



COVID-19 RECOVERY – LOCAL IMPACT & RESPONSE



July 6, 2021

City Council Meeting

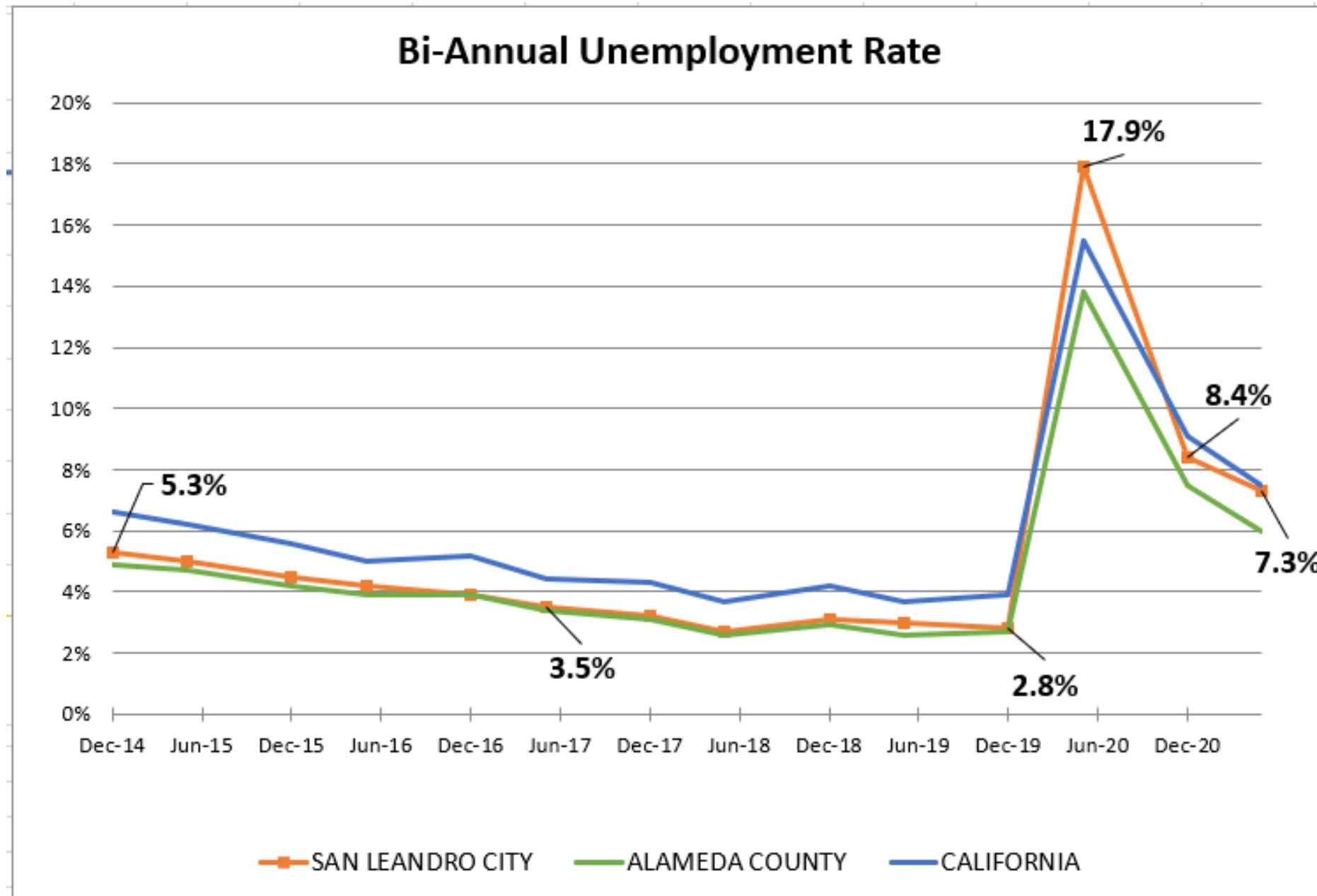
Overview

- **Review Impacts of COVID-19 in San Leandro**
- **Summary of City Responses to COVID-19**
- **Summary of Local COVID-19 Declarations & Next Steps**
- **City Council Direction on Continuation of Local COVID-19 Declarations**

