



CITY OF KIRKLAND

City Manager's Office

123 Fifth Avenue, Kirkland, WA 98033 425.587.3001
www.kirklandwa.gov

MEMORANDUM

To: Kurt Triplett, City Manager

From: James Lopez, Assistant City Manager
Lorrie McKay, Intergovernmental Relations & Economic Development Manager
Leslie Miller, Human Services Supervisor
Kari Page, Senior Neighborhood Services Outreach Coordinator
David Wolbrecht, Neighborhood Services Outreach Coordinator

Date: June 9, 2020

Subject: PROPOSED CARES ACT FUNDING PLAN

RECOMMENDATION

Council adopt the attached resolution approving the City Manager's proposed CARES Act Funding Plan and authorizing the City Manager to:

1. Direct CARES Act funding in substantially equally parts toward City COVID-19 related reimbursable expenses pertaining to City general operations, Human Services needs, and Small Business assistance;
2. Invest CARES Act funding consistent with the programs, policies, and initiatives outlined in the proposed CARES Act Funding Plan (Plan), including redirecting existing staff work programs consistent with the Plan; and
3. Use CARES Act funding to hire temporary or contract positions with a termination date of October 31, 2020, to support the proposed Plan.
4. Pilot individual policies, programs and partnerships outlined in the Plan to support City operations, Human Services needs and Small Business assistance.

BACKGROUND

The first reported death related to the COVID-19 coronavirus occurred in Kirkland on February 29, 2020. As confirmed cases continued to rise in Kirkland and throughout King County, confirmed cases began appearing in other states. On March 23, 2020, Governor Jay Inslee signed a statewide "Stay Home, Stay Healthy" order, which prohibited all social and recreational activities, requiring all residents to remain at home unless pursuing an essential activity, and closing all businesses except those deemed essential to maintaining critical services during the emergency.

Many work functions in all sectors were deemed unessential under the order, and the resulting closure of business operations led to an unprecedented volume of unemployment claims and impacts to business bottom lines. Financial Planning staff from the Finance and Administration Department continue to closely monitor and forecast anticipated financial impacts from COVID-19. The most up-to-date information was presented to Council at its May 29, 2020, Financial Retreat, including possible economic scenarios related to recovery and strategies to fill anticipated gaps in the City's current and anticipated budgets.

Public Health – Seattle & King County data illustrates the disproportionate impacts COVID-19 is having on communities of color across the county¹. This data validates anecdotal experiences shared with staff by community members through various outreach, and it also reinforces early findings from the CDC². Although county-wide, the data from Public Health – Seattle & King County nonetheless supports the importance for a continued commitment to the City's efforts around being a safe, welcoming, and inclusive place for all people.

City Response to COVID-19

In response to the first reported COVID-19 death, the City Manager proclaimed a State of Emergency in Kirkland on February 29, 2020 and activated the City's Emergency Operations Center (EOC) to coordinate the City's actions through the pandemic. Generally, the work of the EOC focused on two areas: 1) supporting the Fire Department and Police Department personnel who had been potentially exposed to the coronavirus, and 2) communicating urgent public health information and City operations updates to the public. This EOC work was accompanied by support for residents in need of human services and the business community, which was coordinated by the City Manager's Office. As the course of the pandemic in Kirkland continued, and in response to the Governor's "Stay Home, Stay Healthy" order, City operations adjusted to provide services remotely, and many work teams transitioned to alternative shift schedules. EOC staff continued to support the City's first responders who were in quarantine, assisted in the various operational transitions, and maintained the increased level of service of outreach and communication.

During this time, the Council made several responsive decisions to support the community through the COVID-19 pandemic, including:

- Enacting a moratorium on commercial evictions for small businesses and nonprofits (Resolution 5414).
- Allowing for the temporary deferral and suspension of utility charges (Ordinance 4722).
- Implementing a Human Services Stabilization Initiative to support our human services providers (Resolution 5415).
- Approving a plan for Summer Parks operations and programming to slow COVID-19 spread and meet human services' needs (Resolution 5424).

Human Services Support for COVID-19

Anticipating the potential impacts that COVID-19 could have on Kirkland residents who are particularly vulnerable to economic instability, the Human Services Supervisor and staff in the City Manager's Office immediately began collaborating on ways to support COVID-19-related issues at the outset of the COVID-19 emergency in Kirkland. Since March 1, 2020, the work of this ad hoc "Human Services Strike Team" has consisted of several components, described below.

City staff reached out to agencies both through a survey and individual conversations to understand the needs of both the nonprofit agencies and the residents they served. Learning from this assessment outreach included:

- Significant lost revenue due to cancelled fundraising events. These events often are the number one fundraising opportunity for agencies.
- Inability to provide their services safely led to lost revenue.

¹ Source: "New Analysis Shows Pronounced Racial Inequities Among COVID-19 Cases, Hospitalizations and Deaths". Public Health Insider, Official Insights from Public Health – Seattle & King County. Accessed June 8, 2020.

<https://publichealthinsider.com/2020/05/01/new-analysis-shows-pronounced-racial-inequities-among-covid-19-cases-hospitalizations-and-deaths/>

² Source: "COVID-19 in Racial and Ethnic Minority Group". Centers for Disease Control and Prevention. Accessed June 8, 2020.

<https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/racial-ethnic-minorities.html>

- For those who could offer their services online, some needed to make significant purchases of hardware and software to support staff working from home.
- Others, such as emergency shelter and day center providers needed to spend a great deal of money to continue to provide life-safety services.
- Some clients had lost their jobs so were in immediate need for emergency financial and food assistance.

In response to these needs, the City Council adopted the Human Services Stabilization Fund that provided grants to providers of emergency shelter and day center services, food, rental assistance and behavioral health. This Council legislation also provided the flexibility of agencies to request their 2020 grant immediately instead of asking for reimbursement throughout the year.

In addition to supporting existing programs that served residents, City staff collaborated with Sound Generations to stand up a new program. Because of the pandemic, older adults and those who were medically fragile needed to stay at home. City staff were concerned that residents who did not have access to a social network for assistance or did not have access to the internet would not know how to access assistance. At the same time, members of the community were reaching out asking how they could help their neighbors. City staff worked with Sound Generations to create both a hotline for residents to request food delivery and a hotline for residents who wished to become volunteer delivery drivers. Sound Generations then matched residents who needed either donated food or a grocery store pickup with those who could either pick up a Hopelink food box or complete a grocery store trip and deliver.

In order to get word to the community as broadly as possible, the City sent out a mailing to all residential addresses in Kirkland in four languages providing the phone numbers for the food hotline, the state public health COVID-19 information line, and King County's 24/7 mental health crisis line.

During this time, staff have been coordinating with the providers of emergency shelter and day center services, other Eastside cities, and the County to identify the funding and facility needs in order to serve neighbors experiencing homelessness. This complex issue took substantial staff time to navigate. Staff have also been working with partner organizations and other cities to determine how the City can address the needs of those in our community disproportionately impacted by the pandemic.

Small Businesses Support for COVID-19

Anticipating the economic impacts that COVID-19 could have on the Kirkland business community, the City's Economic Development staff immediately shifted its workplan to support COVID-19-related issues at the outset of the COVID-19 emergency in Kirkland. Since March 1, 2020, the work of this ad hoc "Business Strike Team" has consisted of several components, described below.

The first major workplan item was a business impact survey published online on March 4, 2020. Staff used the survey results to help understand the financial and operational impact COVID-19 was having on local businesses and nonprofits during the early stages of the pandemic. This information was shared with Representative DelBene, who had inquired with the City's Intergovernmental Relations staff in early March about how Kirkland's small businesses and nonprofits were faring.

Concurrent with launching the survey, staff created an 8-page business resource packet (Attachment A) which was mailed to the approximately 5,800 licensed businesses in Kirkland. The packet included critical public health recommendations related to COVID-19, a letter from the City Council, a sample template for tracking expenses during the pandemic, and key local,

state, and federal contact phone numbers. Elements of the packet were translated into Spanish, Chinese (simplified), and Russian.

In mid-March, City staff convened and partnered with a team of representatives from Google, the Greater Kirkland Chamber of Commerce (Chamber), and Banner Bank's Kirkland branch to create a Kirkland Small Business Relief Fund (Relief Fund), a new program, administered by the Chamber, intended to provide immediate grants to qualifying small businesses and small nonprofits in Kirkland impacted by COVID-19. City staff led and implemented a robust communications effort to announce the Relief Fund, as well as promote the application window, targeted to all of Kirkland's businesses licensed within its borders. First round funding from the philanthropic arm of Google in the amount of \$250,000 was dispersed equally to 250 Kirkland small businesses and nonprofits on April 10. The Chamber is currently raising funds for a second round of funding and the City Council provided \$30,000 in funding from the Council Special Projects reserve on June 2 in support of these efforts.

City staff also worked with our regional partners from Startup425 supporting businesses on the Eastside through the COVID-19 pandemic. Under the name (re)STARTUP425, the City, in partnership with the cities of Bellevue, Redmond, Renton, and Issaquah, contracted with Business Impact NW, a local nonprofit Community Development Financial Institution, to provide for free, one-on-one business support for businesses and nonprofits in navigating relief funding options from the federal, state, a local sources. Available in multiple languages, this business response team has been the principle tactic of the (re)STARTUP425 effort in supporting businesses and nonprofits to access needed funding. As of June 3, this business response team has received 267 inquiries (86 from Kirkland) from business or nonprofit leaders.

An additional tactic of (re)STARTUP425 has been the collaborative creation of the "What's Open Eastside" map (<https://re.startup425.org/restaurants/>). Developed by staff at the City of Redmond with input from City of Kirkland staff and others, the "What's Open Eastside" map provides businesses and nonprofits of all types a single platform to communicate with customers the details of their business operations under current conditions of the Governor's "Safe Start" reopening plan. Both the "What's Open Map" and the Business Response Team have been, and will continue to be, heavily marketed to the Kirkland business community through the City's various communication platforms.

Finally, staff has also posted an online survey targeted to the business community to help the City prioritize the several strategies described below. The survey is currently scheduled to close on June 23, 2020. The survey can be accessed here: <https://www.research.net/r/C9FNLJG>.

CARES Act Funding

Throughout March and April, the Mayor and the City's Intergovernmental Relations staff participated on numerous conference calls with Representative DelBene, Governor Inslee, and the Mayors of the Eastside's cities about the impacts of the COVID-19 outbreak on our communities, collectively and individually. In late April, the Governor notified cities that the State would distribute CARES Act funding to its individual cities on a per capita basis, which amounts to approximately \$2.6 million for the City of Kirkland. The funding distribution will be contracted through the Department of Commerce. This funding is provided on a reimbursement basis for documented COVID-19 related expenses only, and it cannot be used to replace lost revenue. This funding must be used by October 31, 2020.

DISCUSSION

As presented by the City Manager at Council's Financial Retreat on May 29, 2020, the City Manager's proposed CARES Act Funding Plan divides the approximately \$2.6 million into substantially equal parts, with approximately \$867,000 being allocated to each of the three following categories:

- City General Operations COVID-19 reimbursement and preparedness;
- Human Services COVID-19 related expenses; and
- Kirkland Small Business COVID-19 related expenses.

A key element of the City Manager's plan involves hiring or contracting several temporary, full-time staff to support the strategies associated with the three categories through October 31, 2020. Staff in the City Manager's Office and in other departments have drastically reprioritized work plans to support COVID related issues in the community. Several of those work plan items are high priority and profile with time limitations, such as outreach and engagement on the biennial budget, the human services grant process, and preparations for the upcoming legislative session(s). By funding temporary support staff, CMO and other department staff will be able to return to needed work plan items that were previously placed on hold.

Due to the uncertain and shifting nature of the pandemic, the below plan does not have specific dollar amounts associated with each strategy. Staff's intention is to be as responsive to emerging needs as possible and put CARES Act dollars into the most effective actions. Further, all the strategies outlined below are pursuant to on-going, relevant review to ensure federal compliance with CARES Act reimbursement criteria. CARES Act funding will be considered a federal grant and therefore subject to sub-recipient monitoring and oversight. The City would be responsible for that service to receive reimbursement, and a portion of the proceeds will be designated to achieve this outcome. Recent interpretations by the state indicate that these rules will be strictly construed. As a result, the City will be prepared to modify any of the strategies listed below accordingly.

