



A special advertising section
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Hospitality & Tourism

November 11, 2020

A ripple runs through it

What hurts the hospitality industry affects the whole community

By Lisa Crawford Watson



Provided photo from Kaitlin Ford of Pocketful of Plans

The impact of the pandemic on one sector of the community can have a profound effect on other areas of business. Like a stone that sinks into a pond, the concentric ripples can continue to reach far and wide. In mid-March, when COVID came into the community, closing the doors on the hospitality industry, the impact on many other businesses was and continues to be significant.

As 2020 came into view, Kaitlin Ford had big plans for the year, most of which had been put into play months if not years before. The Monterey-based wedding and event planner, who owns “Pocketful of Plans,” definitely was anticipating a dramatic year, her expectations based on a big line-up of lovely, high-end weddings, and the impending birth of her son.

Ford is a big planner. She comes by it naturally, and it is the basis of her business. But she never planned on having her brides abandon their plans before getting to the altar, and she didn’t plan on giving birth during a pandemic.

“COVID canceled my weddings and corporate events, but it wasn’t personal,” she said, “and it wasn’t targeted at weddings or events. It was based on social distancing and sheltering in place that prohibits gatherings. Still, all the postponements and cancellations have affected a lot of people.”

When a wedding is canceled, the venue goes unused. The flowers aren’t picked up. Food and beverage is no longer needed. Shoes and clothing get returned. Limousines are curbed. And so, the ripple continues.

“When people think about the hospitality industry, they tend to focus on hotels and motels, missing the fact that when an industry is having a hard time economically, there is a trickle-down effect,” said Bonnie Adams, executive director of the Monterey County Hospitality Association (MCHA). “We want to raise awareness of how the pandemic affects other businesses within the community and how these other, smaller businesses are an important part of

our business community that we need to support.”

The year of non-events

Kristin Marcus who owns event-decorating company “Illusions of Grandeur,” was looking at a full calendar when COVID hit. Having established her company in 1985, she is at the point where she has cultivated a lot of consistent clients and repeat events. She stages the opening and closing parties at corporate homes for the AT&T Pebble Beach Pro-Am golf tournament. She creates several events during Classic Car Week, and at conference and convention venues for corporations. She also decorates venues for large-scale weddings.

Not this year. Thanks to COVID, this has become the “non-event” year of small-scale “shelterbra-tions.”

“We shuttered on March 13 and have not been allowed to stage anything since unless it’s a group of 10 or fewer,” Marcus said. “Most people don’t need us right now because we operate on a larger scale. We don’t know when we’ll be able to reopen.”

Marcus has applied for loans, which have enabled her to pay rent and keep her company together, hopefully, until she can be back in business. Like most companies, she realizes it’s about endurance and “being here for the cure.” “In the meantime, we’re updating our website, creating new marketing materials, and updating products. We’re trying to be ready for when our business can resume. We do a weekly brainstorming meeting via Zoom to see what we can do to adapt our business. So many people have lost their jobs; it’s really heartbreaking. We’re usually all about celebrating and having fun.”

Not the First Time

Cannery Row, which houses a variety of assets affected by the health of

the hospitality industry, is no stranger to challenge. Whether the crisis eliminated all the sardines or all the tourists, the steadfast community knows how to reinvent itself and rise again.

“We can lament that the tourists are not coming from Europe, or celebrate that on weekends, the sidewalks are filled with local visitors,” said Mike Zimmerman, president of the Cannery Row Company. “We can complain that we can’t dine indoors, or we can enjoy the ambiance of outdoor dining in this beautiful area.”

As John Steinbeck wrote about this place of equal parts fable and fact, “It’s all fine to say, ‘Time will heal everything; this too shall pass away, people will forget’ and things like that when you are not involved, but when you are, there is no passage of time, people do not forget and you are in the middle of something that does not change.”

And yet, surely even Steinbeck learned that after the middle of something comes the end, and change is inevitable.

