



COVID-19 Update

7/20/2020

TRACY TOSTA, ECONOMIC DEVELOPMENT ANALYST

County Data (COF-DPH)

 **8,756**
of 87,452 Total Tests

 **6,482**
of 8,756 Total Cases

 **2,183**
of 8,756 Cases

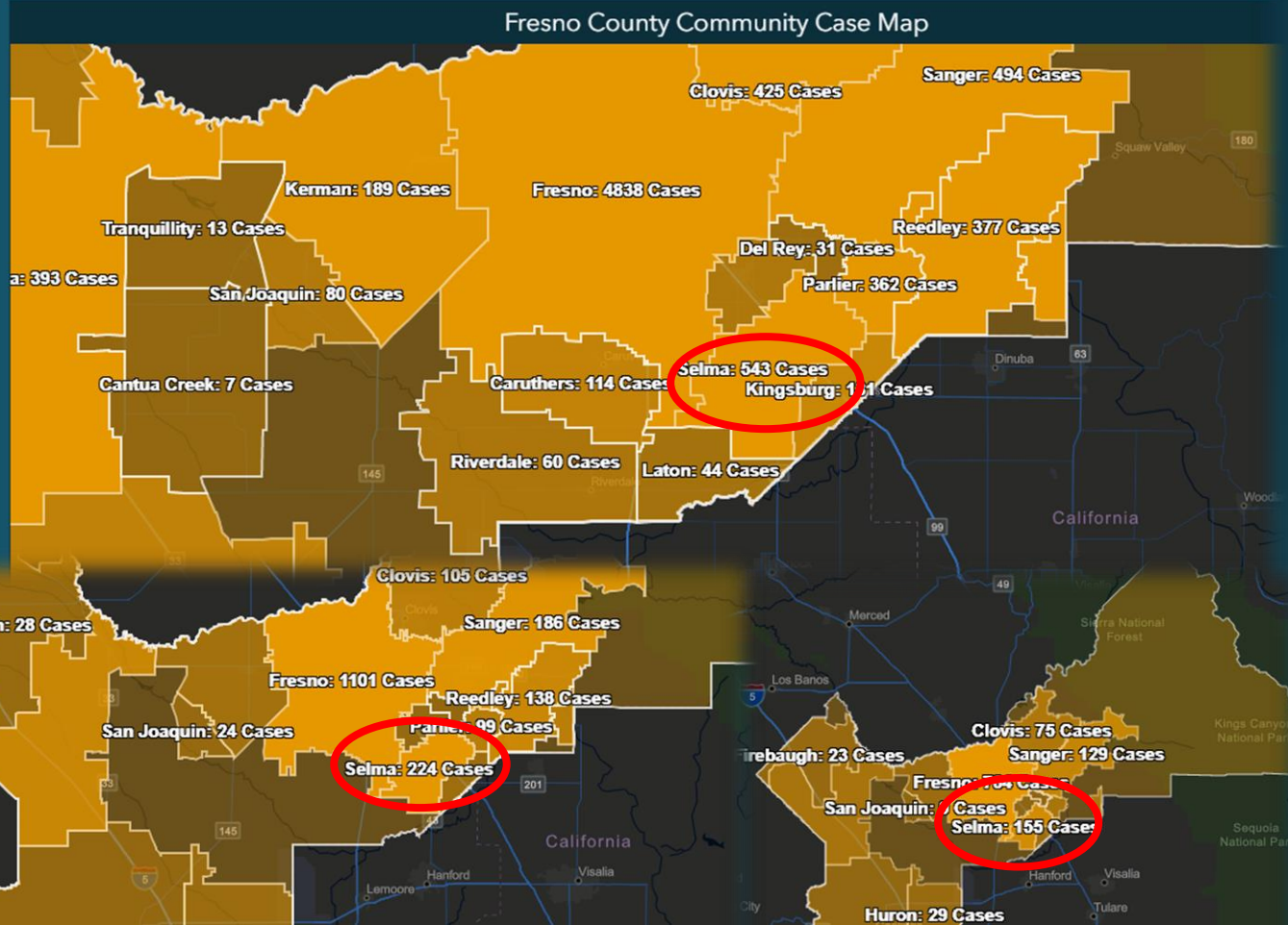
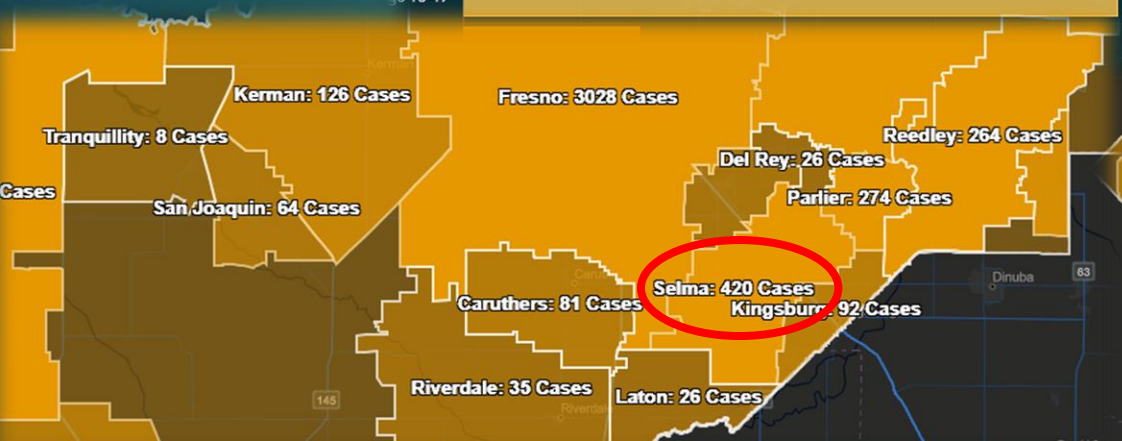
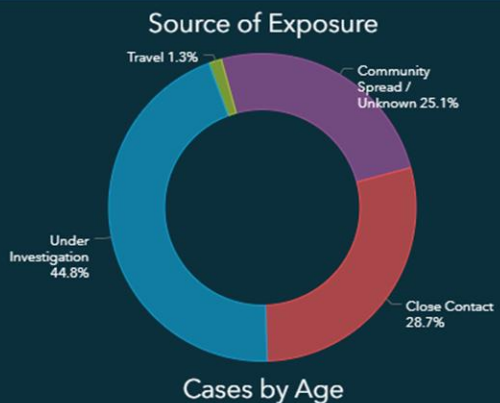
91
of 8,756 Cases

