



Novel Coronavirus (COVID-19) Update

APRIL 14, 2020

Dr. Sundari Mase	Public Health Officer, Department of Health Services
Christopher Godley	Director, Department of Emergency Management
Barbie Robinson	Director, Department of Health Services
Mark Essick	Sheriff / Coroner
Erick Roeser	Auditor, Controller, Treasurer, Tax Collector
Carly Cabrera	Public Information Officer, Emergency Operations Center

Agenda

1. Public Health Officer Briefing
2. Response Efforts
3. Fiscal Impacts
4. Public Information Update



Public Health Officer Briefing



Latest Updates

- Cases numbers, trends and what this means for Sonoma County
- New Health Officer Orders

Public Health Questions

Response Efforts

- Federal and State
- Emergency Operations Center
- Continuity of Operations Program (COOP)
- Public Health
- Sheriff



Fiscal Impacts

Costs: Estimates and to-Date



COVID-19 Emergency Response Cost Estimate

90 Day Estimate (March 2 – June 1, 2020):

- \$24.5M County labor (Emergency Ops Center, Department Ops Center, Continuity of Operations Program)
 - \$18.6M Services, supplies, contracts (detail next slide)
 - \$6.5M Contingency (15%)
- **\$49.6M Estimated event cost - 90 days**
- **\$8.5M Spent to date**
 - \$6.5M Labor
 - \$2.0M Expenses paid through COVID-19 Emergency Fund

Services, Supplies, & Contracts Cost Estimate

\$5.8M	Alternate care sites
\$6.9M	Personal protective equipment and medical supplies
\$1.8M	COVID-19 emergency quarantine sheltering
\$1.0M	Food banks (purchases and distribution)
\$0.8M	Lab costs and testing supplies
\$0.7M	Childcare for essential workers
\$0.5M	Emergency Ops Center/Department Ops Center Operating Costs
\$1.1M	Other (outbreak model, hazardous waste disposal, etc...)
\$18.6M	Estimated services, supplies & contract costs: 0-90 days

COVID-19 Cost Recovery

FEMA/CalOES Potential Eligible Costs:

- \$ 5.0M Reimbursable labor
- \$18.6M Services & supplies
- \$ 6.5M Contingency (assuming reimbursable)