“We understand that this heavily tourist-based area has been hit really hard,” said Zimmerman, “and we recognize the trickle-down effect. When fewer guests stay in our hotels, housekeepers lose hours, less laundry is done, fewer products are purchased; the point is, the town is using less of everyone and everything.”

Charles Chrietberg, chairman, president, and CEO of Monterey County Bank, has seen the effects of the pandemic on every small business owner who comes through his doors.

“No one knows how long this pandemic will last,” he said, “but we need to make the restaurant industry viable again. Those that are operating at 50% capacity or less are facing a big challenge. And those that



Provided photo from Kaitlin Ford of Pocketful of Plans

were struggling before COVID have little chance of surviving. It’s an endurance game, survival of the fittest.”

Chrietberg and his bank are working to help their customers as much as they can during COVID, yet he is well aware of the Catch 22 for those who need but can’t get a new small business administration (SBA) loan.

“When people apply for a new SBA loan, they have to show they were not adversely affected by COVID. And yet the whole point, the whole reason they need a loan,” he said, “is that they are. My dad taught me early on to go to the bank and take out a loan when I didn’t need one because once I did, they weren’t going to give it to me. It’s still true.”

This is going to be a long recovery, says Chrietberg, but if the booming housing market is any indication, it’s possible. “A post-COVID recovery must encompass our wider community,” Adams said. “We want

to make sure we can assist the industry to get back its feet by looking to the future. By working together, we can survive this pandemic and move on to become a strong industry again.”

Covid-19 will be a watershed moment for our hospitality industry, says MCHA Board President Jeroen Gerrese, resort general manager for Sanctuary Beach Resort in Monterey. Instead of writing our own obituaries, he says, we should use this opportunity to regroup, rethink, and reset.

“There are always winners that emerge out of every crisis, and it is our time,” said Gerrese, “to ‘cross the Rubicon’ and script our own futures. Our spirit, thoughts, and actions will determine whether the darkest hour is behind us and whether we emerge out of this crisis fully shattered or just bruised.”

As a servant of our industry, I say, ‘Let us keep our resolve.’ We are one humanity, we are one culture, we are one united tourism community.”

THANK YOU!

MCHA is proud to honor the 27,000 associates that work or have worked in the Hospitality Industry in Monterey County.

We would like to thank all of the organizations, such as All-In Monterey and others, that have stepped up to help sustain our associates during these challenging pandemic times. And thanks also to our community for its continual support of the Hospitality Industry. We encourage you to continue to dine out and shop locally – enjoy a staycation - it makes a difference!

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Monterey County Hospitality Association
The Voice of Your Hospitality Community

Despite challenges, hospitality builds on a community-focused legacy

By Jeroen Gerrese, 2020 MCHA board chair and resort general manager at Sanctuary Beach Resort



Photo credits California Welcome Center, Salinas

In 1890, Southern Pacific released an ad inviting travelers to explore central California by train. The piece featured black-and-white illustrations of Monterey’s Hotel Del Monte, Pacific Grove, and the Carmel Mission, with copy highlighting seasonal resorts, gardens and “a continuous panorama of enchanting Mountain, Valley and Coast Scenery.” More than a century later, Monterey County’s coastal cliffs, vineyards, golf courses, restaurants, and events attract more than 4.3 million visitors in a typical year. Resorts, historic adobes, and popular attractions, including Cannery Row, the Monterey Bay Aquarium, Fisherman’s Wharf, and Pebble Beach, anchor a hospitality industry that has employed local families for generations. Tourism’s legacy is about more than tourists, adds Rob O’Keefe, president and CEO of the Monterey County Convention & Visitors Bureau (MCCVB). It’s also about jobs and economic vitality.

