



Los Angeles Mayor's Office of Economic Development
Community Business

COVID-19 NEWS

SEPTEMBER 14, 2020

FEDERAL UPDATES

On September 10, the Senate failed to advance the Republican coronavirus stimulus plan — with a 52-47 vote. Upon the return of session this week, Senate Republicans hoped to pass a narrower bill with a \$500 billion price tag. The legislation would have reinstated unemployment insurance at a rate of \$300 per week. The measure did not include a second \$1,200 direct payment to individuals and also lacked funding for cash-strapped state and local governments — all important priorities for Democrats. This marks Congress' fifth failure in passing a coronavirus aid package. Doubts are growing if any kind of stimulus package can pass before Election Day.

The SBA's [Paycheck Protection Program](#) **concluded** on August 8. SBA is no longer accepting PPP applications from participating lenders. The SBA has also updated their [FAQ](#) page regarding the program. The SBA's [Emergency Injury Disaster Loan](#) program reopened its application process on June 15 for qualified small businesses and agricultural businesses. The EIDL Advance loan portion (\$10,000 in grants) has concluded. The Economic Injury Disaster Loan disbursed about \$130 billion in grants and loans, and has another \$200 billion available through mid-December. Currently, there is no application deadline.

The Centers for Disease Control and Prevention issued a four-month [residential eviction](#) ban for individuals expecting to earn less than \$99,000 and couples expecting to earn less than \$198,000 in 2020. The order could help as many as 40 million people who are at risk of losing their homes during the pandemic. Individual landlords who violate the order will be fined up to \$100,000 while corporate landlords violating the order will be fined up to \$200,000. This is the first time the federal government implemented such a broad nation-

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wide eviction order. Tenants will have to fill out this [declaration form](#), which expires on December 31, 2020.

Updates from the Federal government can be found [here](#).

STATE UPDATES

Governor Newsom signed bills AB 1577, SB 1447, and SB 115 to support small businesses during the pandemic. AB 1577 allows small businesses to exclude PPP loans from gross income for state taxes. SB 1447 authorizes \$100 million Main Street hiring tax credit program for small businesses. SB 115 accelerates \$561 million in state bond funding to help jumpstart construction projects. Click [here](#) to view a fact sheet on all of the State's resources for small businesses.

The Small Business Majority survey data found that up to 44% of businesses are at risk of shutting down. From February to April 2020, there was a 22% drop of active business owners nationwide according to data released through the Census Current Population Survey. Minority-owned businesses are disproportionately impacted: the number of active businesses owned by African-Americans dropped by 41%, Latinx by 32%, Asians by 25%, and immigrants by 36%.

Today, Governor Newsom issued a proclamation declaring September 11, 2020, as **Patriot Day** in the State of California: "On this somber anniversary, I urge Californians to give meaning to the phrase 'Never Forget,' to mourn for those we lost and continue to support those who rushed toward danger that day. I have ordered all flags on state buildings to be flown at half-staff." Click [here](#) to read today's proclamation.

Updates from the State can be found [here](#).

LOCAL UPDATES

SafePass - Contact Tracing

On September 9, Mayor Garcetti, L.A. County Officials, and Citizen CEO announced a partnership with SafePass, a mobile app that provides contact tracing capabilities for individuals throughout L.A. County. SafePass will allow users to self-report their symptoms for COVID-19 and receive notifications and alerts directly from the Los Angeles County Department of Public Health. All contact tracing data is anonymous, private, encrypted, and deleted after 30 days by Citizen. Officials encouraged residents to download the app to expand local efforts to track COVID-19 for L.A. County's 10 million residents.



Using Bluetooth technology and anonymized data, SafePass tracks any close contacts with other users, and alerts them to potential exposures. Any users who have meaningful contact with another user who later tests positive for COVID-19 will receive a notification to get tested. The app also offers immediate access to eligible users for a free at-home testing kit for those who have been notified of exposure through the app and provides up to date information about all active testing sites in L.A. County. All location data is anonymized and deleted after 30 days. To learn more about SafePass, visit citizen.com/safepass.

The fires burning in SoCal have caused unhealthy air quality through much of the region. Please limit time outdoors, avoid physical activity, keep windows / doors closed, and run your AC unit or air purifier, if available. Click [here](#) for AQMD's website.



With fires burning near L.A., it's critical to be prepared for emergencies. Ensure you have an emergency plan and kit, and sign up for emergency alerts at <http://NotifyLA.org>.

The L.A. City Council voted to approve [legislation](#) that would provide workers with up to two weeks pay if they are infected with COVID-19 and cannot work. The proposed program, similar to one in place in San Francisco, would ensure that all workers, regardless of their employment or immigration status, are able to self-quarantine if they get sick.

