COVID Policy Playbook

2021 Spring Conference
1:45 – 2:30 pm
Today

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

Healthy Policy checklist:

✓ Walkable connected communities
✓ Neighborhood services including healthy food retail
✓ Affordability
✓ Neighborhood stability
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.”

- Preventing spread/flattening the curve (e.g., stay-at-home orders, gathering bans, closure of public facilities, businesses, and schools)
- Government operations (e.g., emergency declarations)
- Utility issues (e.g., suspending water, utility shutoffs)
- Housing issues (e.g., pausing evictions, foreclosures)
- Other (e.g., public transportation guidelines)

Updated report March 2021  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

- Work from home (WFH)
- Closure of public buildings and in-person services
- Legal Requirement adjustments
- Project delays or cancellations
- Staggered teams
- Hiring freeze
- Revised SOPs for in-person services
- Security issues: IT for WFH
- Long term plans for remote work
- Home visits for service delivery
- Layoffs
- Furloughs
Reopening Strategies

- Occupancy limits
- Mask enforcement
- Social distancing
- Redesignating Parking for events

Legend:
- Interested or exploring
- Plan to implement
- Strategy/policy is in place
- Strategy/policy was formerly in place but has expired/been terminated
Strategies to Promote Equity

- Criminal Justice Changes
- Diversify Housing Types
- WiFi

Legend:
- Interested or exploring
- Plan to implement
- Strategy/policy is in place
- Strategy/policy was formerly in place but has expired/been terminated
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

- Public space closures
- Sidewalk cafe permits
- Parklets for commerce or recreation
- Space for pop-up business or vendors
- Expanded/new delivery or loading zones

Legend:
- Interested or exploring
- Plan to implement
- Strategy/policy is in place
- Strategy/policy was formerly in place but has expired/been terminated
Service Delivery

- Virtual public participation
- Virtual permitting and review
- Public space for testing
- Utilities - shutoff suspension, fee abatement, ...
- Adjustments to court operations
- Housing evictions suspended
- Limited services for aging or disabled
- Public agency food security strategies
- New coalitions forming to address needs
- Accelerated road construction
- Street closures for social services
- Public sites where services are aggregated

Legend:
- Interested or exploring
- Plan to implement
- Strategy/policy is in place
- Strategy/policy was formerly in place but has expired/been terminated
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

- Alcohol retail flexibility for on premise license holders (to allow package sales and delivery)
- Grants, loans from public agencies or governments to local small business
- Waiver/deferral of fees
- Temporary adaptive reuse of spaces

Legend:
- Green: Interested or exploring
- Light green: Plan to implement
- Yellow: Strategy/policy is in place
- Orange: Strategy/policy was formerly in place but has expired/been terminated
NACTO Streets for Pandemic Response and Recovery

Pick-up / Queuing

Open / Play Streets
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)

- Real estate market impacts
- Economic activity patterns
- Public health
- Housing affordability
- Transportation and mobility
- Food supply
- New wave suburban growth; Increased inequities in schools
- New wave of suburban growth/loss of inner city population
Social Distancing - Education

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.

Work together to keep our city safe!

#maskmovement
Mask Distribution

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

18 Restaurants with Specials
#tuckerrestaurantweek

**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.

**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.

**FORD’S BBQ**
Brisket, ribs and southern barbecue. Food's smoking and serving it daily.

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

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

**LAS COLINAS**
Authentic Mexican flavors in the heart of Tucker's Main Street! ¡Arriba!

**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.

**MATTIE’S CAFETERIA**
Metro Atlanta’s best down home cookin’ since 1993.
CARES Act Distribution

$4.1 Million from DeKalb County

Small Business Grants
Food Distribution
Rent, Mortgage, Utility Relief
Distance Learning
City Public Health Expenses
Policy Playbook
During COVID-19

Operations  |  Equity  |  Economic Development

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Planning & Economic Development Director
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April 23 • 2021
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.

COMMUNITY ACCOMPLISHMENTS IN THIS MOST EXTRAORDINARY YEAR
Equity During COVID-19

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

Policy Playbook During COVID-19
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

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Marketing Campaign

Use of Social Media

See all posts on FB, IG and Twitter:

@visitdecaturga
Supportive Messaging
Vinyl Graphics and Banners

YES! WE ARE OPEN FOR TAKE-OUT #decaturstrong

CLOSED FOR NOW SEE YOU ONLINE #decaturstrong

CLOSED FOR NOW SEE YOU SOON! #decaturstrong

Downtown Decatur, Open for Business.
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

Policy Playbook During COVID-19
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
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
Questions

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