“Tourism is the economic engine that keeps our community alive,” he says. “In normal times, Monterey County’s \$3.24 billion hospitality industry employs 27,000 people. Travel spending sustains countless community projects, nonprofit organizations and small businesses that residents enjoy year-round.” In 2020, the overlapping challenges of COVID-19 and wildfires underscored those ties between tourism and the community. **A challenging present** The pandemic triggered health concerns and closures that have left businesses and families fighting for economic survival. Between Memorial Day and Labor Day 2020, local visitor spending fell an estimated \$713 million compared to the same period in 2019. A projected \$1.72 billion drop in tourism revenue will cut approximately \$44.5 million from Monterey County’s 2020 transient occupancy tax (TOT) collections. TOT funds police and fire

crews, street improvements, park updates and other services that benefit all residents. In Monterey alone, TOT has generated more than \$260 million over the past 13 years – including more than \$41 million for the city’s Neighborhood Community Improvement Program (NCIP). Past NCIP dollars have supported Skyline Forest greenbelt maintenance, water stations on the Monterey Bay Coastal Recreation Trail, Wi-Fi coverage at several community centers and a host of other public works projects. Though tourism businesses implemented comprehensive COVID-19 safety protocols and adjusted schedules to keep more part-timers on the payroll, more than 10,000 hospitality professionals remain unemployed. Despite the obstacles, workers continue stepping up to assist neighbors. “The community is hospitality, and hospitality is the community. Even in the midst of COVID, industry members set aside their own needs to help community members impacted by wildfires,” says O’Keefe. During the River, Carmel and Dolan fires, Monterey County hotels extended more than \$1.1 million in room discounts to families and first responders. Some properties lifted pet restrictions for evacuees. The Monterey Conference Center accommodated fire response teams from the state and Federal Emer-

gency Management Agency (FEMA). Nonprofits, already busy with pandemic initiatives, expanded their outreach. Volunteers from ALL-IN Monterey distributed food to some 600 unemployed hospitality workers and their households each week, in addition to operating other drive-through markets and campaigns. Area restaurants and wineries support ALL-IN Monterey and other efforts. McIntyre Vineyards, for example, crafted wine packages to benefit the Community Foundation for Monterey County’s COVID-19 Relief Fund. Employees also helped evacuate families during the August wildfires and donated necessities to many in need. “We have all felt the detriment of a lack in outside visitors, but what we’ve also experienced is the way a community comes together to hold each other up,” says Kristen McIntyre, the company’s general manager. Such contributions aren’t limited to tough times. Each year, the tourism community supports school and civic groups with donations of time, money, silent auction items and event space use. “Hospitality also creates career pathways and entrepreneurial opportunities for people from diverse backgrounds, including those who lack the resources to attend college,” says Portola Hotel & Spa General Manager Janine Chicourrat. “There are no limits to what someone can achieve in this

industry.” **Uniting for the future** Like many fields, hospitality will continue to struggle as the pandemic unfolds. Recovering from job cuts, lost sales and declining tax revenues could take several years. Still, businesses are determined to reposition themselves for a brighter future. “If we’re creative and collaborative, we can reimagine how community, government and industry work together. We can make the tourism economy even stronger and smarter than it was in the past,” says the MCCVB’s O’Keefe. Economic recovery starts at the local level. Residents

can shop at small businesses, purchase gift cards, plan a golf outing, pick up Monterey County wine, or order takeout from area restaurants. Those who feel comfortable might also dine-in, book a staycation or encourage family members to plan responsible road trips to Monterey. As they navigate the current uncertainties, residents can help build a more resilient community. “The silver lining of this shared COVID experience is that it’s opening hearts and minds to how we can come out of this better than before,” says O’Keefe. “There’s a real opportunity for all of us.”



Photo credits California Welcome Center, Salinas



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A wide-angle photograph of a coastal golf course at sunset. The foreground shows a lush green fairway and a well-manicured green with a sand trap. The ocean is visible to the right, with waves crashing against rocks. In the background, there are rolling hills and mountains under a sky filled with colorful, pink-tinged clouds. The word "Bravo!" is written in a large, white, serif font across the bottom half of the image.



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On-location filming benefits Monterey County businesses

When it comes to giving a quick boost to our local hospitality industry, it could be said that there's no business like show business. Film productions come on-location and may have crews needing hotel rooms (sometimes more than 100 rooms per night), plus numerous services and goods. This positively impacts our restaurants, service providers, stores, and other businesses.

