



MEMORANDUM
COUNTY EXECUTIVE OFFICE
ADMINISTRATION
County of Placer

TO: Honorable Board of Supervisors
FROM: Todd Leopold, County Executive Officer
By: Erin Casey, Principal Management Analyst
DATE: July 27, 2020
SUBJECT: North Lake Tahoe Resort Association COVID-19 Response Update

ACTION REQUESTED

Receive a presentation from North Lake Tahoe Resort Association (Resort Association) staff about COVID-19 response in North Lake Tahoe.

BACKGROUND

Over the past several months, Placer County has worked closely with business and agency partners in response to local and state guidance regarding COVID-19. In North Lake Tahoe, the county partnered with the Resort Association to educate and prepare businesses to reopen responsibly. Under contract with Placer County, the Resort Association took the following steps to support these efforts:

- Convened virtual focus groups with over 300 businesses to develop tourism-specific guidelines prior to release of the state's guidelines
- Surveyed over 400 businesses on personal protective equipment needs, COVID-19 impacts and reopening strategies
- Distributed masks, gloves and hand sanitizer to over 100 businesses and at cost
- Developed a messaging campaign (Stronger Together) to unify the community around COVID-19 response
- Created a landing page on the Resort Association's website for COVID-19 information including links to Placer County's Reopen Placer information
- Convened a virtual town hall hosted by Supervisor Gustafson to discuss ways to successfully navigate Stage 2 reopening
- Developed a badge of compliance for businesses implementing protocols that exceed the state's guidance including required face coverings
- Met three times a week with county staff and participated on several regional stakeholder calls
- Coordinated a "PPE Giveaway" with county staff to distribute masks and hand sanitizer to businesses at no cost
- Developed a "Mask Up" campaign with regional "influencers" including athletes and other community leaders

Resort Association staff will provide an overview of these efforts in response to COVID-19 impacts. Staff will also summarize work to support responsible reopening in the upcoming fiscal year.