IMPACT OF COVID-19 IN SAN LEANDRO

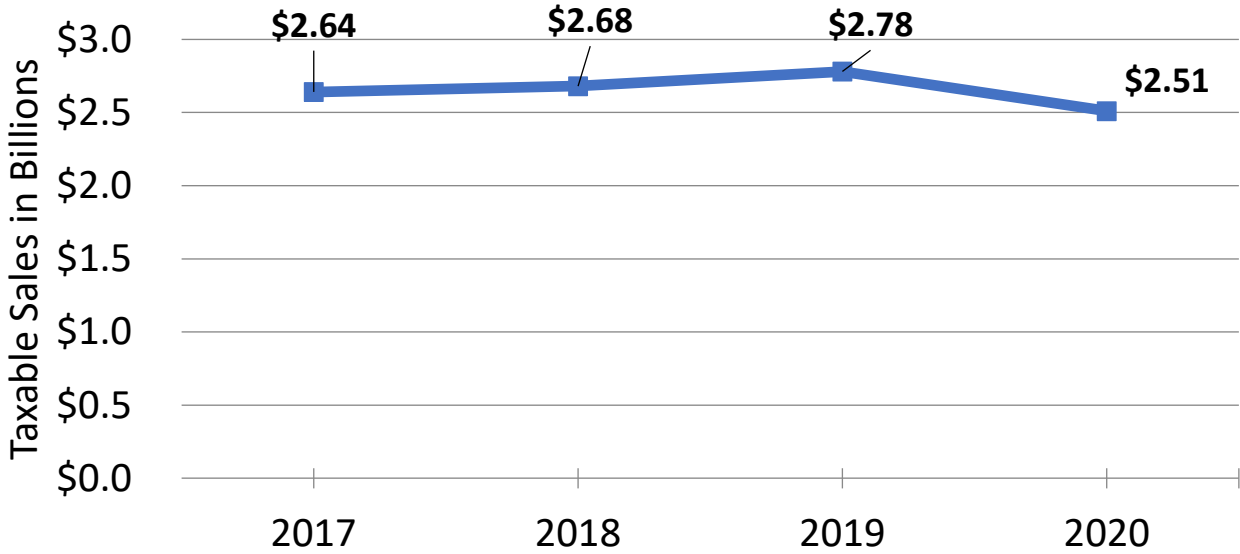


Unemployment Rate



Source – California
Employment Development
Department

Sales Tax



Calendar Year

*Excludes St & Co Pool (online sales)

- **Change in Taxable Sales 19 - 20: - 9.5%**
- **Largest Declines**
 - ▣ Fuel & Service Stations: - 34.4%
 - ▣ Restaurants & Hotels: - 27.2%
 - ▣ General Consumer Goods: -19.7%
- **Gains**
 - ▣ Food and Drug: 19.3%
 - ▣ Business & Industry: 3.6%

Business Closures

- **Total Closures in 2020 =** 175 (reported)
- **Majority Small Businesses =** 160 with 10 or less employees (92%)
- **Highest Numbers of Closures**
 - ▣ Home Occupations – 54 (31%)
 - ▣ Professional/Technical Svc - 25 (14.5%)
 - ▣ Warehouse/Distribution – 24 (14%)
 - ▣ Retail Stores – 20 (12%)
 - ▣ Medical & Health - 17 (10%)
- **Other Impacted Industries =** Restaurant/Bakery/Café (5), Beauty/Personal Svc (9), Entertainment/Events (6)
- **Owners & Employees Impacted = 775**

