



COVID-19 Threat, Response, Reopening, and Recovery Update

Sonoma County Board of Supervisors

June 2, 2020

Discussion Points / Presenters

Health Update

- Dr. Sundari Mase Public Health Officer, Department of Health Services
- Barbie Robinson Director, Department of Health Services & Interim Director, CDC

Business Reopening and Economic Recovery Update

- Sheba Person-Whitley Executive Director, Economic Development Board

Emergency Management Update

- Christopher Godley Director, Department of Emergency Management

Public Information Update

- Jennifer Larocque Communications Coordinator, CAO
- Melissa Valle Communications Coordinator, CAO





Road Map to Reopening

June 2, 2020

Barbie Robinson,

Director, Sonoma County, Department of Health
Services & Interim Executive Director, Community
Development Commission

Dr. Sundari Mase

Sonoma County Health Officer



sonoma county
DEPARTMENT OF HEALTH SERVICES

Questions / Discussion

[May]
-
[18]
-
[2020]

YOUR BUSINESS
PARTNER



EDB COVID-19 Update

Business Reopening and

Economic Recovery



www.SonomaEDB.org

EDB Update COVID-19 Business Reopening and Economic Recovery Update

YOUR BUSINESS
PARTNER



- SoCo Launch
- Additional Reopening resources

Emergency Management Update

- Personal Protective Equipment (PPE) for Businesses
 - State of CA program via Professional Associations
 - County efforts to support
- Food Resources Task Force
 - County program to continue
 - Declined Great Plates Delivered program
- Concurrent Hazard Preparedness



Emergency Management Update: Public Information

- **Daily social media posts**

Facebook

Page views: 26,698

Post reach: 355,639

Twitter

Profile visits: 10,100

Tweet impressions: 655,000

- **Media response**

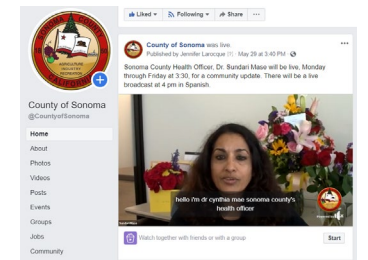
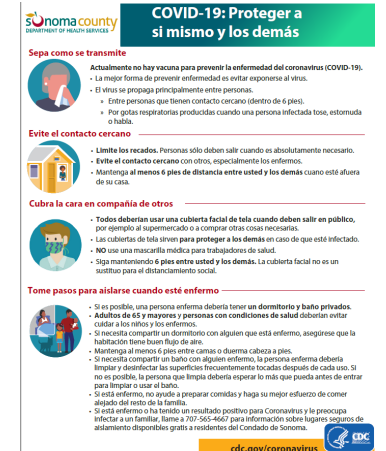
Daily briefings and media follow ups

- **Information and referral hotline**

Text/Calls: 1,199

Latinx Communications

- PSAs in seven Spanish-speaking radio stations
- Radio and TV interviews
- Dr. Mase Facebook briefings on KBBF
- Latinx Supermarket and restaurant PSAs
- Flyer distribution (local cbos, testing sites, etc)
- Weekly Latinx call
- Daily email updates
- Latinx Health Group



Questions / Discussion