1. CITY GENERAL OPERATIONS COVID-19 REIMBURSEMENT AND PREPAREDNESS

The City has identified several needed areas for COVID-19 reimbursement and preparedness. Many of the below strategies support the City's "Period of Uncertainty Planning" (PUP) efforts, including work from home support, obtaining PPE for staff, and accommodations for at-risk personnel.

A. Staff Support for Enhanced Outreach to the Community.

As the Governor's phased approach to re-opening continues to unfold and City operations are updated accordingly, outreach coordination across all departments will be critical to ensure our community is informed about COVID-related issues. To maintain the increased level of service for outreach and communications that CMO and other departmental staff have been maintaining since the onset of the pandemic, an additional temporary full-time staff person will be needed. Staff presents several considerations supporting this request.

First, the City is experiencing a significant increase in the need to coordinate and support outreach and communication activities across departments. Addressing issues related to public health, emergency response, implementing each departments COVID adapted business operations plans such as the "Play it Safe" program in Parks and Community Services, and general support to CARES Act related strategic initiatives have become a daily priority in the CMO and represents a significant new demand on staff time.

The City has also identified the need for additional resources to support evolving COVID related work programs in the CMO. This work includes responding to the increasing volume of OUR Kirkland requests and providing support for the roll out of multiple virtual town halls and community meetings capable of effective two-way communication and follow up.

Finally, this position will provide critical support to meet the growing demand for internal communications and outreach to staff involving COVID related policies and practices such as personal protection equipment (PPE) requirements, individual safety protocols and physical office space plans necessary to adhere to safe distancing.

This temporary position would expire on or before October 31, 2020 and would be entirely funded by CARES Act funds.

B. Funding to Provide Necessary CARES Federal Grant Sub-Recipient Monitoring and Oversight.

C. Expenses Related to Ongoing City Operations during COVID-19

Staff are anticipating needed expenses in the following categories.

- a. Cost share for the Federal Emergency Management Agency's (FEMA) Public Assistance Program.
- b. Continuity of Operations plan materials – telecommuting resources, physical facility changes, increased cleaning.
- c. Pandemic leave.
- d. Stockpiling of personal protection equipment (PPE) and cleaning supplies for the next six months.
- e. PPE specific to Police Department and Fire Department first responders.

2. HUMAN SERVICES COVID-19 RELATED EXPENSES

City staff have identified several needs related to human services funding. To help address the disproportionality of impact to communities of color, staff continue to explore ways to ensure that the strategies and tactics employed in Kirkland's human services responses to COVID-19 are done so equitably, including considering issues like funding for community-based organizations, language barriers, and on-going needs of communities of color during the pandemic.

A. Staff Support for Human Services COVID-19 Response.

The City's Human Services division and other staff have been providing an increased level of service to Kirkland's nonprofit agencies and the populations they serve since the beginning of the pandemic. As the health and financial impacts of COVID-19 continue to unfold, the City better understands the changing needs of residents who are vulnerable to financial instability. Staff anticipate the need for continued coordination with service agencies, community-based organizations, and neighboring cities to address the emerging needs of the community, as well as the need for additional support to communities of color due to the disproportionate impacts of COVID-19. An additional temporary, full-time staff position will be needed to maintain this heightened level of service and meet this community need.

This role will support various human services initiatives established in response to the pandemic, as described below. This position will be able to provide support to service provider agencies, community-based organizations, and residents in need, with a focus on addressing the needs of community members and organizations disproportionately impacted by the pandemic.

This temporary position would expire on or before October 31, 2020 and would be entirely funded by CARES Act funds.

- B. Reimbursement of Human Services Stabilization Initiative Funding**
Utilizing CARES Act funding to reimburse the funding provided for in the Human Services Stabilization Initiative allows for the flexibility to use that General Fund money if new needs arise in the last two months of the year when CARES Act funding is not available to be used. The state's restrictive view CARES funds use may impact this reimbursement unless agencies are already federally compliant.
- C. Survey of Communities of Color to Understand Impacts of Pandemic**
In order to better serve communities of color during the pandemic, this strategy would fund two surveys: one of the Latinx community and one of the Black and African American community. Both surveys will be used for the City to better understand how the pandemic is affecting these communities within Kirkland. City staff have been in preliminary conversations with the organization Eastside Refugee and Immigrant Coalition to have that organization subcontract with members of the Latinx community versed in outreach work to conduct the Latinx survey.
- D. Cultural Navigation to Access Resources for Communities of Color**
Recognizing the disproportionate impacts the pandemic is having on communities of color, this strategy would fund culturally appropriate guidance to connect people of color, with special attention to the Latinx, Black, African American, immigrants, refugees and Indigenous communities, with the resources available to them.
- E. Rental Assistance Program**
The City is working on a rental assistance program to address the impacts of the eviction moratorium expiration. This program must also be implemented carefully to maintain compliance with CARES Act federal grant requirements.
- F. Training in Fair Housing Laws for Shelter and Temporary Housing Providers**
This strategy would fund additional training for shelter and temporary housing providers to be conducted by the Fair Housing Center of Washington. This will help with potential impacts of the pandemic on issues of housing discrimination and will support testing for compliance with fair housing for prospective renters and follow up training as needed.
- G. Increased Expenses to Provide Social Distancing for Day Center and Overnight Emergency Shelter Programs**
The required social distancing in place to help slow of the spread of the coronavirus become especially complicated for day center and overnight emergency shelter programs. Staff anticipate additional expenses for these programs as the phases of the Governor's "Safe Start" continue.
- H. Reimbursement Grants for Increased Expenses Due to COVID-19**
Nonprofit agencies have been spending their limited resources on personal protection equipment, increased staffing to meet client needs, and technology. This strategy would provide for reimbursement grants to help service providers cover those costs.

I. Additional Support for Families with Children in the Lake Washington School District

Staff see the need to partner with the Lake Washington School District and nonprofit providers to support children and families due to limited summer programming.

3. KIRKLAND SMALL BUSINESS COVID-19 RELATED EXPENSES

City staff have identified several needs related to small business and nonprofit support funding. Like the approach to human services support, staff continue to explore ways to equitably implement strategies and tactics to help address the disproportionate impact of COVID-19 on communities of color. This includes considering issues like language barriers, access to information and resources, and trust (or lack thereof) of government.

A. Staff Support for Economic Development COVID-19 Response.

The Governor's phased approach to re-opening presents numerous challenges to small businesses, including understanding the requirements of the current phase, communicating with employees and customers, and reorganizing their interior space in response to occupancy restrictions. The City's Economic Development team and other staff have been providing a high level of service to Kirkland's small businesses and nonprofits since the outset of the pandemic and anticipate the need for support to increase as the duration of the "Safe Start" phases continue for several months. An additional full-time staff position will be needed to maintain this heightened level of service.

This role will support small businesses through phone, email, and Our Kirkland constituent responses, by providing in-depth, one-on-one orientation on best practices, and providing coordinating support on any "Outside the Walls" actions (described below). Additionally, this position will help develop print and digital resources and communications regarding safe business practices based on current health recommendations and on relief or other resources available to businesses.

This temporary position would expire on or before October 31, 2020 and would be entirely funded by CARES Act funds.

B. Kirkland Small Business Relief Fund Contribution

The Kirkland Small Business Relief Fund was a collaborative effort between the City, Google, the Greater Kirkland Chamber of Commerce, and the Kirkland branch of Banner Bank. The first round of grants resulted in 250 businesses each being awarded \$1,000 grants. The Kirkland Chamber Foundation, the administrator for the fund, is currently raising funds for a second round of funding. This strategy may also include rent relief for businesses.

C. Purchase and/or Distribute PPE for Small Businesses

Small businesses are expressing concerns about sourcing and affording the personal protection equipment (PPE) necessary to keep their employees and customers safe. To the extent supplies can be reliably sourced before October 31, 2020, the City could supply PPE, such as masks, sanitation stations, and/or face shields, to Kirkland small businesses and nonprofits.

D. Funding for Cultural Navigators to Connect Small Businesses with Resources

Over the last two months, staff have been on various conference calls and community-based virtual meetings to listen and learn about needs in the community. Among other insights, staff have received feedback from various regional community-based organizations (CBOs) that serve residents in Kirkland that there is a need for culturally appropriate guidance to connect small business owners with the

resources available to them. Although CBOs had been sharing resource opportunities with their communities, there were unintended barriers to resource usage by members of those communities, including language barriers, trust (or lack thereof) of government, and technology access. Similar to the Human Services COVID-19 strategy mentioned above, one strategy to overcome those barriers is to identify and contract with trusted messengers within those CBOs to connect small business owners with resources available to them. Such organizations include, but aren't limited to, India Association of Western Washington, Chinese Information and Service Center, and Muslim Community and Neighborhood Association. Contracting with CBOs organizations for "cultural navigators" would be a culturally responsive way to demonstrate the City's support of being safe, inclusive, and welcoming for all people.

E. Communication Materials on Best Practices for Safe Business Operations

Kirkland's small business community looks to the City for guidance on best practices to keep their employees and customers safe during the various phases of the Governor's "Safe Start". Like the business resource packet mailed to businesses in mid-March, City staff anticipate the need to develop and distribute additional resource materials on best practices for businesses and nonprofits. Staff plan on translating these materials into various languages and, like the original resource packet, anticipate mailing materials to each Kirkland business licensee.

F. Shop Local Kirkland Initiative

Staff are evaluating the extent to which costs incurred from this strategy will be reimbursable. Staff from the City Manager's Office and Finance & Administration Department have been exploring ways to support businesses in having online purchasing options for their customers. Staff have met with the Small Business Liaison from the Governor's Office and with local web startup companies to discuss an idea to create a website portal that provides the opportunity for each business in Kirkland to be listed and easily searchable. Key features of this concept include a central inventory search across Kirkland businesses, same-day delivery of purchases through third-party services, and a means for businesses to tell their story. Included in this initiative is free, dedicated technical support to assist businesses in loading their business information into this new website. This concept also would tie-in with branded signage and would involve a comprehensive communications plan.

G. "Outside the Walls" Task Force Recommendations

Staff are evaluating the extent to which costs incurred from this strategy will be reimbursable. The "Outside the Walls" Task Force started as a group of business owners and neighbors who came together to develop a strategy of potential quick actions the City might take for the preservation and survival of Kirkland's small businesses, particularly in the downtown area, within the guidelines and restrictions of the Governor's "Safe Start" plan. The overall goal of the task force has been to free up public and private streets, sidewalks, and plazas for businesses to utilize while maintaining safe social distancing.

The group met five times between May 7 and June 4, 2020, and has conducted outreach through presentations to KAN, Moss Bay and Everest Neighborhood Associations, the Eastside Restaurant Support Group, and various social media platforms. Their discussions took into consideration lessons learned from last year's Summer Sundays on Park Lane pilot project and was informed by recent innovative strategies from other cities around the country to deal with COVID-19 social distancing. City staff participated in the discussions of the task force. However, it should be noted that staff made it clear that they were present to listen, learn, and

provide options to the Council, not to suggest recommendations to the task force. A full list of task force membership is included in Attachment B.

Below is a summary of the core recommendations from the task force for Council review. Many of these ideas were inspired by other communities, and Attachment C includes definitions and examples of some of the ideas.

I. Public Property

Park Lane: Building off the work from the Summer Sundays on Park Lane pilot project of 2019, this task force recommendation includes closing the west half of Park Lane to all vehicle traffic (Main to Lake Street). Park Lane could then be utilized as a streatery and parklet (see Attachment C for definitions), wherein restaurants, retailers, and service providers could expand into the sidewalk and the street's travel lane could be used for seating and walking. This recommendation would leave the east half of Park Lane open, which would help with needed parking. Also, as observed from the Summer Sunday's pilot, this section of Park Lane was particularly difficult to activate due to the orientation of the businesses. In coordination with the Liquor Control Board, the possible implementation of a beer garden -style area could also be explored.