* Source – San Leandro Business License Data - HdL

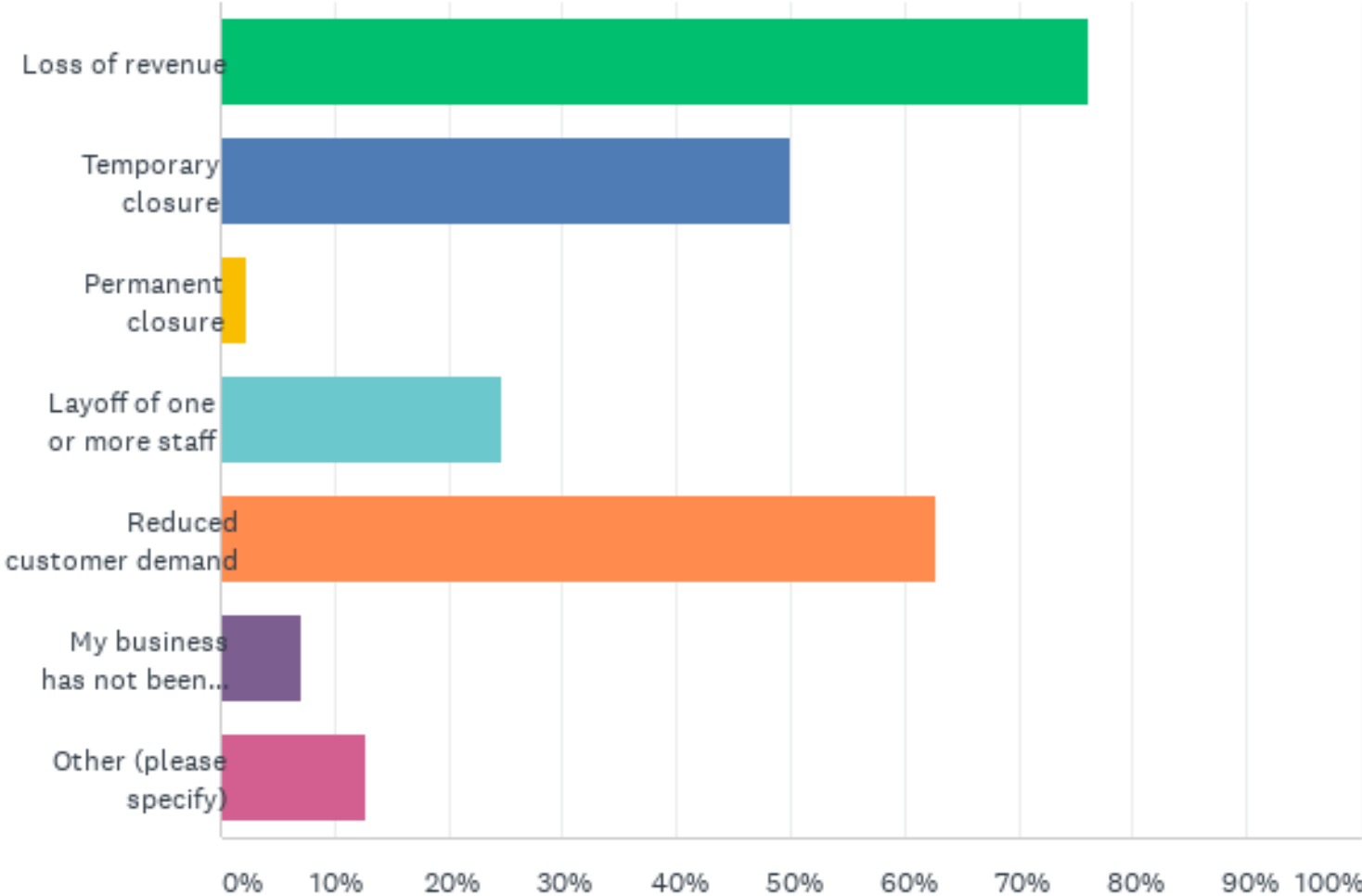
Business Survey

Overview

- 127 Responses
- 89% negatively impacted
- Many different industries
- 85% less than 10 employees (42% self-employed)
- 52% female, veteran, or LGBTQ+ owned
- Race/Ethnicity
 - ▣ Asian or Pacific Islander – 27%
 - ▣ Black or African American – 10.3%
 - ▣ Hispanic or Latino - 15%
 - ▣ Multiracial or Biracial – 5.6%
 - ▣ Native Amer./Alaskan Native – 0%
 - ▣ White – 31%
 - ▣ Other Race/Ethnicity – 4.7%
 - ▣ Decline to State – 6.3%

Small Business Impact

Q8 How was your business negatively impacted? (select all that apply):