10.0% Tested Positive

74.0% Active

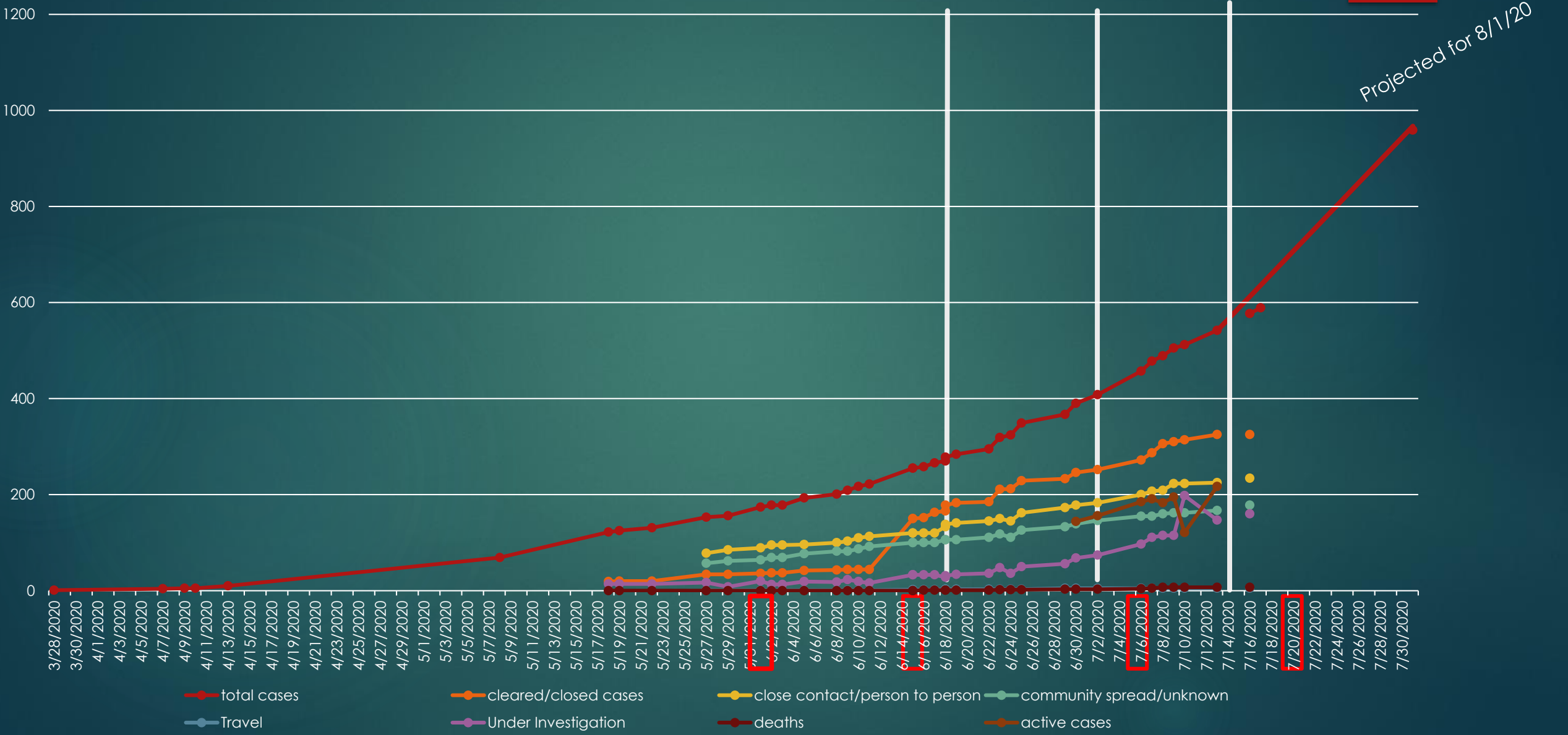
24.9% Recovered

1.0% Deceased



Selma Data

County Reports of COVID-19 for Selma 3/28-7/17/20



Local Statistics - Selma (as of 7/17/20)

- ▶ 589 Total Cases
- ▶ 7 Deaths (approximately 1 per week since May 15th)
- ▶ 234 Close Contact
- ▶ 178 Community Spread/Unknown
- ▶ 5 Travel Related
- ▶ 160 Under Investigation

Mask Campaign

- ▶ Highlighting leaders in Selma
- ▶ Businesses and the community are suffering due to individual non-compliance to socially distance and wear a mask.
- ▶ 7/6 : ~~Estimated time to launch: 2 weeks~~
- ▶ Press Release 7/14
- ▶ Neighborhood Walk 7/16
 - ▶ 600 homes
 - ▶ 1200 masks (Thank you Selma Healthcare District & Fresno County DPH!)
 - ▶ Flyers for Census/Carpool/Gatherings
- ▶ Online promotion next 30 days

www.developselma.com



"I wear a mask for the community."

ASHNEET GILL
SELMA RAISIN QUEEN
2020

ਮਾਸਕ ਪਾਉਣ ਨਾਲ ਅਸੀਂ ਲੋਕਾਂ ਦੀ ਜ਼ਿੰਦਗੀ ਬਚਾ ਸਕਦੇ ਹਾਂ, ਆਪਣੇ ਪਰਿਵਾਰਾਂ ਨੂੰ ਬਚਾ ਸਕਦੇ ਹਾਂ ਅਤੇ ਨਾਲ ਹੀ ਅਸੀਂ ਆਪਣੇ ਭਾਈਚਾਰੇ ਦੇ ਲੋਕਾਂ ਲਈ ਨੌਕਰੀਆਂ ਬਚਾਈ ਰੱਖਣ ਵਾਸਤੇ ਆਪਣੇ ਬਿਜ਼ਨਸ ਨੂੰ ਚਲਾਉਣ ਵਿੱਚ ਵੀ ਚੰਗਾ ਕੰਮ ਕਰ ਸਕਦੇ ਹਾਂ।
ਮਾਸਕ ਪਾ ਕੇ ਵਿਚਰੋ!

Usar una mascarilla es lo mejor que podemos hacer ahora para salvar vidas, proteger familias y ayudar los negocios locales a emplear los residentes de esta comunidad.

Wearing a mask is the best thing we can all do right now to save lives, protect our families, and help our local businesses continue to employ our community.

Visit us online to see who is wearing a mask for you. Mira las personas quien usan máscarillas por ud.

ਤੁਹਾਨੂੰ ਬਚਾਉਣ ਲਈ ਕੌਣ ਕੌਣ ਮਾਸਕ ਪਹਿੰਦਾ ਹੈ, ਇਹ ਦੇਖਣ ਲਈ ਆਨਲਾਈਨ ਸੰਪਰਕ ਕਰੋ:

#COVERUPTOOPENUP
#CUBRIRPARAABRIR

@thecityofselma
@developselma

WWW.DEVELOPSELMA.COM

Outreach



Outreach

City Staff has distributed over 7,000 masks to the community

Selma' Customer Service

G's Restaurant: Outdoor Dining
Facilitated deal with neighboring
salon to use front entry way for more
seating while the salon is closed.

Nelson's Hardware: Working
supportively on compliance with
mask order. Delivered additional
masks and info packets to staff
members.

Hi Tracy. I just want to say that I really appreciate your communications to the businesses during COVID. I find them very helpful and informative, and easy to understand.
Thank you for your time in preparing and sending out the information.

I really appreciate you both and will follow up on what you've provided. He doesn't qualify for snap, and the fees to do all the deliveries has just been adding up. I want him to not go out, but being 300 miles away it's tough to discipline those parents!

Ok thank you so much for being so helpful with all all of this

thanks to letting me vent a little bit with you this afternoon.

Message: Just a big thanks to selma city
employees. Since moving here we have had
contacts with many of you, thanks for always
being friendly and competent.

Subject: Fresno County COVID19 Local Government Call

Thanks for being on the local government call today. Here are a few things we promised to send out.