Requests for the City: the task force identified several specific requests related to closing Park Lane to transportation uses:

- a. Provide picnic benches, tables and chairs
- b. Install canopy or rain shelter
- c. Create attractive entrances celebrating the public space (using permanent bollards, banners, and flags)
- d. Provide hand washing/sanitizing stations and public restrooms
- e. Provide assistance with getting permits from the Liquor Control Board

2. **Lake and Central Parking Lot:** the task force recommends the City consider optimizing the use of the Lake and Central parking lot. This area could be used as for designated drop-off and pick-up spots (temporary parking), and/or drive-through pick-up and drop-off. Additional opportunities include expanding a Park Lane streatery with tables and chairs onto the southernmost portion of the lot for use by take-out customers of the rest of the downtown core. Like other options, this recommendation would need review and recommendation by relevant City staff. The group discussed the possibility of in-car dining but held off making a specific recommendation.

3. **City Facilities and Parks:** Allow businesses to use parks (e.g., Marina Park Pavilion, Heritage Park) or parking lots (e.g., Maintenance Center or City Hall) for providing services, supplemental retail space, or restaurant dining. One specific idea

was to activate Marina Park Pavilion with exercise classes for local gyms, yoga studios, and other workout businesses. This idea would require a reservation system for interested businesses, and the City could install permanent outdoor speakers for sound to be used by instructors. Other ideas include allowing possible "pop-up uses" like food, retail, or nonprofit organizations (e.g. foodbank drop-off, social services) at various public space opportunities city-wide, and adding additional tables in Marina Park to support outdoor, physically distant park usage.

4. **Marina Park parking lot:** Add tables in the area of the Plaza of Champions for people for eating take-out meals.
5. **Lake Street/Lake Washington Boulevard:** Remove parking along the west side of Lake Street/Lake Washington Boulevard south of 2nd Street to provide more room for bicycles and pedestrians with social distancing. Perhaps experiment with traffic cones to balance cost and maintenance concerns, as well as flexibility in allowing for overnight parking.
6. **Merchant designated parking:** Provide designated drop-off and pick-up parking for single or groups of businesses needing nearby space; alternatively provide a simplified means for this to occur by businesses upon request.
7. **Lake Street and Central Way:** Consider restricting parking on the west side of Lake Street from Central Way to the crosswalk to allow social distancing for businesses or designated drop-off and pick-up parking. City Engineering analysis and recommendation needed.

II. Private Property:

1. **Encourage and simplify permit process** for use of private parking lots and streets to be used by restaurants, service providers, and retail businesses. (see Attachment C for definitions of streateries and parklets). Examples of where this might be used include within Juanita Village, the Village at Totem Lake, and Kirkland Urban.
2. **Lower or temporarily suspend required parking ratios** to accommodate pedestrian and dining space. This could be justified by State requirements for reduced occupancy in businesses during Washington's "Safe Start".

III. Parking:

1. Encourage downtown businesses to have all employees park at the Wester Lot.
2. Request that churches adjacent to the downtown allow for public parking when not being used by the church. Limitations on church gatherings naturally frees up some parking even during services.

In order to help Council make a decision about the level of implementation for the above recommendations, staff have developed a framework for "Outside the Walls" options. This framework allows Council to consider the impacts on pre-existing work plans by staff in various departments. It is also generalized, such that the specific strategies could be considered and applied to other areas of the city. The specific application of any of these strategies may need to be vetted with relevant City, County, and/or State regulations. The framework of options is attached (Attachment D).

For any of the framework options outlined, there would be two parts to the action: program development and administration. The program development stage would include a review of applicable regulations, developing an application process for businesses who are interested in utilizing this resource, creating necessary criteria, and promoting the program. The program administration stage would include processing applications, physical maintenance of the space, and responding to calls or emails from community members. Each stage would have its own level of complexity with associated impacts on staff work programs.

Staff are basing the staffing level needed for the framework options on the 2019 Summer Sundays on Park Lane pilot project. Staff had intended to present a final summary report on the pilot project to Council in March 2020. This presentation was delayed due to the pandemic. The Summer Sundays report is attached to this memo for reference (Attachment E), as is the online survey findings for the pilot project (Attachment F).

Finally, an additional issue for Council consideration is the matter of parking. Removing parking options will likely have the consequence of business-related parking onto nearby residential streets. Another consideration related to parking is the tension between providing extra space for businesses while businesses simultaneously need pick-up and drop-off spaces. These parking-related complexities would likely be a result of any of the framework options. This may be counterbalanced by the reduced allowed indoor occupancy for customers and therefore lower overall demand for parking, however, that is an unknown. As emphasized in the Summer Sundays pilot project report, it cannot be overstated that, generally, there is substantial concern among retail businesses along Park Lane and on nearby streets related to the impact to their businesses due to the removal of parking stalls. Staff will continue to be in dialogue with all businesses on Park Lane related to parking and will continue to explore creative solutions to the issue of parking and ways in which the use of outdoor space could assist in the recovery efforts for businesses.

NEXT STEPS

Staff is seeking Council feedback on the elements of the CARES Act funding plan.

Staff is seeking approval of the resolution to authorize implementation of the plan and proceed with bringing on temporary resources to support the plan.

Staff seek Council direction on which, if any, of the "Outside the Walls" options should be acted upon.

With Council approval of the resolution, staff will immediately begin implementing the various strategies outlined in the CARES Act Funding Plan.

Attachment A – Business Resource Packet

Attachment B – “Outside the Walls” Task Force Member List

Attachment C – Examples of Other Community Responses to COVID-19

Attachment D – Framework for “Outside the Walls” Options

Attachment E – Summer Sundays on Park Lane Pilot Project Report

Attachment F – Summer Sundays on Park Lane Pilot – Online Survey Findings

Attachment G – Resolution



Please Open:

COVID-19 Resource Packet for Kirkland Businesses

Novel coronavirus (also known as "COVID-19") is a new virus strain spreading from person-to-person.

The City of Kirkland has prepared this packet to help our business community respond to COVID-19.

Published March 12, 2020

Do not go to the emergency room unless essential.

If you have symptoms like cough, fever, or other respiratory problems, contact your regular doctor first.

Information is changing frequently. Check Public Health's website for more information:

www.kingcounty.gov/covid

What are the symptoms?

People who have been diagnosed with novel coronavirus have reported symptoms that may appear in as few as 2 days or as long as 14 days after exposure to the virus.

Fever



Cough



Difficulty breathing



¿Cuáles son los síntomas?

Las personas que han sido diagnosticadas con el nuevo coronavirus han informado tener síntomas que pueden aparecer en tan solo 2 días o hasta 14 días después de haber estado expuestas al virus.

Fiebre



Tos



Dificultad para respirar



有哪些症狀？

被診斷患有新型冠狀病毒的人報告說，他們在接觸病毒後 2 天或 14 天內可能出現的症狀包括：

發燒



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Información para negocios acerca del Coronavirus: Para información en Español acerca del Coronavirus por favor dirigirse a www.kirklandwa.gov/BusinessSupportCOVID

与商务相关的COVID - 19信息：需要中文版的与商务相关的COVID - 19信息，可前往此网址查询：www.kirklandwa.gov/BusinessSupportCOVID

Информация о COVID вирус для бизнесов: Для переведённой информации на Русский язык пожалуйста передите на следующую ссылку www.kirklandwa.gov/BusinessSupportCOVID



Letter from the City Council

Dear Kirkland Business Owner,

Our businesses are more than just the economic engine of Kirkland, they are essential to the fabric of our community. We are so grateful that you have chosen to do business in Kirkland.

We are reaching out to let you know that the City of Kirkland is here for you as our businesses, our community, and the world face the challenges and uncertainty of the COVID-19 (coronavirus) outbreak. We understand that while the economic impacts of COVID-19 are already rippling across the nation, many Kirkland businesses are experiencing the immediate effects of this challenging situation. We want to work together now to address the impacts during this emergency, and we will partner with you in the future when the focus turns to recovery.

The first reported death from COVID-19 in the United States occurred at EvergreenHealth Hospital in Kirkland on February 29, 2020. This tragic loss of life and the ensuing events at the Life Care Center thrust our community into the national spotlight as the epicenter of COVID-19 in the United States. As your City Council, the safety and well-being of the Kirkland community is our top priority. The outbreak remains a quickly evolving event, and, at this time, we don't know how long we will be in an emergency situation.

To assist businesses affected by the COVID-19 outbreak, the City of Kirkland has compiled information and resources that will be immediately useful during this emergency and for the future when we can work toward recovery.

Several resources are included with this flyer, and additional resources for businesses can be found at www.kirklandwa.gov/BusinessSupportCOVID. We are also quickly working to find other ways to support and partner with businesses, and we want to hear from you (please see Section E).

In this packet, you will find:

- A** Health & Hygiene for Employees & Businesses
- B** Immediate Strategies for Businesses
- C** Business Impact Analysis Worksheet
- D** Example of Customer messaging
- E** We Want to Hear from You
- F** Key Local, State, and Federal Contacts

The City's first responders and other personnel are acting quickly, effectively, and with great courage to do everything possible to make sure our community is safe and healthy. The City's Emergency Operations Center continues to collaborate closely with regional, state, and national health departments and our neighboring cities. This work is the highest priority of the City and will continue for as long as needed. Regular updates about the City's response are available at www.kirklandwa.gov/coronavirus. Please refer to Public Health - Seattle & King County and the Washington State Department of Health for the most current information about the COVID-19 outbreak.

In this time of uncertainty, it is important that we remember our community's values of being safe, inclusive, and welcoming. No race, nationality, or ethnicity is more likely to have coronavirus. Speak up if you hear, see, or read harassment, and avoid spreading misinformation.

We are all in this together, and we all have a role to play. **The City of Kirkland is here to support you throughout this difficult time and will be doing everything possible to ensure the success of Kirkland businesses into the future.**

Your City Council,

Penny Sweet Mayor	Jay Arnold Deputy Mayor	Neal Black Councilmember	Kelli Curtis Councilmember	Amy Falcone Councilmember	Toby Nixon Councilmember	Jon Pascal Councilmember
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For more information

>> www.kirklandwa.gov/BusinessSupportCOVID
>> KirklandBusinessSupport@kirklandwa.gov

Current Public Health Recommendations for Workplaces

1. Encourage staff to telework.
2. Expand sick leave policies.
3. Implement social distancing measures, e.g.:
 - Spacing workers at the worksite
 - Staggering work schedules
 - Decreasing social contacts in the workplace (limit in-person meetings)
 - All break areas must accommodate distancing with regular disinfection of all eating surfaces
4. Eliminate large work-related gatherings (e.g., staff meetings, after-work functions).
5. Postpone non-essential work travel.
6. Regular health checks on arrival each day (e.g., temperature and respiratory symptom screening) of staff and visitors entering buildings.
7. Implement extended telework arrangements (when feasible).
8. Ensure flexible leave policies for staff who need to stay home due to school/childcare dismissals and to encourage individuals to stay home if they are sick.
9. Cancel work-sponsored conferences, tradeshows, etc.

Source: www.kingcounty.gov/covid/retail - March 12, 2020

Actively Encourage Sick Employees to Stay Home

- Employees who have symptoms of acute respiratory illness (e.g., cough, shortness of breath) are recommended to stay home and not come to work for 72 hours after fever is gone and symptoms get better.

Establish Compliant Sick Leave Policies

- Ensure policies are flexible and consistent with public health guidance and that employees are aware of these policies.
- Do not require a healthcare provider's note for employees who are sick with acute respiratory illness to validate their illness or to return to work, as healthcare providers may be extremely busy.
- If an employee is confirmed to have COVID-19 infection, employers should inform fellow employees of their possible exposure to COVID-19 in the workplace but maintain confidentiality as required by the Americans with Disabilities Act (ADA).
- Employees who are well but who have a sick family member at home with COVID-19 should notify their supervisor and refer to CDC guidance for how to conduct a risk assessment of their potential exposure. Family medical leave or other legal contracts may apply.

Separate Employees Who Become Ill at Work

- CDC recommends that employees who appear to have acute respiratory illness symptoms (e.g., cough, shortness of breath) upon arrival to work or become sick during the day should be separated from other employees and be sent home immediately.

Perform Routine Environmental Cleaning

- Routinely clean all frequently touched surfaces in the workplace (e.g., doorknobs, keyboards, remote controls, desks).
- Provide disposable wipes and hand sanitizer in multiple locations for employee and customer use, as well as soap and disposable paper towels at sinks and restrooms.