Business Survey

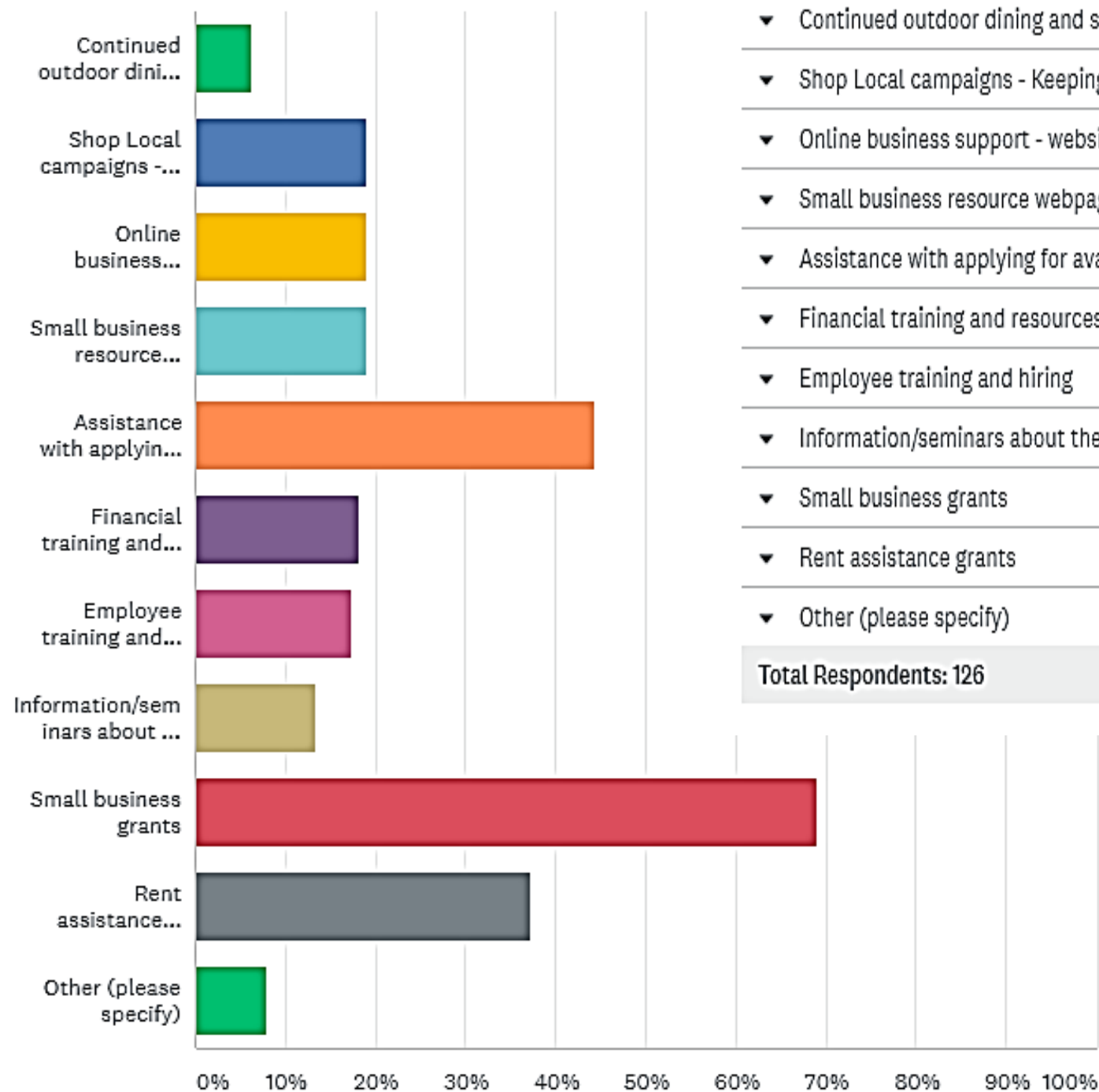
Assistance Received

- Most common:
 - ▣ Paycheck Protection Program
 - ▣ Unemployment Assistance
 - ▣ Economic Injury Disaster Loans (EIDL)
 - ▣ State or City Small Business Grants
- 23% received no COVID-19 Financial Assistance
- Eviction Moratorium
 - ▣ 22% behind on rent
 - ▣ 4 owe over \$50,000
- Online Presence
 - ▣ 11% have online ordering
 - ▣ 26% no website
 - ▣ 26% want assistance

What type of assistance would be helpful for your business in the future?

(Select all that apply)

Answered: 126 Skipped: 1



ANSWER CHOICES	RESPONSES
Continued outdoor dining and shopping allowances	6.35% 8
Shop Local campaigns - Keeping it Local campaign, local shopping gift cards, etc.	19.05% 24
Online business support - website, inventory, ordering, marketing, etc.	19.05% 24
Small business resource webpage & one-on-one consultations	19.05% 24
Assistance with applying for available COVID-19 relief grants and loans	44.44% 56
Financial training and resources - access to capital, debt management, etc.	18.25% 23
Employee training and hiring	17.46% 22
Information/seminars about the City's permitting processes	13.49% 17
Small business grants	69.05% 87
Rent assistance grants	37.30% 47
Other (please specify)	Responses 7.94% 10
Total Respondents: 126	

LOCAL RESPONSE



Community Assistance

- ❑ Homelessness Emergency Aid Program
- ❑ Domestic Violence Assistance
- ❑ Food Assistance Programs
- ❑ Free COVID-19 Testing & Vaccine & Flu Shot Clinics
- ❑ Language Warm Line
- ❑ Community Assessment Treatment & Transport (CATT) Program
- ❑ FLEX RIDES for vaccine appointments
- ❑ COVID-19 Student Support
- ❑ Community Education



Housing & Rent Assistance

- Local Eviction Moratorium – residential & commercial
- Tenant Counseling & Legal Assistance - \$45,000
- Emergency Rental Assistance Program –
 - ▣ Up to 6 mos. past rent & utilities
 - ▣ \$1.16 M from San Leandro*
 - 126 low-very low income renter households assisted
 - ▣ \$1.3 M from Alameda County TO DATE**
 - Total from State & Federal - \$62 M
 - To date, 87 low-very low income renter households assisted

* Federal Stimulus CBDG Funding

** Federal Stimulus Treasury Funding



**STRUGGLING TO PAY
YOUR RENT?**

HELP MAY BE AVAILABLE

Emergency Rental Assistance grants are available for San Leandro tenants experiencing COVID-19 economic hardship.

