



# New Jersey Restart & Recovery Advisory Council

Professional Services  
Pre-decisional  
June 5, 2020

**NJ**EDA

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OPPORTUNITY  
INNOVATION

# Agenda for Advisory Council Meeting

Time	Topic	Speaker
10'	Share Council insights to date and summarize announcements	Dr. Zakiya Smith Ellis
15'	Reflect on Governor Murphy's Stage 2 announcement	All
15'	Discuss how to ensure compliance	All
15'	Identify state-led efforts to build public confidence	All
5'	Preview path forward	Dr. Zakiya Smith Ellis

**Summary of  
announcements  
since our  
last meeting**

- **Gov. Murphy announced the state plans to move into stage 2 on “The Road Back” on June 15, pending positive public health indicators**
- **Gov. Murphy hoping to allow larger indoor gatherings at churches and places of worship by weekend of June 12**
- **Effective 6/15**
  - **Outdoor dining at restaurants and non-essential in-person retail can begin**
  - **Child care services can resume**
- **Effective 6/22**
  - **Salons and barber shops can open**
  - **Outdoor, non-contact organized sports can resume**
- **Effective 7/6**
  - **Youth day camps to resume**
  - **Modified in-person graduation ceremonies can begin**

**Summary of  
announcements  
since our  
last meeting**

- **Gov. Murphy authorized practice and competition for professional sports teams in New Jersey**
- **NJ Department of Human Services announced availability of up to \$20M in health and safety grants for child care centers and youth camps**
- **Gov. Murphy announced Administration will be applying at least \$100M toward short-term rental assistance program to help low- and moderate-income families affected by COVID-19 pandemic**

## Themes from last week's Advisory Council sessions (1/4)

Theme	Committee feedback	Representative quote
<b>Safeguarding guidelines</b>	<ul style="list-style-type: none"> <li>All committees engaged in discussing &amp; reviewing detailed safeguarding proposals and analysis</li> <li>Wide variability across committee members on how much granularity should be included</li> </ul>	<i>"We, as the experts in our sector, need to be involved in advising and shaping the guidelines for a safe reopening."</i>
<b>Safeguarding enforcement</b>	<ul style="list-style-type: none"> <li>State support requested to delineate roles and responsibilities for enforcement</li> <li>Regulator and law enforcement support needed to deal with individuals who do not comply with initial employee requests</li> </ul>	<i>"If I don't have police and regulators to help with people coming into my store and then taking off their face masks and making a scene, I'm not having my employees do it."</i>
<b>Liability</b>	<ul style="list-style-type: none"> <li>Liability for employees, customers, and tenants who have become infected is a significant concern</li> <li>Support for both protections for following guidance and repercussions for violating guidance</li> </ul>	<i>"We need assurance that those of us who follow the guidance aren't going to be punished as the science evolves."</i>
<b>Public messaging</b>	<ul style="list-style-type: none"> <li>Strong support for a State-led public messaging campaign</li> <li>Emphasis on positive elements suggested to avoid politicization</li> </ul>	<i>"We need a campaign focused on positive images of responsible re-entry—I wear a face mask to keep NJ safe."</i>
<b>Protective gear</b>	<ul style="list-style-type: none"> <li>Many small businesses are concerned about availability and affordability of protective gear</li> <li>Bulk purchasing aggregated by industry associations or State could ease pain points</li> </ul>	<i>"We don't want the costs associated with keeping our customers safe, compounded by the cost of the shut down, to kill our businesses."</i>

## Themes from last week's Advisory Council sessions (2/4)

### Facilities & Construction

- Sourcing touchless equipment for construction projects may get more difficult as demand increases since it is a recommended contagion countermeasure
- Members requested clearer communications around and higher availability of testing, particularly for asymptomatic carriers
- Members emphasized the importance of leveraging expertise from firms with space expertise as guidance for indoor spaces is built
- Members requested more public support for businesses who comply with public guidelines, rather than attacking bad actors who don't
- Members emphasized the importance of enforcing taxes and fees consistently during the crisis so bad actors cannot use the pandemic to skirt payments
- Members requested guidance on sharing and applying COVID-related health and safety practices with subcontractors without incurring additional liability
- Members want to provide feedback on what processes might be streamlined and which regulations might be waived to increase construction post-reopening