1. City of Selma Mask Campaign <https://www.developselma.com/> Wow, this looks great! I

Next Steps

Enforcement –

- Understand the partnership with the State Task Force
- Evaluate fairness for system of informing businesses of closures, and follow up on compliance

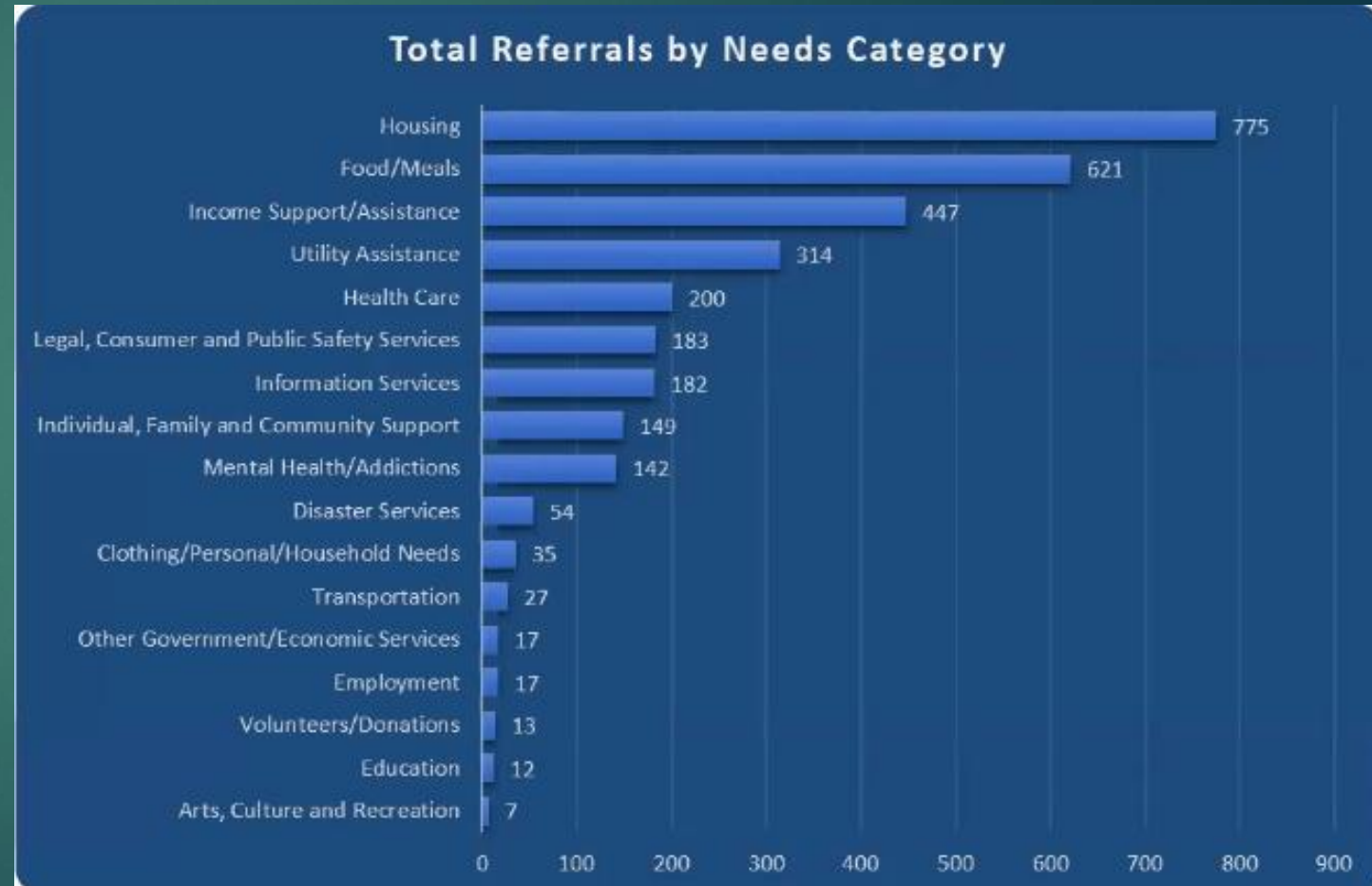
Outreach –

- Identify next source of masks
- Identify funding to support outreach
- Select next neighborhoods to target

Economic Recovery –

- Continue forward momentum on grant applications, and programs to support small business
- Invest in future economic prosperity through infrastructure development

2-1-1 Hotline Call Report



rincon

RINCON CONSULTANTS, INC.

Environmental Scientists | Planners | Engineers



Vision for Downtown Selma

City of Selma



Environmental Scientists | Planners | Engineers



Statement of Qualifications for
Fresno Council of Governments

CIRCUIT PLANNER AND ENGINEER PROGRAM

Submitted to:

Fresno Council of Governments
Attn: Meg Prince, Project Manager
Fresno Council of Governments
2035 Tulare Street, Suite 201
Fresno, CA 93721



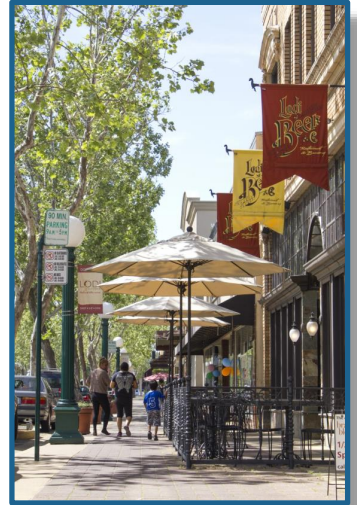
May 28, 2019

Submitted by:




Rincon Consultants, Inc.
7080 North Whitney Avenue, Suite 101
Fresno, California 93720
559-228-9925
www.rinconconsultants.com

Vision for Downtown Selma

- Create a pedestrian friendly, vibrant street design
- Establish Downtown as a family-friendly, entertainment destination
- Enhance economic development and local business presence
- Embrace community culture of the “Raisin Capital of the World”



Purpose of the Overlay Zone

- Provide a consistent vision for Downtown  Community Vision?
Council Vision?
- Allow for appropriate mixed-use, residential, commercial, and similar uses  What kind of:
Businesses/retail?
Residences?
Entertainment?
- Provide building and design guidance for future development  What should it look like?