APPLY 

at centrolegal.org

Visit centrolegal.org
or call (510) 422-5669 for eligibility information

**CENTRO
LEGAL** DE LA RAZA

Business Assistance

- Outdoor Facilities Program
- Limit on Third-Party Food Delivery Fees – 15%
- Keeping it Local Campaign
- COVID-19 Business Resource Page & One-on-one consultation
- Business Damage/Theft Response & Assistance
- City & County Business Grants - **\$1.68 M**
 - **336 Businesses** Received \$5,000 Grants
 - \$800,000 City General Funds
 - \$830,000 CARES Act Funds Via Alameda Co.
 - \$50,000 East Bay Community Energy



LOCAL DECLARATIONS



State of Emergency

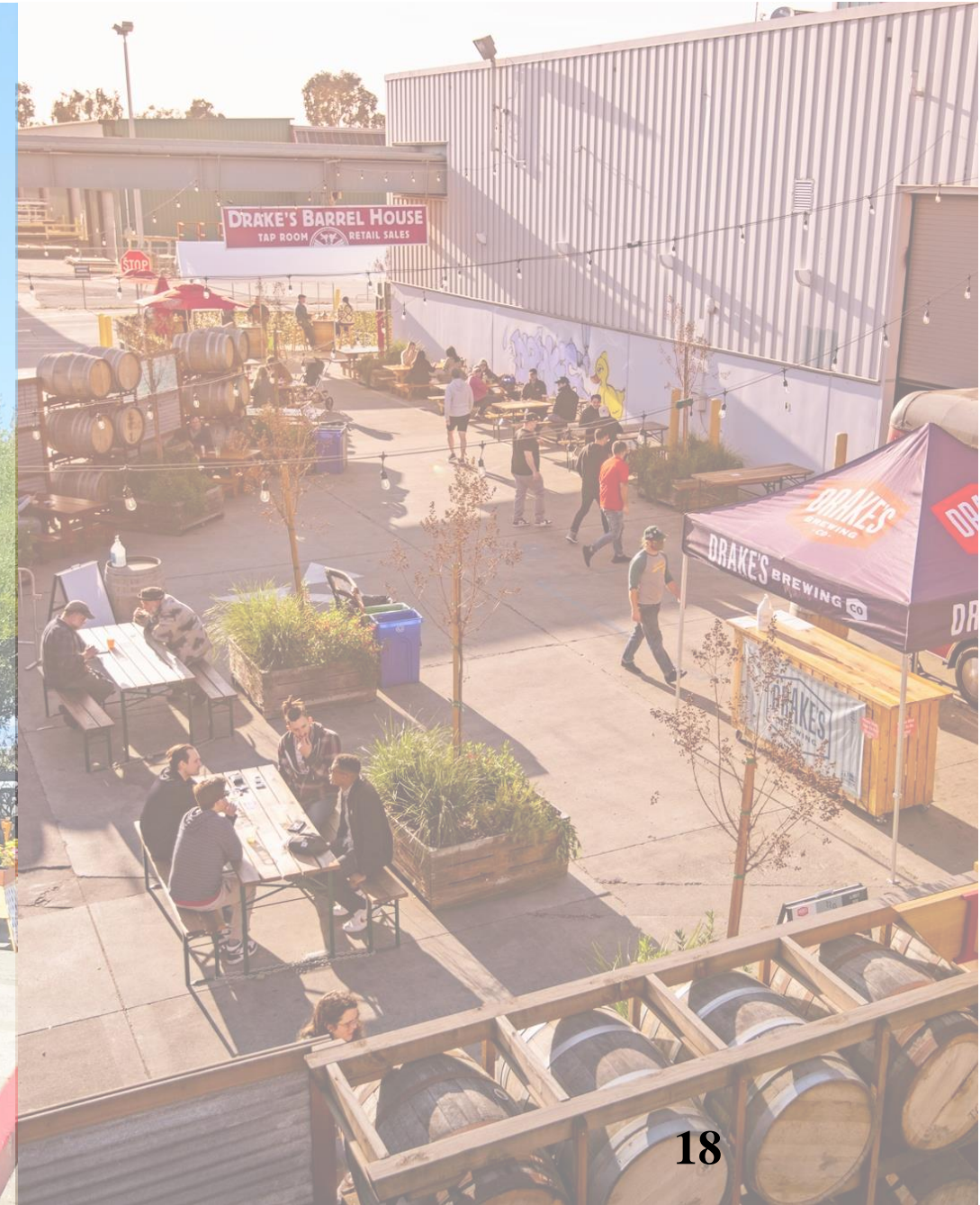
- ▣ State, County and City States of Emergency Enacted – March 2020
 - Allows for emergency actions to preserve and protect public health & welfare
 - San Leandro – proposed renewal July 19, 2021 for 60 days
- ▣ CA Executive Order N-07-21 – June 11, 2021
 - Ends Shelter in Place – Removes business and resident restrictions
- ▣ CA Executive Order N-08-21 – June 11, 2021
 - Continued need for State of Emergency to allow CA to respond to, recover from, and mitigate impacts of the pandemic
 - In light of lifting regs. & progress made, allows certain protections to expire:
 - Residential Eviction Moratorium – September 30, 2021
 - Commercial Eviction Moratorium – September 30, 2021

Local Declarations

- Temporary Outdoor Facilities Program
- Third Party Delivery Fee Cap
- Local Eviction Moratorium
 - ▣ Residential
 - ▣ Commercial
- Hazard Pay for Essential Workers