### Government

- Lack of access to technology can be a serious inhibitor to equitable access to government services
- Keeping waiting spaces for government safe will be critical during reopening
- Members requested quick reopening of in-person unemployment applications to ensure equitable treatment of all applicants
- Members suggested the formation of union-led employee health and safety committees to amplify education about COVID safety measures and compliance
- Members requested more frequent updates from other AC committees, both to answer constituent question and to be able to plan for relevant permitting efforts
- Members requested that the State take its other core values, such as sustainability, into account when developing guidelines

### Healthcare

- Members suggested that providers should encourage patients to bring PPE but have a goal to have access to PPE for those who neglect to do so
- PPE should be prioritized for compassionate care circumstances to enable support persons for the dying to be present
- Providers should consider establishing non-COVID care zones within their workplace to encourage them to continue non-COVID treatment
- Members request guidance on how to advise COVID-positive patients on returning to work and future re-testing
- Providers requested State guidance on how to deal with lack of safeguarding compliance among some patients and employees
- At least one patient refused to be tested in ER, resulting in lack of clarity on how to handle - guidance requested for this type of situation
- Members offered multiple potential ideas to increase testing capacity:
  - bundling multiple samples to ramp up testing;
  - using home care to test patients with difficulties leaving the house; &
  - working with churches and community centers to ensure equity in testing
- Members requested clear communications of steps needed to get a script for testing for uninsured patients

## Themes from last week's Advisory Council sessions (3/4)

### Manufacturing & Supply Chain

- Members requested a clear and consistent approach for mask requirements and enforcement is necessary to avoid politicization of the issue
- Members requested clear thresholds for law enforcement/regulatory involvement in customer disputes
- Members requested state-wide guidelines for phased reopening to avoid confusion as towns and municipalities operate on different timelines
- Workers requested a voice in the compliance process and the ability to lodge complaints against employers who do not meet/enforce guidelines
- Large companies who have continued operating offered to provide consolidated best practices to small companies as they reopen

### Social Services & Faith

- Members encouraged grassroots efforts to ensure communications get to everyone, even those who do not listen to the Governor's press conferences+ Continued community-level coordination on protective gear supplies will become more important as services reopen, particularly childcare
- Childcare providers requested early discussions of big picture issues and personal protective gear assistance at least 2 weeks prior to reopening
- Faith-based organizations requested guidance for activities like singing and interaction with ritualistic objects as well as how many people will be able to participate in person before reopening
- Some faith-based organization noted difficulty securing personal protective gear and funding to obtain it

### Tourism & Entertainment

- Tourism & Entertainment members expect to be hit hard by the crisis: >50% of participants expect a >50% revenue decrease in 2020 due to COVID
- Public messaging would be most helpful if it defined standards for public behavior (e.g., face masks, social distancing)
- Communications that focuses on positive messages rather than criticism of those who do not abide by health protocols may help to avoid politicization
- Businesses and citizens requested clear guidance on which precautions work and which don't (e.g., facemasks indoors vs outdoors, public temperature screenings)
- Committee members requested that guidance from the State focus on best practices rather than "one size fits all" metrics
- Clarity on enforcement roles and responsibilities of business owners vs regulators/authorities is key

### Transportation & Infrastructure

- Clear communications and public messaging may help to avoid transportation being stigmatized as a point of contagion
- Members requested NJ state guidelines that can clearly be advertised at points of entry for out-of-state visitors, especially airport transit stations
- Education and enforcement should happen before passengers get on transit to avoid transit workers having to enforce regulations
- Members requested State- and local-level support for revenue-neutral funding for infrastructure improvements
- Members requested that the State digitize critical elements in planning and permitting to increase the number of "shovel ready" projects

