



Funding Allocation for COVID-19 Business Assistance



January 19, 2021

San Leandro City Council

Overview

Staff recommends that the City Council Approve
Appropriation of \$400,000
from General Fund Reserves
for Additional Business Grants
to Address Urgent Business Needs
During the COVID-19 Pandemic

Background

12/14/20 – City Council Directed Staff to:

- Allocate \$150,000 in budgeted business incentive funds towards the Alameda County CARES Small Business Grant program
- Evaluate the amount of City reserve funds to provide grants to additional businesses in need.
- Evaluate whether there are additional unmet community needs that were not otherwise addressed by the City and may need immediate assistance from reserve funds.

Impact of COVID-19 Pandemic

Community:

- ▣ Increased Unemployment
- ▣ Increased Food Insecurity
- ▣ Inability to Pay Rent & Risk of Homelessness
- ▣ Loss of childcare/ in person school resources
- ▣ Increased stress and mental health challenges
- ▣ Unmet health needs

Impact of COVID-19 Pandemic

- Businesses experiencing significant negative impacts
 - Required closures (some for 8 months)
 - Costly safety precautions & adaptations
 - Changes in consumer behaviors
- Service, food, specialty retail, fitness, and hospitality/event businesses particularly impacted
- Significant operational and financial challenges



Community Assistance

- **Homelessness Emergency Aid Program - \$372,000**
 - Portable showers, case management, hotel vouchers, rental assistance, & free groceries
- **Domestic Violence Assistance - \$105,000**
 - Rental assistance, resource referral (211), emergency shelter & food program
- **SL Community Assistance Program - \$150,000**
 - Food access, counseling, legal aid, family support services, health services for youth, food access for seniors, and shelter services
- **Mental Health, Domestic Violence and Food Distribution - \$490,000**
(federal CDBG)



Community Assistance

- ❑ **Food Assistance Programs** - doubled the amount of food provided; grants for pantries & food providers
- ❑ **Free COVID-19 Testing** - In partnership with State, County and Eden Health District
- ❑ **Language Warm Line** – assisted in creation of first multilingual support line for emotional support and resources
- ❑ **CATT Program** - (Community Assessment Treatment and Transport) - Assisted Alameda County/San Leandro Police with the soft opening
- ❑ **FLEX RIDES** - Revamping free shuttle and ride program

FREE COVID-19 TESTING

at the Marina Community Center,
15301 Wicks Boulevard, San Leandro, California

**Testing is open to all persons,
regardless of symptoms.**

**You do not need health insurance
and will not be asked
about immigration status.**

Testing is by **appointment only**.

To make an appointment, please visit: <https://lhi.care/covidtesting>
Or call 1-888-634-1123 (Spanish and English)

**Hours of Operation: Every Tuesday through
Saturday, 8 a.m. to 7 p.m.**



Alameda County
Health Care Services Agency



Testing conducted by OptumServe/LHI. **No insurance is required.** The City of San Leandro and Eden Health District have no information on scheduling or test results.

Housing Assistance

- **Local Eviction Moratorium –**
 - protection from eviction for residential and commercial renters who are not able to pay rent due to COVID-19 related loss in income.
- **Tenant Assistance - \$45,000**
 - Landlord/Tenant Counseling & Renter Legal Assistance
- **Emergency Rental Asst. Program – \$1.2 mil**
(federal CDBG-Covid-19 stimulus 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** – temporarily waived requirements to set up a free and streamlined program for businesses to operate outdoors
- **Limit on Third-Party Food Delivery Fees**
 - fees charged to restaurants by delivery companies capped at 15%
- **Keeping it Local Campaign**
with Chamber & partners
- **COVID-19 Business Resource Page**
& info sharing via social media, email
- **Case-by Case Consultation re:**
available resources, health regulations
- **Civil Unrest Response & Assistance**



Business Grants to Date

- **San Leandro Small Business Continuity Grant – 310 Applicants**
 - ▣ \$300,000 in \$5,000 Grants = **60 grants**
 - ▣ \$250,000 from City, \$50,000 from East Bay Community Energy

- **Alameda Co CARES Small Business Grant – 660 Applicants**
 - ▣ San Leandro Pool - \$300,000 = **60 grants**
 - \$150,000 from City
 - \$150,000 County CARES Fund Match
 - ▣ Co. Pool = \$670,000 = **134 grants**
 - ▣ 466 Businesses who applied did not receive a grant



Recommendation

- ▣ Appropriate \$400,000 in General Fund Reserves for businesses who applied for Alameda County Grants
- ▣ 80 additional \$5,000 grants
- ▣ City staff administer in same manner as County Grant

Available Funding

- ▣ Sufficient General Fund Reserves Available
- ▣ Goal of Reserves: assist in times of economic uncertainty
- ▣ Business Closures have negative impact on local economy, unemployment, and personal finances and lives of small business owners and disadvantaged individuals
- ▣ One time expenditure to help businesses make it through 2021 and move towards recovery

Questions?