Educate Employees About Hand and Respiratory Hygiene

- Place posters that encourage staying home when sick, cough and sneeze etiquette, and hand hygiene at the entrance to your workplace and in other workplace areas where they are likely to be seen.
- Provide tissues and no-touch disposal receptacles for use by employees.
- Instruct employees to clean their hands often with an alcohol-based hand sanitizer that contains 60-95% alcohol, or wash their hands with soap and water for at least 20 seconds.
- Stop handshaking – use other noncontact methods of greeting.
- Advise employees to avoid touching their eyes, nose, and mouth with unwashed hands.
- Provide soap and water and alcohol-based hand rubs in the workplace.

Stay Up to Date

This information is accurate as of March 12, 2020. Check updates from public health agencies to follow evolving recommendations in Washington State and King County:

>> www.doh.wa.gov/Coronavirus

>> www.kingcounty.gov/covid

New Unemployment Rules

New unemployment benefits and relief of benefit charges went into effect on March 10, 2020:

>> www.esd.wa.gov

B

Immediate Strategies for Businesses

This list is adapted from the Public Health - Seattle & King County webpage, "Planning for a Coronavirus Pandemic: A guide for businesses and organizations, February 2020."

For more information, visit: www.kingcounty.gov/covid



Apply Infection Control Measures

- Place posters that communicate best practices for hygiene and insist on frequent handwashing
- Provide soap, water, and alcohol-based hand rubs in multiple locations
- Supply tissues and no-touch waste bins
- Routinely clean commonly touched surfaces



Prepare for Social Distancing and Remote Working

- Allow telecommuting where possible
- Permit flexible work hours (e.g. staggered shifts)
- Ensure that you have the technology and infrastructure to support multiple employees working from home: phone forwarding, webmail portal, shared online work platform



Plan to Separate Sick Employees

- Employees who report feeling unwell or who become sick during the work day should be separated from others and immediately sent home
- Ensure all managers and employees are aware of this policy
- Designate an area to temporarily isolate sick employees if possible



Communicate with your Audiences

- Be proactive and transparent in communications and responsive to your different audiences
- Audiences include: Customers; Employees & Their Families; Immediate Community; Company Management, Directors & Investors; Government Officials, Regulators & Employees; Suppliers, News Media
- Utilize social media channels to communicate your efforts and engagement



Assess your Essential Functions

- What jobs are needed to carry on day-to-day activities?
- Who are your key partners, suppliers, and contractors?
- What raw materials does your business need to function?
- How will your business adjust if resources are constrained?



Check your Business Insurance Coverage

- Call your insurance provider to ascertain whether you have Business Interruption Insurance
- If you have Business Interruption Insurance, follow policies carefully for documenting economic impacts on your business



Document Economic Impacts on your Business

- Keep records and documentation that could be required for insurance claims or potential relief programs in the future
- Track the duration, nature, and financial impact of the pandemic on your business (e.g., customer traffic, supplier disruption, employee leave, revenue numbers)



SAMPLE TEMPLATE

Business Impact Analysis Worksheet

Future financial assistance and insurance claims rely on business financial impact tracking. This worksheet is provided as a service to help you track the economic impacts of the COVID-19 outbreak on your business. This is for your temporary use. The City, as well as State and Federal agencies, recommend economic impact tracking in times of emergency.

Operational & Financial Impacts

Disrupting Event	Business activity affected	Operational impact	Financial loss	Duration of Impact
Example: Key supplier closed	Unable to make product	Product shortage	\$_____hours/days/weeks	3 days

Event: Identify the event causing economic impact

Business Activity Affected: Operations center(s) impacted

Operational Impact:

- Lost sales & income
- Negative cashflow due to delayed sales
- Increased Expenses (overtime, outsourcing, expediting etc.)
- Regulatory fines
- Contractual penalties
- Customer dissatisfaction/defection
- Delays in growth plans

Financial loss: Dollar amount lost, specified in increments (hours, days, weeks, etc.)

Duration of Impact: How long did the event impact the business

Graph Source: TechTarget

Adapted from ready.gov/business



Example of Customer Messaging

Signaling compliance with public health recommendations in the workplace is a key message to your customers that it's safe to visit your establishment. Below is sample language for display or other communications to ensure people that you follow recommended practices.

IMPORTANT: Only describe activities that you are actually undertaking.

WE CARE ABOUT YOUR HEALTH AND SAFETY

We are committed to helping protect the well-being of our customers and employees. Responding to the COVID-19 outbreak and following recommendations by Public Health – Seattle & King County and the Center for Disease Control (CDC), we have implemented the following measures:

- Installed hand-sanitizing stations with disinfectant wipes in multiple locations
- Ensured soap and disposable paper towels are present next to all sinks
- Conduct frequent cleaning of high-volume, high-touch areas, including counters and door handles
- Distributed COVID-19 prevention information to staff
- Maximized telecommuting of employees when possible
- Enforce recommended health protocols regarding employees:
 - Prohibiting employees from coming to work when sick
 - Isolating employees who become sick while at work
- Monitor health departments at the county, state, and federal levels to ensure we receive and implement the latest updates and protocols

Thank you for your business and patronage!

We Want to Hear from You



The City of Kirkland is exploring all options to support businesses during the COVID-19 outbreak, and we want to work with you. To begin with, here are some ways that we will be in touch:

Survey: We sent a survey to our business listserv seeking early information on the impacts of COVID-19 on local businesses. Thank you for taking the time to respond and for your thoughtful comments. We encourage all businesses to respond to this preliminary survey, and we are taking your suggestions seriously.

Informational Workshops: The City of Kirkland is exploring virtual workshops, webinars, and other platforms to provide information, answer questions, and learn from our business community.

Economic Impact Assessment: The City, as well as State and Federal agencies, recommend economic impact tracking in times of emergency. Announced Small Business Administration small business emergency loans, insurance claims, and possible grants all rely on business financial impact tracking. We encourage you to use the enclosed template (Section C) to help you track the economic impacts of COVID-19 outbreak on your business. This tool is for your temporary use while programs, rules, and guidelines are being formed.

Go to:

www.kirklandwa.gov/BusinessSupportCOVID

- Fill out the City's **survey**.
- Sign up for more information on **informational workshops**.
- Download the template for a **Business Impact Analysis Tracker**.

Please visit www.kirklandwa.gov/BusinessSupportCOVID for more information about:

- ✔ **Health Recommendations:** As the situation continues to evolve, we want to make sure Kirkland businesses have access to the most up-to-date workplace recommendations from Public Health - Seattle & King County, the Washington State Department of Health, and the Centers for Disease Control.
- ✔ **Business Continuity Ideas:** There are things you can do now to help your business weather this emergency.
- ✔ **Employer and Worker Assistance:** The Washington State Employment Security Department (ESD) can provide support in the form of unemployment benefits, and new rules went into effect on March 10, 2020.
- ✔ **Insurance:** Some economic impacts of the COVID-19 outbreak may be covered by insurance, depending on your business's plan. The Washington State Insurance Commissioner can help answer questions about insurance coverage for damages related to COVID-19.
- ✔ **Financial Assistance:** There are local, state and federal resources for businesses impacted by COVID-19. For example, the Washington State Department of Revenue (DOR) can work with impacted companies that request an extension on tax filing.

The City of Kirkland is actively seeking additional resources for businesses impacted by COVID-19 and will continue to update information on the webpage as it becomes available.



Key Local, State, and Federal Contacts

COVID-19 HOTLINE 206-477-3977

Call if you are in King County and believe you were exposed to a confirmed case of COVID-19, or if you're a healthcare provider with questions about COVID-19.

Current Health Recommendations

Public Health – Seattle & King County
>> www.kingcounty.gov/depts/health
>> 206-296-0100

Washington State Department of Health
>> www.doh.wa.gov/Emergencies/Coronavirus
>> 360-236-4501

Unemployment Assistance

Washington State Employment Security Department
>> www.esd.wa.gov
>> 360-902-9500

Emergency Loans

Small Business Administration
>> www.sba.gov
>> 206-553-7310

Insurance & Healthcare Access

Washington State Insurance Commissioner
>> www.insurance.wa.gov
>> 800-562-6900

Tax Assistance

Department of Revenue
>> www.dor.wa.gov
>> 360-705-6705

Kirkland Questions

City of Kirkland
>> www.kirklandwa.gov/BusinessSupportCOVID
>> KirklandBusinessSupport@kirklandwa.gov
>> 425-587-3000

Important Phone Numbers for My Business

For more information

>> www.kirklandwa.gov/BusinessSupportCOVID
>> KirklandBusinessSupport@kirklandwa.gov

“Outside the Walls” Task Force Membership

City Councilmembers:

- Mayor Penny Sweet
- Councilmember Amy Falcone

City of Kirkland staff:

- Jim Lopez, Assistant City Manager
- Lorrie McKay, Intergovernmental Relations & Economic Development Manager
- Kari Page, Senior Neighborhood Services Outreach Coordinator
- David Wolbrecht, Neighborhood Services Outreach Coordinator
- David Gourlie, Engineering Program Assistant
- Kim Scrivner, Transportation Planner

From the Chamber of Commerce:

- Samantha St John
- Beth Gale

From the Kirkland Downtown Association:

- Anne Hess
- Christina Roberts

From the business community:

- Daryl Reichstein (Rosen Harbottle Commercial Real Estate)
- Jovana Rodriguez (Casa Ricardo)
- Yakov Gorshkov (Seattle Thread Co.)

From the Kirkland Youth Council:

- Max Reisman
- Robin Ying

Community Members:

- Bea Nahon
- Bruce Nahon
- Kirstin Larson
- Greg Gunther
- Karen Story
- Amanda Judd
- Judy Elkin
- Josh Elkin
- Rep. Amy Walen

Parklets and Streateries FAQ

What's a parklet?

A parklet is a small segment of the right-of-way that has been converted from a private automobile parking space to a public space for all to enjoy. Parklets are generally one or two parking spaces long, although they can stretch for an entire block face or more.

What's a streatory?

You can think of a streatory as a combination of a parklet and a sidewalk café. For most hours of the day, a streatory is an open space constructed in the parking lane outside a local business (like a parklet). During the hosting restaurant's business hours, a streatory provides space for table service and is used exclusively by the business, like a sidewalk café. Streateries are a new way to activate Seattle's parklets and promote the economic vitality of commercial districts. They provide space for café seating in neighborhoods with narrow sidewalks and support our vibrant café culture.

What's the purpose of parklets and streateries?

We live in a city with a limited number of neighborhood parks and open spaces. Parklets provide valuable privately-funded and privately-maintained public spaces for people to read, sip a cup of coffee, enjoy a bite to eat, and socialize. Parklets convert on-street parking spaces into community gathering places, creating more vibrant commercial districts. Streateries are a new way to support these goals while also responding to the demand for more outdoor café seating in Seattle, particularly in areas where sidewalks are too narrow for sidewalk cafés.

How do I apply for a parklet or streatory?

To apply for a parklet or streatory, please read through the Parklet Handbook and Streatory Supplement to learn about the application process and see what you'll need to consider when building a parklet or streatory. Once you're ready to apply, you can submit your initial application package to parklets@seattle.gov or in person on the 23rd floor of the Seattle Municipal Tower at 700 5th Ave.

Additional questions about the application process can be directed to parklets@seattle.gov.

Are parklets open to the public? What about streateries?

Parklets are free and open for everyone to enjoy 24 hours a day. Streateries are open to the public at all hours outside of café service hours. Each streatory will feature a sign indicating which hours are for business customers and which hours the space is public.

How did parklets and streateries begin in Seattle?

Local businesses interested in building parklets began approaching us in 2011. While receptive to the idea, we lacked a program (or any guidelines or requirements) for parklet development. After discussions with the Mayor, the City Council, and several City of Seattle departments, SDOT launched a Pilot Parklet Program in the summer of 2013. The pilot program began with only three parklet hosts before it was extended through 2014 to explore how well parklets would serve Seattle's diverse neighborhoods. Following a successful evaluation of the pilot program, we made the Parklet Program permanent in 2015 and launched the Streatery Pilot Program to test new activation opportunities for parklets. The streateries will be evaluated before a permanent program is considered.



*The streatery at Montana Bar on Capitol Hill started as a parklet and was the first to open in Seattle.
Photo by: Seattle Bike Blog*

How does SDOT decide where to build parklets and streateries? Does the City impose them on neighborhoods?