## Themes from last week's Advisory Council sessions (4/4)

### Professional Services

- Members were generally supportive of the safeguarding guidelines and encouraged the State to clearly convey which are required and which are recommended
- Members were concerned that creating too many requirements could slow the recovery and expose businesses to a higher degree of liability
- Members requested that the State provide a framework for tenants and landlords to communicate about building-wide health concerns
- Members requested State-approved signage or other materials to be posted in the workplace to help with safeguard compliance
- Members requested that health-related guidance should be the same at State and local levels to avoid conflicting guidance
- Members requested clear public communications from the State to convey both the guidelines and the rationale behind them

### Higher Education

- Members underscored the need for clear communications on reopening soon so their students know what to expect in the Fall
- Members noted that the unique nature of academic campuses may require different treatment of certain facilities (e.g., dining halls)
- Members requested that the State's guidance be as flexible as possible to allow for differences across campus environments
- Enforcing social distancing and other guidelines in a residential campus environment will be difficult, and a campaign centered around guidelines and recommendations may be more effective

### Main Street

- Small businesses often cannot afford or get access to personal protective gear; members requested that the State or industry associations help to alleviate the problem through bulk ordering and pricing
  - Some members noted that restarting the DCA's DBIZ program could make \$2M in no/low interest loans available to acquire protective gear
- As outdoor dining begins, members requested State and local assistance in streamlining processes to expand operations and liquor licenses to outdoor areas and potentially use public space (e.g., parklets in front of restaurants)
- Enforcement of social distancing and face coverings remains a concern, especially if the State does not plan on making them mandatory
- Liability implications of employees being infected from customers who are not wearing face coverings remain a concern



# Trends Since Peak and Over Last Two Weeks

Percent change to June 3<sup>rd</sup>

	Since peak	Since May 20 <sup>th</sup>
<b>New hospitalizations</b>	<b>-89%</b>	<b>-51%</b>
<b>Patients in hospital</b>	<b>-73%</b>	<b>-35%</b>
<b>Patients in ICU</b>	<b>-70%</b>	<b>-37%</b>
<b>Patients on ventilators</b>	<b>-73%</b>	<b>-41%</b>

NOTE: All metrics reported as 3-day trailing averages due to variation in reporting. New hospitalizations, hospital census, ICU census, and ventilators include COVID-positive as well as persons under investigation (presumed to be COVID-positive). Due to gaps in hospital reporting, values for New Hospitalizations are based on Percent change to June 2<sup>nd</sup>.

SOURCE: New Jersey Department of Health, New Jersey Hospital Association, CDS, as of 10:30 pm on June 3, 2020

# Change in Metrics Over Last 14 Days

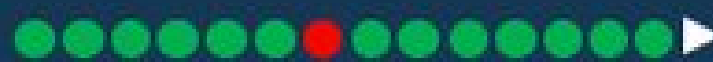
Momentum based on last 14 days

New hospitalizations



● Increasing  
● Decreasing

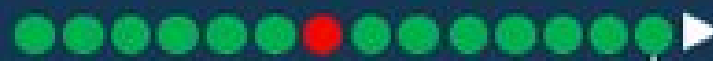
Patients in hospital



Patients in ICU



Patients on ventilators



6/3

NOTE: All metrics reported as 3-day trailing averages due to variation in reporting. New hospitalizations, hospital census, ICU census, and ventilators include COVID-positive as well as persons under investigation (presumed to be COVID-positive)

