



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

Sonoma County Board of Supervisors

September 1, 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

Public Information / Communications

- Paul Gullixson County Communications Manager

Emergency Management

- Chris Godley Director, Department of Emergency Management





Road Map to Reopening

September 1, 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

Public Health Overview

- Current data
- Review of reopening metrics
- Vulnerable Homeless response
- LatinX response
- Reopening updates

Questions / Discussion

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[2020]

YOUR BUSINESS
PARTNER



COVID-19 Update

Business Reopening and

Economic Recovery



www.SonomaEDB.org



- Update on Recovery Planning and Community Participation
- Civil Penalty Ordinance Signage
- Health Communication Collaboration

Sonoma County COVID-19 Communications

Paul Gullixson

Communications Manager, Sonoma County

August 1, 2020



Current Communications

- ✓ **Daily social media posts:** Facebook, Twitter, Next Door
- ✓ **Daily media interactions:** Interviews, press releases, briefings on Monday, Wednesday and Friday
- ✓ **Web updates:** On SoCoEmergency.org, SoCoEmergencia.org and Virtual Local Assistance Center
- ✓ **Videos**
 - Coronavirus live updates with Dr. Mase, Chair Gorin interviews with stakeholders, personal stories, and instructional videos

[Video Library](#)

Surviving COVID-19



SoCoEmergency.org



August 30, 2020 6:00 PM

Evacuation Orders Updated »

This information was updated Saturday, 8/30/2020 at 6 PM.

[View the Evacuation Map »](#)

[More Wildfire Information »](#)

Wildfire



Coronavirus Response



Local Assistance Centers in Guerneville and Healdsburg

Residents affected by the Walbridge and Meyers fires can access recovery services and resources at two Local Assistance Centers (LACs) beginning Saturday, August 29, 2020.

'Safe Sonoma' Campaign

Objective: To initiate a high-impact education and outreach program to slow the spread of coronavirus and notify public about code enforcement ordinance.

Status: Underway

- ✓ Paid ads appearing on social media and other platforms.
- ✓ Radio ads appearing on KSRO, KZST and multiple Spanish-language stations.
- ✓ Series of half-page and quarter-page ads published in The Press Democrat, North Bay Business Journal, Sonoma Index Tribune, Petaluma Argus-Courier and Sonoma County Gazette.
- ✓ COVID-19 message to be inserted in Sonoma County property tax bill for 2020.
- ✓ Messaging also created for flyers, posters, billboards and message boards



MASK UP SONOMA COUNTY!



A NEW ORDINANCE IS NOW IN EFFECT FOR SONOMA COUNTY THAT CALLS FOR THE ISSUING OF CITATIONS FOR THOSE WHO FAIL TO COMPLY WITH STATE AND LOCAL HEALTH ORDERS.

The coronavirus is still spreading in our community. We must look at what each of us can do to lessen the impact of this pandemic. Individuals who violate health orders now may be fined \$100. Businesses can be fined from \$1,000 to \$10,000.

Here are some tips to slow the spread of COVID-19 and avoid these fines:

INDIVIDUALS:

- Wear a face covering when you're outside your home.
- Keep gatherings to a minimum, with no more than 12 people.

Code Enforcement Campaign:

Keeping Sonoma County families informed – Emphasizes that Sonoma County web site is the best source for accurate and timely information on COVID-19 impacts locally.

**MASK UP
SONOMA COUNTY!**



**EVERYONE MUST DO THEIR
PART TO **SLOW** THE
SPREAD OF COVID-19.**

WE'RE IN THIS TOGETHER.



COVID-19 Campaign:

When should I wear a face covering outdoors?

It is healthy to spend time outdoors riding your bike, hiking, gardening or taking the dog for a walk. Here's what you need to know to stay safe outdoors:



Maintain a safe physical distance of 6 feet from others



Always carry a face covering and wear it any time



**CORONAVIRUS UPDATE:
BARBER SHOPS, HAIR SALONS AND MALLS
ALLOWED TO REOPEN AUGUST 31**



**IT'S TIME
TO MASK UP
SONOMA
COUNTY**



Each of us must do our part to slow the spread of COVID-19.

A new Sonoma County ordinance is in effect that allows citations for businesses and residents who fail to comply with state and local health orders.

Please wear your face covering and do not gather in large groups. Residents violating public health orders may be fined one hundred dollars.

To report unsafe behavior, please call 1.833.SAFE707.

Mask up, Sonoma County. We are in this together.

SoCoEmergency.org



Emergency Management

- Food Resources Task Force
- Concurrent hazard preparedness
- Wildfire response experiences



Questions / Discussion

