

City of Pleasanton

COVID-19 Recovery Programs & Resources



Business Recovery Programs



City of Pleasanton COVID-19 Business Support Fund

APPLY ONLINE TODAY

Business Support Fund

In April 2020, the City Council approved the creation of a \$3 million special fund to provide zero-interest, unsecured, short-term loans to independently or locally owned micro-enterprises, restaurants, and retail businesses located in Pleasanton.

Loan amounts were up to \$10,000 for micro-enterprises and \$20,000 for businesses employing up to 25 employees. To date, the City has provided more than \$1.34 million to 115 businesses.

Marketing Assistance

Several programs were implemented early in the pandemic to help businesses market their new or continuing services. For example, signs were created for businesses to post in storefront windows and on social platforms to identify which essential businesses were open for business, as well as an online listing that displayed business profiles, and allowed users to filter by business category, area, or take-out/curb-side.

Tri-Valley Recovery Campaign

In partnership with Visit Tri-Valley, the cities of Dublin, Livermore, Pleasanton, San Ramon, and the Town of Danville implemented a regional recovery marketing campaign in May to June 2021 to engage customers as the state was easing restrictions. The campaign encouraged residents to explore their city and make a promise to support local businesses by spending at least \$25 each week beyond what is normally spent.

Gift Pleasanton

The City launched a new eGift card program geared to keep spending local. The program provides businesses with an electronic gift card platform, which benefits businesses that do not offer gift cards or the ability to purchase gift cards online. An introductory bonus offering of special bonus eGift cards with purchase, ran through Summer 2021 to encourage sales.

Community Programs

Food Insecurity & Health Services

With City Serve of the Tri-Valley, the City identified medically fragile residents that were experiencing homelessness during the shelter in place and provided them with temporary housing.

Additionally, the City worked with Open Heart Kitchen to prepare thousands of meals, and later host a drive-thru food distribution site for Pleasanton's most vulnerable populations, including our homeless residents and seniors.



Virtual Recreation Programs

With facilities closed and events canceled, the Library and Recreation Department migrated much of its programming and services online. Soon after the shelter in place order went into effect, the department went live with its new Virtual Library & Recreation Center. This website featured a broad selection of virtual programs, videos, at-home activities, and eResources for all ages, interests and lifestyles.



Childcare for Healthcare Workers

While closed for the regular school year, Gingerbread Preschool was used to provide childcare for Pleasanton medical workers at Stanford-ValleyCare and Kaiser Permanente, as well as other essential workers during the height of the COVID-19 pandemic.

Over 15 full-time and temporary Library and Recreation Department staff assisted with childcare for essential worker families throughout the shelter in place.



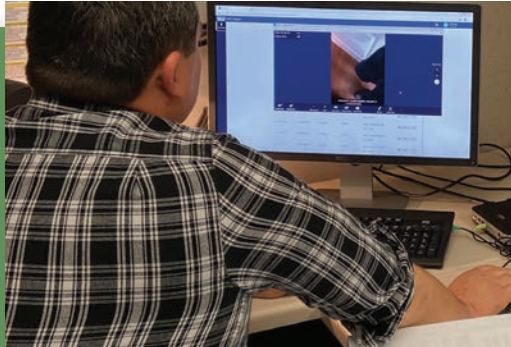
Digital Performances and Shows

Pleasanton LIVE! was a Firehouse Arts Center web show that aired every Thursday via Zoom and streamed live on the Firehouse Arts Center's Facebook page during much of the pandemic.

Pleasanton LIVE! featured a number of musical acts and performing artists. Each week, a local downtown Pleasanton business owner was invited as a special guest to provide additional exposure and support for Pleasanton-based restaurants and shops.



City Administrative Programs



Virtual Building Inspections

To ensure continuity of services throughout the pandemic, the City needed to find new ways to operate essential City services and programs while adhering to state and local safety requirements.

One example was the use of video inspections by the City's building and inspection officials, allowing them to view, inspect, and make comments on building projects while adhering to social distancing guidelines.



Cutting-Edge Technology

To aid in the ongoing effort to slow the spread of COVID-19, the City acquired three UVD Robots for additional sanitization in City facilities. The UVD Robots use a UV-C light technology to disinfect surfaces and airborne particles, as well as protection against other infectious diseases. Pleasanton was the first city government in the United States to use UVD Robots.



Rental Support & Grant Funding

In coordination with the local non-profit CityServe, the City established the COVID-19 Emergency Rental Assistance Program which assisted residents by providing a maximum grant assistance of \$5,000 per household to pay for up to two months of delinquent rent.

In addition, the City fully funded \$1.2 million for its local Housing, Human Services, and Community grant program, allowing local non-profits to continue serving in impactful ways.



Partnerships with Regional Agencies

Using a similar model used for the rapid establishment of the regional testing center at the Alameda County Fairgrounds, in February 2021 the Alameda County Health Care Services Agency joined Stanford Health Care - ValleyCare, Sutter Health, and the Tri-Valley cities to conduct a COVID-19 Vaccine Drive Thru Distribution Site at Alameda with the goal of vaccinating 1,000+ residents per day.