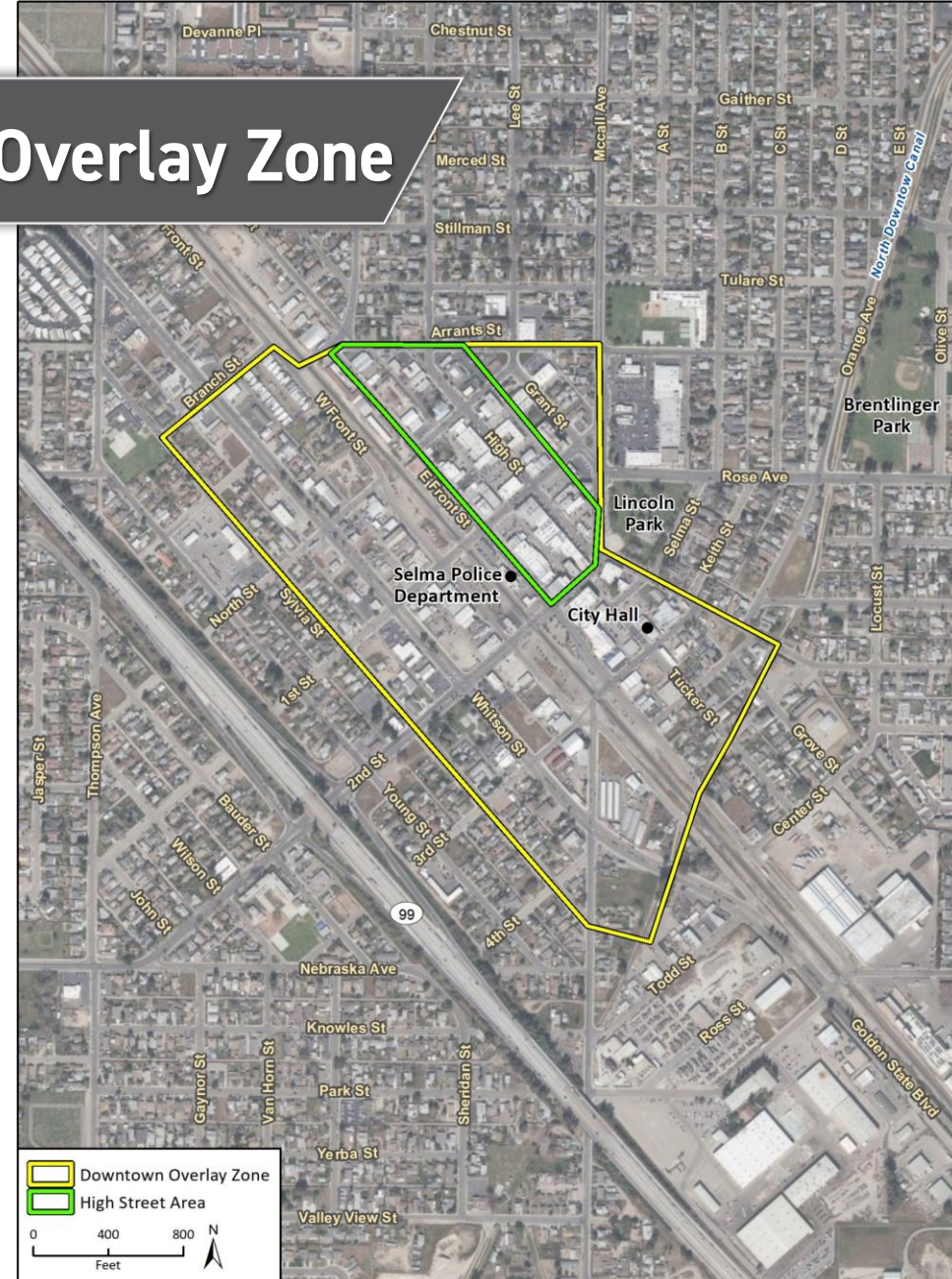
Proposed Downtown Overlay Zone

Proposed Downtown Overlay Zone boundaries:

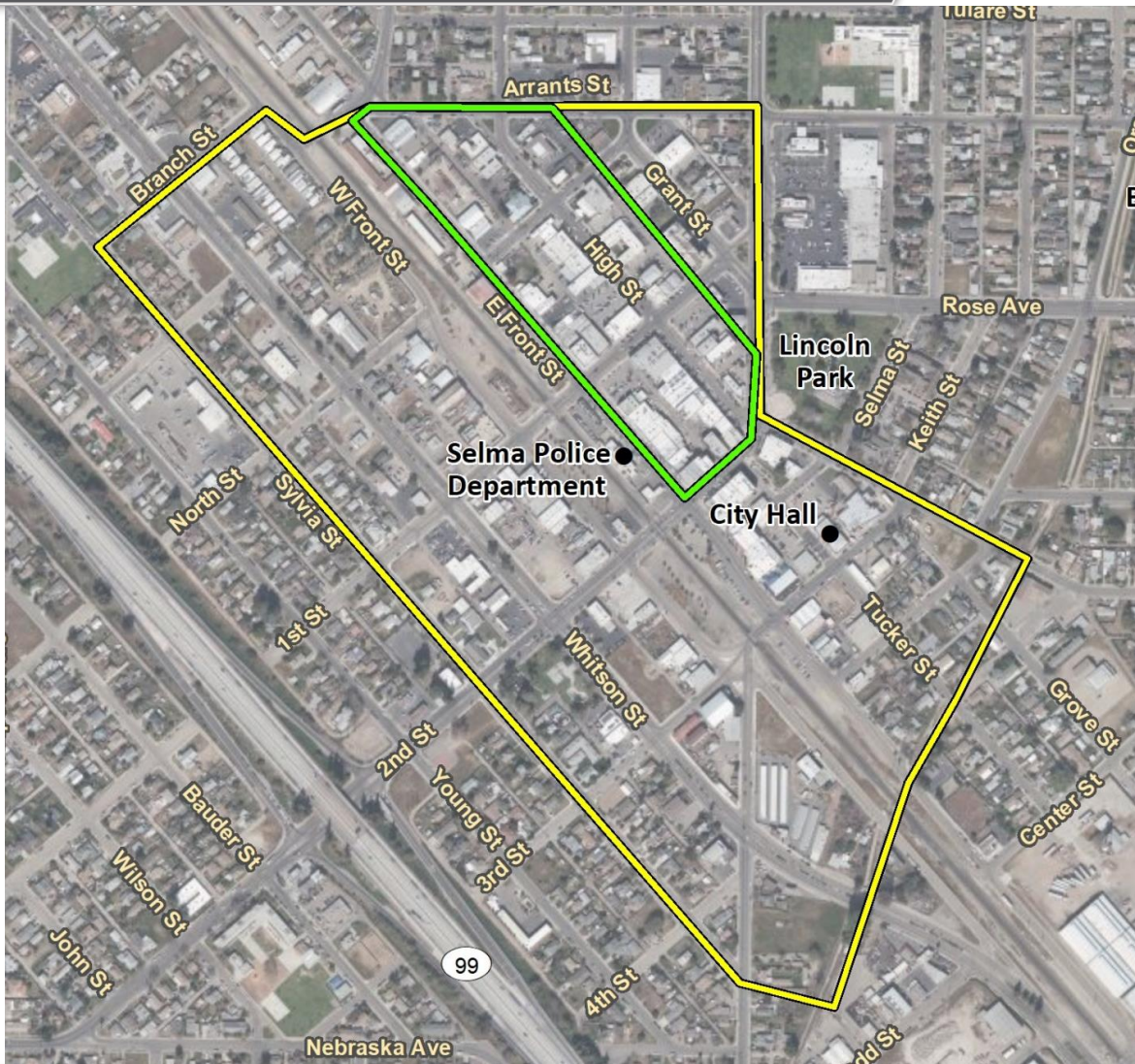
- Branch Street/Wright Street/Arrants Street to the **north**,
- McCall Avenue/Mill Street/Centerville and Kingsburg Canal to the **east**, and
- Sylvia Street to the **west**.

Proposed High Street Area:

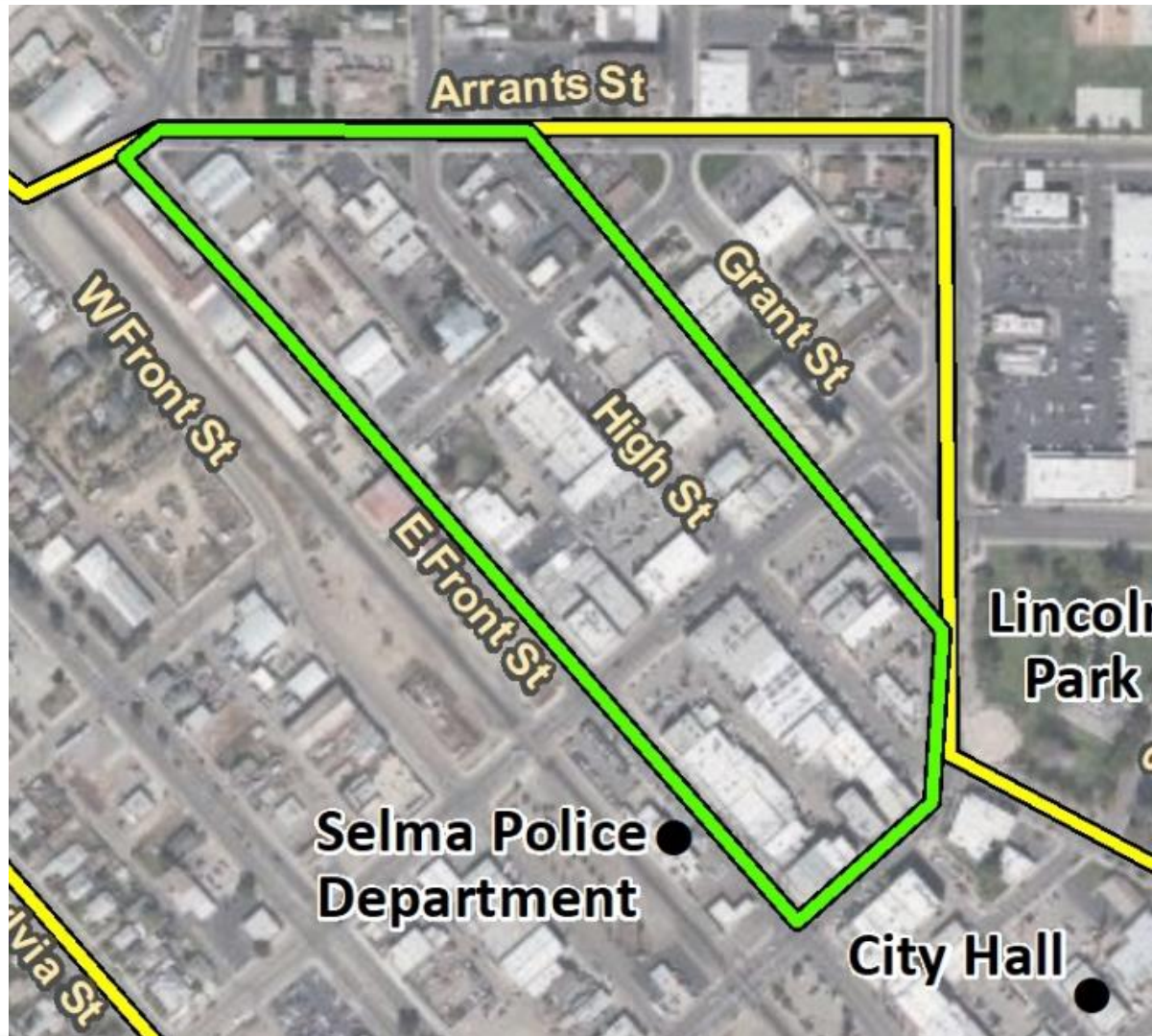
- High Street from Arrants to 2nd Street
- Generally from alley to Front Street



Proposed Downtown Overlay Zone



Proposed High Street Area



Project Goals

- Set economically feasible, community-oriented land use mix that accomplishes the City vision
- Create a pedestrian-oriented downtown using Complete Streets strategies
- Establish parking requirements strategically to use available land most effectively
- Adopt design guidelines that set forth the desired look and feel for future downtown development

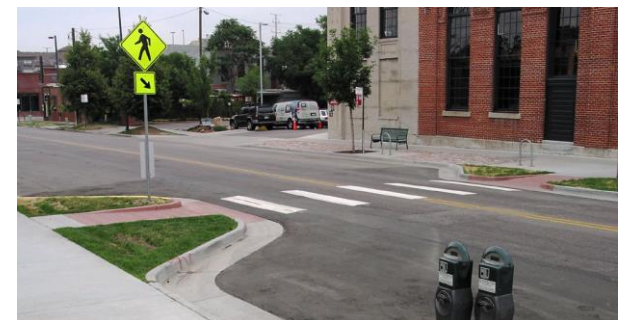
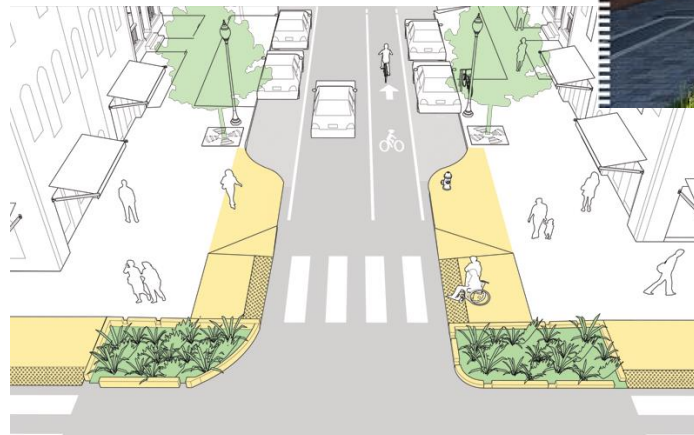
Project Goals

- Set economically feasible, community-oriented land use mix that accomplishes the City vision
 - Allow mixed use within the Downtown
 - Identify uses that are compatible and complimentary
 - Retail, Restaurants, and entertainment venues
 - Range of housing types: live-work units, upper floor lofts, apartments/condos, duplex to fourplex
 - Government and Service industries



Project Goals

- Create a pedestrian-oriented downtown using Complete Streets strategies
 - Accommodate all modes:
 - Pedestrians
 - Bicyclists
 - ADA needs
 - Cars
 - transit
 - Delivery trucks



Project Goals

- Establish **parking** requirements strategically to use available land most effectively and allow flexibility for projects to meet requirements:
 - shared parking
 - maximum parking requirements
 - allow off-site parking
 - public parking

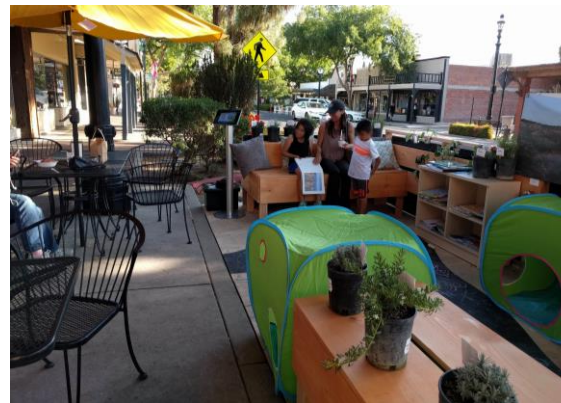


Project Goals - Design

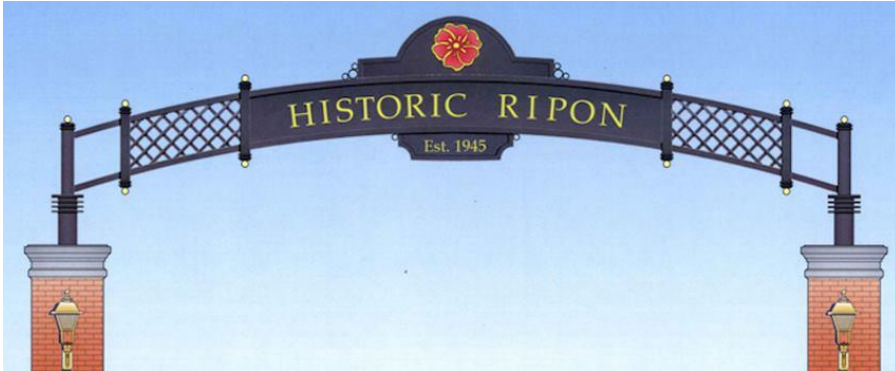
- Adopt design guidelines that set forth the desired look and feel for future downtown development
 - Preserve the small-town character and charm of Selma
 - Create a distinct architectural theme
 - Downtown
 - High Street
 - Establish downtown as a family-friendly, entertainment destination