Temporary Outdoor Facilities Program

- Temporary use of outdoor areas for outdoor seating or business activities
- Streamlined registration process with no fees
- Business owners must adhere to specific safety guidelines, such as ADA and fire code



Temporary Outdoor Facilities Program

Future of Program

- Full indoor business operations now permitted
- Continue through December 31, 2021
 - In line with continued CA regulatory relief
- Goal – Encourage businesses to apply for:
 - Permanent Outdoor Facilities Permit OR
 - Transition out of outdoor areas
- Considerations:
 - Continue Responding to Concerns & Ensure Compliance with Regulations
 - Special considerations for businesses adjacent to residential

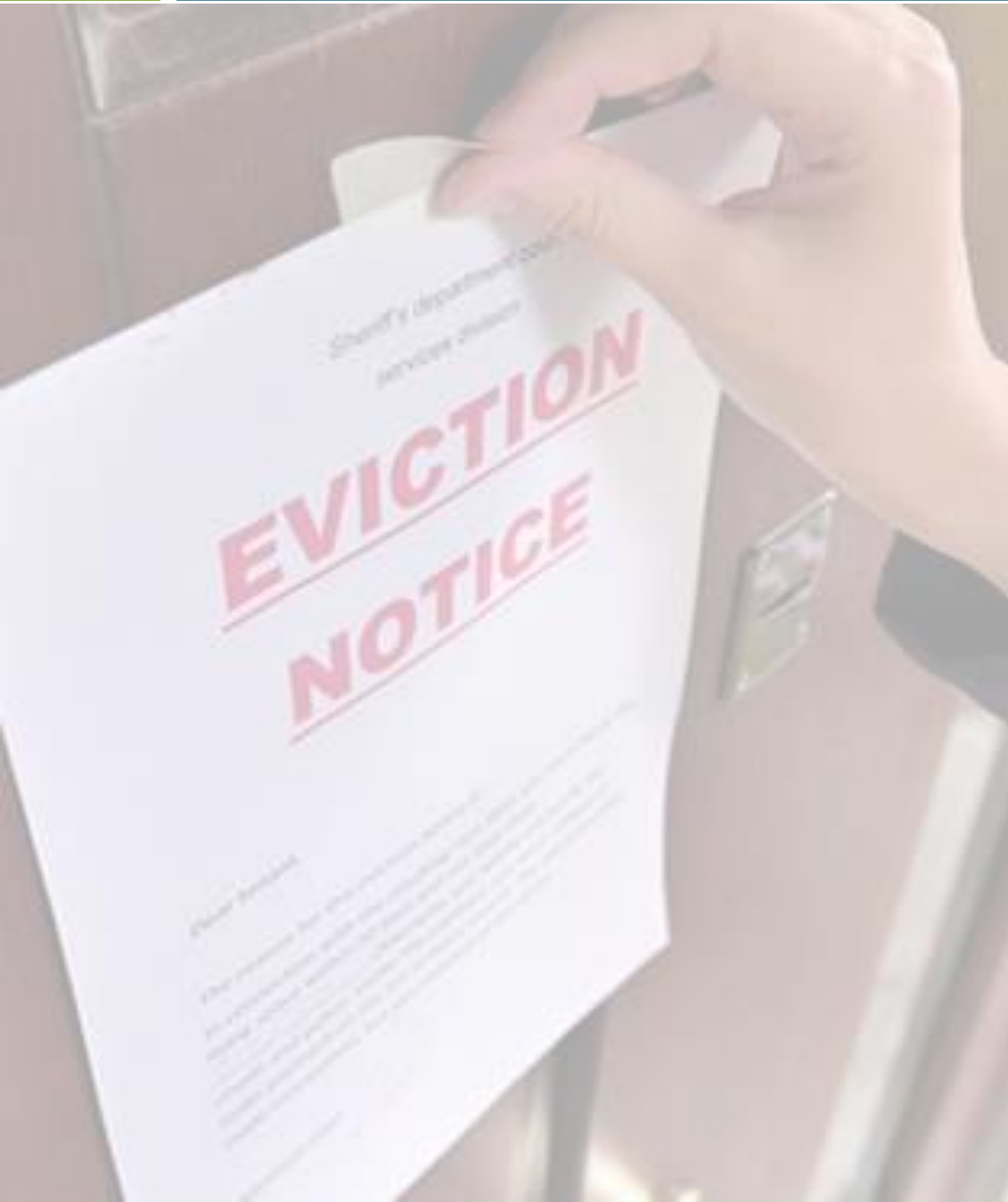


Third Party Delivery Fee Cap

- Temporary limit of delivery fees by third party food delivery services, such as GrubHub & DoorDash
- Delivery fee capped at 15% (normally 30%+)
- Currently Ends with Local State of Emergency
- Indoor dining now fully permitted
- Continue Through:
 - September 30, 2021
 - Notify & Assist Businesses

