

# COVID Policy Playbook

2021 Spring Conference

1:45 – 2:30 pm

# Today

- Introductions
- GPA member survey results in brief
- Case Studies
- Next Steps



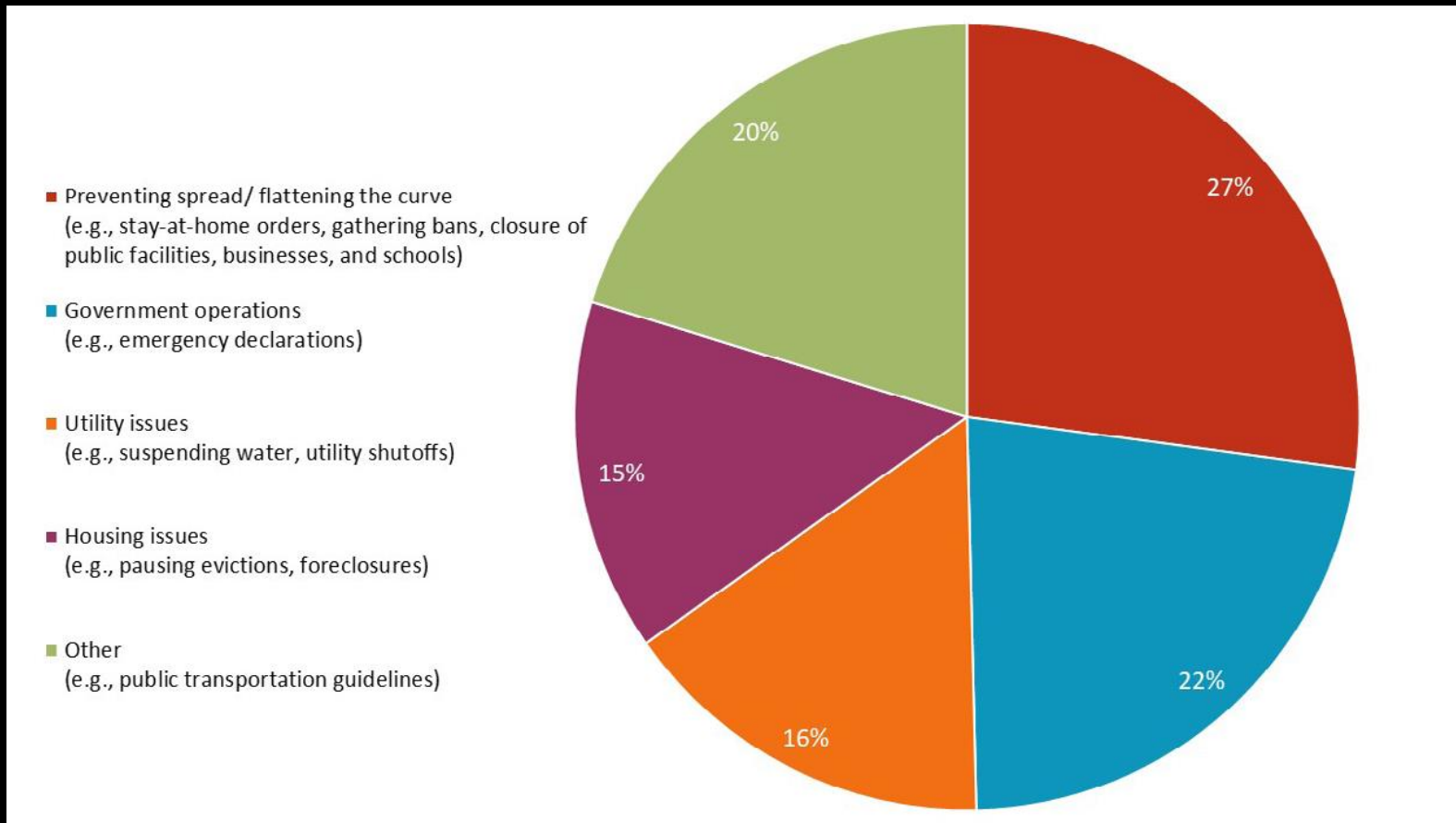
Planning promotes health.

Health makes the case for  
planning.

“Simultaneously a health crisis, social crisis, and economic crisis...

COVID-19 is laying bare how well cities are planned and managed.”

# Types of COVID-19 municipal policies in the U.S., March – June 2020.



Updated report March 2021 [covidpolicyplaybook.org](https://covidpolicyplaybook.org)

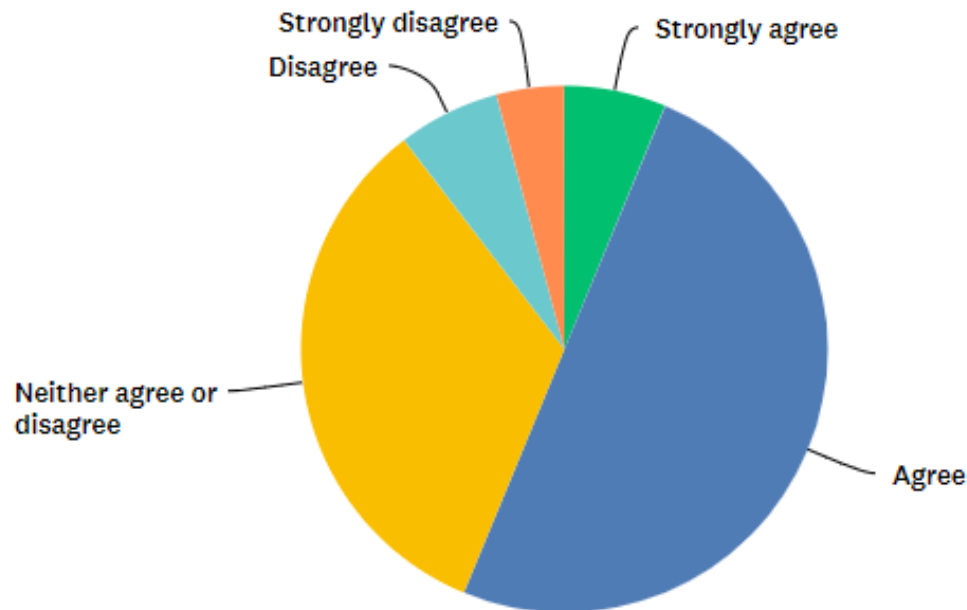
# GPA Pandemic Impact and Response

# Is this an opportunity?

## Agree/Strongly Agree 56%

Please indicate if the current crisis creates an opportunity for positive change in your community. Consider quality of life, livability, equity, sustainability, other community goals.

