

DISCUSSION/DIRECTION:

FACE COVERING COMMUNICATIONS AND POTENTIAL GIVEAWAY

TOWN COUNCIL
JULY 21, 2020



DRAFT COMMUNICATION PLAN

STAFF SUGGESTS PAUSING WHILE STATE ORDER IN EFFECT

- Following Council's direction on July 14, staff developed a draft communication plan, with messaging proposed to stress:
 - When not mandated by State orders and variances, or by private businesses, wearing a face covering is a choice
 - Choices made whether to wear a face covering should be respected within the community
- Staff suggests pausing implementation of the draft plan, since a State face covering order is in effect through Aug. 15 – CRPD's response to general violations will focus on education
 - If the State order expires then, Council could provide direction regarding implementation of the draft plan at its Aug. 18 meeting; the TCHD order Council opted out of expires Oct. 24

FACE COVERING GIVEAWAY

COST AND NEED EXPLORED THUS FAR

COST

- Branded cloth face masks would be \$3.95 each; unbranded cloth masks are \$2.95 each
- Disposable masks are \$1,050 per 2,000, or about \$0.52 each

NEED

- Staff worked with the Chamber, Downtown Alliance and EDC to query local businesses
- Roughly 70 businesses responded, and slightly less than half said they could use masks; all but a handful said they had no preference or preferred disposable masks
- Based upon responses, a minimum initial order of 10,000 disposable masks is suggested

FACE COVERING GIVEAWAY

ADDITIONAL CONSIDERATIONS

- How many masks to order?
 - Castle Pines gave away 8,000, suggesting the Town could give away up to 50,000 based on population ratios – the cost for this many disposable masks is \$26,250
 - Any mask purchases made should be reimbursable under the CARES Act
- Timing for giveaway – how soon could the masks be in hand and information be shared?
 - A minimum lead time of two weeks is suggested
- Location and logistics for giveaway
 - Gathering size limitations and social distancing ability should be kept in mind



DISCUSSION/DIRECTION