- **\$30.1M Total eligible costs**
- (\$1.9M) Less County share

- **\$28.2M FEMA/CalOES Reimbursement**

- **\$11.1M Expedited funding anticipated in 30-60 days**

2020 COVID-19 Costs Not Reimbursable from FEMA/CalOES:

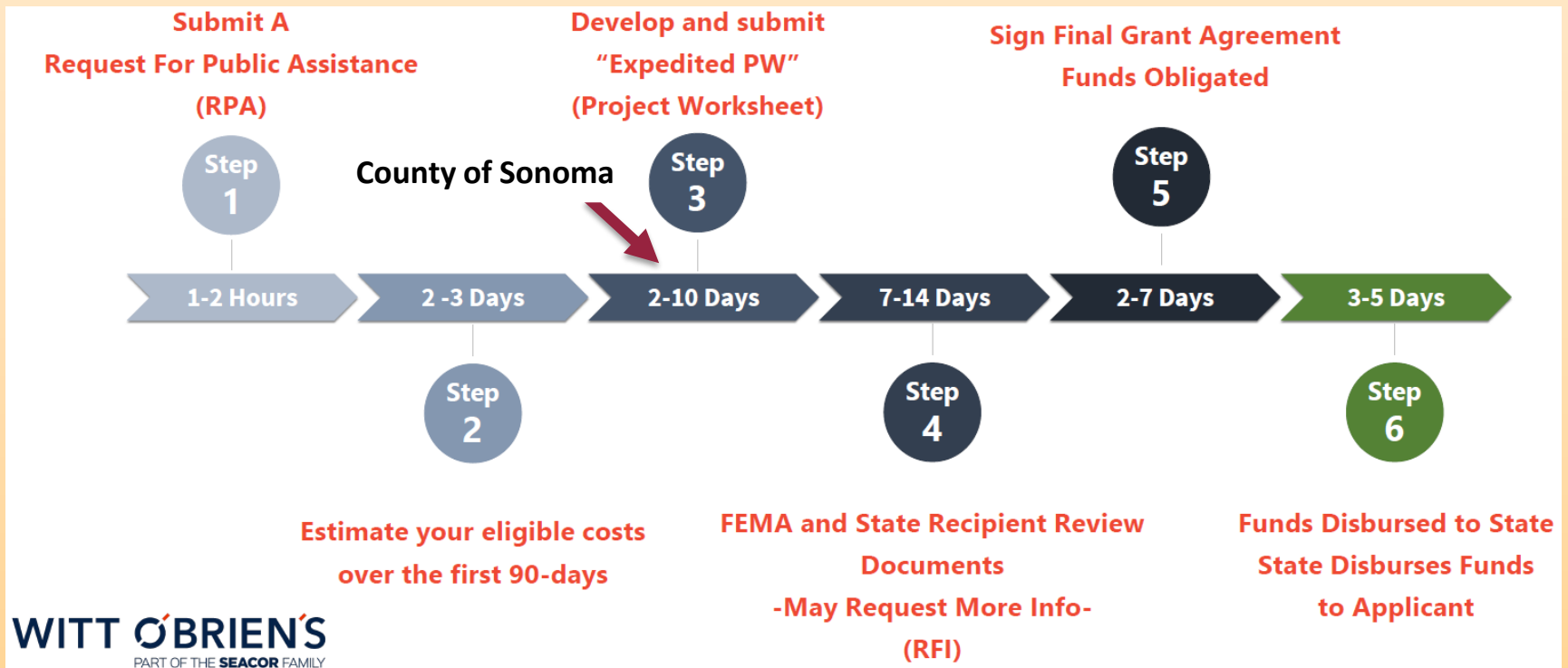
- \$ 1.9M County share
- \$19.5M Unclaimable labor (straight pay)

- **\$21.4M Total Costs Not Reimbursable**

- Costs not eligible for FEMA/CalOES reimbursement may be covered by other COVID-19 funding sources (CARES Act)

COVID-19 Cost Recovery

- As of Friday April 12th, FEMA reported 971 jurisdictions / agencies have submitted Request for Public Assistance (RPA)
- Expedited Funding timeline for COVID-19



COVID-19 Budget Needs

TOTAL ESTIMATE	\$49.6M
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Minus:

Budgeted Salaries & Benefits (S&B)*	(\$24.5M)
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COVID-19 Emergency Fund Current Budget	<u>(\$ 3.0M)</u>
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Budget Appropriation Still Needed	\$22.1M
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Financing Sources:

FEMA COVID-19 Claim

Cal-OES (CDAA)

CARES Stabilization Fund

Other Sources

* Assumes S&B costs will be covered with existing department appropriations, no estimate yet on GF Departmental Grant/Services/Fees Revenue losses, and County labor will not run through the emergency fund.

Public Information Update

- Social Media Update
- Billboards
- Weekly Town Halls
- Paid advertising campaign:
 - Radio and Print
 - Latinx
 - Digital Campaigns



Public Information

County Social Media Update

Platform	Visitors	Time period
SoCoEmergency	1,335,750 views	3/11/20 – 4/9/20
Facebook	298,092 visitors	3/13/20 – 4/9/20
	6,618 new followers	Last 28 days
YouTube	6,877 views	Last 28 days
Twitter	Top tweet: 21.5k impressions	Last 28 days

Top Tweet earned 21.5K impressions

If we stay home, we flatten the curve.
Sonoma County modeling data clearly show that sheltering in place and social distancing ARE WORKING. Let's keep it up! When we stay home, we save lives.