Answered: 48 Skipped: 0





# Policy Playbook

- Organization operations
- Policy areas
  - Reopening Strategies
  - Strategies to promote equity
  - Land Use and Permitting
  - Service Delivery Strategies
  - Mobility
  - Economic Development
- GPA policy response
- Long term impacts

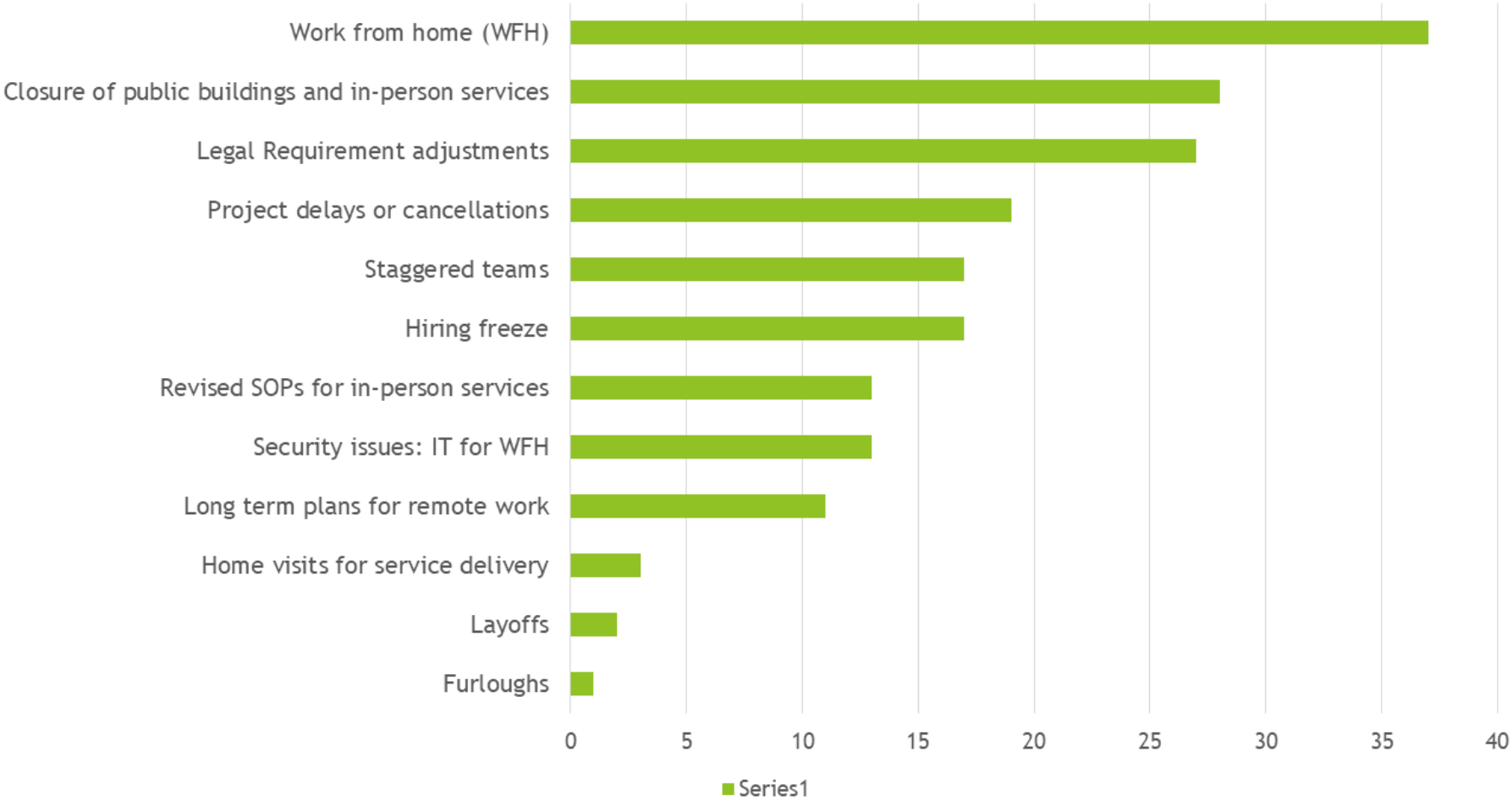


# GPA Member Survey

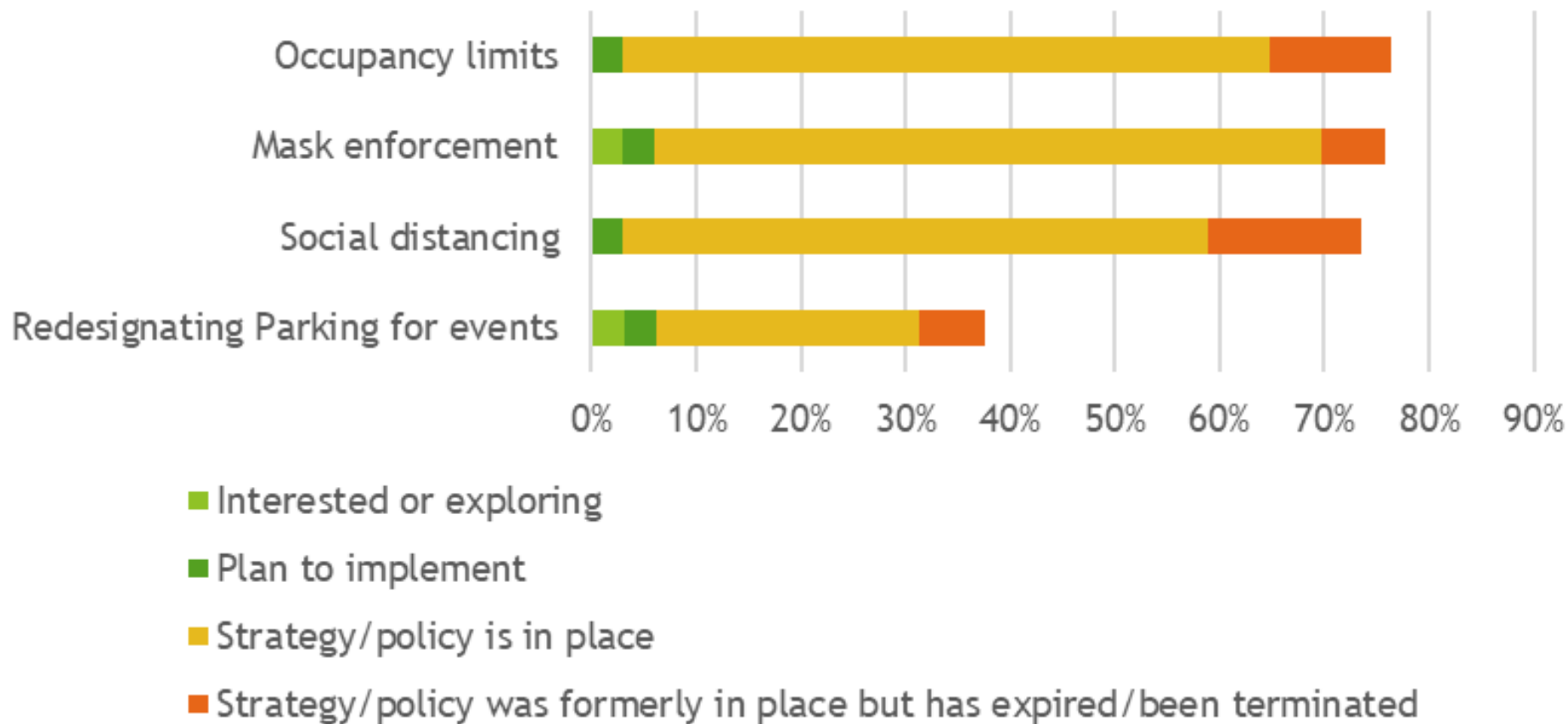
- Survey open September – November 2020
  - Most responses in October
- 48 responses



