



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

Sonoma County Board of Supervisors

September 22, 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 22, 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

Sept
-
22
-
2020

YOUR BUSINESS
PARTNER



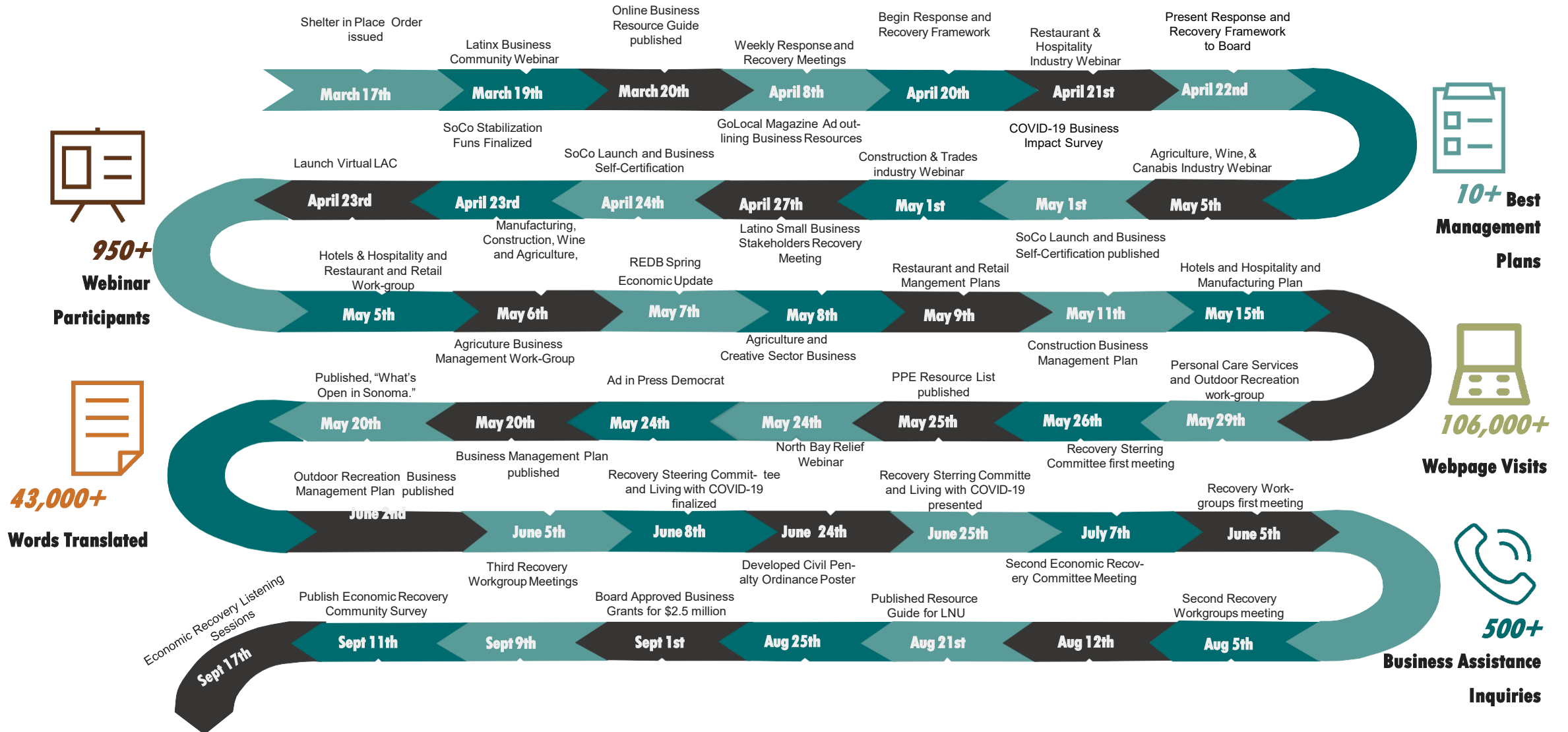
COVID-19 Update

Economic Recovery



www.SonomaEDB.org

Progress at a Glance!



Sonoma County

BUSINESS STABILIZATION GRANT



\$15,000

In Covid-19 relief funding to use towards expenses including payroll, utilities, rent or mortgage expenses.