While the COVID pandemic cooled off the number of sizeable productions in the past months, the film industry is coming back to life with new safety, sanitation and careful set protocols in place. In fact, Monterey County hosted

the first feature film completed during the COVID times when "Malcolm & Marie" filmed at a private home in Carmel Valley this summer. All the principals—including stars Zendaya and John David Washington—were quarantined in the house, while other crew isolated in two local hotels. The film is in post-production and was already purchased by Netflix for \$30 million.

Monterey County's locations filmed previously also starred in two other productions that debuted in September. "She's in Portland," an independent film, has a road trip theme and captured

scenes while moving north from Gorda in Big Sur to the Inn at Spanish Bay and Carmel-by-the-Sea.

And the first season of "Ratched" episodes reached number one on Netflix in September. This production—the scary tale of what made Nurse Ratched of "One Flew Over the Cuckoo's Nest" fame become her evil character—filmed at Monterey County's Lucia Lodge, Big Sur's Highway One, as well as Toro Place Café near Salinas. And, the 1940s period piece also took over Cannery Row's Fish Hopper restaurant for some Monterey dining scenes.

Filming in Monterey County has left more than

\$118 million in local communities since the Monterey County Film Commission was established by the

Monterey County Board of Supervisors in 1987. The nonprofit offers free assistance to productions and promotes local

settings, accommodations, crew, and services to the film industry. Visit www.filmmonterey.org to learn more.



Netflix's series Ratched filmed at Toro Place Cafe in Salinas - Provided photo



Big Sur and Monterey locations in the new film, She's in Portland - Provided Photos

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Esparza, Maria	18 years	Carter, Lori	9 years
Monroy, Alma.....	17 years	Lawrence, Geraldine.....	9 years
Diaz-Diaz, Maria Del Rocio.....	16 years	Mendez Cortes, Blanca.....	9 years
Hick, Howard	16 years	Mendoza, Maria	9 years
Colella, Gayle	14 years	Lopez, Ricardo	8 years
Pereira, Nery Y.....	14 years	Tadjoedin, Jehan	8 years
Schemm, Dana.....	14 years	Marcelo, Jose Mario.....	6 years
Watson, Mark.....	14 years	Mendoza, Juana	5 years
Jimenez, Tomasa M	13 years	Sherman, Dinah	5 years

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Quail Lodge & Golf Club is **proud** of all of our employees and the hard work and dedication they have provided during this challenging year to ensure that our guests continue to receive an unforgettable experience.

As we enter the season for giving thanks, we would like to take this time to publicly acknowledge our employees who have been recognized this year by both colleagues and guests for going above and beyond.



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Garcia, Paulino ★
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Guijosa, Javier
Guzman, Emely ★
Hernandez, Jessica
Herrera, Clemente
Jennings, Fallon

Kerr, Denis
Kumar, Bijai
Lyle, Lauren ★
Macias, Danny ★
Kemp, Jessica
Massey, Christina
McCormick, Ron
Morris, April
Myers, Josh
Nyugen, Kent ★
Parks, Brian
Prasad, Yogesh
Ruiz-Perez, Sergio
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Vigo, Nicolas ★
Wadama, Takeshi
Wegman, Karl
Work, Ruben

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★ = Employees of the Month



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Peter, Paul, Scott and Nick



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Excellence in hospitality has deep roots in Monterey County



Provided photo of portrait of Romulado B. (Papa) Vicente aka Papa Vince

The Papa Vince Award is an honor which has traditionally been bestowed upon a deserving individual each year at the MCHA's annual Hospitality Recognition Day Luncheon. This year, the luncheon and awards are not taking place due to the pandemic, but the legacy of outstanding service still deserves a mention. The Award, named for Romulado B. (Papa) Vicente, is a tribute to a gentleman who knew how to take care of people with class and kindness, both on and off the job. The legendary Monterey Peninsula bartender's efforts were so well known that the Monterey County Hospitality Association named this prestigious award in his honor. Vicente was born in the Philippines on Feb. 7, 1911, and died on April 23, 2005, at the age of 94. He immigrated to the U.S. and came to the peninsula, where he worked in the