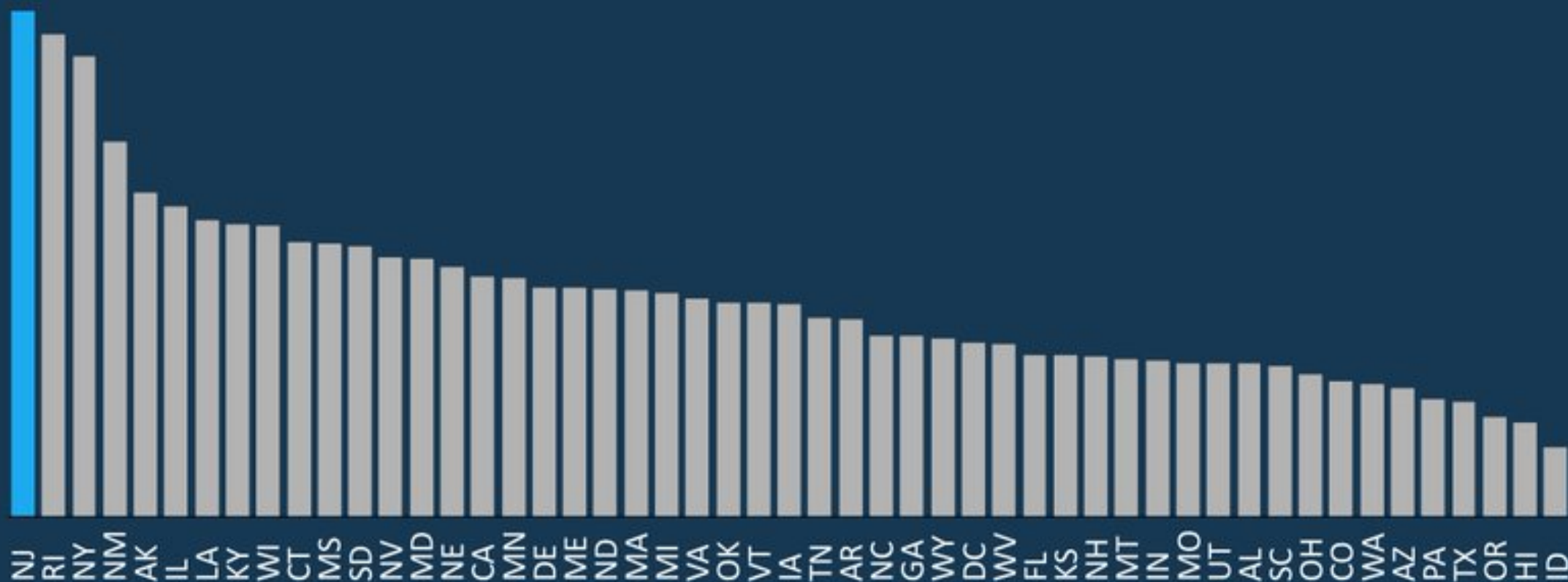
SOURCE: New Jersey Department of Health, New Jersey Hospital Association, CDS, as of 10:30 pm on June 3, 2020



# Substantial Increase in Testing

Daily PCR tests per 100k population (as of May 30<sup>th</sup>)

285



NOTE: Includes unassigned counties for New Jersey

SOURCE: CDRSS as of May 30, 2020 for NJ; The COVID Tracking Project – 7 daily trailing average calculated from May 24 – May 30, 2020 for all other states