WIDESPREAD	More than 7	More than 8%
Most non-essential indoor business operations are closed.	Daily new cases (per 100k)	Positive tests
SUBSTANTIAL	4-7	5-8%
Some non-essential indoor business operations are closed.	Daily new cases (per 100k)	Positive tests
MODERATE	1-3.9	2-4.9%
Some business operations are open with modifications.	Daily new cases (per 100k)	Positive tests
MINIMAL	Less than 1	Less than 2%
Most business operations are open with modifications.	Daily new cases (per 100k)	Positive tests

L.A. County is in Tier 1 - Widespread.

COVID-19 Safety Compliance Certificate Program

On September 10, L.A. County launched this program to help educate and train business owners to comprehensively implement the County's safety directives. The CSCCP is a no-cost online training course that educates business owners on the essentials of the County Health Officer's Orders and what they need to do to ensure that their business practices are aligned and in compliance with infection control and physical distancing requirements. After completing the training, businesses will receive a COVID-19 Safety Compliance Certificate that can be posted on storefronts. The training will be available in 13 languages and can be accessed online through the Department of Public Health's COVID-19 [website](#).

Reopening Hair Salons for Indoor Services

Effective September 2, hair salons and barbershops can resume indoor operations at **25%** occupancy, as ordered by the State of California. Hair salons and barbershops can reopen immediately with safeguards as LA County moves forward on the Roadmap to Recovery. As many services as possible should continue to be conducted outside. Click [here](#) for more details from the County. Click [here](#) for the City's guidance document.

Metro TAP Cards - Contactless Payment

On September 3, Mayor Garcetti announced that Metro has brought the Transit Access Pass (TAP) card to iPhone and Apple Watch, providing a contactless way for riders to pay for bus and rail fares for Metro and 25 local transit agencies. The new mobile TAP app makes Metro one of the first transit agencies in the country to put the power

to pay your fares in the palm of your hands — tapping into our city's innovative spirit to bring greater safety, equity, sustainability, and convenience to riders, drivers, transit operators, and anyone riding our trains and buses. Riders who download the app will be able to ride trains, board buses, and cover their fares by holding their device near the TAP validator without using Face ID, Touch ID, or waking the device. Metro patrons will be able to add fare value using Apple Pay on their phone, removing the need to physically interact with a TAP vending machine at Metro stations. An Android version of the app is in the works for implementation later this year. Click [here](#) for more.

LA Regional Covid Fund

Round 4 is now closed. Round 4.5 (non-profits only) opens September 21. **Round 5 opens on October 5.** Grant finalists will be notified after each round. These will be grants, not loans, to help our small businesses that are the lifeblood of our economy. This program provides \$5,000 grants to microentrepreneurs, and \$15,000 grants to non-profits and small businesses. This is designed to help businesses that couldn't find assistance through federal programs. Click [here](#) to learn more.

New Updates:

For-profit entities with gross revenues of \$1 Million - 5 Million are now eligible to apply and receive a \$25,000 grant. 501(c)(6) entities, including Chambers of Commerce, are now eligible to apply. **The Mayor announced this week that we are allocating an additional \$40 million for this recovery fund.**

DineLA

DineLA runs through September 18, offering delivery and takeout options so that you can support the local restaurants we love and discover new culinary treasures here in L.A. Click [here](#) for more.

PledgeLA - South LA Fund

PledgeLA applications are now live for the [PledgeLA Fund for South LA Founders](#). The best ideas have never been bound by zip codes, but access to the capital needed to scale them is not equal — especially for Black and Latinx entrepreneurs. PledgeLA is raising \$500k to provide 20 companies from South LA with \$25,000 of equity-free funding, tailored training from [Grid110](#), and mentorship from other LA founders and investors. Learn more and apply by October 9: pledgela.org/southlafund.



PledgeLA is an initiative led in partnership with the Mayor's Office, Annenberg Foundation, and local venture capitalists. Grid110 was launched in 2015 with support from the City of LA

L.A. Represents - Update

Mayor Eric Garcetti and City Attorney Mike Feuer announced significant growth in L.A. Represents, an unprecedented initiative to provide free legal services to L.A. residents facing hardships caused by the COVID-19 pandemic. Since launching on May 5th, 32 more law firms, over a dozen bar associations, and three more legal aid organizations have agreed to provide free COVID-19-related legal assistance through L.A. Represents, bringing the total to 60 law firms and 10 legal aid organizations participating in this effort. Services include helping vulnerable tenants, domestic violence victims, and low-income Angelenos with employment, consumer debt, and bankruptcy matters. Click [here](#) for more.



Al Fresco Outdoor Dining - Extension

The City is extending Al Fresco permits to **December 31, 2020**.