sardine industry. He soon made a place for himself working as a bartender, starting in 1950. Vicente started at Sade's and the Crocodile Tail, then moved to Gallatin's. But in 1970 he decided he needed a change and approached the Sardine Factory. "When he walked in the door, boom, he was hired," said Ted Balestreri, founder and CEO of the Cannery Row Co., the Sardine Factory, and several other Monterey businesses. "We were very fortunate that he picked us. "He hired us," Balestreri says. "He was a commodity. He was the most famous bartender on the peninsula. He chose where he wanted to come, and he decided the Sardine Factory would be where he was comfortable." The Sardine Factory was just two years old when Vicente joined the staff. "He (Vicente) was truly what hospitality was all about ...," Balestreri said. "At the (Sardine) Factory if we made you feel at home we made a million-dollar mistake," he said. "Our job is to make you feel better than at home — or why would you go out?" " That's what Vicente did. He was known to visit patrons and staff in the hospital and bring them food. "He personalized everything, old school," Balestreri said. Toward the

end of his career, Vicente would continue to come into the Sardine Factory a couple of nights a week to serve and visit customers, Balestreri said. "He touched so many lives and made them feel good. We had a lot of waiters like that. It was the old school, where they took a lot of pride in service." While working at the Sardine Factory, Vicente received the citizen of the Year Award and the national Bartender of the Year Award. He retired at age 85. In today's fast-moving high-tech world, Balestreri said, good service is still the essence of the hospitality industry. But the dining experience isn't quite the same as when Vicente took care of customers. "Twenty years ago you took two hours for dinner," he said. "You'd talk, you'd have a good time, you'd laugh and leave. Now it seems, that everybody's in a rush. They (customers) want good quality, but there's a difference between dinner and dining. "It's a different generation," Balestreri said, "and you have to adapt. If you don't change things go by you. Vicente was the furthest thing away from computers. "He was all personal. We still have his portrait up in the restaurant. Bert and I are eternally grateful that he chose to work with us at The Sardine Factory."



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The wish list includes pantry items such as potatoes, onions, yams, cranberries, stuffing mix, corn, condensed and evaporated milk, gravy in packets, chicken broth, mashed potatoes, cornbread, graham cracker pie shells, marshmallows, oil, brown sugar, flour. These will be collected Nov 15 – 21. Turkeys and hams will be collected November 22 – 25.

Special thanks to Kindness Monterey, the Food

Bank, and the many donors from our community that will help brighten the day of many families in our community.

Please visit the All-in Monterey FaceBook page for details.



Cannery Row Company names new VP of Marketing



Provided photo of
Erik Uppman

With an eye on recovery, Erik Uppman will be responsible for marketing, communication strategies for Cannery Row, Sardine Factory

has named Erik Uppman its new vice president of marketing, positioning the Monterey Peninsula native squarely in front of the challenge of promoting the company's businesses during the COVID-19 pandemic. "As we look toward recovery, the playbook for destination marketing has changed. We need to be nimble with our campaigns and sensitive to the health guidelines provided by the Monterey County Health Department," said Uppman.

In an announcement of Uppman's promotion, Cannery Row Company President Mike Zimmerman said Uppman will be responsible for the development and

implementation of marketing and communication strategies for Cannery Row and the Sardine Factory Restaurant, including digital and advertising. Uppman joined the Cannery Row Company in 2014 as senior marketing manager.

The Cannery Row Company owns about 88% of Cannery Row the waterfront street that originally housed the fish packing industry but was transformed into one of the Monterey Peninsula's main tourist areas with restaurants, shops, and lodging situated on the Monterey Bay and anchored by the Monterey Bay Aquarium which is not owned by the company.