Project Goals - Design



Project Goals - Design



Project Goals - Design



Downtown Entrance



2nd Street at Sylvania

2nd Street at Whitson



2nd Street at W. Front Street

High Street



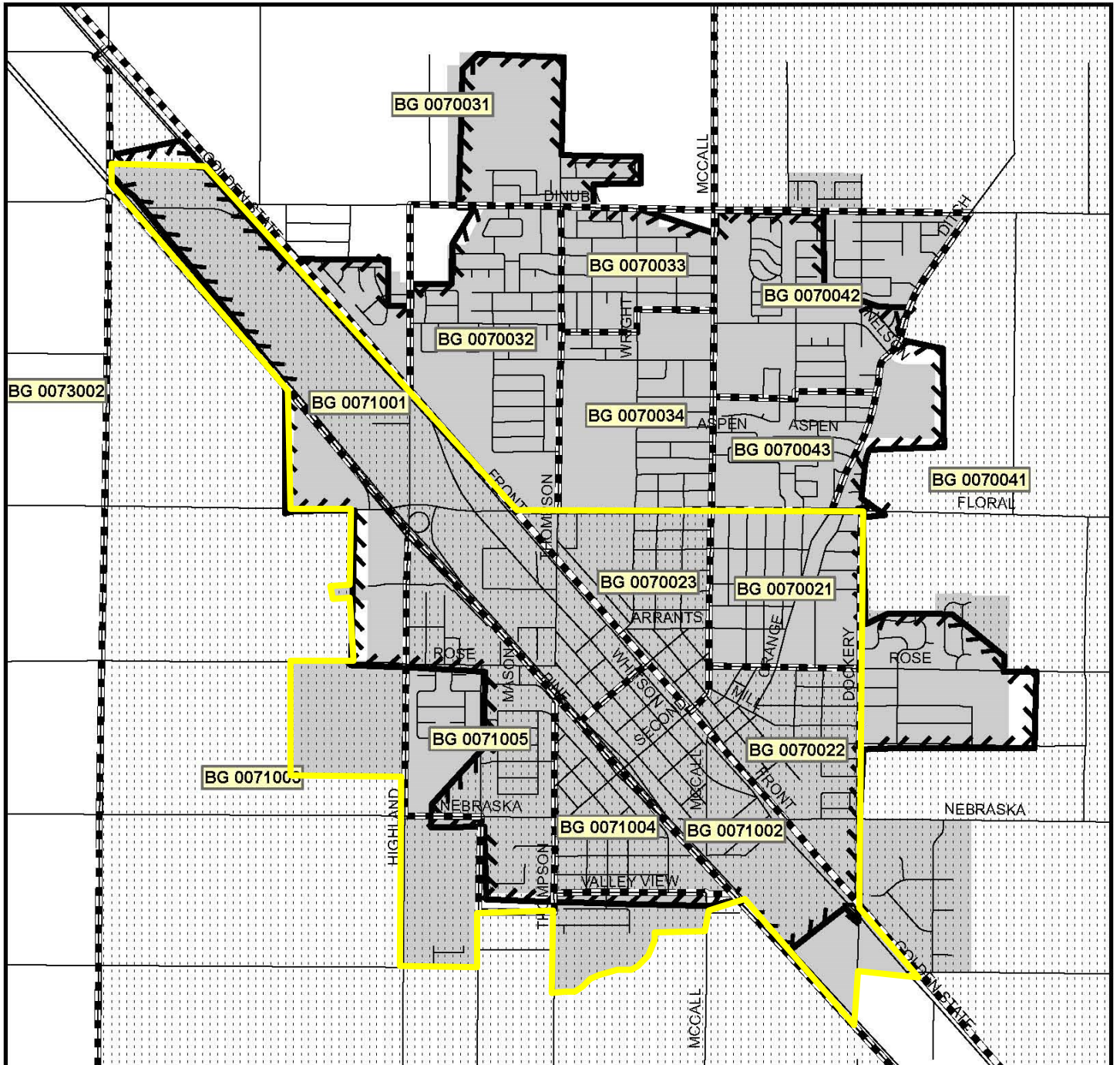
Implementation Goals

- Include opportunities for private-public partnerships
- Provide clear, realistic standards and guidance for staff and landowners
- Identify funding sources and align with financing opportunities
- Ensure consistency with all City planning documents and processes


Thank you for your time!
Questions & Discussion

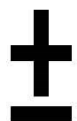


Selma



Legend

- | | | | |
|---|------------------------|---|-------------|
|  | Block Group Boundaries |  | City Limits |
|  | Eligible Block Groups |  | Streets |
|  | CDP Boundary | | |



Appendix 2

COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) PROGRAM

The CDBG Program, initiated in 1974, is a federally assisted program administered through the U.S. Department of Housing & Urban Development (HUD). Under the Program, participating cities are entitled to receive a certain annual allocation for various housing and community development activities. The following is a list of eligible and ineligible activities. In addition to eligibility, a proposed activity must be determined to meet a National Objective, which analysis is performed by Community Development staff.

ELIGIBLE ACTIVITIES

- I. Public Facility and Infrastructure Improvements
(includes acquisition, construction, reconstruction, rehabilitation or installation of the following types of activities on publicly-owned infrastructure and facilities)
 - A. Water System Improvements - Acquisition of private systems, installation of new systems, extensions to under-served areas and improvements to existing systems.
 - B. Sewer System Improvements - Extensions to non-sewered areas, replacement of existing lines, connections of private properties, and improvements to sewer treatment plants.
 - C. Street and Drainage Improvements - Drainage basins and lines, streets, curbs, gutters, sidewalks, lights, bridges, and canal undergrounding.
 - D. Fire Protection Improvements - Fire stations, hydrants, and fire protection equipment.
 - E. Neighborhood Facilities - Single or multi-purpose facilities to provide health, social, recreational, or similar services as well as branch libraries and facilities for specific groups, such as senior citizens and the handicapped.
 - F. Parks & Recreation Facilities - Site acquisition, development and improvements to new and existing parks, playgrounds and other recreational facilities.
 - G. Solid Waste Facilities & Equipment

- H. Removal of Architectural Barriers (curb cuts, park improvements, and improvements to public buildings to meet ADA requirements)
 - I. Energy Conservation Measures
- II. Housing Rehabilitation and Down Payment Assistance
 - Rehabilitation of properties including privately owned homes and commercial or industrial building
 - Down payment / mortgage assistance
- III. Special Economic Development*
 - Grants, loans, loan guarantees, interest subsidies to businesses
 - Business incubator construction
- IV. Public Services
 - Employment Training
 - Crime Prevention
 - Child Care
 - Recreation, Senior and Youth Center Programs
 - Help for the Needy/Homeless
- V. Historic Preservation
- VI. Property Acquisition and Disposition
- VII. Property Clearance
- VIII. Targeted Proactive Code Enforcement
- IX. Commercial or Industrial Rehabilitation

* Requires Supplemental Forms, contact Community Development office

INELIGIBLE ACTIVITIES

Activities involving the following are **ineligible activities** under the CDBG Program:

- I. Civic Buildings - such as city halls, courthouses, police stations
- II. Operating and/or maintenance expenses
- III. Political activities
- IV. Purchase of equipment – furnishings and personal property (except for fire protection equipment)
- V. New housing construction - except under conditions identified in Section 570.207(b)(3) of the CDBG Program regulations (Contact County staff)

