



COVID-19 Update

8/3/2020

TRACY TOSTA, ECONOMIC DEVELOPMENT ANALYST

What is Open

- Essential Businesses
- Day Camps and Campgrounds
- Retail
- Hotels *no banquet halls, conventions etc.
- Casinos



Outdoor Services only

- Places of Worship
- Gyms and Fitness (dance studios, boxing etc.)
- Hair Salons/Barbers
- Offices for non-essential (non-critical infrastructure) sectors
- Personal care services, like nail salons and body waxing
- Cardrooms/Racetracks
- Zoos and Museums
- Movie Theaters and Family Entertainment Centers



What is not Open

- Tattoo Parlors
- Bars / Wineries
- Nightclubs
- Concert Venues/ Theater Performances
- Live audience sports
- Festivals
- Theme Parks
- Shopping Malls



County Data (COF-DPH)

138 deaths in Fresno County

11% Positivity Rate

14,439 cases (around 10,000 are active)

Everyone: "How long with this shut down last?"

The State: "At least 3 weeks..."

Still on monitoring list so businesses that anticipated reopening cannot yet.

No update regarding the State "Strike Team" involvement with the City of Selma directly.

State Team will be working with the county on hotspots particularly with prison outbreaks, and protection for farm and food supply chain workers.

County to provide information at next Council Meeting (August 17th)

Local Statistics - Selma (as of Thursday 8/3/20)

- ▶ 904 Total Cases
- ▶ 373 Active Cases
- ▶ 531 Closed cases
- ▶ 9 Deaths
- ▶ 323 Close Contact
- ▶ 275 Community Spread/Unknown
- ▶ 8 Travel Related
- ▶ 298 Under Investigation

Selma Data

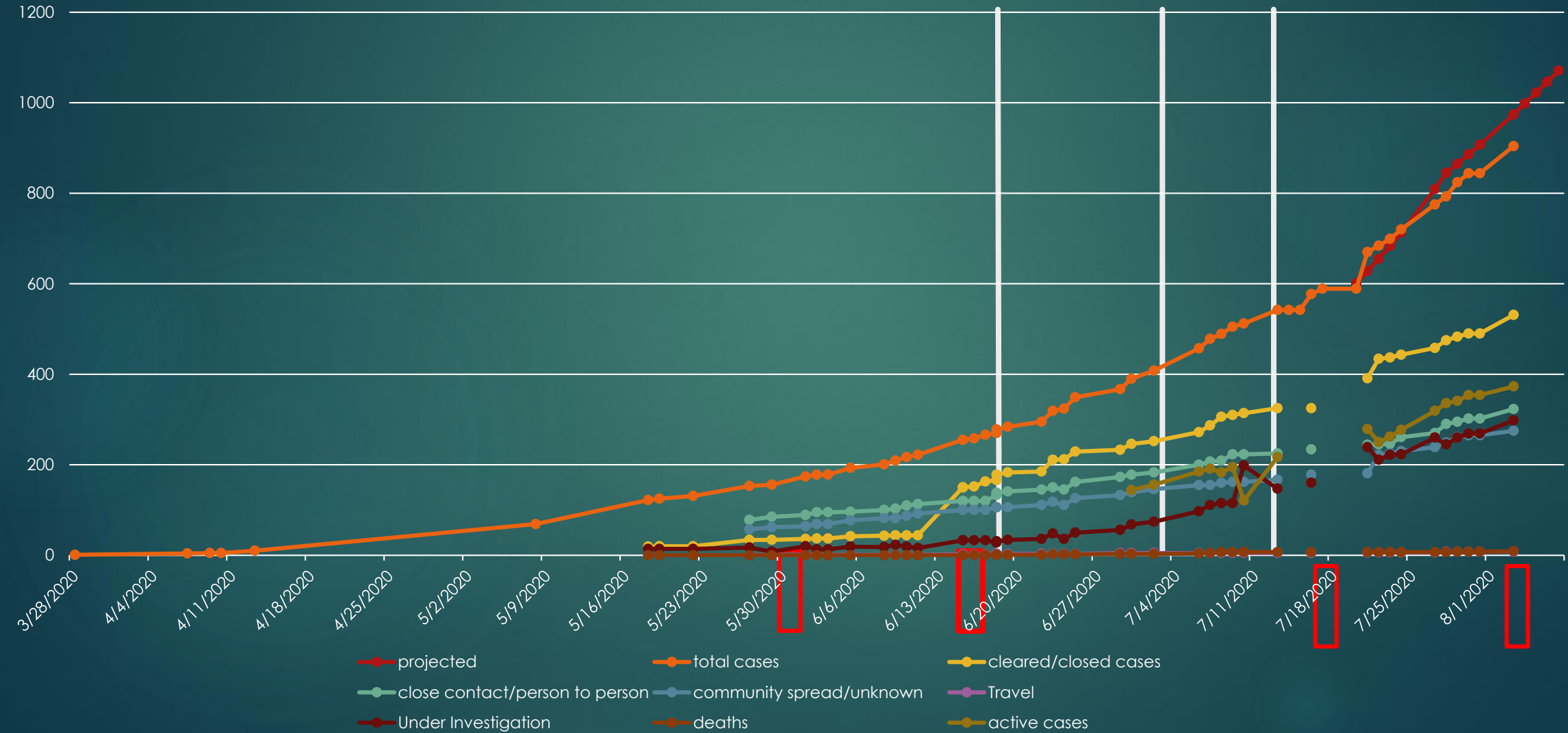
County Reports of COVID-19 for Selma 3/28-8/3/20



Mask order

Bar/Restaurant Closures (4th of July)

More Closures/Campaign Launch



Reduced Transmission by Design



Streets



Sidewalks



Parks



Parking Lots



Non COVID Safety Considerations: restaurants and barbers don't mix, traffic and pedestrian rights of way
Agenda item 2 (page 45): expands use of public space.

Restaurant Example

Not all restaurant locations can benefit from parking stall use:



Mask Campaign

▶ Neighborhood Walk

- ▶ 7/16 = 600 homes/apartments; 1200 masks
- ▶ 7/30 = 325 homes/apartments; 650 masks * some masks reserved for food distribution next weekend

▶ Online Marketing

▶ Facebook:

- ▶ Women 35-44, mobile devices mainly in Selma.
- ▶ Nearly Doubled City of Selma Page followers
- ▶ Page Reached **11,873** people in last 28



Next Steps and Updates

Enforcement –

- Evaluate fairness for system of informing businesses of closures, and follow up on compliance

Outreach –

- 2 more Neighborhood walks to be planned
- **Food collection Shafer Park this Thursday and Friday**

Economic Recovery –

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

Updates –

- First payment 1/6 of CARES act funding (~\$52k)
- Gas stations: immediate outreach with flyers and information to all locations on 7/21