**COACHELLA VALLEY ECONOMIC PARTNERSHIP (CVEP)**

CVEP’S “MILLION MASK GIVEAWAY”

FACT SHEET

As of Wednesday, December 9, 2020

***How did the shipment of PPE to the Coachella Valley come about?***

* In early November, CVEP Chairperson Randy Florence approached an Economic Development Agency colleague in California when he heard they had received a supply of PPE from the California Governor’s Office of Emergency Services (CalOES)
* Randy made the initial contact with the California OES. Once the connection was made, CVEP immediately began working directly with the State. CVEP advised that the Coachella Valley is the hot spot within a state hot spot, Riverside County, and noted that peak season for the Coachella Valley has begun. The population will quickly jump from 450,000 to 700,000, therefore CVEP alerted OES of the need to support and protect our local business community as much as we can, as quickly as we can.
* The shipment was approved in late-November and CVEP immediately coordinated delivery details with CalOES

***What are the specifics of the shipment?***

Size: 144 pallets of PPE

Content:

* 1,440,000 face masks (720 cases, with 2,000 per case)
* 96,000 16.9 oz bottles of hand sanitizers (4,000 cases, with 24 per case)
* 40,400 face shields (202 cases, with 200 per case)

Estimated Value: In excess of $1 million

***Who pays for this shipment?***

* The PPE was provided by the California Governor’s Office of Emergency Services. No CVEP or City dollars were used in the acquisition of this equipment, and there will be no cost to the businesses that receive the PPE.

***What is the timing of the shipment?***

* The shipment arrived to CVEP’s warehouse the week of December 1

***What are the plans for distribution of the PPE to the Coachella Valley’s small businesses?***

* CVEP will determine the allotment per city, based on the number and types of businesses in each city
* CVEP will then arrange for each city to pick up their allotted supply at the CVEP warehouse

***How needed is this PPE for local small businesses?***

* California’s COVID-19 hospitalizations have increased 89% since mid-November
* CVEP’s [COVID-19 Business Impact Assessment](about:blank), published on May 26, 2020, identified the effects of COVID-19 on business operations. At the time of the survey, 62% of respondents were open for business, and 31% closed. For the minority of businesses that were still open at the time, 40% were operating at 61% or more level from normal.
* Businesses that require in-person services and in-person customer interaction are those affected most. The national average share of jobs that can be done at home is 37%; the average share of jobs that can be done at home in the Coachella Valley is 31.2%. Nearly half of all jobs in the Coachella Valley are in sectors where 6% or less are estimated to be able to work from home. CVEP’s [Who Can Work From Home](about:blank) report, published on October 15, 2020, identified that two of our Valley’s top four employment sectors – ‘Food Preparation and Serving Related,’ and ‘Building Grounds Cleaning and Maintenance’ have an estimated 0% of workers that can work from home, followed by ‘Construction and Extraction’ and ‘Installation, Maintenance, and Repair.’

***Where and when in each City will the PPE be distributed?***

* This will be distributed to the nine cities, the Joshua Tree Gateway Communities (which play a significant role in the Coachella Valley economy), to independent healthcare workers and to growers/farmworkers
* Each city will coordinate distribution for their city’s businesses, and basic distribution information will be posted online at [cvep.com/millionmaskgiveaway](https://cvep.com/millionmaskgiveaway/) as soon as delivery information is available
* PPE is essential for all small businesses. We want to make sure that essential businesses that are open during lockdown have the supplies they need, and those that are closed have a supply when they are able to reopen.

***Who should businesses contact (or where should they go online) to find out if they qualify for the PPE?***

* The PPE is available to all businesses that are operating legally and with employees unable to telecommute/work from home

***Will there be distribution of PPE to businesses that operate in unincorporated areas? If so, what will the process be?***

* The details are to be confirmed, but distribution may be coordinated with Pueblo Unido CDC, and/or Growing Coachella Valley

***How long will the PPE be available to businesses?***

* The PPE will be available to all eligible business owners in each city only while supplies last.