



Scenic Pacifica  
Incorporated Nov. 22, 1957

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## CITY OF PACIFICA

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April 17, 2020

Pacifica Community Members,

I would like to commend the community for your adherence to the Shelter-in-Place Order (SIP). The restrictions of the SIP are arduous, but because most have taken it to heart the County is seeing a flattening of the curve and so far the County's healthcare system has not been overwhelmed. *However*, health officials say we are not yet out of the woods, and we have not yet seen the predicted peak in the number of cases. It has been pushed out but officials still expect there will be a surge of new cases. For this reason, I urge you to continue observing SIP guidelines earnestly so that the spread of COVID-19 in our area does not surge and overwhelm the healthcare system. Progress is being made, but this is not the time to lessen efforts. Please continue to follow official health guidelines to prevent spread of the virus: cover your nose and mouth with cloth when conducting essential business outside the home, maintain physical distance from others, and practice good hygiene. Additionally, please remember that per the March 31 SIP, recreation activity must take place within 5 miles of an individual's residence.

As we continue forward under the SIP Order, businesses and individuals within our community face many hardships. Here are some reminders, tips, and information about efforts intended to help all of us get through this crisis:

**Public Safety:**

- 1. Look at the Data:** The University of Washington Institute for Health Metrics and Evaluation have created modeling data that display COVID-19 projections assuming the public's adherence to physical distancing guidelines. This is an important visual of how dire the situation can get if we let ourselves fall into complacency with our observation of recommended health practices.  
**LINK:** <https://covid19.healthdata.org/united-states-of-america/california>
- 2. Stay Home and Save Lives:** Pacifica takes the physical distancing and SIP health orders very seriously. We are regularly educating and informing the public through numerous means about the importance of compliance, and will be increasing police presence at Pacifica State Beach to inform, and enforce as necessary, compliance with the County Health Officer's orders. The region is at a critical time in flattening the curve of COVID-19, the peak is yet to come, and good weather or individuals growing tired of sheltering in place is no excuse for starting to get complacent about the trajectory of this serious health crisis. Please recreate within 5 miles of your residence, and when outside please maintain proper physical distancing.

3. **Combatting Xenophobia:** Since COVID-19 began spreading, there are increased incidents of micro-aggressions, racial profiling, hate crimes in Asian American and Pacific Islander (AAPI) communities. Stigma will not fight coronavirus, sharing accurate information will. Support our AAPI community members by using your voice against stigma. Report incidents here: [caasf.org/2020/03/fight-covid-19-xenophobia-help-stop-aapi-hate/](https://caasf.org/2020/03/fight-covid-19-xenophobia-help-stop-aapi-hate/)

#### For Businesses:

1. **The San Mateo County Economic Development Association (SAMCEDA)** compiled this site with assistance & guidance for businesses and workers impacted by COVID-19: [samceda.org/COVID-19-Resource-Links-Business](https://samceda.org/COVID-19-Resource-Links-Business). They also created a Business Continuity Action Plan, viewable here: [samceda.org/Business-Continuity](https://samceda.org/Business-Continuity).
2. **The Pacifica Economic Development Department** maintains a site with Pacifica-specific information: [cityofpacificaca.org/government/economic\\_development/default.asp](https://cityofpacificaca.org/government/economic_development/default.asp). If you do not find the answers you are looking for there, email Economic Development Manager Thomas Myers for assistance: [myerst@ci.pacificaca.us](mailto:myerst@ci.pacificaca.us).
3. **SMC Strong** is endowed with \$3 Million in County funding and continues to garner donations. This funding is designed to provide relief for individuals, local non-profits, and local businesses impacted by COVID-19 and the County Board of Supervisors will soon be issuing guidelines for how the funds will be distributed. Learn more here: [smcstrong.org](https://smcstrong.org).
4. **Shop and Eat Locally:** If you are financially able to do so, continue to support local businesses and restaurants that are open by ordering takeout food and purchasing essential products locally. If a business is closed, consider purchasing a gift card to that business for use when it will again be open. Every little bit counts.

#### For Individuals:

1. **Child Care for Essential Workers:** Many Pacificans who work as essential workers completed the essential worker child care survey and indicated they are in need of child care services. The good news is that there is some available. The Child Care Coordinating Council has compiled a list of Child Care Programs for Essential Workers here: [sanmateo4cs.org/child-care-for-essential-workers](https://sanmateo4cs.org/child-care-for-essential-workers).
2. **Tenants and Landlords:** On March 24, 2020, San Mateo County established a temporary, countywide moratorium on eviction due to non-payment of rent by **residential tenants** directly impacted by the COVID-19 pandemic. For more information, including FAQs, see this site: [housing.smcgov.org/frequently-asked-questions](https://housing.smcgov.org/frequently-asked-questions).

On April 13, 2020 Pacifica City Council adopted an urgency ordinance establishing a temporary moratorium on **commercial tenant** evictions for non-payment of rent for tenants impacted by the COVID-19 pandemic in the City of Pacifica. You can see the Ordinance language here: [https://pacificacityca.iqm2.com/Citizens/Detail\\_LegiFile.aspx?Frame=&MeetingID=1320&MediaPosition=&ID=3230&CssClass=](https://pacificacityca.iqm2.com/Citizens/Detail_LegiFile.aspx?Frame=&MeetingID=1320&MediaPosition=&ID=3230&CssClass=)

For tenants looking for guidance navigating through this, the Housing Leadership Council of San Mateo recommends looking for help here: [youarecommunity.org](http://youarecommunity.org)

- 3. Services for Seniors:** The following critical services are still being offered by the City: Meals on Wheels for homebound seniors, the daily Grab and Go lunch in place of the congregate lunch at the Community Center, the Connect-a-Ride program to provide essential ride service for seniors, and the Shopping Assistance for Seniors Homebound program. More information about these continuing services is available at: [cityofpacifica.org/depts/pbr/senior\\_services](http://cityofpacifica.org/depts/pbr/senior_services).

One resource we *all* need is patience with ourselves and others as we all grapple with our new norm. Please consider these strategies for staying well through this difficult time: [verywellmind.com/coping-with-coronavirus-covid-19-4800265](http://verywellmind.com/coping-with-coronavirus-covid-19-4800265). Seek out the many positive stories being shared on public and social media and limit your news intake to essential information from official sources only. San Mateo County's website [smcgov.org](http://smcgov.org) is the best resource for SMC residents. It has current and resident-specific information.

Please sign up for the City's weekly e-newsletter "Connect with Pacifica" here: [cityofpacifica.org/government/city\\_manager/cwp/default.asp](http://cityofpacifica.org/government/city_manager/cwp/default.asp), and sign up for San Mateo County Alert system here: [hsd.smcsheriff.com/smcalert](http://hsd.smcsheriff.com/smcalert).

Consider printing this letter to distribute to neighbors whom you think may not be on-line very often. Thank you for *Sheltering in Place*, practicing *Physical-Distancing*, connecting socially from afar or virtually, and helping in this time of unprecedented health crisis. Together (in spirit) we will get through this trying time. We are #PacificaStrong.

Sincerely,



Deirdre Martin  
Mayor