SDOT doesn't build parklets or streateries. Local businesses, community organizations, and other hosts apply for and construct their own parklets and streateries. An application may be denied if the proposed site is not fit to host a parklet or streatery; if there's insufficient parking supply in the neighborhood; or if there is a lack of community support. But SDOT never imposes a parklet or streatery on a neighborhood; parklets and streateries are always community-initiated, neighborhood-driven, and privately-funded projects.

Do parklets and streateries require community support for approval?

Yes. As part of the parklet application process, potential hosts need to provide at least three letters of community support and submit proof that they have contacted their local neighborhood or business association. For streateries, one additional letter—four total—is required, and streatery hosts must also submit a petition of support.

A 14-day public comment period is required after your concept design is complete. SDOT will issue a public notice of the application and begin the comment period. Notices will be mailed to all street-level businesses and residents within 200 feet of the proposed parklet or streaterly location, posted in the window of the hosting or adjacent business, and listed on our website. Comments may be submitted to SDOT either by emailing parklets@seattle.gov or in writing to:

Seattle Department of Transportation
Attn: Public Space Management Program
PO Box 34996
Seattle, WA 98124-4996.

We will consider all public feedback when making a final decision on a parklet or streaterly application.

Are parklets and streateries temporary or permanent?

Parklets and streateries are not permanently affixed to the roadway or sidewalk in any fashion. However, if it remains well-maintained, the parklet or streaterly host may apply for annual renewals. SDOT will carefully consider any community feedback when evaluating renewal applications, and may require replacement of elements experiencing routine wear-and-tear.

Who pays for parklets and streateries?

Parklets and streateries are paid for privately. Hosts pay for design, materials, construction, and maintenance costs, as well as for review and permit fees. Additionally, hosts pay a square foot occupation fee and a paid parking replacement fee each year in exchange for being able to use their streaterly for private café seating during their hours of operation.

Can residents and community organizations host parklets and streateries, or just businesses?

Anyone can apply to host a parklet. However, a streaterly can only be hosted by a business that is licensed to serve food and/or alcohol and offers table service. We recommend that all parklet and streaterly hosts consider hiring professional design services to ensure that their projects meet safety, accessibility, and design standards. Hosts also need to consider their ability to maintain their parklet or streaterly after it's installed.



The Uptown Parklet at SIFF Cinema is hosted by the Uptown Alliance, a local community group.

Do parklets and streateries close at night?

Parklets are free to (responsibly!) enjoy 24 hours a day, and streateries are open to the public during non-serving hours.

Can I drink alcoholic beverages in a parklet or streatory?

Parklets are public spaces, just like a plaza or a park, so you can't drink in a parklet. If the hosting business has a liquor license to serve alcohol to their customers, you would be able to drink alcohol during their serving hours – after hours, the same rules as parklets apply.

Can I smoke in a parklet or streatory?

No. Out of respect for other users, smoking is prohibited in parklets and streateries.

Who is responsible for maintaining parklets and streateries?

The parklet or streatory host. The host must ensure the parklet or streatory is clean and free of rubbish daily, as well as keep elements in a state of good repair. Streatory hosts are required to store all serving items outside the seating area when the streatory is open to the public.

What about parking? How does SDOT ensure there will still be ample parking in neighborhoods served by parklets and streateries?

Balancing use of the right of way is always tricky, and parking availability is a factor we consider when reviewing parklet and streatory applications. We have parking data for neighborhoods throughout the city, which we use to help make our decisions.

Is there a cap on the number of parklets or streateries allowed per block or per neighborhood?

There is no set limit on the number of parklets or streateries that are allowed per block or per neighborhood. However, we give priority to parklets and streateries that are proposed in areas of the city with less open space and/or limited sidewalk space. We also require that hosts exhibit a strong level of support from their local community. If a neighborhood believes that a certain area has already reached a sufficient density of parklets or streateries, that will be taken into consideration when applications are evaluated for the area.

I'm a business owner who loves my neighborhood and would really like to provide my community with a parklet or streatory, but the initial costs are kind of intimidating. Do businesses who sponsor parklets and streateries tend to see any benefits?

Parklet and streatory hosts in Seattle have reported significant benefits from their parklets and streateries. Based on our evaluations of these programs, we've found that both hosts and nearby businesses have experienced an increase in foot traffic and an increase in sales due to the installation of a parklet or streatory on their block. Additionally, 100 percent of parklet and streatory hosts have said they would recommend the program to other Seattle businesses. The evaluation report online provides more information about the business impact of parklets and streateries.

We also have several funding resources available to help reduce the cost of your project, found on our parklets and streateries program page.

How does SDOT ensure that parklets and streateries are safe?

Safety is our highest priority when reviewing parklet and streatory applications. Every parklet and streatory is subject to specific design and siting standards to ensure that it will remain safe for its users and the traveling public. As standard features, every parklet and streatory is required to have wheel stops and flexible delineator posts on its outside edges to increase awareness of the space and prevent cars from hitting it. Parklet and streatory applications are also reviewed by SDOT's Traffic Engineers to ensure that they will not obstruct sightlines or impact safety for other users of the street.

For further questions, please contact us at parklets@seattle.gov or at (206) 684-5267.



Guidance for Restaurants and Food Services

RESTAURANT AND FOOD SERVICES - PICK UP ONLY

GUIDANCE FOR PICK-UP SPACE	GUIDANCE REGARDING EMPLOYEES	GUIDANCE TO PROTECT CUSTOMERS
<ul style="list-style-type: none"> ● Limit restaurant service to walk-up/ window/ curbside pick up, or delivery only. ● All bars must remain closed to in-person patrons (take-out permitted, e.g. beer sales/cocktail kits from a brewery). ● Elevate and increase frequency of cleaning practices, including disinfection of high-touch areas. ● Conduct daily disinfection and full cleaning in-between shifts in accordance with CDPHE guidance ● Implement symptom monitoring protocols (including workplace temperature monitoring and symptom screening questions) where possible. (Additional Guidance) and encourage sick employees to use the CDPHE Symptom Tracker ● Post signage for employees and customers on good hygiene and other sanitation practices ● Clearly designate pick-up waiting areas with markers for proper distancing between parties, and ensure they do not interfere with in-establishment dining - whether indoors or outside. 	<ul style="list-style-type: none"> ● Provide guidance and encouragement on maintaining 6 foot distancing between employees. ● Wear face coverings during customer interactions ● Wear gloves and face coverings whenever possible during meal-prep and cleaning. ● Institute frequent breaks to wash hands. ● Require employees to stay home when showing any symptoms or signs of sickness. ● Employers are encouraged to provide high-quality face coverings 	<ul style="list-style-type: none"> ● Implement 6 foot distancing measures (i.e., marked space in check-out lines) ● Provide contactless payment options whenever possible. ● Make accommodations for individuals unable to adhere to mask and physical distancing requirements, such as takeout, curbside or delivery.

RESTAURANT AND FOOD SERVICES - INDOOR AND OUTDOOR ON-PREMISE DINING

*The intent of this guidance is to open establishments for the primary purpose of dine-in service, or what is colloquially referred to as “restaurants.” Any establishment that can adhere to the guidelines below and ensure access to food for on-premise consumption can open. The provision of food/meals must be from a licensed retail food establishment. **Other kinds of establishments that do not serve food will be evaluated in June.***

GUIDANCE FOR FOOD SERVICE SPACE

- Restaurants are encouraged to continue curbside pick-up/delivery, including alcohol pick-up/delivery.
- **Outdoor dine-in service is encouraged. Please work with local authorities to get authorization for expanding space to accommodate outdoor dine-in for adjacent or nonadjacent public or private spaces.** The following requirements must be met:
 - Patrons in different parties must be a minimum of 6 feet apart. The spacing of tables may need to be 6 feet or more to ensure proper physical distancing between diners from different parties.
 - All employees must wear face coverings.
 - Disinfecting and deep-cleaning of all shared surfaces between seatings.
- **Indoor dine-in service can be held at a 50% of the posted occupancy code limit and a maximum of 50 patrons,** if the following requirements can be met:
 - Patrons in different parties must be a minimum of 6 feet apart. The spacing of tables may need to be 6 feet or more to ensure proper physical distancing between diners from different parties.
 - All employees must wear face coverings.
 - Ensure maximum ventilation by opening windows and minimizing air conditioning to the extent possible.
 - Deep clean and disinfect all shared surfaces between parties/at each turnover.
 - Keep parties together, and do not allow them to mingle with each other..
- Limit party size to **eight people or fewer.**
- Make efforts to reduce congregating inside and outside the establishment including:
 - Encouraging reservations, and preferably requiring reservations, if feasible..
 - Waiting parties must not congregate in entrance areas and should wait in their cars or off premises until seating is available.
 - No communal seating.
 - No self-service stations or buffets.
 - No seat-yourself options to ensure that a table has been disinfected prior to a new patron.
 - Do not seat people in the bar if it is being used to prepare food or drink. If the bar area is not being used to prepare food or drink, parties could sit there under the same distancing requirements as a regular table.
 - Clearly mark floor and ground to delineate 6-foot spacing for people in lines, and mark how foot traffic should move. Clearly mark closed tables not available for seating customers.

GUIDANCE REGARDING EMPLOYEES

- Implement symptom monitoring protocols (including workplace temperature monitoring and symptom screening questions) where possible ([Additional Guidance](#)) and encourage sick employees to use the [CDPHE Symptom Tracker](#).
- Appoint one employee per shift to monitor staff and public for adherence to safety measures.
- Require employees to stay home and refer to employer or state support when showing any symptoms or signs of sickness ([Information about emergency sick leave pay](#)).
- Provide guidance, training, and ongoing training on maintaining 6 foot distancing between employees to the greatest extent possible in all areas of operation.
- Implement systems to minimize staff interactions, such as work flows, shift cohorting (same staff on each shift), staggering of shifts, shift changes, and breaks.
- Require employees to wear face coverings while in the establishment.
- Require facel coverings for vendors, suppliers, and contract workers entering the licensed establishment.
- Require gloves or frequent handwashing. Encourage frequent breaks to wash hands (at least every 30 minutes) including upon arrival and departure.
- Adhere strictly to the hygienic practices listed in the [Colorado Retail Food Regulations](#) including:
 - Not working when sick
 - Frequent hand washing
 - Changing gloves between tasks
 - Using a fresh pair of gloves after each handwashing.

GUIDANCE TO PROTECT CUSTOMERS

- Provide an option for customers to “sign in” to facilitate notifying them if an exposure occurs.
- Provide contactless payment or prepayment options whenever possible.
- Establish customer waiting areas, outdoors if possible, that maintain proper physical distancing from other guests.
- Restrict standing and/or congregating in the bar area, entrance/exit, and any interior spaces.
- Continue curbside pick up/delivery options and recommend them for vulnerable individuals.
- Request customers to wear face coverings when not eating or drinking, e.g., walking past other tables to get to delivery areas or restrooms. .
- Consider refusing service to customers who refuse to adhere to hygiene and physical distancing requirements
- Make accommodations for individuals unable to adhere to masking and physical distancing requirements, such as takeout, curbside or delivery.

- Post clear signs notifying patrons and employees of hygiene and sanitation expectations, including not entering if they or anyone in their household is experiencing any symptoms of illness.
- Minimize objects touched by multiple patrons including:
 - Remove/close games and dance floors that require or encourage standing around (darts/pool tables/shuffleboard, arcade games); remove board games.
 - Discontinue use of tablecloths, or move to single-use, or remove and replace laundered tablecloths between patrons.
- Disinfect any shared objects such as check presenters and POS machines thoroughly between uses.
- Increase cleaning and disinfection protocols and track with publicly posted cleaning logs including:
 - Use disposable single-use menus, menu boards, or create online menus for guests to review from their electronic device.
 - Provide single-use or single serving condiments.
 - Disinfect restrooms every hour.
 - Block off stalls and urinals with proper signage to support 6 feet between patrons. This may require reduced bathroom capacity or even only one person in a bathroom at a time.
- Provide hand sanitizer at check-in area and throughout the venue.

- Consider modifying the menu to create additional space in the kitchen and promote physical distancing. Implement physical distancing where practicable.
- “All staff” meetings must follow physical distancing. Consider virtual meetings or meetings outside with appropriate distancing.
- Require employees to take home all belongings, including water bottles, after every shift.
- Provide high-quality face coverings for employees as much as possible.

