and will be implemented through a Health Order from the City Health Officer. This will be done in close alignment with Los Angeles County and the Governor's order. Although, this is still just the beginning of the reopening process that will unfold in stages over the coming months, Restart Long Beach is moving quickly to provide its initial report to assist City staff with information that is relevant for a safe and effective reopening of the economy that does not result in a resurgence of the virus and require another lockdown. Additional recommendations for other stages of reopening will be described and delineated soon.

On behalf of the Restart Long Beach Advisory Group, thank you for your strong leadership to preserve and protect lives. It is a point of great pride that the City of Long Beach—a dense, modern, urban waterfront city—has thus far succeeded in limiting the spread of this deadly virus. It is now time to provide strong, sensible, and measured leadership in the next phase of this economic emergency that is spreading throughout our community. Please do not hesitate to contact me directly if you have any questions for the Advisory Group. We are here to serve in any way that is beneficial to the health and well-being of the City of Long Beach.

On behalf of the Restart Long Beach Advisory Group,

Bob Foster
Former Mayor
City of Long Beach

CITY OF
LONG BEACH

ATTACHMENT B

Office of the City Manager
411 West Ocean Boulevard, 10th Floor Long Beach, CA 90802
(562) 570-6711

May 4, 2020

Restart Long Beach Advisory Group
c/o: Mayor Bob Foster
Transmitted by email

Mayor Foster,

On behalf of the City of Long Beach, I want to thank you and the entire Restart Long Beach Advisory Group for your tremendous commitment and service to the community. The purpose of this letter is to confirm receipt of your letter dated May 2, 2020, that provides a thoughtful summary set of recommendations for the safe and effective reopening of the local economy. The list of Restart Long Beach members is impressive for its depth of experience and breadth of expertise across a range of sectors that make our community such a wonderful place for working families and small business owners.

As next steps, recommendations from Restart Long Beach will be reviewed by our City management team, Health Department, and City Health Officer Dr. Anissa Davis to inform strategies for the safe reopening of activities when it is deemed safe to do so. We will also transmit a copy of the report to the Mayor and City Council and present an overview as part of a COVID-19 update from the City Manager at the regular public meeting of the City Council on May 5th. While decisions on reopening must be consistent with the Governor's order and implemented through orders from the Health Officer, input into this reopening process by community leaders with business expertise is both helpful and welcome, and adds to the voices we are hearing from throughout the community on ideas to reopen safely and restore our economy.

Although the road ahead for our city will be long and winding with many challenges to overcome, our community will reach our destination healthier and stronger because we will have traveled this journey together. As always, thank you for your long history of service to the community and your continuous leadership in this next stage of our journey together as a city.

With gratitude and respect on behalf of the City of Long Beach,

THOMAS B. MODICA
CITY MANAGER