# Organizational Response



# Reopening Strategies



ANK  NOODLE BAR

Take Out &  
**DELIVERY**



FedEx Office

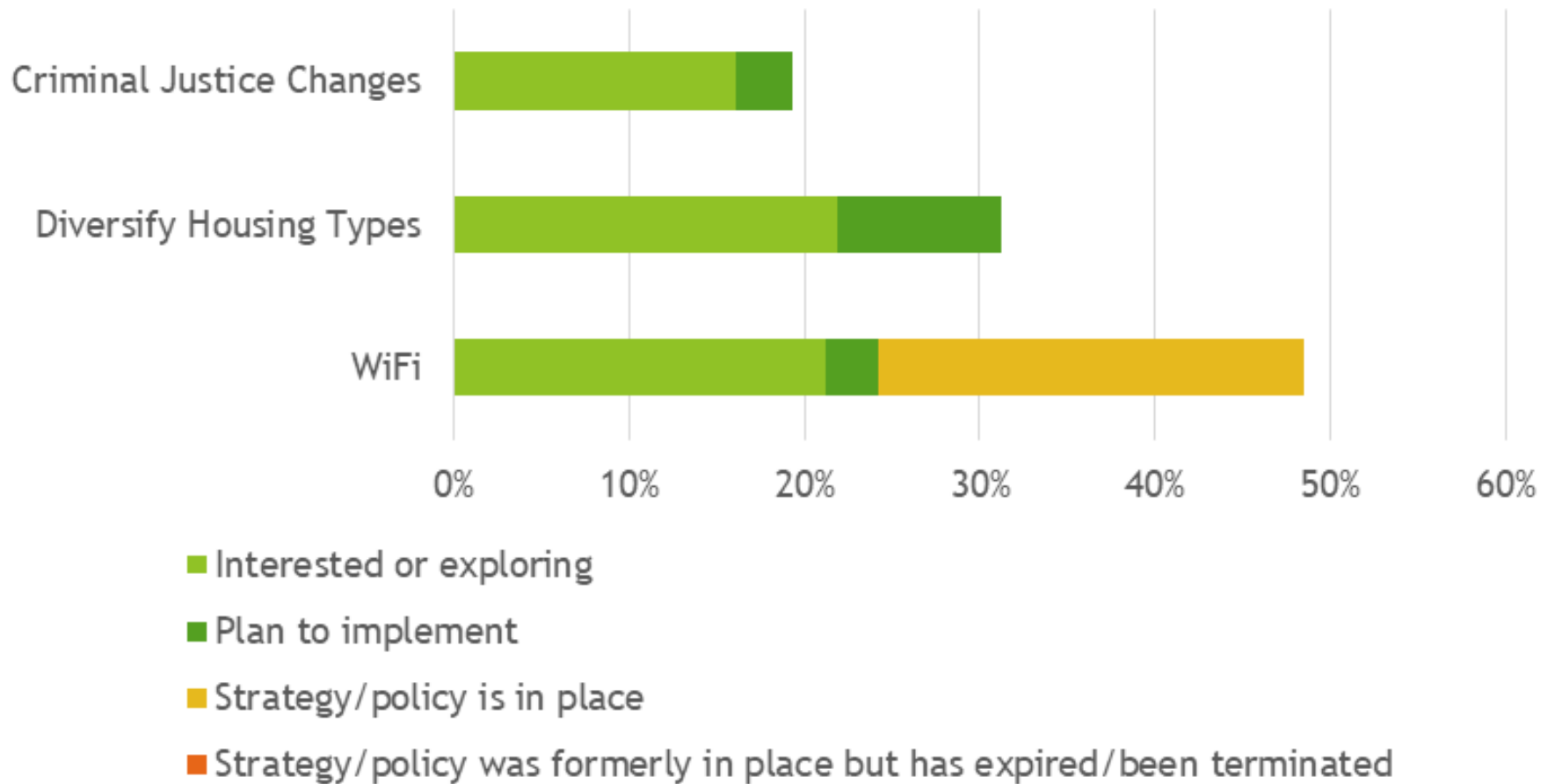
OPEN

Print. Inspire.  
Succeed.

COPY & P  
PACK & S  
SIGNS & E  
OFFICE S  
DIRECT M



# Strategies to Promote Equity





## Savannah-Chatham school buses outfitted with WiFi hotspot technology for students



*Today, broadband is essential to participate in society. Disconnected consumers, which are disproportionately low-income consumers, are at an increasing disadvantage as institutions and schools, and even government agencies, require Internet access for full participation in key facets of society.... [S]tudent access to the Internet has become a necessity, not a luxury.*