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The ride of our lives

MST intends to recover ridership by helping the community recover

By Lisa Crawford Watson



MST has been deploying drivers and vehicles to deliver 8,000 meals for Meals on Wheels, and have dispatched buses with Wi-Fi capabilities into rural areas of southern Monterey County. (Photo courtesy of MST)

By mid-March, when it was clear that COVID had come to Monterey County, anyone whose work was not considered “essential,” was sent home with the order to shelter in place. Campuses closed, conferences were canceled, events were eliminated, shops were shuttered, and tourists stayed home. The resulting dearth of business warranted a mass furlough throughout the hospitality industry, sending thousands of employees home, where others who kept their jobs were being asked to perform their work. With so many people keeping their distance or remaining at home, the need for mass transportation became almost an oxymoron in an era when folks can’t do anything en masse, and fewer people need a ride. “Our numbers are way down, as more than half our pre-COVID ridership is gone,” said Carl Sedoryk, CEO of Monterey-Salinas Transit (MST). “Hospitality workers traveling from Seaside, Marina, and some-

times the Salinas Valley used MST regularly, making up one of our largest customer segments.” Ironically, while ridership is down, on some routes, MST must deploy two buses during peak commute times, carrying less than half their capacity, just to keep riders at a safe social distance. A 45- to 50-passenger bus can house no more than 12 to 14 people at this time. Buses also have Plexiglas barriers between drivers and passengers, hand sanitizer stations installed at the door, and six-foot distances delineated with stickers on bus aisles and at bus stops. “We also have staff cleaning buses multiple times per day, with anti-germicidal chemicals used in hospitals. All drivers wear masks and other personal protective equipment,” said Sedoryk, “and all passengers must wear a face covering.” Another large contingent of riders, outside the hospitality sector, is made up of students and faculty. MST has partnerships with CSU Monterey Bay, Hartnell

College, Monterey Peninsula College, the Naval Postgraduate School, and the Defense Language Institute, enabling faculty and students to ride at a subsidized or discounted rate, depending on the program. “While some campuses are offering certain labs and student services on-site,” said Sedoryk, “not one of these campuses is open for classroom activities, so the vast majority of ridership has disappeared. Thus, those routes have been completely discontinued.” For now. **Keeping Options Open** “A year ago, at this time, MST had to reduce our service levels because we didn’t have enough employees to meet the demand our community had for public transit,” Sedoryk said. “Now, we are struggling to keep people employed because the ridership demand has dropped off so much.” Yet Sedoryk has been reluctant to furlough any

employees because it takes a long time to get people trained as professional coach operators of a 19-ton vehicle. “When this is over, and it will be over,” he said, “we don’t want to be in the position where we can’t respond to renewed ridership, and recover. Employees are working fewer hours and are making less money, but they still have honed skills, jobs, and benefits. Our goal is to be ready once the COVID vaccine is in place, because business will come back, and it will come back quickly.” In the meantime, MST has found ways to keep employees on the job and buses up and running, by “reinventing the wheel.” They have been deploying their drivers and vehicles to deliver 8,000 meals for Meals on Wheels, and have dispatched buses with WIFI capabilities into rural areas of South Monterey County to enable students in disadvantaged areas to climb aboard and make Internet connections for remote learning. In addition, MST has offered surplus vehicles to Clinica de Salud to be converted into mobile COVID testing units that can go right into the ag fields to reach an at-risk population. “MST is following a path to recovery called the ‘Whole Community Effort.’ In looking through FEMA disaster recovery documentation to learn what we need in order to be prepared for a natural disaster or civil emergency requiring massive evacuation,” said Sedoryk, “we found, buried in those plans,

a pandemic response.” The idea, he says, is not to focus efforts on how to bring MST back to where it was, but to help the community recover, first. “While waiting for traditional ridership to return,” he said, “we are looking at how we can change our business model to focus on our contribution to the community. How do we help reduce the spread of COVID, making the community healthier

so their business and their revenue can come back? Then MST will be needed again for transport. This is our path to recovery.” In the meantime, says Sedoryk, we can appreciate the reduction in traffic congestion and the cleaner air quality. Everybody take a deep breath. This article was previously published on October 31, 2020 in the Monterey Herald.