CDBG Project History

Year	Project
2006 / 07	Various Street and Alley Improvements
2007 / 08	Nebraska and Bauder Street Improvements
2008 / 09	Downtown Street and Alley Improvements
2009 / 10	Various Street and Alley Improvements
2010 / 11	East Rose Estates and Mitchell Ave Street Improvements
2011 / 12	Various Street and Alley Improvements
2012 / 13	East Rose Estates Flooding Mitigation Projects
2013 / 14	Evergreen and Pine Street Improvements
2014 / 15	Sylvia Street and Alley Improvements
2015 / 16	Valley View Basin
2016 / 17	Ringo Park Restroom Replacement
2017 / 18	No Project – Funds borrowed for 2015 project
2018 / 19	Valley View Storm Drain Improvements
2019 / 20	Sidewalk Connectivity Project
2020 / 21	Downtown ADA Improvements
2021 / 22	

Nebraska Sewer

CDBG Option 1

Replace sewer with
12" pipe

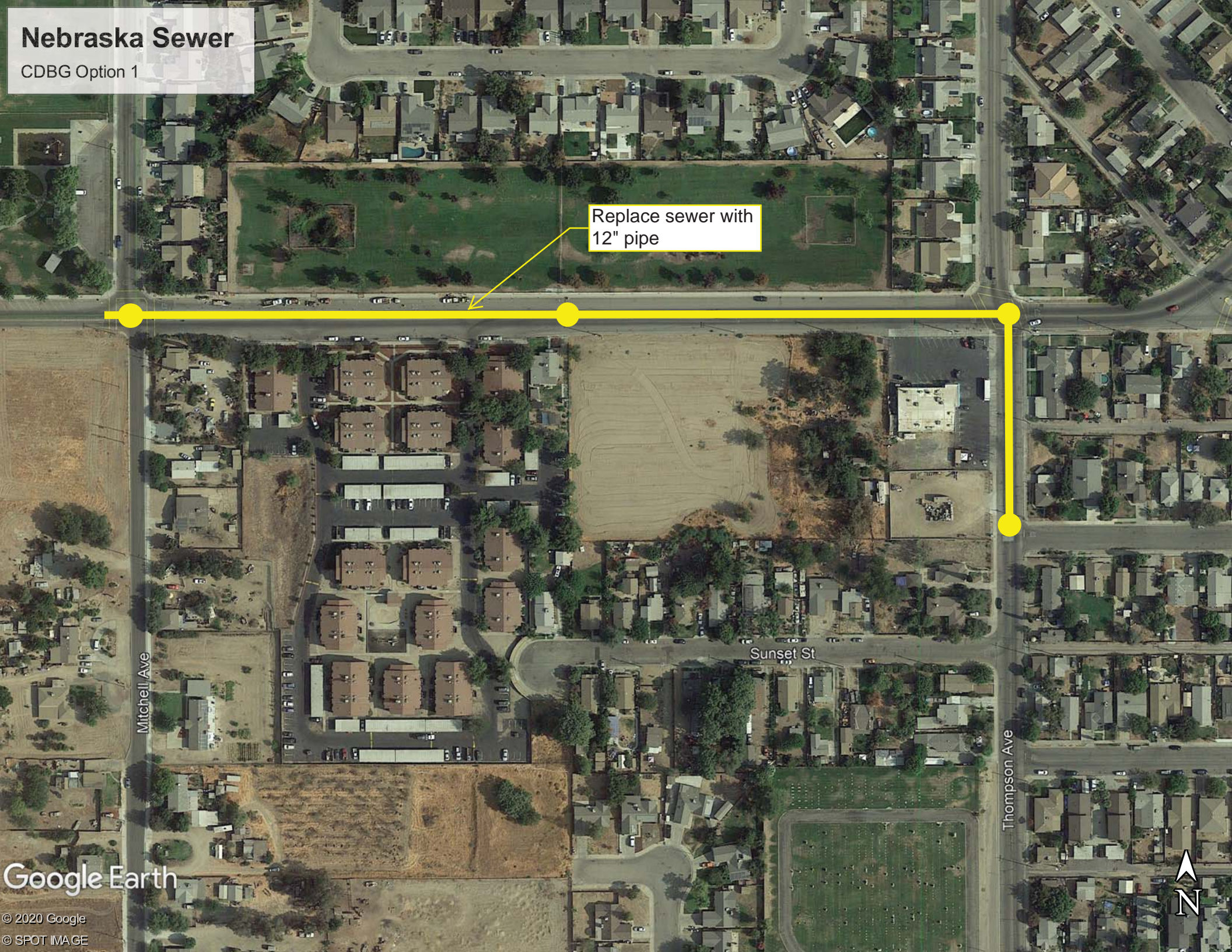
Mitchell Ave

Sunset St

Thompson Ave

Google Earth

© 2020 Google
© SPOT IMAGE



High and Mill Street Rehabilitation
and Lincoln Park Parking ADA
Upgrades.

Legend



Google Earth

400 ft

- Level of pedestrian traffic
- Lack of feasible alternate routes

D. Time Period for Pedestrian Rights-of-Way Improvements

ADA Transition Plan - Pedestrian Rights-of-Way Public Sidewalks and Curb Ramps

Priority One: City Government	Year
Senior Center	1-3
Shafer Park	1-3
City Hall	4-6
Brentlinger Park	4-6
Police Station	4-6
Lincoln Park	4-6
Fire Administration Building	4-6
Ringo Park	4-6
Fire Station #53	7-10
Berry Park	7-10
Fire Station #54	7-10
Salazar Park	7-10
Corp Yard	7-10
Pioneer Village	7-10
City Hall Annex	7-10

Priority Two: Other Government Agencies	
Hospital, Schools, Post Office etc.	1-10

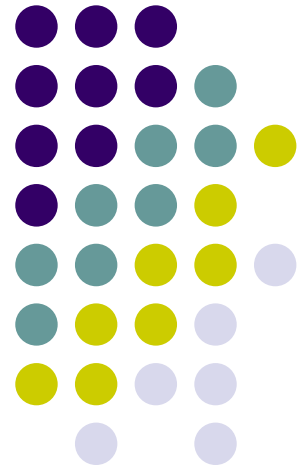
Priority Three: Transit Stops	
Main Street and 12th Ave.etc	1-10
Rank ordered list with highly used stops first	1-10

Priority Four: Commercial Areas	
Downtown Commercial District	1-10

Residential areas to be addressed on a request basis. See the City's formal request/complaint process in Section 5.2

Vehicle Abatement Operation


July 28th and
July 31st



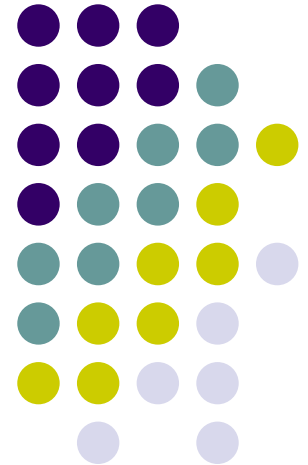
Walmart and Masks

8:32

LTE

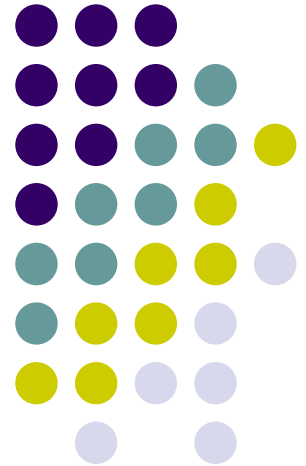
<  Walmart Selma - Floral Ave
1d · 🌐

To best serve our communities and protect the health and safety of our shoppers and associates, face coverings will be required in all stores beginning Monday, July 20. For more on our decision and policy, please see here: <https://bit.ly/2Ou6ZAS>

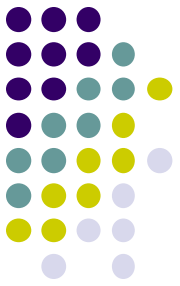


POST Training Going Again!