*-FCC, 2015*

# Land Use and Permitting





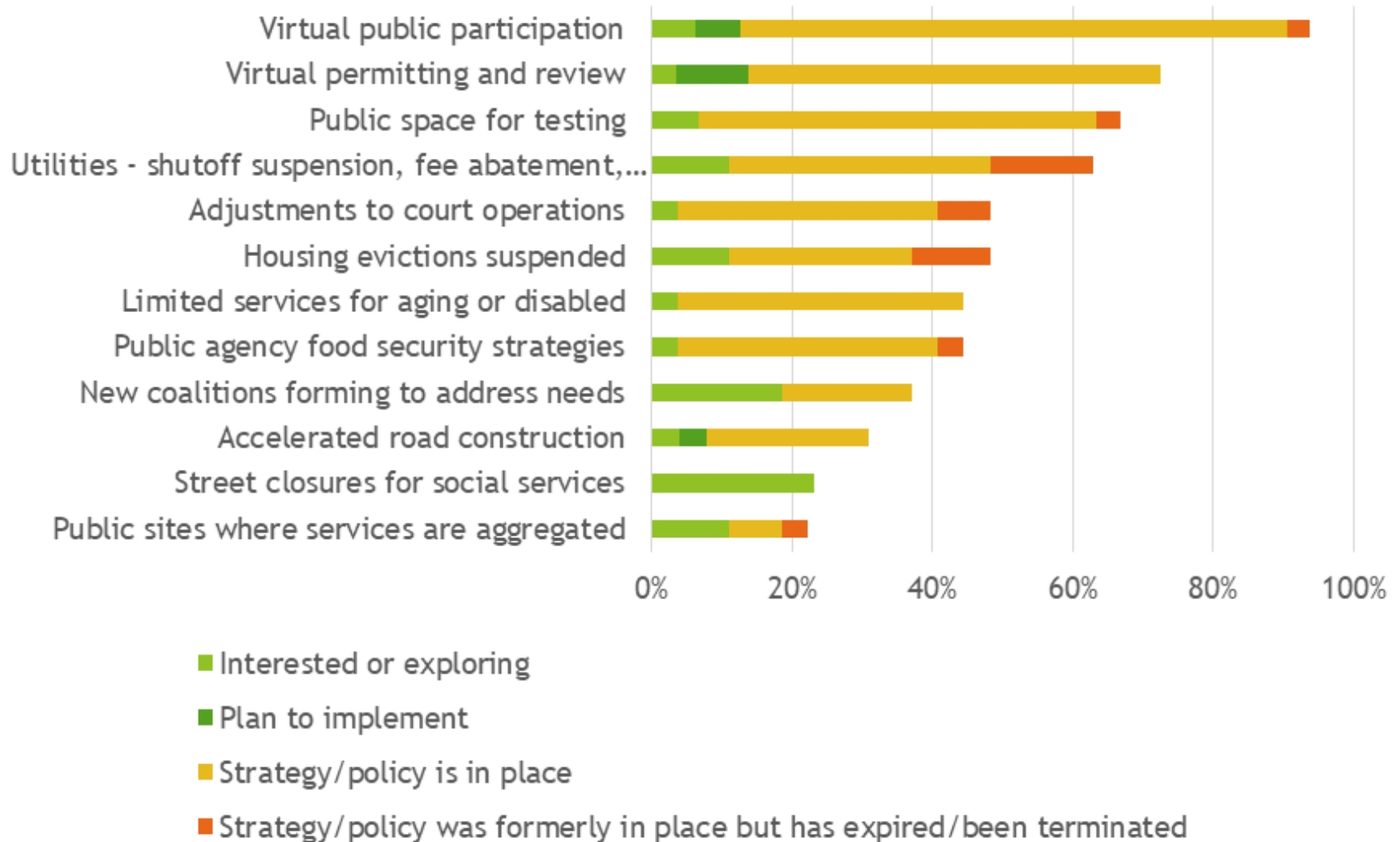


SCOTTISH RITE  
TEMPLE

Art's

NO PARKING  
ANYTIME

# Service Delivery

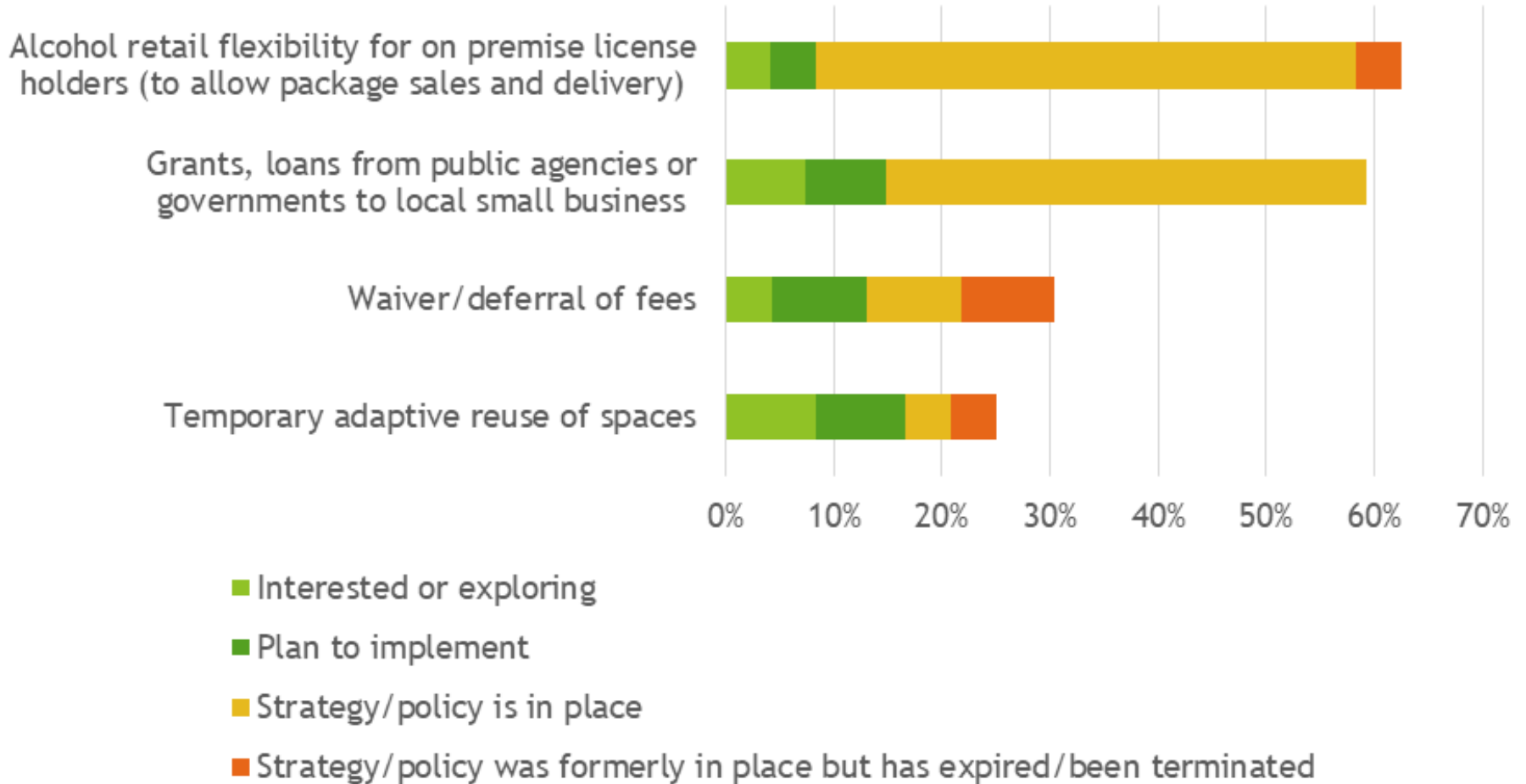


