



CITY OF MORRO BAY

CITY HALL

595 Harbor Street
Morro Bay, CA 93442

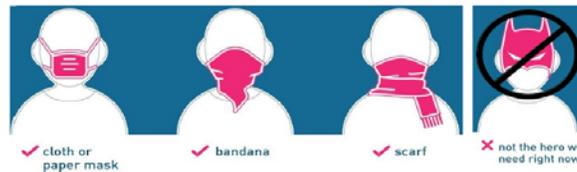
PRESS RELEASE

July 24, 2020

City Launching the “Be a Face Mask Hero” Campaign and Postpones Implementation of Planned One-Lane Closure of the Embarcadero

Morro Bay, CA – Given State of California’s statewide mask order and the importance of wearing masks to combat the spread of COVID-19, the City is launching the “Be a Face Mask Hero” campaign. The campaign encourages residents and visitors to be a hero by wearing face mask coverings in Morro Bay. Wearing a mask demonstrates kindness, humility, and respect for others by helping to protect one another and be part of the solution. City public safety staff will be handing out stickers and other swag items to visitors and residents that they see wearing a face covering and thanking them for being a hero in our community.

Be A Morro Bay Face Mask Hero Cover Your Face!



IF YOU'RE SAFE, WE'RE SAFE TOO!



#ROCKSOLIDTOGETHER



The City of Morro Bay remains committed to the health and safety of our community as the main priority and focus during these times and we want to encourage those visiting our community to help keep everyone safe in a positive, fun manner. The City hopes this fun campaign will encourage greater mask wearing but may issue warnings or citations to those who refuse to do their part.

In addition, the City of Morro Bay planned to move forward on a one-lane closure of portion of the Embarcadero with the intent of encouraging social distancing, creating a welcoming environment for shoppers/visitors, and assist businesses with the rapidly changing COVID-19 pandemic environment. City staff and the Chamber of Commerce partnered to reach out to businesses in the proposed closure area to understand how the closure may impact parking,

deliveries, and trash pick-up. In addition, the City learned that businesses have pursued alternative options for outdoor dining/retail that suits their needs and operations and would not utilize the open space street and sidewalk created by the closure.

Given this feedback coupled with recent developments with the statewide mask order, the City is not moving forward with the one-lane closure at this time, understanding the potential disruptions it could create. Funds set aside for the closure program will be diverted to the mask campaign and efforts to maintain clean public areas.

If you would like more information about this topic, please contact Jennifer Callaway, Public Information Officer at 805-772-6217.