

ERTF Meeting #1

Initial Recommendations and Related Action Items

Recommendation	Action Item	Timing
Encourage people to "get out again" by making more open space available (i.e. open Culver Boulevard in Downtown).	In progress. Public Works developing street closure plans for Downtown. Consider communication campaign about urban public realm/design in alignment with GPU.	Short
Allow usage of underutilized sidewalks to expand outdoor dining and retail in adjacent areas.	In progress. Utilize Temporary Use Process. Expansion would require written permission from adjacent businesses. Parking implications under study.	Short
Retail expansion on right-of-way and allow continued curbside pickup.	In progress. Utilize Temporary Right-of-Way Use Permit. Expansion would require written permission from adjacent businesses. Parking implications under study.	Short
Close streets to provide more space for retail and restaurant expansion.	In progress. Public Works reviewing feasibility, impacts and costs.	Short/Medium
Promote local restaurants - open for business and related hours.	Policy issue. Further discussion required relative to promotional information and communication mediums.	Short
Allow take-out/delivery of alcohol	In progress. Temporary Zoning Code modification proposed.	Short
Continue parking relaxation throughout commercial corridors to support curbside pickup and allow individuals to wait in cars for reservations/services. Consider dedicated curbside pick-up and signage in certain areas.	In progress. Under review with Public Works/Police.	Short
Increase free parking in City garages from one hour to two hours.	Under Review. Ince Parking Structure currently allows two hour parking for Trader Joe's patrons.	Short
Create business-to-business promotional program to share small business information with large employers (i.e. Sony, Amazon, Apple, Westfield, SCH, Symantec/Broadcom)	Under review. Further discussion required relative to promotional information and communication.	Short/Medium
Create a survey to assess which businesses may not re-open and also understand what community members need to see/hear to feel safe.	In progress. Draft Community Survey under review	Short
Develop a business "how to" relative to guidelines, determining occupancy and access to re-opening resources.	In progress. Reopening guidelines on "Business Information" page on coronavirus website. Consolidating resources and developing dedicated webpage to provide additional recovery information.	Short
Create economic sector business networking groups.	Convene Economic Development cluster groups. Develop stakeholder lists and assist in coordinating regular meetings.	Short/Medium

Enhance plan review communication and provide consistent/clear expectations.	In progress. Permit Streamlining Center in development.	Medium
Enhance communication on filming guidelines.	Coordinate information resources and re-organize for clarity on City website.	Short
Assign/create a City film ambassador to inform production companies about upcoming capital projects/street closures.	TBD relative to potential staff assignment as approved by CDD Director.	Short/Medium
Train businesses/stores/restaurants during pandemic for individuals with disabilities (e.g., deaf who read lips).	Convene non-profit leaders to discuss awareness outreach/campaign to assist businesses on how to recognize and interact with individuals people may have difficult with masks, communication, vulnerable populations, etc.	Medium
Enhance coronavirus hotline messaging as a community service resource for those in need of assistance, services, food, etc.	Design posters for display newly re-opened businesses, share information with non-profits for communication to their constituencies.	Short
Create connection between businesses and non-profits who assist individuals seeking to (re)enter workforce; e.g., New Earth, JVC.	Convene meeting of service providers to understand resources and develop program accordingly.	Short/Medium
Create branded "welcome" packet/resource for new businesses and guests that highlights events, maps, activities.	Under Review. Economic Development to coordinate.	Short/Medium
Develop messaging campaign that highlights recovery of businesses and organizations and highlights City as destination. Build consumer confidence in visiting businesses.	Explore with Communications and City's marketing consultant.	Short/Medium
Brand/advertise Culver City: why visitors should come and promote as less expensive destination.	Explore with Communications and City's marketing consultant.	Short/Medium
Consolidating business resource information with agencies such as SBDC and AJCC Worksource Center.	In progress. Consolidate and create equitable businesses resources for businesses without emails, non-English speaking, etc.	Short
Ensuring the community (businesses and employees) knows where to access resources by posting through various channels-website, social media, but also community cable channel for those who do not have access to the internet.	In progress. Consolidate and create equitable businesses resources for businesses without emails, non-English speaking, etc.	Short
Provide clear guidelines for hotels to follow when reopening; e.g., screening customers as they enter premises as soon as available.	Protocols to be communicated per Los Angeles County Department of Public Health directives.	Short
Create shop/stay local campaign – create offerings/menus to attract local business with a package for locals who want to get away, resident discount, and locally focused.	Convene Hospitality Cluster. Explore with Communications and City's marketing consultant.	Short/Medium
Develop PSA to promote local non-profits and community services.	Convene Non-Profit working group. Explore with Communications and City's marketing consultant.	Short/Medium
Assign point person to assist with streamlined licenses and approvals.	In progress. Permit Streamlining Center/Staff in development.	Short/Medium