IF THERE IS A CONFIRMED CASE OF COVID-19 AMONG CUSTOMERS OR EMPLOYEES

- The restaurant **must** notify and cooperate with their local public health agency on next steps.
- Local public health agency contacts can be found [here](#).
- Outbreak guidance for non-healthcare facilities can be found [here](#).

City of Hoboken COVID-19 Small Business Recovery Strategy

#hobokenstrong #lovelocal



HOBOKEN

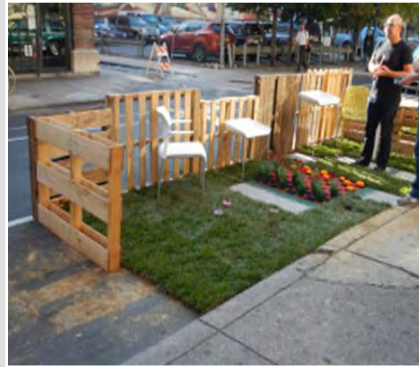
Gradual Business Reopening

- **Within phases, allow businesses to reopen at their discretion**
- **Require patrons and employees to wear face coverings**
- **Implement strict cleaning and disinfecting standards consistent with CDC guidelines**
- **Adjust workplace hours and shifts as needed to reduce density**
- **Limit occupancy to maintain 6 ft of social distancing (36 SF per person); post temporary occupancy on the entrance so patrons are informed**
- **Expand outdoor capacity to create a destination for local businesses and Hoboken residents to safely enjoy**

Expanded Capacity

- **Restaurant, Retail Businesses and Services**
- **Expand outdoor capacity through October 15, may be extended pending weather forecast**
- **Provide several options for expanding capacity that allow flexibility**
- **Encourage sharing outdoor capacity**
- **6-foot separation must be met between backs of chairs and for any lines of patrons**
- **Intended to help businesses recoup lost inside capacity, not to create a gathering or social space**

Expanded Capacity Options



SIDEWALK CAFÉ EXPANSION

- Daily use of sidewalk area in front of business for restaurant seating or retail

strEATERY

- Daily shared public space that converts curbside parking space into an area specifically intended for outdoor dining where take-away food and beverages may be consumed

PARKLET

- Seasonal shared public seating platform that temporarily converts curbside parking space into a mini-park built as an extension of the sidewalk

OPEN STREETS

- Temporary scheduled closure of certain blocks of streets for restaurant seating or retail

Retail Use of Sidewalks

- **Retail businesses and services are encouraged to use the area in front of their stores to display merchandise**
- **Maintain 6 ft sidewalk width; other accommodations to be reviewed on a case by case basis**
- **Sidewalk displays during regular business hours and must be removed overnight**
- **Waive approval process for 2020**
- **Other guidelines of Chapter 168 Article IV still apply**

Sidewalk Café Expansion

- **Expansion of outdoor café, maintaining 6 ft sidewalk width; accommodations on a case by case basis**
- **Hours of operation: extended 1 hour Thurs, Fri, Sat**
- **Encourage shared cafés among adjacent businesses**
- **Modified barriers; waived on a case by case basis**
- **Tables spaced 6-ft apart measured from backs of chairs**
- **Relaxed requirement for daily removal of café equipment**
- **Other guidelines of Chapter 168 Article IV still apply**
- **Expedited approval; insurance only**
- **Fees waived for 2020; paid licenses will be credited in 2021**

Sidewalk Café Liquor Licenses

- **Establishments with either “33” or “32” liquor licenses can continue business as usual so long as sidewalk café has been previously outlined in the establishment’s most recent State ABC application on file**
- **If café area is expanded, existing Licensee must file a “Petition to Extend Licensed Premises” permit application for approval by the NJ State ABC**
- **If sidewalk café is being obtained for the first time and has not been licensed for consumption, licensee must file an “Amendment of Application on File” on their State ABC application**

StrEATERY

- **Daily shared public space that temporarily converts curbside parking into an area for outdoor dining where take-away food and beverages may be consumed**
- **Hours of operation: 8 AM – 9 PM in residential zones, 8 AM – 11 PM in commercial zones; adjust per street sweeping schedule**
- **Encourage shared strEATERIES among adjacent businesses**
- **Must remove daily**
- **Expedited approval by Engineering Division**
- **Fees \$0.50/LF/Day (\$10/day) possibly offset by donations**

StrEATERY Design

- **Delineated from adjacent parking spaces and travel lane using temporary crowd control barriers, bollards, planters, or other approved barriers possibly offset by donations**
- **Road covered with synthetic turf, outdoor carpeting, or other approved street covering possibly offset by donations**
- **Temporary ADA ramps**
- **Tables spaced 6-ft apart measured from backs of chairs**
- **Anchored shade coverings such as umbrellas, canopies**
- **Not allowed within 25 feet of crosswalks, 10 ft of fire hydrants, in fire zones, in handicapped parking spaces, or loading zones**

Sample StrEATERY Materials



Billboard Barricades



Bollards and Poles



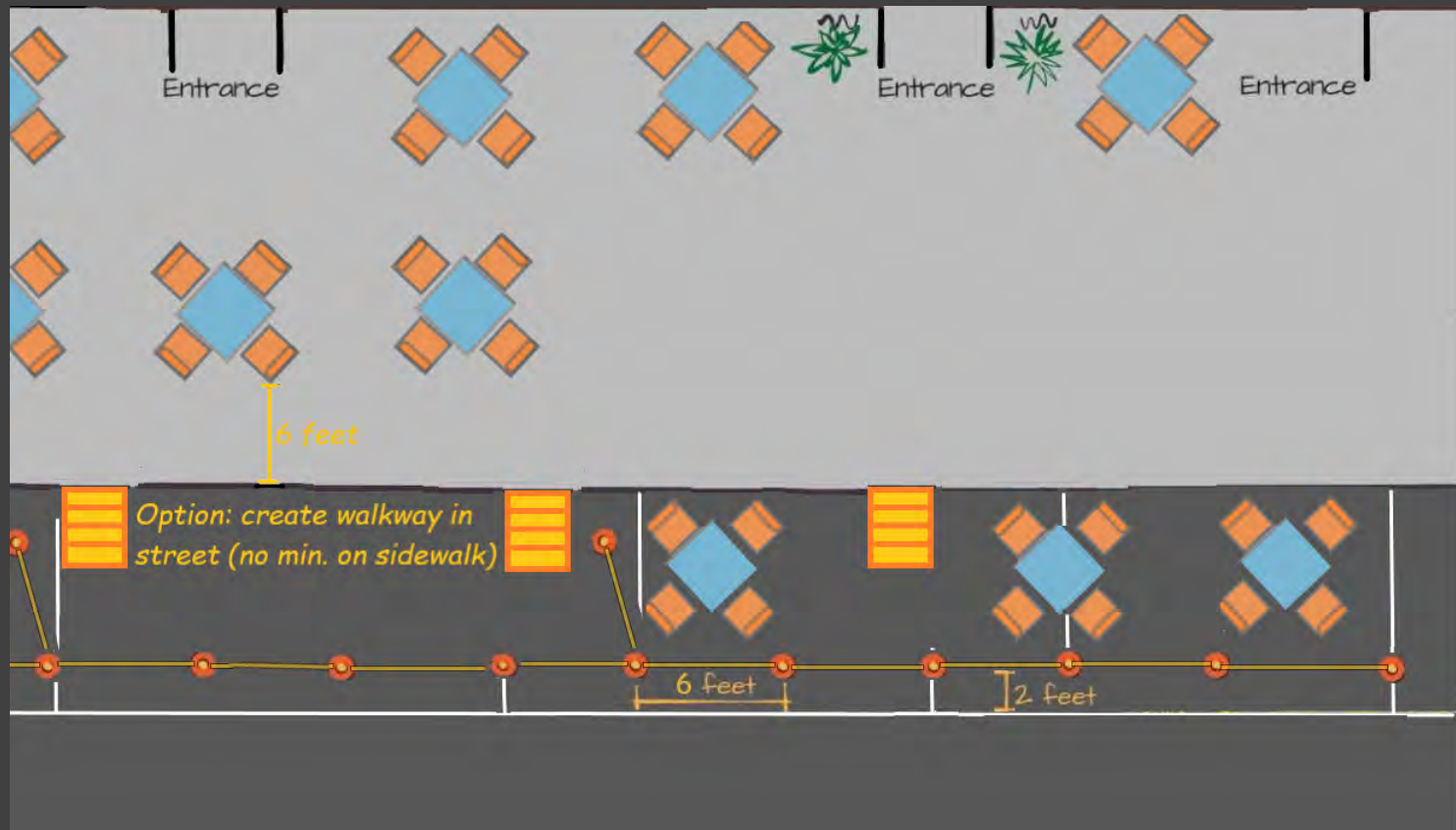
ADA Curb Ramp



Moveable Planters

Sample Designs

EXPANDED SIDEWALK CAFÉ



StrEATERY Liquor Licenses

- Existing Licensee must file a “Petition to Extend Licensed Premises” permit application for approval by the NJ State ABC
- StrEATERY must be specific to the existing licensee in which alcohol will be served/consumed
- No alcohol can be served/consumed from a retail consumption “33” licensed establishment in public strEATERY—BYOB only if authorized by way of ordinance

Parklet

- **Seasonal public seating platform that converts curbside parking into a mini-park as an extension of the sidewalk**
- **Encourage shared parklets among adjacent businesses**
- **Semi-public parklet built in partnership between the city and a specific local business for their exclusive use shall be subject to a public hearing**
- **April 15 – October 15, removed in winter**
- **Hours of operation: 8 AM – 9 PM in residential zones, 8 AM – 11 PM in commercial zones**
- **Expedited approval by Engineering Division**
- **Fees \$0.50/LF/Day (\$10/day) possibly offset by donations**

Parklet Design

- **Enclosed from adjacent parking spaces and travel lane using safety barrier such as built-in planter, bench, wall, railings, bollards**
- **Anchored platform level with the curb/sidewalk that doesn't impede drainage**
- **Tables spaced 6-ft apart measured from backs of chairs**
- **Removable or retractable shade coverings such as umbrellas, awnings**
- **Not allowed within 25 feet of crosswalks, 10 ft of fire hydrants, in fire zones, in handicapped parking spaces, or loading zones**

Sample Parklets



Parklet Liquor Licenses

- **Existing Licensee must file a “Petition to Extend Licensed Premises” permit application for approval by the NJ State ABC**
- **Parklet must be specific to the existing licensee in which alcohol will be served/consumed**
- **No alcohol can be served/consumed from a retail consumption "33" licensed establishment in public parklet—BYOB only if authorized by way of ordinance**

City Open Streets



Jefferson Street Pilot, May 9-10

Business Open Streets



Business Open Street Events

- **Sponsored closure of up to 3 contiguous blocks of streets for restaurant or retail**
- **April 15 – October 15**
 - **Thursday evenings 6 PM – 11 PM**
 - **Sundays 9 AM – 8 PM**
- **Events to help businesses expand capacity, not to create a gathering or social space**
- **Expedited approval similar to event approval process**
- **Fees for temporary no parking, sanitation, traffic control possibly offset by donations**

Business Open Streets Design

- **Open streets schedule coordinated by City to minimize traffic congestion, first come first serve application process**
- **City sets up barricades, posts no parking signs, provides sanitation services, and traffic control**
- **Tables spaced 6-ft apart measured from backs of chairs**
- **Anchored shade coverings such as umbrellas, canopies**
- **Access for emergency vehicles must be provided**
- **City may cancel any event for reasons of public safety**

Open Streets Liquor Licenses

- **Liquor licensee will file for a “Petition to Extend Licensed Premises” permit application for approval by the NJ State ABC**
- **Area in which alcohol will be served/consumed shall be gated from the rest of the "open street"**
- **Security from licensed establishment shall secure the entry and exit of said area to ensure identifications are checked upon entry for legal age and liquor does not leave gated area**

Get Started

Links to be added soon:

- **Sidewalk Café Application**
- **strEATERY Application**
- **Parklet Application**
- **Open Streets Event Application**



