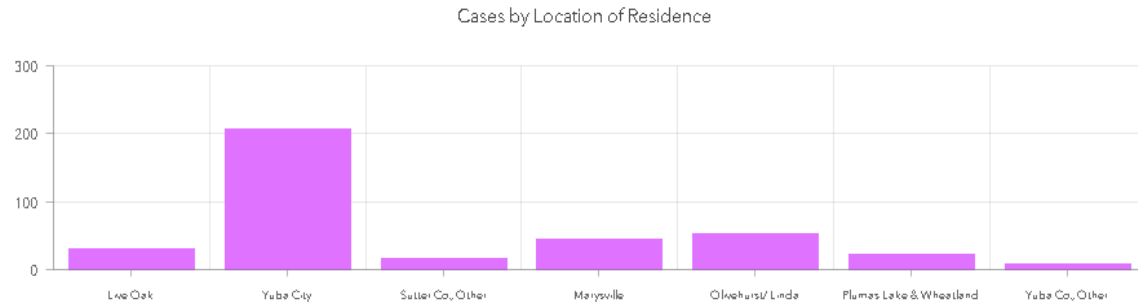


Yuba City City Council
July 7, 2020
Item #3, Public Comment

Covid-19 in the Community

Karen Hess
Yuba City

Yuba City is the Epicenter in Y-S Cases



7/5/2020 Data from BePreparedSutter.org

Yuba City is the center of employment and commerce for Yuba-Sutter.

- The PHO blames the number of cases on community spread
- What are the Yuba City "Case Zeros" for community spread?
 - Business/work transmission?
 - Another party/gathering?
- I suspect the widespread business and customer noncompliance is playing an important role here. Which came first, the chicken or the egg?

Communication Not Effective

- Local messaging is not reaching locals
 - Unaware of local mask order of May 4
 - Unaware of required business protocols
 - During reopening, unaware of phases
- EOC not effective despite two PIOs with media experience
- If the message isn't being received and processed
 - Change the messenger
 - Change the message
 - Change the medium
 - Possibly all three

EOC Not Effective on Other Fronts

- Email addresses and telephone are black holes
 - Complaints do not result in follow up
 - Businesses with legitimate questions don't get follow up
- Does EOC have cultural competency to address noncompliance?
 - Socio-economic
 - Political ideology
 - Race/ethnic
 - Language
 - Educationally disadvantaged
 - Poor choice of "news" sources
 - Other

Yuba City Can Chart Own Future

- It appears as though Yuba City has abdicated to the ineffective bi-county EOC
- Address business noncompliance including complaints by public
- Enforce face coverings by public
- Escalate EOC failures; push for new IC & reorganization
- Business/employer noncompliance can be addressed by city without EOC
 - Require submission of Business Protocols for review
 - Recruit qualified people and swear in as volunteer Disaster Service Workers to assist in review of business/licensee paperwork for accept/reject
 - Target high risk businesses first
 - Suspend licenses for not providing Protocols

We Cannot Afford To Fail

- Continued illness (and fear) holds back the economy from recovery
- Masks go together with reopening (NY Gov Cuomo)
- Adopt "no mask, no service" mindset (LA Mayor Garcetti)
- Enforce business noncompliance using the leverage of business licensing and other means
- Given the city's past experience with Mr. Louie, adopt a resolution that the city will not tolerate false claims of medical exemption