Good news! POST Training is starting up again. In August we have 2 dispatchers attending the Dispatch Academy and 2 Officers going to FTO School



MAGEC Movement



- On July 29th, Sergio Maldonado returns to patrol and K9 Officer Justin Holt takes his place on the MAGEC Rural Tactical Team.

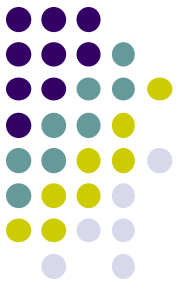
Walmart Stolen Car Caper



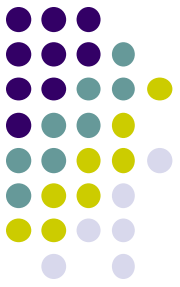
Assault Rifle Arrest



Assault Rifle Arrest



Assault Rifle Arrest









Public Works LED Presentation

***LEDs** are extremely energy efficient and consume up to 90% less power than incandescent bulbs.*

*Since **LEDs** use only a fraction of the energy of an incandescent **light** bulb there is a dramatic decrease in power costs. Money and energy is saved in maintenance and replacement costs due to the long **LED** lifespan. Less frequent replacement means two big things: lower maintenance costs in terms of labor and lower costs for replacement parts.*

LED Lighting Retrofits

Public Works cost to replace LED retrofit process

*PG&E cost for LED wattage **\$1.64** per lamp, per month*

*PG&E cost for 100W HPS **\$7.87** per lamp, per month*

*We are saving approximately **\$579.39** per month on the retrofitting of **93** Hollywood lights.*

(Candlestick & Double Fixture)

CANDLESTICKS

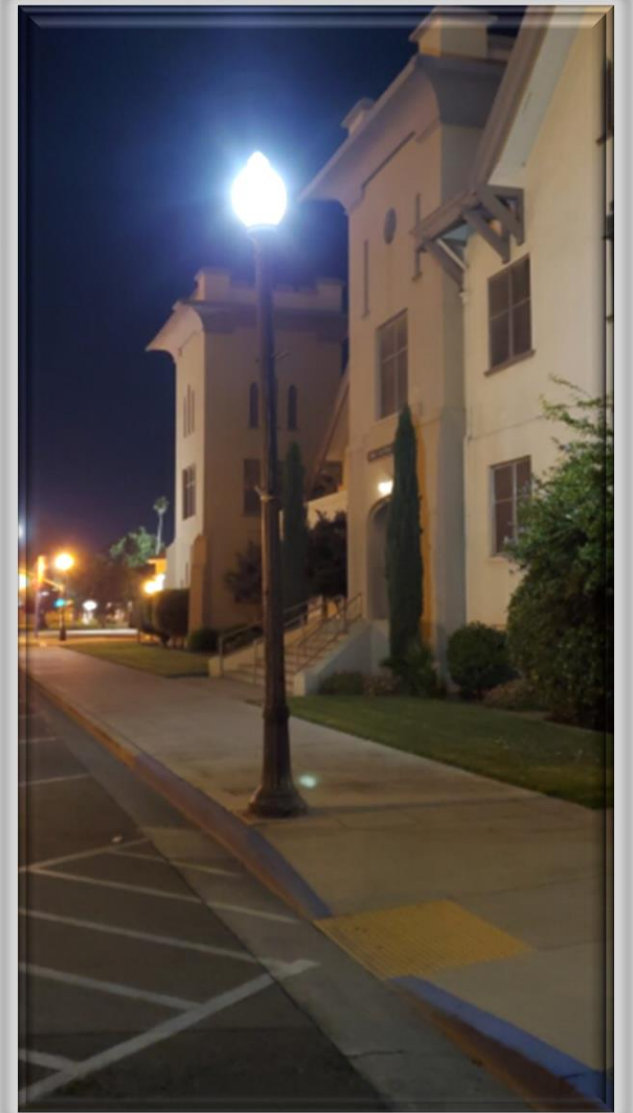
Cost for 24W - \$47.00

2 employees @ ½ hr each = \$37.67

\$47.00

\$37.67

\$84.67



LED Lighting Retrofits

Public Works cost to replace LED retrofit process

Double Fixture Lights

Cost for 18W - \$39.00 each

2 employees @ ½ hr each = \$37.67

\$39.00

\$37.67

\$76.67





***High Pressure Sodium
100 Watt***



***LED 18 Watt
100 Watt Equivalent***



LED Cobra Head Street Lights

*The City is saving approximately **\$9.14** per month, per light, on the retrofitting of **10** cobra head street lights. Saving approximately \$91.40 per month on electricity charges.*

► LED 42 Watt



► 150 Watt





The lighting at Ringo Park has also been retrofitted. It is a significant improvement.

Lights that have been retrofitted to LED = 336 Total

- **Hollywood & candlesticks** – 93
- **Cobra Heads** – 10
- **Traffic signals** – 14
- **City owned parking lots** – 2
- **Pump stations** – 2
- **Corp yard** – 22
- **City Hall** - Ext. 8
- Int. 34
- **FD Annex** – Ext. 2
- **Senior Center** - Ext. 6
- Int. 25
- **Veterans Plaza** - 2
- **Gazebo @ Lincoln Park** – Xmas lights
- **Salazar Center** - Basketball courts - 8
- Ext. 1
- **Weed & Seed** - Ext. 2
- Int. 6
- **Pioneer Village** – 8
- **Police Dept.** - Ext. 4
- Int. 30
- **Ringo Park** - Restrooms 5
- Shelters 2
- Park lights 4
- **Berry Park /Skate Park** – 4
- **Lincoln Park** – Restrooms 7
- **Brentlinger Park** - Shelter 3
- BB (2) cobra heads
- **Shafer Park** - Parking lots - 11
- Security lights - 5
- Upper Storage - 2
- Basketball - 8
- Playground lights - 4

- **Corp Yard** – Exterior building parking lots, interior, Art Center building
- **PD parking lots** – Exterior building lights, sally port
- **City Hall** – Exterior building lights, front entrance, can lights (exterior front)
Interior (restrooms, chambers, offices, lobby, break room)
- **Ringo Park** – Restrooms (interior & exterior), candlesticks in park, shelters, playground
- **Fire Annex** – Exterior front porch
- **Berry Park** – Restrooms (interior/exterior), Skate Park
- **Senior Center** – Front porch, exterior building
- **Lincoln Park** – Restrooms (interior/exterior), gazebo
- **Veterans Plaza** – Flag lights, plaza lights
- **Brentlinger Park** – Shelters, tennis courts, basketball courts, restrooms (interior/exterior) St. Joseph's parking lot
- **Salazar Center** – Exterior building lights
- **Shafer Park** – Parking lots, upper storage building, restrooms (exterior/interior), lower park
- **Weed & Seed** – Exterior & Interior building lights
- **Parking lot @ 2nd St & E. Front** – parking lot lights
- **Pioneer Village** – Park lights, building lights
- **All flag poles** – Shafer Park, Ringo Park, Corp Yard