On May 29, the Mayor Launched the first phase of L.A. Al Fresco to support outdoor dining opportunities for restaurants hit hard by the COVID-19 crisis, in coordination with the L.A. County Department of Public Health allowing dine-in service at restaurants. The City provides planters, barricades, and umbrellas for outdoor dining businesses to use in newly permitted spaces. More details of the

program and application for L.A. Al Fresco is available at coronavirus.lacity.org/alfresco



COVID-19 Testing Strategy

In addition to our drive-up testing centers, the City is also bringing mobile COVID-19 testing to Angelenos across the city. No appointment necessary. You can find more information [here](#)



Testing is critical to keeping our communities safe. Angelenos can find 100+ testing sites at <http://coronavirus.lacity.org/Testing>. The City and County's contact tracers reach out by phone to everyone who is a close contact of someone who tests positive to collect potentially life-saving information. Please answer the call if you get a phone call from "[L.A. Public Health](#)".

Enforcement of COVID-19 Regulations on Large Gatherings

Mayor Garcetti authorized the Department of Water to shut off power to properties that hosted large gatherings several times during the pandemic. As more cases have been surging across the state and county, these parties can act as "super-spreader events", attended by younger "super-spreader people". These tighter regulations come following high-profile large parties that occurred at a mansion on Mulholland Drive. To report violations, email SaferAtHome.Compliance@lacity.org.

Enforcement of COVID-19 Regulations

Both the City and County remain committed to prioritizing the safety of Angelenos during this time. As such, the City is working with business and community partners to ensure the requirements and regulations for operations within the City's Safer at Home Order are being observed. If you witness a business that is in violation of requirements for operation, please feel free to report that potential violation within the [City's complaint portal](#). All reported potential violations will be reviewed by the City Attorney's office. While responding City personnel will always start by educating businesses that are found in violation of any operating protocols or requirements, businesses found to be repeat violators will be subject to progressive enforcement penalties, ranging from citation, to fines, to DWP shut off. In addition to business violations, the complaint portal can also be used to file complaints related to misuse of parks or public space, violations within skilled nursing facilities, construction sites, or landlords.

Temporary Signage

On July 24th, Mayor Garcetti announced a new policy regarding temporary signs. For the duration of the current emergency period, L.A. Department of Building and Safety will not issue Orders to Comply for temporary signs, provided that these signs comply with other applicable City regulations and land use ordinances. The City is also rescinding any Orders to Comply or related fees issued for temporary signs since the declaration of the emergency order on March 4, 2020. City inspectors will still enforce



against temporary signs on construction walls or fences surrounding vacant lots.

All temporary signs must still comply with the following requirements:

- Cannot be permanently attached to the ground or a structure, only temporarily affixed to a window, wall, or fence;
- Must be located on-site;
- Must not exceed a maximum size of 2 sq ft for each foot of street frontage, and for signs posted in a window, a maximum of 10% of the window area; and,
- For signs larger than 100 sq ft and made of cloth, must be flameproof consistent with City code.

Eviction Protections

Eviction protections are still in effect in LA County and not expiring. As protections are staying in place locally, we need our state and federal legislators to extend renter protections and provide financial relief for tenants and landlords across the state.

For free legal assistance, please visit our LA Represents [page](#).



Extending Relaxed Parking Enforcement

The City is [extending](#) relaxed parking enforcement until October 1, making it easier for Angelenos all across our city to stay home whenever possible without being concerned about a ticket. Relaxed enforcement applies to residential street sweeping, expired registration, overnight / oversize parking districts, peak / rush hour and gridlock zone parking restrictions, and ticket / tow for oversized / overnight parking. In addition to these steps, Angelenos will not face parking fine increases when failing to pay a ticket. Residents will also

be given extended grace periods for residential and commercial drop off or pick up; granted extensions on all deadlines for payments; and offered temporary permits that can be printed at home for those who have renewed their permit but will not receive the new hangtag before their current permit expires.

LA Mask Print Project



Wearing a mask is a sign of respect — to our neighbors, our nurses, doctors, and essential workers, our loved ones, and our fellow Angelenos. The City of L.A. teamed up with Studio Number One to develop these [posters](#) for you to put up in your home or your shop window. They are free to use — all you need is a printer. Los Angeles is a creative capital, and we want to harness that creativity to spread awareness about the importance of wearing masks. If you are interested in participating in this campaign to use public art for the public good, you can connect with our team at garcetti.reply@lacity.org.



RESILIENCE TOOLKIT FOR LOS ANGELES BUSINESSES

The City's Economic and Workforce Development Department is available to assist your small business in rebounding from the impacts of the COVID19 pandemic. Businesses can connect to any one of the City's nine regional [BusinessSource Centers](#) to receive technical assistance in helping your business plan for reopening. Or

connect to the [L.A. CARES Corps](#) to receive assistance in applying to Federal SBA loans.



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