# GPA Advocacy this session

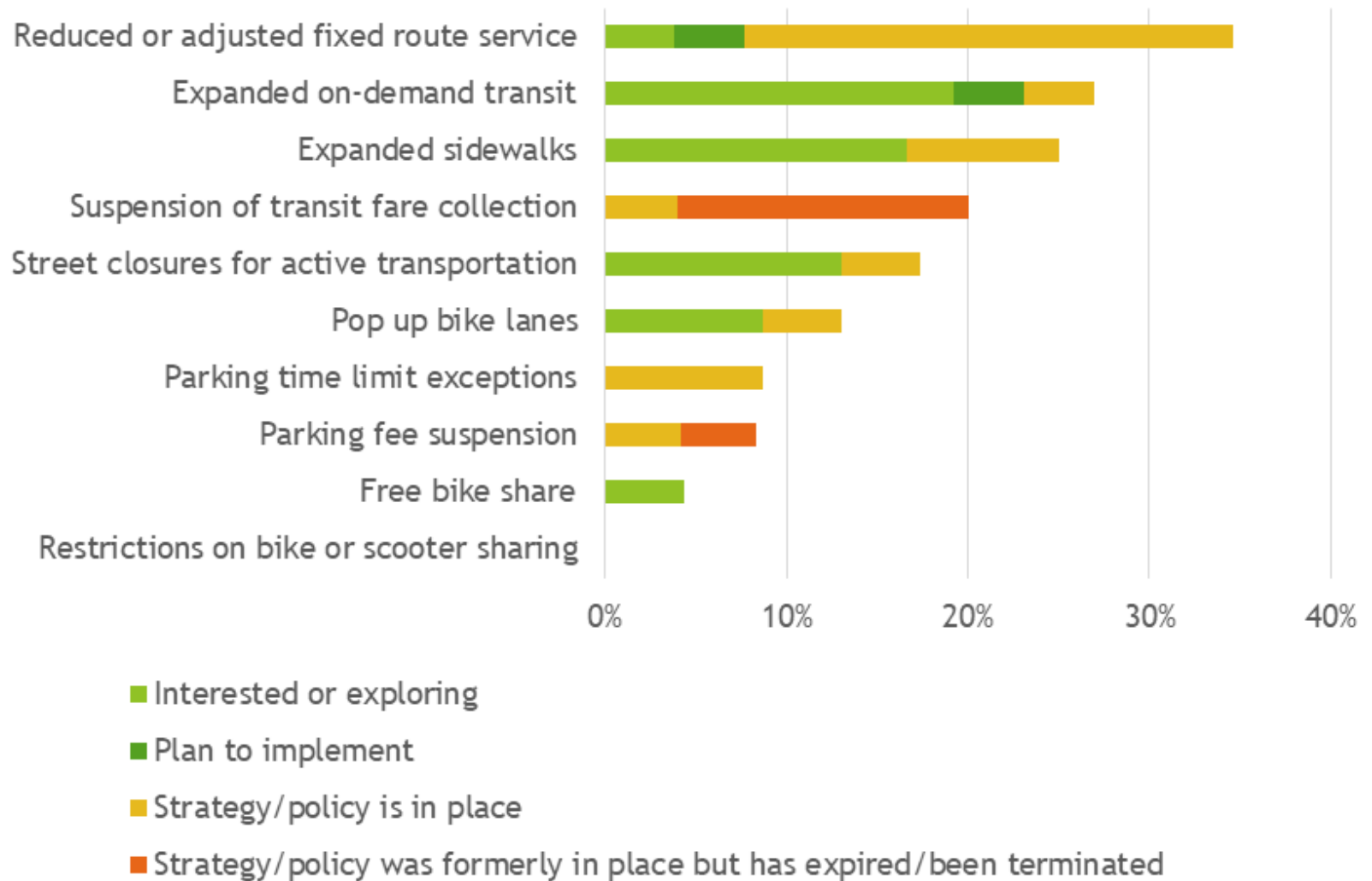
- Authorize Public Hearings via Teleconference, which authorizes local governments to conduct public hearings by teleconference during emergency situations (HB 98)
- Passed



