

Joint Communication to Carlsbad Businesses Regarding COVID-19 #14 July 24, 2020

As we continue to navigate new orders and guidelines for business, one thing is becoming increasingly clear: the importance of measures like wearing masks, keeping physical distance, washing hands and staying home if sick cannot be overstated. Our Carlsbad community has largely embraced these measures, and in doing so, has allowed our businesses to keep offering food, products, and services in a safe environment. The city's #StaySafeStayOpen campaign has captured businesses and employees emphasizing this sentiment.

This week's joint communication provides new information for businesses and industry guidance we've received since earlier this week. As always, if you have any questions about information about policies or programs mentioned in this communication, email us at business@carlsbadca.gov.

#MaskUp Campaign for Carlsbad Hotels and Motels

As Carlsbad remains a destination for visitors and families needing to escape and relax this summer, the city is providing similar #StaySafeStayOpen messaging through our hotels and lodging establishments, reminding guests that masks are mandatory in Carlsbad.

Since tourism is critical to our city's economy, encouraging guests to #MaskUp will keep our community and businesses safe. Resources provided include:

- Digital content for displays (downloadable [here](#))
- Countertop signs at check-in
- Window clings
- Floor stickers to promote distancing

Outdoor Operations for Personal Service Providers

On Monday, July 20, Governor Newsom announced new guidance that allows [hair salons and barbershops](#), as well as [esthetic, skin care, cosmetology, nail services, and massage therapy](#) to operate outdoors. The State Board of Barbering and Cosmetology has also updated their [guidance](#) to match the Governor's update, allowing outdoor services. Unfortunately, tattooing, electrolysis and piercing services are still not permitted at this time.

To begin outdoor operations, businesses should first read the updated guidance (hair salons and barbershops, [click here](#); esthetic, skin care, cosmetology, nail services, and massage therapy, [click here](#)).

After reading the state's guidance, if you want to activate the public sidewalk next to your business or a private parking lot or common space nearby, the city is allowing for [temporary activation](#) during COVID-19. The Community Development Department has made it quick and easy to apply. Once submitted, the city aims to process your permit

within a few business days. For background on expanding outdoor areas, refer to this [Council Memorandum](#).

Expectations for Schools and Daycare This Fall

This week, Governor Newsom announced guidance for potential re-opening of schools. Because San Diego County remains on the state's COVID-19 monitoring list, all schools in the county, whether public, private, or charter, will not be permitted to have in-class instruction. School districts will be able to offer in-class instruction once the county is no longer on the monitoring list and remains off the list for at least 14 consecutive days.

Schools are expected to provide the following while conducting distance learning:

- Students should have daily live interaction with other students and teachers.
- Instruction that is challenging and equivalent to in-person classes.
- Adapted lessons for special education students and English language learners.
- All students should have access to devices.

The school reopening guidance does not impact childcare for non-school aged children that are currently operating or wish to open. Guidance for daycare, pre-kindergarten, junior kindergarten, and preschool can be found [here](#).

Carlsbad Connector Service Suspended

The Carlsbad Connector commuter shuttle service will be suspended due to temporary service reductions implemented on COASTER trains as a result of COVID-19. The final day of service will be Friday, July 31, 2020, until further notice.

North County Transit District anticipates it will relaunch the service, assuming the impacts of COVID-19 have significantly eased, as a new pilot micro-transit program within NCTD's existing FLEX brand. Similar to the Carlsbad Connector, the new pilot on-demand service will provide commuters flexible and convenient shared transportation options to help reduce emissions.

The City of Carlsbad, NCTD and SANDAG greatly appreciate the support our businesses and riders showed for the Carlsbad Connector, a first program of its kind in San Diego County. The pilot service was launched in response to recruitment and retention challenges that local companies brought to light, and participation in the pilot undoubtedly contributed to its success. Likewise, our community's shared commitment to reducing greenhouse gas emissions has helped to achieve the more sustainable future we are all working towards.

State Guidance for All Industries

As a reminder, for the most up-to-date operating guidance for different business sectors, please visit the state's [industry guidance page](#). The bottom of the page lists special guidance for counties on the state's monitoring list, which includes San Diego County.

Financial Assistance Programs Still Available

The [county stimulus program](#) and [Paycheck Protection Program](#) are currently open and accepting applications.

As always, we are grateful for our Carlsbad businesses and their determination to get through the current climate. Despite a constantly shifting landscape, our businesses continue to show resolve.