Consider opportunities to streamline plan/permit process. Allow some items to be handled administratively (i.e. no Planning Commission)	TBD. Requires review by CDD Director	Short/Medium
Consider film permit incentives/relaxation relative to parking and administrative approvals for small productions.	Under review and exploring options with Film LA	Short/Medium
Assist production companies with access to stage space/warehouse and ease restrictions.	Convene meeting of Entertainment/Film providers to better understand needs and issues.	Short
Consider relaxing fees and building permits for service organizations who are expanding and/or improving tenant spaces.	TBD. Requires review by CDD Director.	Medium
New business information packet that outlines process, permit requirements, fees, review timelines, etc. in one place.	Work with Finance/HDL to outline application/requirement process/ Work with Economic Development to package.	Short/Medium
Create campaign that promotes safety of Culver City dining/shopping.	In progress. Draft community messaging developed for review and input.	Short
Develop safety rating system for restaurants.	Potential Policy Issue. LA County manages safety protocols for restaurants. Potential assistance in providing posters with protocols for business use.	Short
Create environment where employees feel safe going in to office.	Provide LA County protocol guidance to employers and other best practice research.	Short
Provide tool kit and/or resources to reconfigure office	Provide LA County protocol guidance to employers and other best practice research. Share Chamber of Commerce recovery Took-kit	Medium
Provide guidelines for Office/Studio occupancy and or calculation for person/square footage.	Provide LA County protocol guidance to employers. Building Safety to research square footage calculations per LA County directive.	Short
Provide resources for PPE for local businesses.	In progress. Face Mask vendors available on website. Explore other opportunities to work with City EOC, County and local providers to supply resources.	Short
Provide support for those facing hardship financial, food insecurity, at-risk, recently unemployed	Create comprehensive list of services and resources. Use hotline to intake and disseminate information resources. Coordinate with Senior Center Social Services and other non-profits.	Short
Create a local Citizen/Local Economic Recovery Fund.	Convene Non-Profit working group to understand objectives and parameters.	Short/Medium
Develop TOT public/private tax sharing program to provide relief to hospitality providers.	Convene Hospitality Cluster to understand needs	Short/Medium
City partnership to financially assist and "soft support" non-profits	Under Review. Convene non-profit working group. Explore potential opportunities for joint grants and stimulus funding.	Short
Use the arts and live entertainment as a catalyst for people to "come out" and enjoy Culver City (possibly in cars or in neighborhoods).	In progress. Collaborate with Cultural Affairs/focused arts groups to provide programs related to dining and community building.	Short/Medium

Create opportunities for art installations that are visible and activated underutilized spaces.	In progress. Collaborate with Cultural Affairs.	Short/Medium
Support artists and organizations with publicity and use/flexibility of public space (City Hall, Media Park, etc.)	Under review. Collaborate with Cultural Affairs and convene performing arts meeting to understand objectives.	Short/Medium
Consider more day-long festivals for community.	TBD. Explore opportunities as social distancing is relaxed.	Medium/Long
Publicize City equity and preference programs for bids, employment etc.	Under Review. Work with Equity and Human Relations Advisory Committee.	Short
Separate from City of LA and County to create our own opening timeline.	Policy issue. City can not be less restrictive than County.	Short
Assist closed business with sanitation and other City service issues.	In progress. Work with Sanitation to promote "stop request/account hold" system.	Short
Use disruption to fast track Public Works projects.	In progress	Short
Improve/ "touch-up" public spaces and walking areas - landscape lighting.	Determine locations. Work with BIDs to enhance maintenance and explore other potential options.	Medium
Publicize what the City is doing to keep the public areas clean and COVID-19 free.	Coordinate with Public Works and explore with Communications and City's marketing consultant.	Short