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H O B O K E N

Framework for "Outside the Walls" Options

Strategy	Change of Use	Staff Positions Involved	Complexity
<i>Public Right of Way</i>			
Designated Pickup and Dropoff Spots	From parking to short term parking	City Manager's Office Public Works Transportation	Program Development: LOW Program Administration: LOW
Sidewalk café - sidewalk used for cafés, tables, and retail sales of produce only to the extent that such uses promote and display Kirkland business districts as pedestrian and people-oriented areas. Special regulations allow for retail use on Park Lane. <i>Ref: KMC 19.04.060, KMC 19.04.069</i>	From sidewalk to restaurant, retail, or services (expanded uses beyond current code)	City Manager's Office Public Works Transportation Public Works Engineering Planning	Program Development: LOW Program Administration: MEDIUM
Parklets – Small segment of the right-of-way that has been converted from an automobile parking space to a public space for all to enjoy. Parklets are generally one or two parking spaces long, although they can stretch for an entire block or more.	From parking to retail, services, restaurant, or public space (pedestrian and bicycle)	City Manager's Office Public Works Transportation Public Works Engineering Public Works Street Maintenance Public Works Recycling and Waste Planning Fire Marshall Police Parks	Program Development: MEDIUM-HIGH Program Administration: MEDIUM-HIGH
Streeteries – Combination of a parklet and a sidewalk café. For most hours of the day, streatory is an open space constructed in the parking lane outside a local business (like a parklet). During the hosting business' hours, a streatory provides space for table service and is used exclusively by the business, like a sidewalk café.	From parking and sidewalk to retail, service, or restaurant	City Manager's Office Public Works Transportation Public Works Engineering Public Works Street Maintenance Public Works Recycling and Waste Planning Fire Marshall Police	Program Development: MEDIUM-HIGH Program Administration: MEDIUM-HIGH
Park Lane Option 1 Streatory	From parking and sidewalk to retail, service, or restaurant	City Manager's Office Public Works Transportation Public Works Engineering Public Works Street Maintenance Public Works Recycling and Waste Planning Fire Marshall Police	Program Development: MEDIUM Program Administration: MEDIUM
Park Lane Option 2 Closure	Complete closure to automobiles	City Manager's Office Public Works Transportation Public Works Engineering Public Works Street Maintenance Public Works Recycling and Waste Planning Fire Marshall Police Parks	Program Development: HIGH Program Administration: HIGH
<i>Parks</i>			
Reserving Park Facilities		Parks & Community Services	Program Development: MEDIUM Program Administration: MEDIUM
<i>Private Property</i>			
Parklet or Streatory	Parking and sidewalk to to retail, service, or restaurant	Planning Public Works Transportation	Program Development: MEDIUM-HIGH Program Administration: MEDIUM-HIGH


CITY OF KIRKLAND
City Manager's Office

123 Fifth Avenue, Kirkland, WA 98033 425.587.3001

www.kirklandwa.gov
MEMORANDUM

To: Kurt Triplett, City Manager
From: Lorrie McKay, Intergovernmental Relations & Economic Development Manager
Date: June 5, 2020 *(prepared originally for March 2020. Postponed due to COVID-19 outbreak)*
Subject: SUMMER SUNDAYS ON PARK LANE PILOT PROJECT REPORT

SUMMER SUNDAYS ON PARK LANE PILOT PROJECT:

The City of Kirkland completed renovations to Park Lane in 2015 that were intended to enhance the public lane as a regional destination, encourage economic vibrancy and ensure equitable access. Throughout the public participation process, the public expressed wide support for street closures for fairs, festivals and markets, creating a pedestrian corridor where people can shop, eat, socialize and exercise, and it would build connections between businesses and build connections with the community.

At its April 16, 2019 regular meeting, the Kirkland City Council authorized the Summer Sundays on Park Lane Pilot Project, which closed Park Lane to vehicular traffic on 17 consecutive Sundays from June 2, 2019 through September 22, 2019 from 7 am – 11:30 pm. The project was directed by the City Council as a response to community feedback and initiative favoring a pedestrian-only Park Lane on certain days during summer, in order to inform future street closure policy.

Staff Resources and Costs:

2019 Summer Sundays Pilot Project – April 17 through September 22

Summer Sundays Pilot Project Staffing	Staff Hours	Estimated Cost
Organizing & Stand-Up	122	\$7,125
Implementation	118	\$6,395
Totals	240	\$13,521

** Cost does not account for equipment costs, benefits, post-pilot outreach and survey work, etc. Nor does it account for the many volunteer hours contributed by community volunteers. For planning purposes, it took (2) staff a little over an hour to set-up/take down signs, wagons, shrubbery, chairs.*

STANDING UP THE PILOT PROJECT (April 19 through June 1)

Following Council's authorization of the pilot project, the City Manager's Office (CMO) Economic Development, Communications and Engagement divisions took responsibility for implementation of the Pilot. Led by the Intergovernmental Relations and Economic Development Manager, staff immediately began interdepartmental coordination and outreach to the business community and marketing.

Interdepartmental coordination to stand up the Pilot was initiated with Parks, Street Maintenance, Traffic Control, Recycling and Waste, Police, the Fire Marshall and Planning to align with Council's April 16 direction. Ultimately, staff delayed the start date of the pilot until June 2 to allow for more time to address issues around traffic, parking, signage and marketing. On Friday, May 31 staff delivered promotional posters and business metrics tracking sheets to businesses on Park Lane. During these visits, business owners/managers that were contacted in person appeared to skew more positive than the previous visit.

LEARNINGS FROM THE 2019 PILOT

The Summer Sundays Pilot Project revealed both opportunities and challenges associated with a pedestrian-only Park Lane. Further, the pilot revealed distinct primary stakeholder groups, and spotlighted fundamental differences of opinion among them regarding the positive and negative impacts of Park Lane street closure on the community. The divergent experiences of stakeholder groups throughout the Summer Sundays Pilot complicated efforts to determine a clear approach to Park Lane street closure in the future. What benefited some stakeholders seemed detrimental to others.

To understand the pilot's impact and inform ways to improve during the term of the pilot, City staff conducted outreach and collected feedback monthly from business owners as well as the broader community throughout the course of the 17-week pilot. Feedback indicated that stakeholders could be organized into four overlapping but nevertheless distinct groups:

- a) Park Lane retail merchants and business owners;
- b) Park Lane restaurant and gallery owners;
- c) The community at large (usually represented by the Kirkland Association of Neighborhoods KAN); and
- d) City staff (inclusive of all departments)

Each of these groups views the costs and benefits of the Summer Sundays Park Lane street closure through a different lens, each feels the impact of the street closure differently, and as a result each group articulated different measures of the pilot's successes and challenges. For example:

- Park Lane retail and downtown retail business owners felt negatively about closing Park Lane to traffic and losing prime parking spaces;
- Park Lane restaurant and gallery owners generally felt positively about closing Park Lane to traffic;
- The broader community (as generally represented by the KAN) felt positive about closing Park Lane to traffic;
- City staff felt the burden of the unexpected number of staff hours required--across multiple departments
- Some business owners expressed interest in being included in the planning of the pilot in order to provide programming in the street for community members.

FEEDBACK:

Park Lane Retail Businesses/Kirkland Downtown Association (KDA) Merchants' Meetings Attendees

Staff from the City Manager's Office initiated eight separate outreach efforts between May 1st and September 25th to Park Lane merchants and the KDA via KDA Merchants' Meetings to gather feedback on the pilot. Outreach took the form of hand-delivered surveys and field visits; attendance and interviews at monthly KDA Merchants' Meetings and KDA Board meetings; small group meetings with constituents on request; phone calls and emails.

Both the outreach and collected responses were narrative in nature, gathered on written-response surveys as well as via conversations (face-to-face, phone and email). Conversations were recorded in writing by staff. The narrative responses proved repetitive and informative over the duration of the outreach effort, and tended to coalesce into eight general topics:

- **Process, Planning & Inclusivity;**
- **Street Programming;**
- **Marketing, PR & Beautification;**
- **Parking;**
- Sales Impact;
- Theft;
- Permitting

The topics in bold indicate those with the most frequent mention, which emerged as the topics of most concern to Park Lane retail merchants and KDA Merchants' Meeting attendees. These same topics, with the exception of Process, Planning & Inclusivity, dominated the feedback from all stakeholder groups, albeit with notably different emphases. Respondents felt that much improvement is needed in these areas, should Summer Sundays be considered beyond term of the pilot project.

- **Process, Planning & Inclusivity:** The number one repeated complaint on the part of merchants related to feelings of dis-inclusion in the process that led to the April 16, 2019 Council authorization of the Summer Sundays pilot project. Merchants reported feeling disregarded in the decision process and planning for a pilot program that directly impacts their businesses. Many merchants perceived that they were presented with a *fait accompli*, rather than a valued seat at the planning table. Some reported a deep mistrust of the results of the original community conducted survey of Park Lane merchants (March 2019), which reported that 54 of 69 Park Lane business owners polled indicated strong support for Park Lane street closure on Summer Sundays. Further, Park Lane and KDA Merchants' Meeting attendees perceive that neighborhood/community representatives were unjustly empowered to initiate and steer a pilot program that deeply impacts the downtown business community rather than the neighborhoods. Further, some articulated anger that this was allowed without any sharing of potential costs of that decision with business owners. There was a strong sentiment that while street closure might be favorable to residents and restaurant owners, it is unfavorable to retail business, and business owners must be meaningfully involved in such decisions.
- **Street Programming:** The second most-referenced topic by businesses was a lack of quality programming on the closed Park Lane street (this sentiment was shared across

stakeholder groups). While KAN organized buskers, local musicians, a juggler, a balloon man and similar small acts, as well as some street activities like corn hole, feedback indicated strongly that without strong, attractive, quality programming to create a 'draw' to the closed street, people wouldn't come, the wide empty street was off-putting to visitors, the vibe was 'low-end', devoid, and confusing. The communicated sentiment was that if there is to be a street closure, there should be a reason why, and that the City (or others) must invest in attractive programming if closure is to be successful. Ideas for programming included non-competitive vendors like artisans, flowers, entertainment and product demonstrations.

- **Marketing, Public Relations & Beautification:** The third most cited concern by business owners related to Summer Sundays publicity, street amenities and signage. It should be noted that these topics relate directly to programming considerations (above). Confusion and dissatisfaction were widely reported about signage of all kinds, including parking, ADA parking, street closure, restrooms, programming, business participants, etc. Merchants expressed a desire for clearer, branded, more attractive signage that is welcoming and inviting for visitors. For example, respondents felt that 'Street Closed' signs were off-putting to pedestrians as well as cars, turning away rather than welcoming visitors. Staff responded immediately to some of these concerns after the opening Sunday on June 2nd, but the need for a more intentional, proactive approach to publicity was shared across all respondents. Beautification concerns included well thought signage, and extended to landscaping, a strong and often repeated need for non-proprietary seating and tables, shade protection, and amenities to boost the appeal of the street center and alleviate an empty look.

Parking: The fourth most commonly mentioned concern relates to the elimination of 30 bays of parking along Park Lane during Summer Sundays. These concerns were reflected among proprietors of all types of businesses, and some community members. Very often the mentions were about parking confusion (signage for alternative parking, parking maps) rather than the actual lack of parking. Some merchants believe the loss of parking costs them revenue and is a disincentive to shoppers and restaurant patrons. Other business owners feel that closure to vehicular traffic enhanced foot traffic and provided opportunities for sidewalk cafes and outdoor merchandise stands, improving business. It should be noted that since 2017 downtown's parking inventory has increased. The Voda apartment building on Park Lane and Main Street opened in the spring of 2018 and has 60 parking spaces available to the public for \$1 per hour, and the City opened the Wester Lot just north of downtown which is available for free to the public after 5PM and on weekends. Kirkland Urban is also now open with ample underground parking, and the library has available underground parking – although some cite safety concerns about the library garage -- and is a short distance from Park Lane. In summary, while parking concerns were cited numerous times in the feedback narrative, parking may be something of a 'red herring' in comparison to other merchant concerns. If the streets were full of patrons and shoppers supporting the bottom lines of local businesses, it is unlikely that parking inconvenience would be a major complaint of merchants.