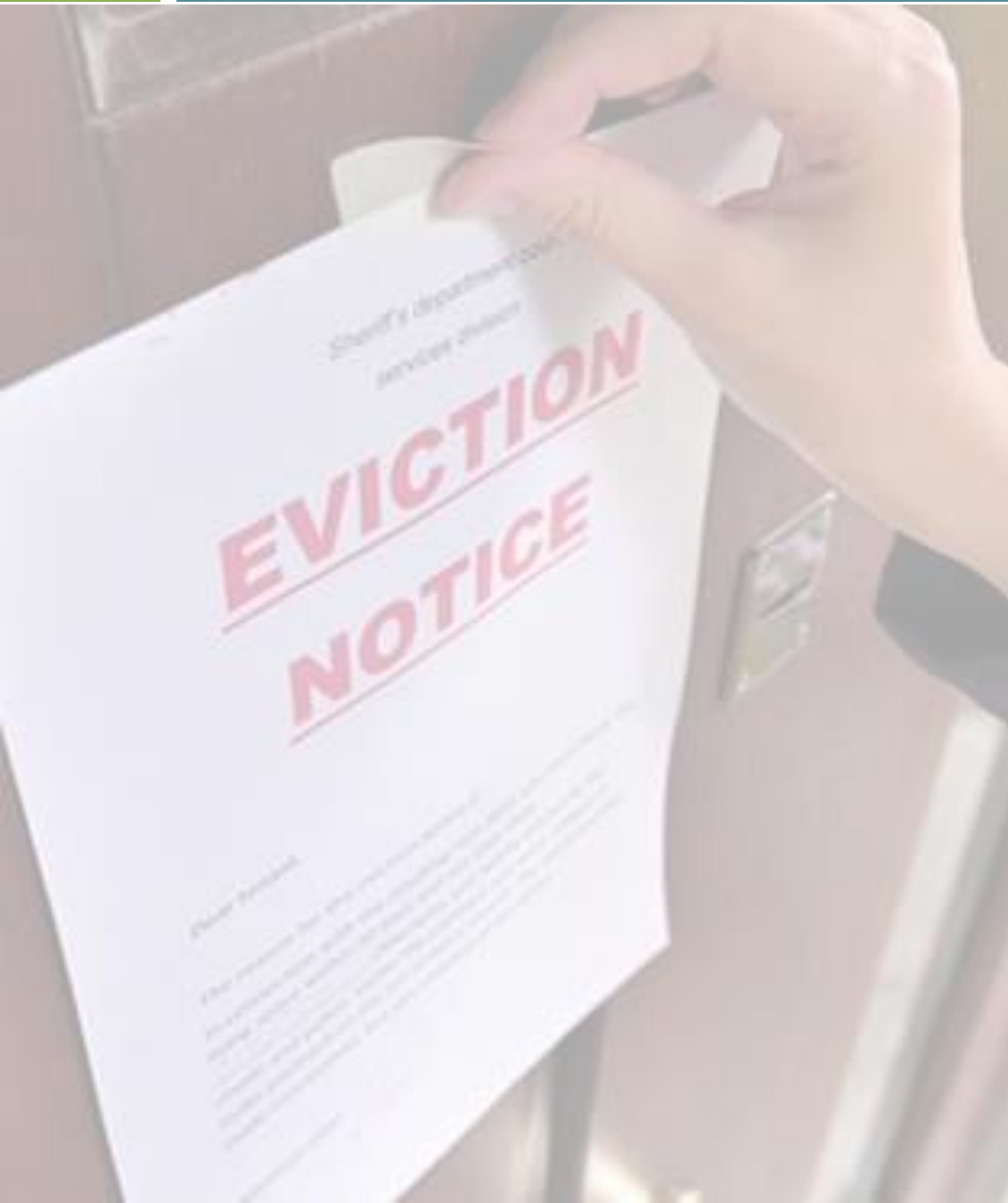


Eviction Moratorium - Residential



- Effective March 23, 2020
- Includes all residential rental housing
- **Tenants have 120-180 days to repay rent owed**
- Landlords may not charge late fees for unpaid rent
- City's Emergency Rental Assistance Program fully expended since Spring 2021
- Alameda County Housing's Emergency Rental Assistance Program is available to San Leandro Renters in Need