# Economic Development



# Mobility





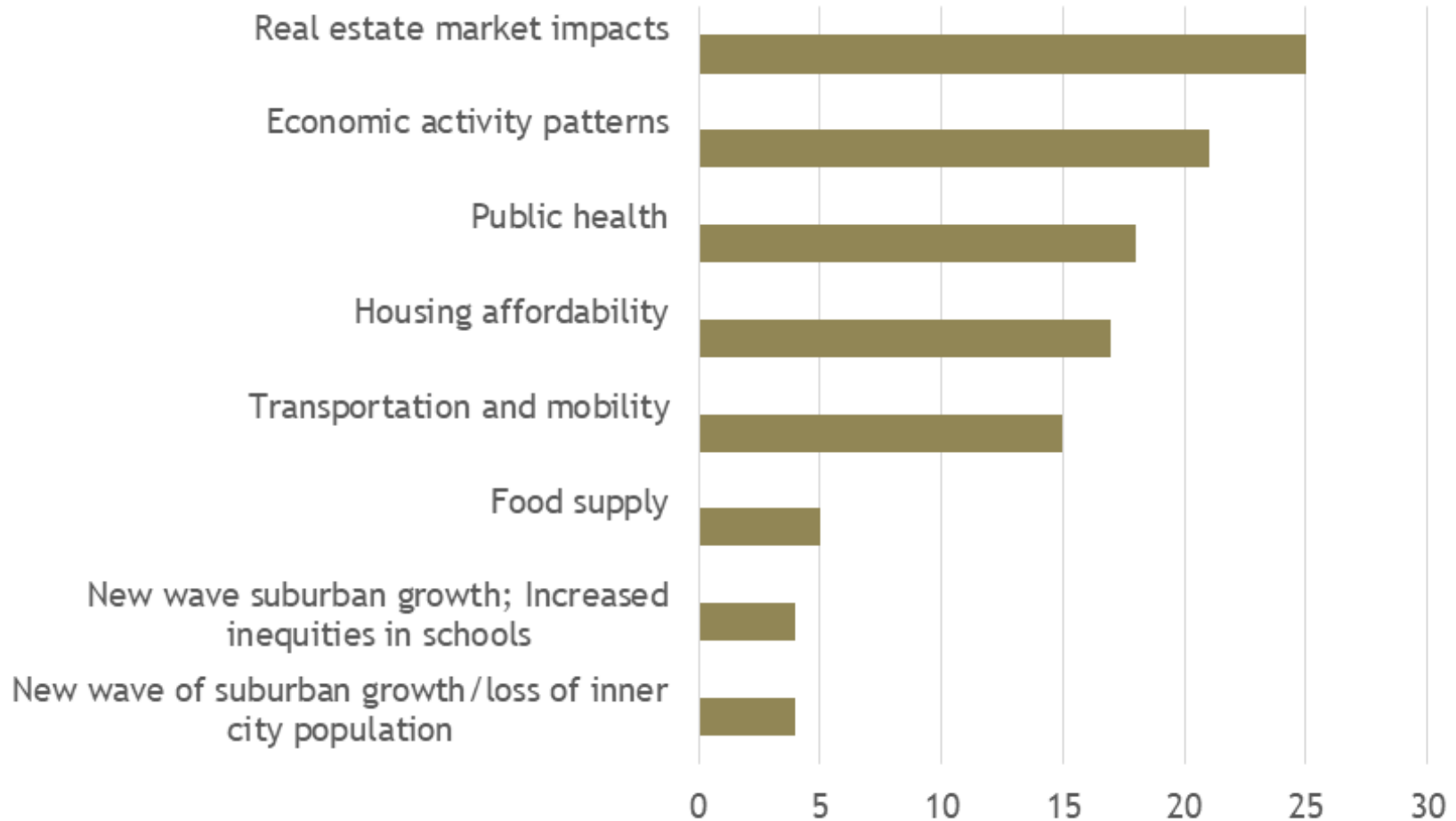
# Long Term Policy Areas

- Housing \*
- Food access
- Infrastructure
  - Active transportation
  - Digital divide
  - Utilities
- Economic opportunity for all
  - Poverty reduction
  - Education
  - Community participation and inclusion
- Equity



# Potential Long Term Impacts

(N=48)







ON TIME FASHIONS

Joseph's

STOREWIDE SALE  
70% OFF  
UP TO  
\$500 OFF  
ON SWEATERS UP TO 50% OFF  
UP TO  
\$100 OFF  
ON SWEATERS UP TO 50% OFF  
UP TO  
\$100 OFF  
ON SWEATERS UP TO 50% OFF

044

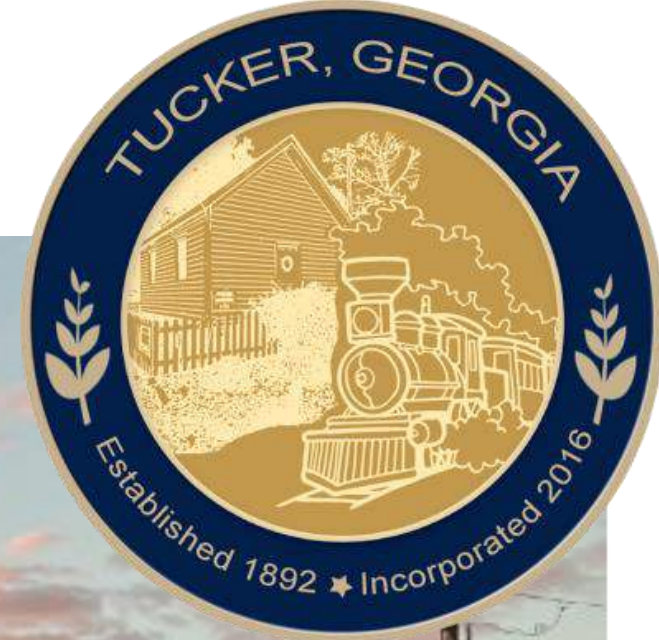
COFFEE FOX

Advertisement for a local business, possibly a coffee shop, with a photo of a person.

# Pandemic Policy Playbook

Georgia Planning Association

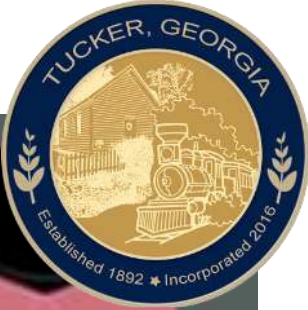
April 23, 2021



John McHenry  
Assistant City Manager  
City of Tucker



# Social Distancing - Education



**Stay in Place.  
Maintain Your Space.  
Cover Your Face.**



**LIFE'S NOT A ZOO...  
WEAR A MASK!**

Don't wear it below your nose or on your chin.



No, not like an earring.



That's not it.



There! Snug and covering your nose and mouth.



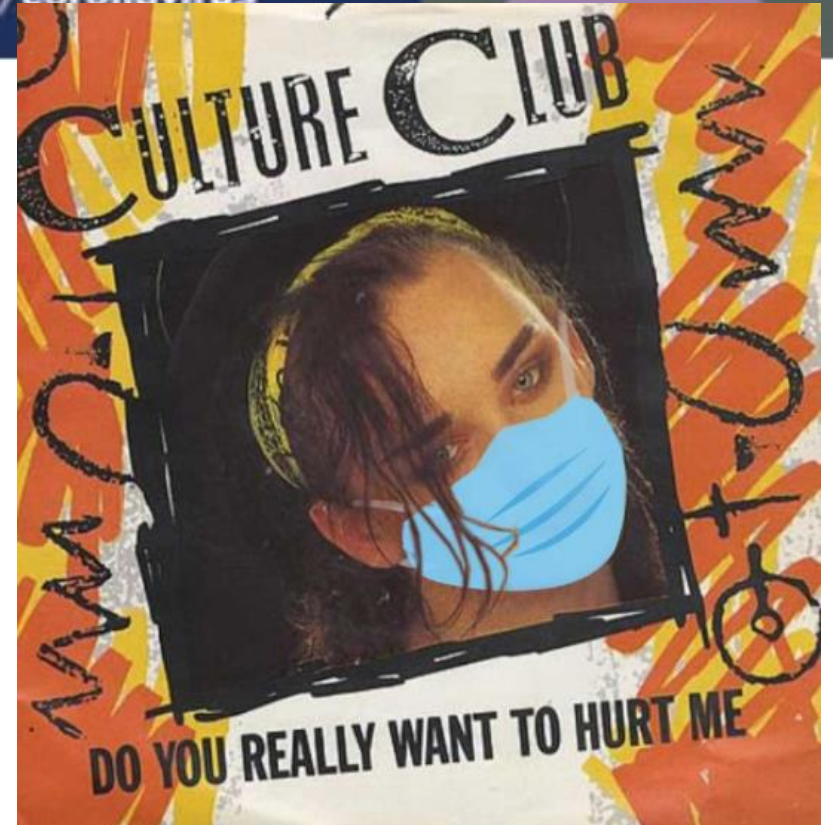
Website  
Social Media  
Billboards  
Mailings



Work together to keep our city safe!  
**#maskmovement**



#TogetherEveryoneAchievesMore  
[tuckerga.gov/coronavirus](http://tuckerga.gov/coronavirus)