More info at SoCoEmergency.org/news-alerts

[#SoCoCoronavirus](#) [#Coronavirus](#)
[#StayHomeSaveLives](#)

pic.twitter.com/ydvl4Pg098



Daily Updates from Dr. Mase

Platform	Average Viewers/ Listeners
Facebook Live	8,500 viewers
YouTube	2,500 viewers



Public Information

Billboards

Partner	Location
Veale Outdoor	Rohnert Park north and south displays east side of 101
Partnership with Exchange Bank	Rohnert Park on 101 North



Public Information

Town Halls

Station	Format	Average Viewers/ Listeners
KRCB	TV Broadcast	12,000 viewers
KRCB FM	Radio	2,500 listeners
La Mejor	Radio	<i>Data not available</i>
KBBF	Radio	<i>Data not available</i>
Facebook Live	Web stream	8,500 viewers
YouTube	Web stream	2,500 viewers
		25,500

Live stream on County Facebook and YouTube to begin April 14th

Public Information – Paid Media Campaign

Radio: March 23rd – end of May

Station

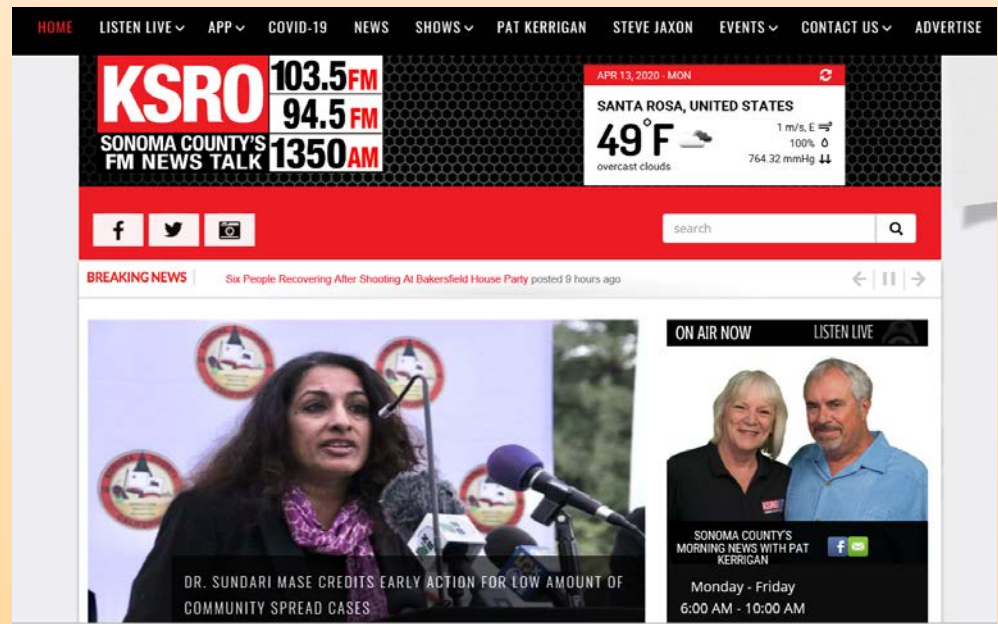
Froggy,
The River
KSRO

KZST
The Bull
Jazzy
The Wolf
The Beat

The Krush
Bob FM
Exitos
Latino

La Mejor
Radio Lazer

KBBF



Public Information – Paid Media Campaign

Print and Digital Advertising
on the Press Democrat

	Press Democrat
Print	
Spadea : March 29	197,965
Digital	
Total impressions	337,511
Click-through rate	.10

Coronavirus (COVID-19). Stay safe. Be



Learn what the Shelter in Place Order means

- Only leave your home to engage in certain essential activities such as picking up groceries or medication.
- Go outside to take care of pets, walk and get fresh air as you do not congregate in a group and maintain a six feet of distance between you and other people.
- If you are sick, self-isolate, including to the extent you can from others you live with.



Support loved ones.