Recover • Sustain • Empower

TOTAL GRANTS 
\$2.5 Million



Applications Open

Monday, September 28th

Business Stabilization Grant

YOUR BUSINESS
PARTNER



Partners

- Utilize internal and external partners to spread the word

Media

- Emails to businesses
- Social media campaign
- Radio and Newspaper outreach

Canvassing

- Distribute flyers and applications
- Focus on hard hit areas

Assistance Centers

- Utilize local resource providers
- Assist applicants with limited access to internet, scanners, fax or need application assistance.

Community Survey

YOUR BUSINESS
PARTNER



- Ranks all 13 strategies
- Open until September 25th
- In both English and Spanish
- Available at SoCoLaunch.org
- Distributed to internal and external partners

SONOMA COUNTY ECONOMIC RECOVERY COMMUNITY SURVEY

We want to hear from you!



ENCUESTA COMUNITARIA SOBRE RECUPERACIÓN ECONÓMICA DEL CONDADO DE SONOMA

¡Queremos escuchar de usted!



www.SonomaEDB.org

YOUR BUSINESS
PARTNER



'Safe Sonoma' Campaign:

- A multi-platform marketing campaign began on Aug. 14 and has continued with radio, print and digital announcements across the market.
- In October, in-person outreach to LatinX community will take place.
- The campaign will add a component encouraging flu shots in October as well.

**MASK UP
SONOMA COUNTY!**



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

WE'RE IN THIS TOGETHER.



Social Media

- ✓ **Social media posts (Aug. 1 to Sept. 17):**
 - ✓ **Facebook and Twitter:** Out of 264 County posts, 69 were solely related to COVID-19 including code enforcement and 51 were live videos including Dr. Sundari Mase briefings and alerts. All were in English and Spanish.
 - ✓ **Dr. Mase videos:**
 - ✓ Average reach per video: 16,166; Engagement: 2,051
 - ✓ **Spanish version by Dr. Mary Maddux-Gonzalez**
 - ✓ Average reach: 8,982; Engagement: 584
- ✓ **Total:**
 - ✓ Average reach: 25,148; Engagement: 2,635



Novel Coronavirus

[Home](#) / [Emergency Information](#)

[En español »](#)

September 20, 2020 9:30 PM

Sonoma County Coronavirus Cases at a Glance

Coronavirus Cases	Total	Active	Recovered	Deaths	Tests
Case Count	7,060 1.39% of Population	1,598 0.31% of Population	5,348 75.75% of Cases	114 1.61% of Cases	161,872
Change in Last 24 Hours	+62	-405	+467	+0	+1,454

Testing data was recently updated to align with state methodology. See [Press Release](#) »

[Coronavirus Data Dashboard](#)



Sonoma County responds to Coronavirus

The County of Sonoma has declared a local emergency to respond to COVID-19, commonly known as coronavirus, in our community.

We are working closely with local, state, and federal partners to protect public health and stop the spread of this virus.



Dashboard

	Higher Risk --> Lower Risk of Community Disease Transmission			
	Widespread Tier 1	Substantial Tier 2	Moderate Tier 3	Minimal Tier 4
New cases/100,000 population per day (7 day average; 7 day lag)	>7	4-7	1-3.9	<1
Testing % Positivity (7 day average; 7 day lag)	>8%	5-8%	2-4.9%	<2%

Sonoma County is currently on: **Tier 1**

To see Sonoma County's current status and allowable activities for this tier, please visit [Blueprint for a Safer Economy](#)

To see trends in the metrics assessed for placement on these tiers, visit the [Cases](#) tab on this dashboard.

Sonoma County has separately been collecting and monitoring a number of indicators relevant to the COVID-19 response and has identified triggers (listed below) to quickly reinstitute precautions and restrictions as needed in advance of any state action should local conditions worsen.

How is Sonoma County Doing?

Indicator	Current	Out of Compliance	Consider implementing restrictions or taking precautionary measures	More Information	Last Updated
Elevated Case Transmission: Seven day testing positivity	5% average 7 day testing positivity		>8%	Cases	September 17, 2020
New Cases per 100,000 population per day (7 day average; 7 day lag)	9.8	X	>7	Cases	September 17, 2020
Case rate per 100,000 residents for the past 14 days; 7 day lag	155.2	X	>25	Cases	September 17, 2020

Emergency Management

- Food Resources Task Force
- Concurrent hazard preparedness