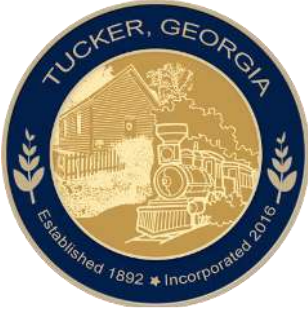


# Mask Distribution



**34,000 masks distributed**  
**Restaurants**  
**Hair/Nail Salons**  
**Senior Facilities, Personal Care Homes**





# Virtual Services

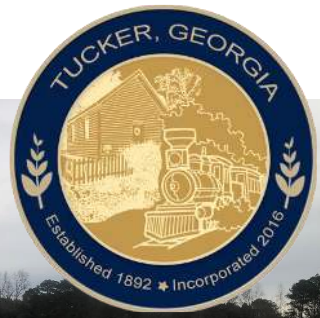
# Building & Permitting



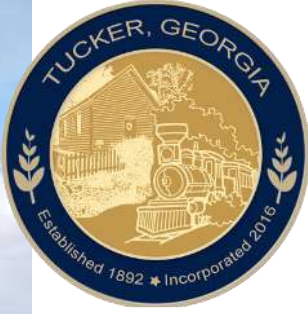
Digital Plan Review  
Hybrid Public Hearings



# Residential & Industrial Demand Strong



**Townhomes & Single Family  
Affordable Resale and New Construction  
Proposed Office to Residential Conversion  
Single-Family Rental Communities**



# Restaurant Expansion for Outdoor Dining



Temporary Outdoor Dining Permit  
Mobile Food Vendor Permit  
Occupational Tax Certificate Relief



# Tucker Restaurant Week – February 2021

WING COMPANY



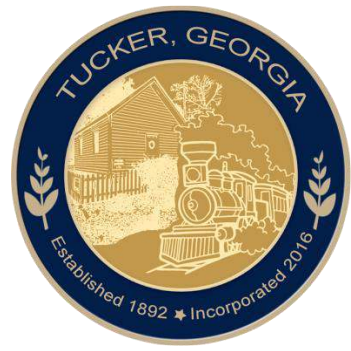
Whether it's Brunswick stew or pulled pork, come put some South in your mouth!



Chef created wood-fired pizzas, entrees and so much more!



Chef-inspired menu with a German twist. Get your eat AND your drink on!



## TUCKER MEAT MARKET

Fresh made, half-pound burgers. All meats, all styles. Can you handle it?



## VILLAGE BURGER

Burgers, sandwiches, fries, dessert...you can't go wrong at one of metro Atlanta's favorite burger spots.



## VISTA VIBES

Live music and dancing accompany your meal in this hip, romantic spot.



## BELL STREET BURRITOS

California style burritos, tasty quesadillas and tacos and much more.



## BLUE RIBBON GRILL

A Tucker tradition unlike any other, Blue Ribbon Grill is serving up signature meatloaf, burgers, and beverages seven days a week!



## THE CORNER CUP COFFEE

From lattes to locally sourced pastries, this is the place to start your day!



## HOT BETTY'S BREAKFAST BAR

Proving that breakfast is the most important meal of the day, Hot Betty's is serving up custom breakfast creations seven days a week.



## KOBE STEAKHOUSE

Experience the finest in Japanese cuisine. Whether it's sushi or the full hibachi experience, you won't be disappointed.



## LAS COLINAS

Authentic Mexican flavors in the heart of Tucker's Main Street. ¡Arriba!

# 18 Restaurants with Specials #tuckerrestaurantweek



## GRECIAN GYRO

Once a week go Greek for the best gyros, spanakopita and baklava in town.



## LOCAL 7

Great local beers + great food = Great community hangout.



## MAGNOLIA ROOM

Fresh veggies locally sourced from Sherry's Produce set apart this old fashioned meat and three.



## MATTHEWS CAFETERIA

Metro Atlanta's best down home cookin' since 1955.

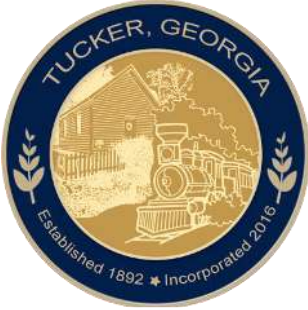
## FARMED KITCHEN & BAR

Tucker's newest restaurant comes complete with its own wood-fired oven.

## FORD'S BBQ

Brisket, ribs and southern barbecue. Ford's is smoking and serving it daily.





# CARES Act Distribution

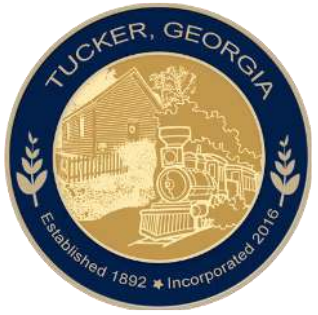


**\$4.1 Million from DeKalb County**

- Small Business Grants**
- Food Distribution**
- Rent, Mortgage, Utility Relief**
- Distance Learning**
- City Public Health Expenses**

**HOW CAN WE HELP YOU?**

- Small Business Grants
- Food and Financial Assistance
- Distance Learning Support
- City Public Health



Questions? Thank you!



# INTUCKER

NOVEMBER 2020 | VOLUME 4 | ISSUE 11



John McHenry  
Assistant City Manager  
City of Tucker  
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770-530-9998

## TUCKER CARES

FEDERAL DOLLARS DISTRIBUTED AT LOCAL LEVEL TO ASSIST TUCKER BUSINESSES AND RESIDENTS IN THEIR TIME OF NEED

# **Policy Playbook** **During COVID-19**

**Operations | Equity | Economic Development**

Angela Threadgill  
Planning & Economic Development Director  
[angela.threadgill@decaturga.com](mailto:angela.threadgill@decaturga.com)  
678-553-6575



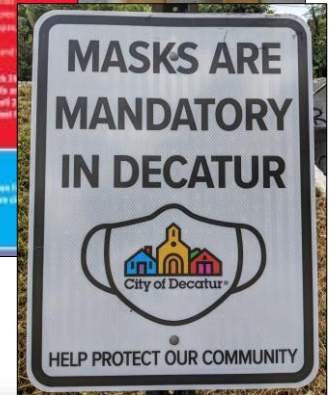
# About the City of Decatur

- 25,000 estimated population (trade area roughly 4-5x)
- 4.7 square miles bordering east side of Atlanta
- 960 business licenses (excluding law and doctors' offices)
- 95 food and beverage establishments
- 75 retail establishments
- 85 service establishments



# Operations During COVID-19

- City facilities closed to public
- Public meetings via Zoom
- Reallocate staff to focus areas
- Pivot to hybrid plan review
- Face Covering Ordinance
- Community Messaging