# The Road Back: Moving Carefully to Stage 2

	Maximum restrictions	STAGE 1	STAGE 2	STAGE 3	New normal
<b>Description</b>	Most staying at home Activity largely limited to crucial activities	Restrictions relaxed on low-risk activities if appropriately safeguarded	Additional activities that can be more easily safeguarded	Most activities allowed with significant safeguarding	Economic and social activity back to normal with a new resilience
<b>Example of phased-in activities<sup>1</sup></b>	<ul style="list-style-type: none"> <li>✓ Emergency health care</li> <li>✓ Essential construction</li> <li>✓ Manufacturing</li> <li>✓ Essential retail:               <ul style="list-style-type: none"> <li>✓ Grocery stores</li> <li>✓ Pharmacies</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ Elective health care</li> <li>✓ Non-essential construction</li> <li>✓ Parks, beaches, some outdoor recreation activities e.g., batting cages, golf</li> <li>✓ Curbside retail</li> <li>✓ Drive-in activities</li> <li>✓ In-person car sales</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor dining</li> <li>• Limited in-person retail</li> <li>• Limited personal care, e.g., barber shops, hair salons</li> <li>• Youth summer programs</li> <li>• Some in-person clinical research / labs</li> <li>• Limited fitness / gyms</li> <li>• <i>Some in-person government services, e.g., MVC<sup>2</sup></i></li> </ul>	<ul style="list-style-type: none"> <li>• Expanded dining</li> <li>• Critical in-office work</li> <li>• Limited entertainment</li> <li>• Expanded personal care</li> <li>• Bars with limited capacity</li> <li>• Expanded fitness/ gyms with capacity restrictions</li> </ul>	

<sup>1</sup> Subject to change based on what we learn in New Jersey and globally

<sup>2</sup> Some government services such as Motor Vehicle Commission may restart sooner than June 15<sup>th</sup> to enable other activities

**Based on current trends, NJ could move to Stage 2 on June 15<sup>th</sup>**



# The Road Back: Data Determines Dates



*When will we be ready to move to Stage 2 and then Stage 3?*

-  Sustained improvements in **public health indicators**
-  Sufficient **healthcare resilience**
-  Substantial increase in **testing/contact tracing**
-  Widespread **workplace safeguarding**
-  Sufficient capacity of safeguarded **child care, schools, and transit**
-  Continued **public compliance**





# Reasons to Remain Vigilant

	# as of June 3 <sup>rd</sup>	# per 100K residents	Rank among U.S. states
<b>New cases per day</b>	541	6	19 <sup>th</sup>
<b>Patients in hospital</b>	2,362	27	1 <sup>st</sup>
<b>Deaths per day</b>	77	0.9	4 <sup>th</sup>

***To date, we have lost nearly 12,000 New Jerseyans to COVID-19***

NOTE: New cases and hospital census metrics reported as 3-day trailing averages. Deaths reported as 7-day trailing average. TX reports only COVID patients in hospital census. NJ and CA report hospital census for COVID and Patients Under Investigation (presumed to be COVID-positive). NY, PA, CT not specified. Rank excludes District of Columbia, as purely metropolitan area of higher density

SOURCE: COVID Tracking Project data (data pulled at 10:30pm on 6/3)



**What are your reactions to Governor Murphy's announcement about moving to Stage 2 in the near-term?**

c



**Which aspects are you concerned about, or need further clarity on?**



**Poll Question**



What level of guidance would be most effective and sustainable in persuading individuals to wear face coverings in public?



## Safeguarding compliance



**How can employees be empowered to aid compliance monitoring efforts? What mechanisms could be established to help employees report safety concerns?**



**What ideas do you have for encouraging employee, resident and community compliance with safeguarding protocols? How can expectations be communicated to the public?**



