



## Staff Report

**TO:** City Council  
**FROM:** Todd Parton, City Manager  
**DATE:** June 16, 2020  
**SUBJECT:** Report by the COVID-19 Recovery Ad Hoc Committee on the  
"Beaumont – Back to Business Program"

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### Background and Analysis:

At a special meeting of Friday, March 22, 2020, the Beaumont City Council created an ad hoc committee tasked to develop a program to help guide the community toward economic recovery required as a result of the COVID-19 pandemic shut-down. Ad hoc committee members are Mayor Rey Santos and Councilmember Julio Martinez.

The ad hoc committee began actively working on the project in conjunction with a City staff support team that was comprised of employees from the Economic Development, Public Information, Police, and Human Resources departments.

Ad hoc committee members established five objectives for the effort as follows:

1. Provide a basis of understanding for where the local business community is now,
2. Identify where the business community is going,
3. Establish where businesses are in the continuum of the State's recovery plan,
4. Identify what businesses need in order to get started or get back to normal, and
5. Identify how the City of Beaumont might facilitate reopening local businesses.

Additionally, the ad hoc committee titled this effort the "Beaumont – Back to Business Program."

Committee efforts were comprehensive and included a proactive outreach effort to local businesses, the general public, and local labor groups. Separate surveys were conducted for the business community and for the general public. The business survey was designed to find out how familiar businesses were with the State and County recovery plans and related guidance, whether businesses had pursued and/or received financial assistance, and whether they planned to apply for financial assistance. The

general public survey was designed to find out how comfortable citizens were with getting back to business as usual and what businesses might do to make them feel confident to patronize their establishments.

In total, there were 42 responses to the business survey which represents approximately 8 percent of the City's brick and mortar establishments, and 226 responses to the citizen survey.

In addition to the business surveys, nearly 200 of Beaumont's businesses were contacted by ad hoc committee members, Economic Development and Police Department staff. Through these contacts, the "Beaumont – Back to Business" program was explained, businesses were invited to provide feedback and encouraged to fill out the business survey.

A total of 226 surveys were completed by members of the general public. The survey was structured so that responses from the Solera and Four Seasons communities could be segregated from the general public in order to determine if there were any significant deviation between the senior population and the population as a whole.

City staff was able to identify 12 labor groups that represent Beaumont's local work force. Each labor group was contacted to identify key labor issues and acceptable list strategies to mitigate health and safety concerns. A guidance document was developed and submitted back to the labor groups for a final review, which has been completed. The final draft of the guidance document is attached to this report.

In addition to these various outreach and communication efforts, the ad hoc committee oversaw the creation of a "Beaumont – Back to Business" web page on the City's website. This page was developed as a business resource to provide an update on COVID-19 conditions and information and links on various business resources. Information on this web page include:

- Comprehensive business support toolkit;
- Links to County, State, and Federal business development websites;
- Links to restaurant meal delivery programs;
- Interactive table highlighting the State Resilience Roadmap with industry guidance;
- Links to the Riverside County business reopening framework; and
- Online form for local business owners to submit concerns.

Highlights of the business survey are as follows:

- 37% of respondents said that their businesses were forced to close,
- 29% of respondents said that their businesses lost customers,
- 50% of respondents said that they were familiar or very familiar with Governor Newsom's Resilience Roadmap,
- 55% of respondents said that they were familiar or very familiar with Riverside County's Reopening Framework,
- 76% of respondents said that they would not have difficulty meeting guidance requirements for reopening, and
- 67% of respondents said that they did not intend to apply for financial assistance.

Highlights of the general citizen and senior citizen surveys are as follows:

- 59% of the general citizenry reported that they were very comfortable or somewhat comfortable getting to business as usual as opposed to 69% of the senior citizen responses,
- 74% of the general citizenry stated that the COVID-19 pandemic changed their spending habits as opposed to 83% of the senior citizen responses:
  - 27% of the general citizenry said that they increased online shopping as opposed to 50% for the senior citizens,
  - 22% of the general citizenry said that they were eating more at home as opposed to 33% for the senior citizens,
  - 42% of the general citizenry said that they were spending less in general as opposed to 48% for the senior citizens,
- 28% of the general citizenry said that they were looking forward to dining and entertainment once the economy reopened as opposed to 44% for the senior citizens,
- 30% of the general citizenry said that they were looking forward to travel and recreation once the economy opened as opposed to 18% for the senior citizens,
- 42% of the general citizenry said that wearing masks would make them feel safe and confident when returning to their favorite business as opposed to 56% for senior citizens,
- 40% of the general citizenry said that social distancing would make them feel safe and confident when returning to their favorite business as opposed to 47% for senior citizens, and
- 45% of the general citizenry said that an increase in sanitation would make them feel safe and confident when returning to their favorite business as opposed to 40% for senior citizens.

A final report summarizing the survey results and the labor guidance document is being prepared. This report will be posted on the “Beaumont – Back to Business” web page and will be readily available to the general public.

**Fiscal Impact:**

City estimates that preparation of this report cost approximately \$6,200.

**Recommended Action:**

This report is provided for informational purposes and no action is required.

**Attachments:**

- A. Local Business Survey
- B. Citizen Survey
- C. Labor Guidance Document