



Scenic Pacifica  
Incorporated Nov. 22, 1957

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## CITY OF PACIFICA

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[www.cityofpacifica.org](http://www.cityofpacifica.org)

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**MAYOR**  
Deirdre Martin

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**COUNCIL**  
Sue Vaterlaus  
Mary Bier  
Mike O'Neill

May 29, 2020

Pacifica Community Members,

As we begin to gradually restore City services, programs, and facilities in compliance with County and State orders and Pacifica businesses begin to do the same, we are doing so in a thoughtful and cautious manner, recognizing that Coronavirus cases and deaths are still rising in our region. A resurgence of COVID-19 would be a huge setback in our trajectory toward a new normal of doing business. Success during this cautious transition is going to rely on everyone taking responsibility to follow official health guidelines to prevent the 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 such as frequent hand washing, hand sanitizer, and keeping your hands away from your face.

Here are several recent updates pertaining to this critical transition period:

- **New County Health Order:** The County released a new Health Order today. You can find it in its entirety at <https://cmo.smcgov.org/press-release/may-29-2020-new-san-mateo-county-shelter-place-order-allows-places-worship-store>.
- **Beaches and Parking:** While closure of beach parking and adjacent street parking has been partially effective as a disincentive for some people coming to the beach, helping prevent the spread of COVID-19, this action has also increased parking pressures in adjacent neighborhoods as others continue to seek respite at the beach during this difficult time. The Pacifica Police Department began enforcement of beach regulations on April 18, adding enforcement at Mori Point on April 25, and over six consecutive weekends made 4891 contacts with 2947 violations addressed at Linda Mar Beach, and 2162 contacts with 544 violations addressed in the Mori Point/Sharp Park area. These efforts have helped during this health crisis, but at a cost of more than \$25,000 in public safety overtime.

As announced last night in a [press release](#), beach parking lots will reopen by Saturday morning, relieving parking pressure on adjacent neighborhoods. As we collectively take these steps toward a new normal for recreating at the beaches that everyone loves, it is ever important that everyone take personal responsibility for wearing masks and physical distancing. Thank you for doing your part.

- **Business Assistance:** At the May 11 City Council meeting, the Council unanimously approved a \$50,000 donation to the San Mateo County Strong initiative for small business assistance in Pacifica. This donation will be added to the County's amount already designated for Pacifica businesses, and will result in a total at this point of 11 businesses receiving \$10,000 grants to assist getting through this challenging time. The San Mateo County Economic Development Association has been providing resources and information to assist businesses throughout this crisis.

Learn more about SMC Strong at [smcstrong.org](http://smcstrong.org). Other information resources available for the business community include the San Mateo Economic Development Association (SAMCEDA), [www.samceda.org/COVID-19-Resource-Links-Business](http://www.samceda.org/COVID-19-Resource-Links-Business), and the Pacifica Economic Development program, [www.cityofpacifica.org/government/economic\\_development/default.asp](http://www.cityofpacifica.org/government/economic_development/default.asp).

- **The City's Restoration of Operations Plan (ROOP):** City staff have been busy working on a very detailed plan, the ROOP, that will serve as a playbook for all of the complex criteria and decisions that must be evaluated, and actions implemented, before restoring City services, programs, and facilities. The draft ROOP will be made available to the public on the City's Coronavirus webpage, <https://www.cityofpacifica.org/about/coronavirus/default.asp>, by early next week, to transparently share the complex phases of restoration that lie ahead of us. The ROOP is intended to be an evolving and working document that will change as more information about best practices in dealing with the Coronavirus becomes available.
- **Essential City Business, Budget, Goals, and Priority Projects:** While the City plans for restoration of operations, we have also been continuing essential services and business items driven by legal or regulatory timelines. The Council's annual goal-setting session had to be cancelled this year due to Shelter In Place. Instead, at the April 27, 2020, City Council meeting, the Council discussed and adopted a set of continuing goals and priorities for the current fiscal year FY2020-21, with the health and welfare of the community in mind and within current budget, legal, and regulatory constraints. The adopted FY2020-21 Goals and Priorities is available on the City's webpage here: <https://www.cityofpacifica.org/government/councilgoals.asp>. We appreciate your understanding regarding the need for us to adjust the goal-setting process this year.

During Shelter In Place, the Council and the Planning Commission also have had to carry out numerous business items mandated under Permit Streamlining Act timeline requirements, federal regulatory requirements such as from the Federal Communications Commission, and other essential project timelines for contract approvals. These meetings have all occurred in compliance with public meeting laws, and allowing for public participation via real-time e-mail public comments. As prohibitions against group gatherings stretches on and the timeline for when Council will be able to conduct in-person meetings continues to be unknown, the City will be expanding how public participation can occur in the virtual meeting setting. This expansion beyond the requirements of public meeting laws is important to the City as there are numerous essential projects and programs the Council cannot delay hearing much longer.

Please sign up for the City's weekly e-newsletter "Connect with Pacifica" here:

[www.cityofpacifica.org/government/city\\_manager/cwp/default.asp](http://www.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). Also 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. The Pacifica Community is doing a great job; together (in spirit) we will get through this trying time. We are **#PacificaStrong**.

Sincerely,

A handwritten signature in blue ink that reads "Deirdre Martin". The signature is written in a cursive, flowing style.

Deirdre Martin Mayor