Carl Sedoryk, CEO of Monterey-Salinas Transit. (Photo courtesy of MST)



All MST drivers wear masks and other personal protective equipment. (Photo courtesy of MST)

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Happy Thanksgiving

OldFishermansGrotto.com
39 Fisherman's Wharf

CHOOSE YOUR OWN LUXURIOUS SEASIDE EXPERIENCE

Take Out and gift certificates available

INDULGE

With an emphasis on raw, cured and wood-fired cooking styles, Chef Paul Corsentino's Salt Wood Kitchen & Oysterette's menu and aesthetic celebrates the Salinas Valley and its rich, agricultural bounty. The experiential oyster bar and central live-fire kitchen act as a culinary stage, allowing you to settle and enjoy the action with a seasonally inspired cocktail in-hand.



THE **SANCTUARY**
BEACH RESORT ~ MONTEREY BAY
3295 DUNES DRIVE | MARINA, CA 93933
TOLL FREE: 877.944.3863
THESANCTUARYBEACHRESORT.COM

It has been a rough and bumpy ride, and we're on the road to recovery together. We miss the smiling, familiar faces of our hospitality industry friends who were regulars on our routes - but when you return, MST will be here to welcome you, and provide the safe, dependable services you've always enjoyed. Stay safe and see you soon, friends!



Road to Recovery

Driven to protect, serve, and innovate.

Welcome Back Riders! On our region's road to recovery, MST is **Driven to protect** our customers, employees, their families, and everyone we contact daily... **Driven to innovate** new best practices and technologies... and **Driven to serve** our entire community. All to provide **clean, safe, reliable, and affordable mobility** services to our region's workers, residents and visitors.



CLEANING, LOTS OF CLEANING!

MST uses hospital-grade disinfectant to clean buses and transit centers. Hand-held foggers spray germicide inside buses and are used every night, and during the day when possible.

CLEAN HANDS SAVE LIVES!

MST installed hand sanitizer dispensers on all buses. Passengers are asked to sanitize their hands upon boarding.



HEALTHY WORKFORCE.

Our greatest asset is our employees. Their health and wellness keep buses and the community moving. To help employees stay healthy, MST provides face coverings, gloves, and other personal protective equipment. We've also installed physical barriers in the driver compartment area as an added layer of protection.

CONTACTLESS FARE PAYMENTS COMING SOON TO A BUS NEAR YOU...

How great would it be to reduce driver passenger interaction AND speed up the boarding process by simply tapping to pay with your contactless card or payment-enabled device?



NO Face Cover / NO Ride
Keep face cover on for entire trip.

**No Cobertura facial/
No Viaje**
Mantenga la cara cubierta durante todo el viaje.

MST
Monterey Salinas Transit • (888) MST-BUS1 • mst.org

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2

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Anything works!

FACE COVERINGS, PLEASE!

MST will continue to require face coverings for those 13 and older. If passengers forget their face covering, a complimentary face covering can be obtained at a customer service location.

MORE SERVICE, MORE OFTEN.

MST is running more buses, more often to allow riders to spread out and maintain a safe distance. MST has recently increased the number of buses that run on the following lines with the highest demand: JAZZ A/B, 18, 20, 23, 24, 41, and 49.



SAFE DISTANCE, PLEASE.

If you live together, feel free to sit together. If you live apart, please sit apart.

LET THERE BE FRESH AIR!

By keeping our windows open, the air inside MST buses can be completely refreshed within two minutes which helps stop the spread.



WHAT'S IMPORTANT TO YOU?

MST launched a community survey asking our neighbors, riders, and employees about transportation issues important to them as we step into recovery from this pandemic. Regular updates regarding service, safety guidelines and MST news are shared through social media and our website.



www.mst.org
1.888.678.2871
(1.888.MST.BUS1)



Be Safe & Enjoy Responsibly



Thank you for getting out responsibly in support of our local businesses who continue to provide world-class hospitality in this beautiful, awe-inspiring place we call home. Together we are #MontereyCountyStrong.

Learn more at
[SeeMonterey.com/Locals](https://seemonterey.com/locals)

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GRAB LIFE BY THE MOMENTS®

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