**What metrics could be tracked to evaluate effectiveness of safeguarding measures?**



**What opportunities might exist for organizations and the state to collaborate on safety compliance?**



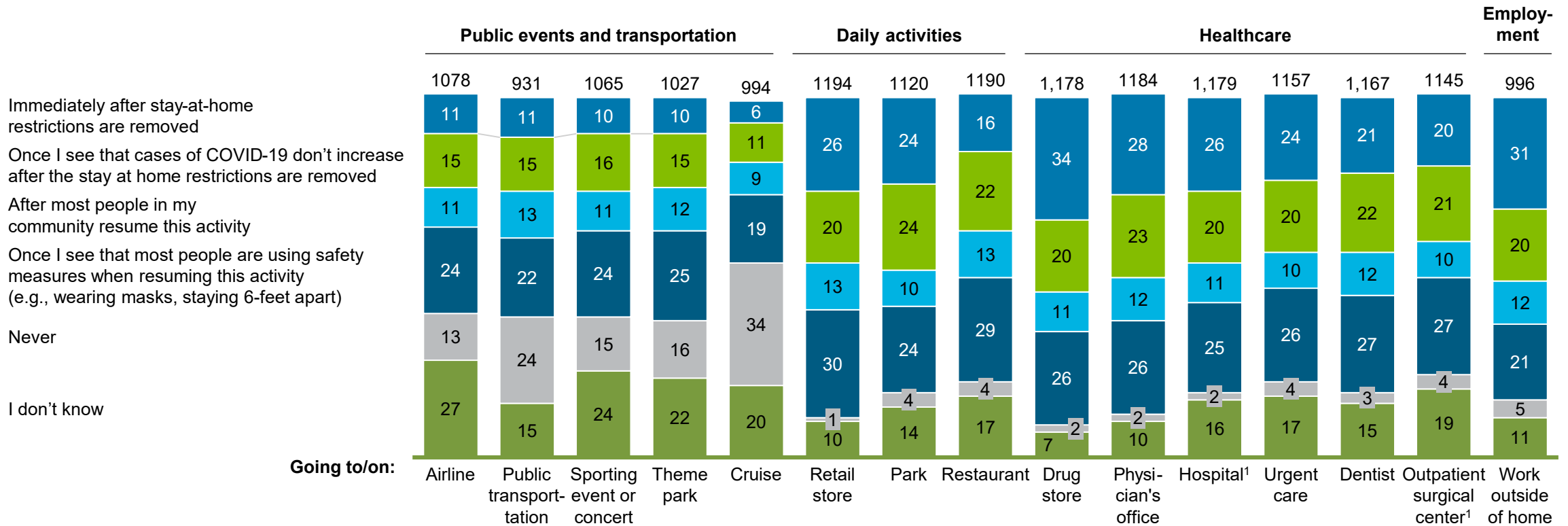
**Poll Question**



Which of the following industry-led efforts to ensure compliance would be MOST effective and sustainable from your perspective?

# National survey: Only a small fraction of consumers resume activities immediately after relaxation of restrictions

**Expected time to resume activities, % of respondents**



1. If in need of care  
 QRESUME: After stay-at-home restrictions (if any) are removed, please indicate when you would resume each of the following activities: (Respondents with "this activity is not applicable to me" where excluded)

## Public confidence



**What messaging (and via what medium) would be most impactful to inspire public trust and confidence?**



**What approaches would inspire public & employee confidence, in particular, organizations that are adhering to appropriate safeguarding guidelines?**



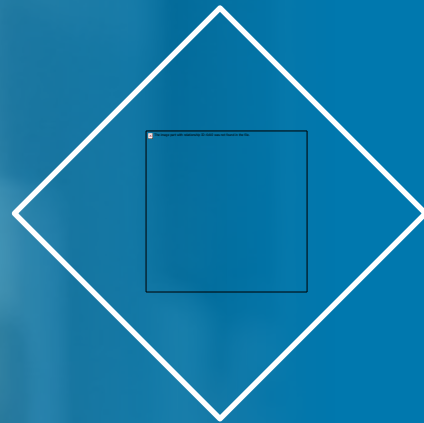
**What physical changes to layout and operations could be implemented to boost willingness to enter your organization?**



**What opportunities might exist for organizations and the state to collaborate on building public confidence?**



## Poll Question



In addition to positive public health trends & response, which of the following state-led efforts to build public confidence would be MOST effective and sustainable from your perspective?

## Path Forward

### **Prior to next session, please...**

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Send any 1) feedback on Council progress to date or 2) ideas on further opportunities for State/Council collaboration to [econrecovery@choosenj.com](mailto:econrecovery@choosenj.com)