# Equity During COVID-19

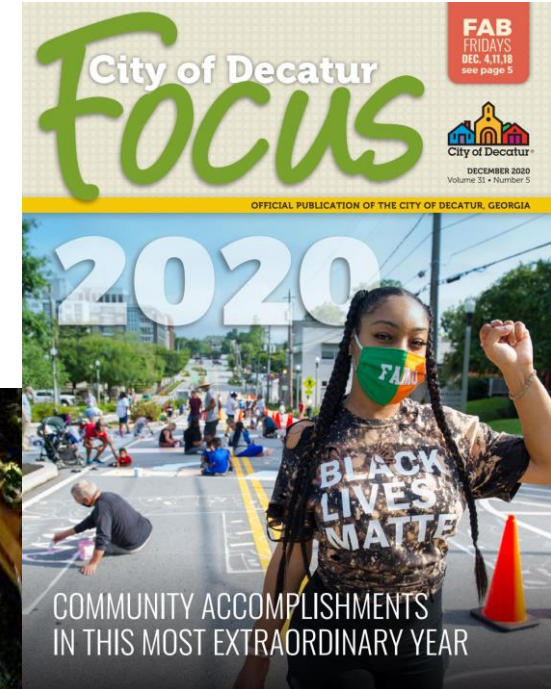
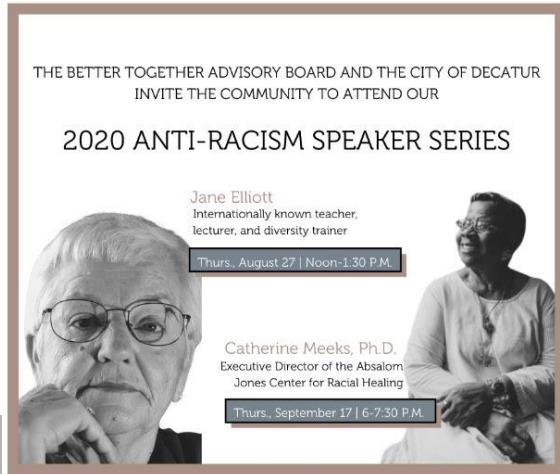
- Court operations via Zoom
- Removal of Racist Symbols
- Anti-Racism Speaker Series
- Employee Equity Team

THE BETTER TOGETHER ADVISORY BOARD AND THE CITY OF DECATUR  
INVITE THE COMMUNITY TO ATTEND OUR

## 2020 ANTI-RACISM SPEAKER SERIES

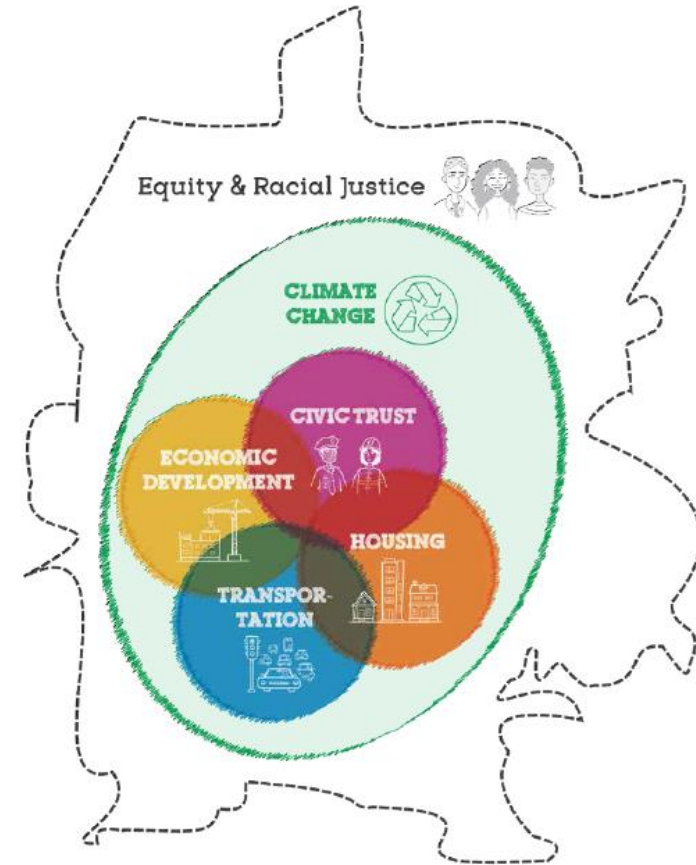
Jane Elliott  
Internationally known teacher,  
lecturer, and diversity trainer  
Thurs., August 27 | Noon-1:30 P.M.

Catherine Meeks, Ph.D.  
Executive Director of the Absalom  
Jones Center for Racial Healing  
Thurs., September 17 | 6-7:30 P.M.



# Equity During COVID-19

- 2020 Strategic Plan
- Framework reframed
- Equity “lens”



# **Economic Development** During COVID-19

- Interactive Map
- Marketing Campaign
- Supportive Messaging
- Promotion through Partnerships
- Emergency Small Business Loans and Grants





# Interactive Map Business Locator

See how it works:  
[bit.ly/DecaturOpenForBusiness](https://bit.ly/DecaturOpenForBusiness)

Restaurants Retail Grocers Personal Services Automotive Services

Paolino Italian  
(470) 355-2947 | [Website](#)

Pokebar  
(678) 515-7555 | [Website](#)

Raging Burrito  
(404) 377-3311 | [Website](#)

Sapori di Napoli

**Sapori di Napoli**  
Current Services  
Takeout  
Delivery  
Address  
314 Church St, Decatur, GA, 30030  
Phone  
(404) 371-0001  
[Website](#) | [Gift Cards](#)  
Current Hours  
3pm-9pm Tues-Sun  
Zoom...

# Marketing Campaign

## Use of Social Media



See all posts on FB, IG and Twitter:  
[@visitdecaturga](#)

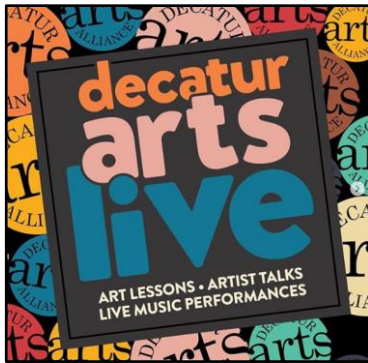
# Supportive Messaging Vinyl Graphics and Banners



# Promotion through Partnerships

## Decatur Arts Alliance

- Homebrew Virtual Comedy
- Lantern Parade-in-Place



## Decatur Business Assoc.

- Hosted virtual shopping events



## Decatur Tourism Bureau

- Hosted the marketing campaign



# Emergency Small Business & Non-Profit Grants

- Partnership between City, Development Authorities and Legacy Decatur
- Nearly \$1.6M total funds disbursed
- Administered by the DDA
- Loan program rolled into Grants
- w/ \$1.4M CARES Act Funds

Decatur emergency small business loan

Decatur DDA®

LEGACY | DECATUR

City of Decatur®

online application opens May 5<sup>th</sup> closes May 15<sup>th</sup>

[bit.ly/DecaturBusinessResources](https://bit.ly/DecaturBusinessResources)

# Resources

- National League of Cities COVID-19 Local Action Tracker
- <https://smartgrowthamerica.org/program/national-complete-streets-coalition/covid-19-how-is-your-community-responding/>
- <https://learn.smallchange.co/2020/07/16/city-planning-and-covid19/>
- [Covidpolicyplaybook.org](https://covidpolicyplaybook.org)

# Questions

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