FEEDBACK:

Park Lane Restaurants & Park Lane Gallery

Park Lane restaurant businesses, Park Lane Gallery owners, and some fitness businesses felt generally positive about the Summer Sundays street closures, reporting benefits to their businesses from the pedestrian-only experience. Restaurants benefitted from diners and families attracted by the lack of cars and exhaust fumes both during the day and in the evening, the space for children to play, and the quieter atmosphere. Most, but not all restaurant owners polled were consistently positive about the pilot. Perceived exclusion from the planning process seemed less acute among those who felt the pilot benefitted their operations. Complaints about the lack of programming were fewer but not altogether absent. The owner of a fitness business mentioned in more than one feedback session that had he been included in planning, he would have liked to organize free fitness classes in the streetscape. Some proprietors passed along parking complaints on the part of a few patrons.

Permitting for sidewalk café expansion and expanded alcohol consumption areas was a topic of confusion and importance among food and beverage proprietors. A powerful way to activate the street center is to allow food and beverage businesses to expand their operations into the street during Summer Sundays. The pilot highlighted broad confusion regarding requirements and procedures for such expansions, both for sidewalk café operations and alcohol consumption (controlled by the Washington State Liquor & Cannabis Board, or via City special events permitting). Staff attempted to clarify some of these issues, but detailed coordination and further clarification is needed for any future iterations of Summer Sundays.

FEEDBACK:

Kirkland Alliance of Neighborhoods (KAN) and the broader community

Kirkland Alliance of Neighborhoods representative Karen Story conducted informal outreach before, during and after the Summer Sundays Pilot Project. Outreach included businesses, KAN representatives and frequent weekly reports of feedback from community attendees of Summer Sundays on Park Lane. Ms. Story's feedback reported strong support for the street closure from the population at large, which she polled on site on at least five Sundays during the pilot. Narrative data cites community enjoyment of the open, family friendly pedestrian space in the center of downtown, and many suggestions for improvements. Most commonly suggested improvements related to the following topics, consistent with feedback from other stakeholder groups:

- **Marketing, PR & Beautification**

Strongest and most frequent feedback advocated for improved amenities for visitors to the street such as and especially non-proprietary seating, tables, shade protection, games, signage, parking alternatives;

- **Street Programming**

A sizeable number of responses requested more and higher-quality programming and 'reason to be there'. Suggestions included non-competitive vendors, quality entertainment, product demonstrations, art projects and installations, etc. The sentiment seemed to be not to create a festival, but instead a vibrant, enticing walking street and a connector between Kirkland Urban, Peter Kirk Park and the Kirkland waterfront.

City staff conducted a round table focus group with KAN representatives on December 16, 2019. Feedback from that session reinforced the most pressing issues outlined above, and also

offered alternative approaches to street closure ranging from once monthly, to nighttime only (night market concept) to permanent closure. Several responses specifically referenced the importance of inclusion and partnership with Park Lane businesses in order to plan and produce any future iterations of Summer Sundays and a Park Lane pedestrian street.

To supplement the extensive in-person outreach to Park Lane and other downtown businesses, City staff published an online community survey on the Summer Sundays on Park Lane pilot. The purpose of the survey was to identify insights and themes that could inform further decisions regarding a potential 2020 program. Staff collected a total of 668 survey responses between January 3 and February 3, 2020 (Pilot Project Community Survey and Survey Findings – Attached). Survey respondents had the option to self-identify on several behavioral and demographic questions. During analysis, staff cross-tabulated survey results by some behavioral or demographic indicators to identify themes.

While the survey indicated a strong interest from the community for the continuation of Summer Sundays (or a variation thereof), it cannot be overstated that, generally, there is substantial concern among retail businesses along Park Lane and on nearby streets related to the impact to their businesses due to the removal of parking stalls. This concern was expressed to City staff before, during, and after the pilot. This same sentiment emerged as a theme in the general comments from some survey respondents. As such, it is recommended that any potential action regarding a 2020 program should thoroughly involve the business community to explore concerns and possible strategies to address them.

FEEDBACK: **City Staff**

An unexpected effect of initiating and managing the Summer Sundays Pilot Program was the large number of City staff hours required to plan for and stand-up the pilot across many city departments, as well as for ongoing implementation. While simply closing the street and erecting bollards on consecutive Sundays might have seemed a small and simple way to pilot street closure on Park Lane, the reality revealed a demanding attention from City staff, the costs of which warrant careful attention. In fact, coordination and implementation proved to be more demanding on staff time than anticipated, the result being a substantial expenditure of human hours to ensure an inclusive, timely, safe and responsive pilot implementation and evaluation.

Interdepartmental coordination included discussion and coordination with Parks, Street Maintenance, Recycling and Waste, Police, Fire Marshall and Planning and Public Works. As staff responded throughout the pilot to community feedback regarding traffic flow, parking, safety, signage, garbage, permitting, programming, marketing and outreach, demands on staff time across departments broadened and, in some instances deepened.

It is not possible to know conclusively the cost in staff hours of the Summer Sundays pilot, but a reasonable estimate based on a staff activities tracker reveals that between April 17 and late September 2019, Kirkland City staff devoted approximately 240 staff hours to the pilot effort, (122 hours to stand it up and 118 hours to implement the pilot). At an average salary of \$ 54 per hour, an estimated cost of staff time only from April 17 through September 25 is \$13,521. This does not account for equipment costs, benefits, post-pilot outreach and survey work, etc. Nor does it account for the many volunteer hours contributed by community members.

SUMMER SUNDAYS ON PARK LANE PILOT – ONLINE SURVEY FINDINGS

To supplement the extensive in-person outreach to Park Lane and other downtown businesses, City staff published an online community survey on the Summer Sundays on Park Lane pilot. The purpose of the survey was to identify insights and themes that could inform further decisions regarding a potential 2020 program. Staff collected a total of 668 survey responses between January 3 and February 3, 2020.

<i>Question 1: Did you attend one or more Summer Sundays on Park Lane?</i>	Yes	493 73.8%
	No	147 22.0%
	Not sure	28 4.2%
Total		668 100%

It should be noted that not every survey respondent answered every question. As such, raw counts of responses may add up to less than 668, which is the total amount of surveys received.

Analysis and Cross Tabulation

Survey respondents had the option to self-identify on several behavioral and demographic questions. During analysis, staff cross-tabulated survey results by some behavioral or demographic indicators to identify themes. Those cross-tabulations and other analyses are summarized below, by question.

Question 2 - Please select the option that best describes why you did not attend any of the Summer Sundays on Park Lane

If survey respondents answered "No" to whether they attended a 2019 Summer Sunday, they were asked to identify the option for why they did not attend. Results indicated that lack of awareness about the events were the main reason people did not attend. Scheduling conflict, lack of perception that there was enough to do, and concerns of lack of parking were generally similar in response. "Other" responses did not yield any apparent themes.

Question 3 - What was the most successful part of your Summer Sundays on Park Lane experience?

If survey respondents answered "Yes" to whether they attended a 2019 Summer Sunday, they were asked to identify the most successful element of the event. Dining outside on a pedestrian-only plaza ranked the highest, followed by a sense of community. Performances and activities and games were lowest. "Other" responses generally indicated two themes: being able to be on Park Lane without cars was enjoyable, and an increase in programming would be helpful.

Question 4 - If Summer Sundays on Park Lane occurred in 2020 as it did in the 2019 pilot, how likely are you to attend?

Cross Tabulation: Attendance at a 2019 Summer Sunday by Likelihood of attending a potential 2020 Summer Sunday		<i>Likelihood of attending a potential 2020 Summer Sunday</i>			Total
		Likely	Unlikely	Neither unlikely nor likely	
<i>Did you attend one or more Summer Sundays on Park Lane?</i>	Yes	431 90.5%	25 5.3%	20 4.2%	476 77.8%
	No	77 56.6%	30 22.1%	29 21.3%	136 22.2%
Total		524 82.8%	55 8.7%	54 8.5%	633 100.0%

Overall, survey responses indicated an overwhelming likelihood that community members would attend a 2020 event. Of those that attended, an overwhelming majority indicated they would very likely or likely attend the event in 2020. Of those that did not attend, a majority indicated they would very likely or likely attend.

Question 5 - Do you agree or disagree with the following statement: Summer Sundays on Park Lane was helpful to support a sense of community and community gathering place.

Cross Tabulation: Attendance at a 2019 Summer Sunday by Agreement with: Summer Sundays helpful for community building		<i>Agreement with: Summer Sundays helpful for community building</i>			Total
		Agree	Disagree	Neither agree nor disagree	
<i>Did you attend one or more Summer Sundays on Park Lane?</i>	Yes	416 87.2%	29 6.1%	32 6.7%	477 77.9%
	No	67 49.6%	14 10.4%	54 40.0%	135 22.1%
Total		499 78.8%	43 6.8%	91 14.4%	633 100.0%

Supporting a sense of community was one of the main objectives of the event, the other being to enhance the volume of shopping and other business activities. Staff asked this question to gauge community members' perspectives about the event's success in supporting a sense of community.

Generally, the sentiment of survey respondents was that the event was helpful to support a sense of community and community gathering space. Of those that attended, an overwhelming majority indicated they agreed that the event pilot was helpful to support a sense of community. Of those that did not attend, approximately half indicated they thought it was helpful to support a sense of community despite not experiencing the event firsthand.

Question 6 - Do you agree or disagree with the following statement: Summer Sundays on Park Lane was helpful to local businesses.

Cross Tabulation: Attendance at a 2019 Summer Sunday by Agreement with: Summer Sundays helpful for local businesses	Agreement with: Summer Sundays helpful for local businesses			Total
	Agree	Disagree	Neither agree nor disagree	
Did you attend one or more Summer Sundays on Park Lane? Yes	371 77.9%	35 7.4%	70 14.7%	476 77.9%
No	70 51.9%	7 5.2%	58 43.0%	135 22.1%
Total	499 78.8%	43 6.8%	91 14.4%	633 100.0%

Enhancing the volume of shopping and other business activities was one of the main objectives of the event, the other being to support a sense of community. As the actual helpfulness to local businesses will only be known by individual businesses, staff asked this question to gauge the perception by community members as to the event’s helpfulness to local businesses.

Overall, the results indicated a very strong perception that the event was helpful to local businesses. Those that did attend were overwhelming in their perception that it was helpful for businesses. Those that did not attend any Summer Sundays were strongly ambivalent about the event’s helpfulness.

Staff also asked respondents to identify the general location of where they work and/or live, with the option to self-select all applicable categories. Staff cross-tabulated those indicators against Question 6: *Do you agree or disagree with the following statement: Summer Sundays on Park Lane was helpful to local businesses.*

Cross Tabulation: Work and/or Live Location by Agreement with: Summer Sundays helpful for local businesses		Agreement with: Summer Sundays helpful for local businesses			Total
		Agree	Disagree	Neither agree nor disagree	
<i>Please select all that apply:</i>	I work at or own a downtown Kirkland business.	64% 29	20% 9	16% 7	6% 45
	I work at or own a business on Park Lane.	74% 17	13% 3	13% 3	3% 23
	I work at or own a business in another part of Kirkland.	58% 32	7% 4	35% 19	8% 55
	I live in North Kirkland	70% 127	6% 11	24% 44	25% 182
	I live in Central Kirkland	73% 178	7% 17	20% 49	33% 244
	I live in South Kirkland	76% 108	3% 5	21% 30	20% 143
	I live outside of Kirkland	85% 33	5% 2	10% 4	5% 39
Total	73% 457	7% 41	21% 132	630 100.0%	

Of the 45 respondents that indicated they “work at or own a downtown Kirkland business”, 29 indicated agreement that the events were helpful to local businesses, while 9 disagreed. Somewhat similarly, of the 23 respondents that indicated they “work at or own a business on Park Lane”, 17 indicated agreement that the events were helpful to local businesses, while 3 disagreed.

Based on staff’s individual outreach to the business owners, staff observed a theme that restaurant or other food or drink businesses were generally much more supportive the events than were retail or service providers. It is worth noting that this survey did not collect information about the type of business (e.g. retail, restaurant, services, etc.), and there may be a difference in sentiment for whether the event was supportive for local businesses based on their type of business.

CONCLUSION

Despite the survey indicating a strong interest from the community for the continuation of Summer Sundays (or a variation thereof), it cannot be overstated that, generally, there is substantial concern among retail businesses along Park Lane and on nearby streets related to the impact to their businesses due to the removal of parking stalls. This concern was expressed to City staff before, during, and after the pilot. This same sentiment emerged as a theme in the general comments from some survey respondents. As such, it is recommended that any potential action regarding a 2020 program should thoroughly involve the business community to explore concerns and possible strategies to address them.