- Show solidarity and empathy with those affected.
- Check in regularly, especially with those affected.
- Encourage them to keep doing what they enjoy.
- Provide calm and correct advice for your children.



Wash your hands with alcohol-based hand rub or soap

- After coughing or sneezing
- When caring for the sick
- Before, during and after you prepare food and before eating
- After toilet use and when hands are visibly dirty
- After handling animals or animal waste



Protect others from getting sick.

- Cover your mouth and nose when coughing or sneezing
- Throw tissue into closed bin immediately after use.

To learn more and ask questions tune into weekly Virtual Town Halls: KBBF 89.1 FM 5-6 Tuesdays, KRCB TV 22/60 and Radio and La Mejor 104.1 FM 7-8pm Tuesdays.

Visit [SoCoEmergency.org](https://www.sococountyemergency.org) or call 2-1-1 for information and resources.

Coronavirus (COVID-19). Manténganse a salvo. Se

Aprenda lo que significa la Orden de Refugio en el Lugar.

- Solo salga de su casa para participar en ciertas actividades esenciales, como recoger alimentos o medicamentos.
- Salga a cuidar mascotas, camine y tome aire fresco, siempre que no se congrege en un grupo y mantenga al menos seis pies de distancia entre usted y otras personas.
- Si está enfermo, aislase así mismo, incluso en toda la medida que pueda de otras personas con las que vive.



Apoya a tus seres queridos.

- Mostrar solidaridad con las personas afectadas.
- Consulte regularmente, especialmente con los afectados.
- Animales a seguir haciendo lo que disfrutan.
- Proporcione consejos tranquilos y correctos para sus niños.



Lavarse las manos con alcohol frotar las manos o agua y jabón:

- Después de toser o estornudar
- Al cuidar a los enfermos
- Antes, durante y después de preparar la comida y antes de comer
- Después de usar el baño y cuando las manos están visiblemente sucias
- Después de manipular animales o recoger excremento de animales



Protégete a los demás de enfermarse.

- Cúbrase la boca y la nariz al toser o estornudar.
- Tire el pañuelo a la basura cerrada inmediatamente después de usarlo.



Para obtener más información y hacer preguntas, sintonice con los "Virtual Town Halls" semanales en KBBF 89.1 FM 5-6 los martes, y KRCB TV 22/60 y Radio 91 FM 7-8pm y La Mejor 104.1 FM 7-8pm los martes.

Visite [SoCoEmergency.org](https://www.sococountyemergency.org) o llámelo al 2-1-1 para información y recursos.

Coronavirus (COVID-19).

Stop the spread. Stay at home.



• Stay at home except for essential needs.

• Wash hands often with soap and water.



• Avoid touching your face and cough into your elbow.

• Clean and disinfect regularly touched objects.

• Keep six feet between you and others in public.



For information and resources:
Visit [SoCoEmergency.org](https://www.sococountyemergency.org)
Text zip to 898-211
Call 2-1-1



Coronavirus (COVID-19).

Detenga el contagio. Quédese en casa.

• Quédese en casa y solo salga a realizar actividades esenciales.

• Lávese las manos frecuentemente con agua y jabón.



• Evite tocarse la cara y cuando tosa, hágalo en el codo.

• Limpie y desinfecte objetos que se tocan frecuentemente.

• Cuando esté en público mantenga seis pies de distancia entre usted y otras personas.



Para información y recursos:
Visite [SoCoEmergency.org](https://www.sococountyemergency.org)
Envíe un mensaje de texto con su código postal al 898-211
Llamé al 2-1-1



Public Information – Paid Media Campaign

Latinx Outreach: March 19 – current

	Number of locations	Average number reached Monthly
Video ads in markets	7	250,000
Radio ads in markets	4	218,000
Radio ads in restaurants	6	112,000
Posters in markets	10	<i>Not available at this time</i>
Radio and TV interviews	12	<i>Not available at this time</i>
Latinx stakeholder group	70+	<i>Not available at this time</i>

2.8 million impressions per month through markets and restaurants.