Eviction Moratorium - Residential

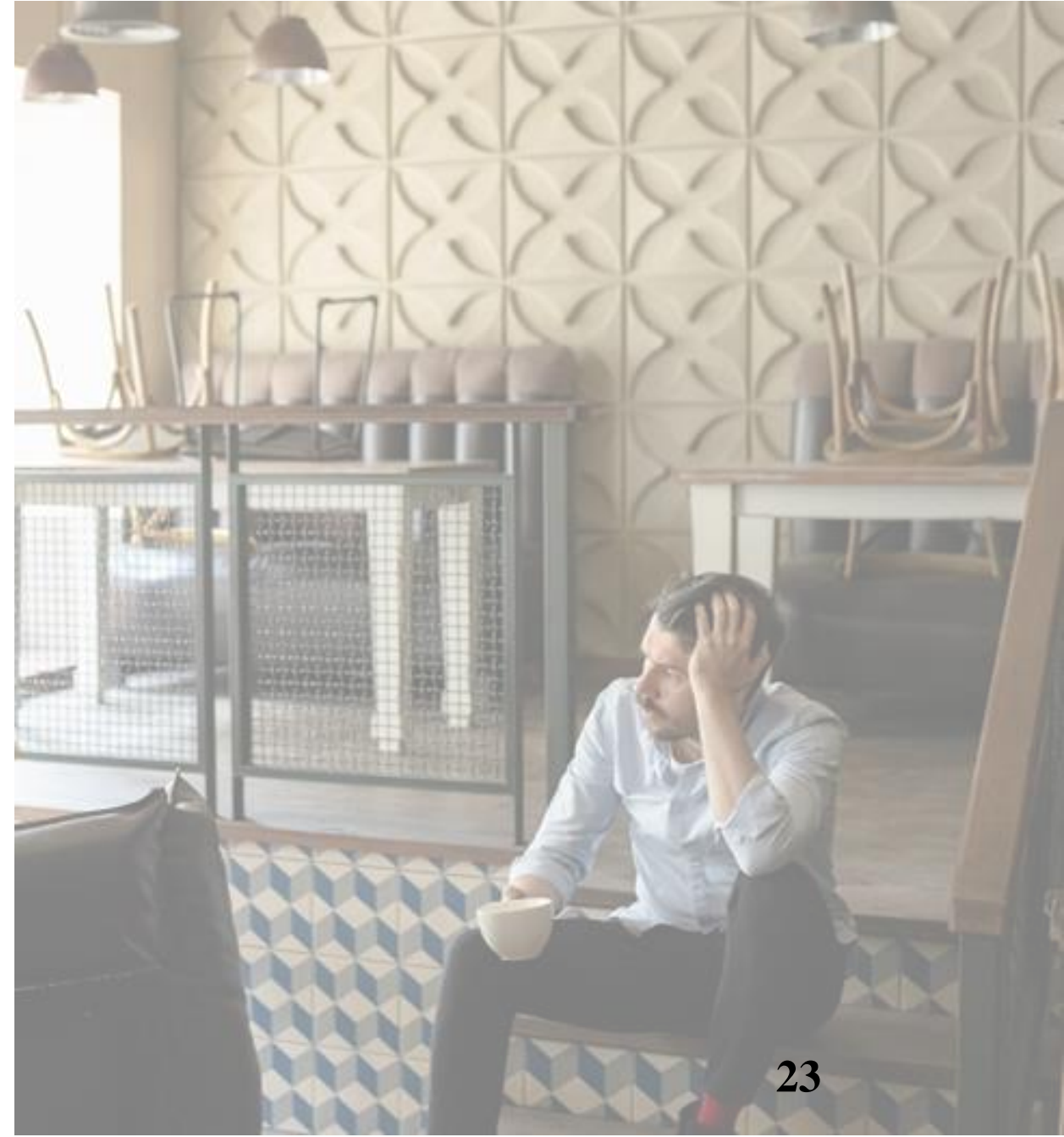


State Phase Out:

- **State Bill AB 832** recently extended statewide residential eviction moratorium until September 30, 2021
- Rent due between 3/1/20- 8/31/20 cannot be the basis of an eviction and is consumer debt
- Rent due between 9/1/20 – 9/30/21:
 - If tenant pays 25% by 9/30/21, remaining amount can never be the basis of an eviction
 - If tenant does not pay 25% by 9/30/21, tenant can be evicted if remaining amount is not paid by the end of the City's eviction moratorium repayment period
- Does not require City's eviction moratorium to end

Eviction Moratorium - Commercial

- Effective March 23, 2020
- For businesses leasing commercial properties
- Currently expires with the State of Emergency
- **Tenants have 120-180 days to repay rent**
- Landlords may not charge late fees for unpaid rent during this period



Eviction Moratorium - Commercial

Continue Through:

- September 30, 2021 – in line with State authorization
- Once date set, notify businesses/landlords
- Provide guidance related to requirements and rights
- Explore Commercial Rent Assistance Grants

Next Steps – Council Direction

Recommended Actions:

- Continue to Renew Local State of Emergency as Appropriate
- Consider Amending Local Declarations to continue through State Orders:
 - ▣ Delivery Fee Cap – September 30, 2021
 - ▣ Commercial Rent Eviction Moratorium – September 30, 2021
 - ▣ Temporary Outdoor Facilities Program – December 31, 2021
 - Continue Responding to Concerns & Ensure Compliance with Regulations
- Residential Rent Eviction Moratorium – Currently expires with the State of Emergency, unless Council terminates sooner