

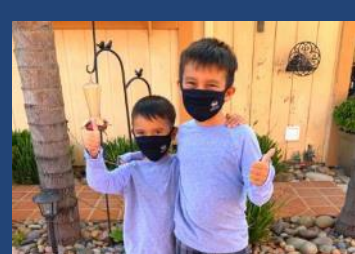
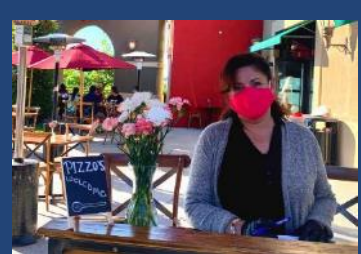
COVID Response 2020

Supporting our
community

December 1, 2020

The Ides of March

- Declared emergency on March 13
- One of the first cities to implement stay-at-home order
- Implemented plan to bring staff to work safely and/or work from home
- Closed City Hall, recreation centers, libraries, parks, sports fields, Animal Care Facility to public access
- One of the first in County to mandate mask usage



March and April

- Installed 25+ handwashing stations and portable restrooms to provide access to hygiene and sanitation for our unhoused residents.
- Partnered with San Diego Food Bank and Southwestern College to host a large-scale drive-thru emergency food distribution event
- Established 2-1-1 call center with City staff in Civic Center library to assist Chula Vista/South County residents
- Issued eviction moratorium



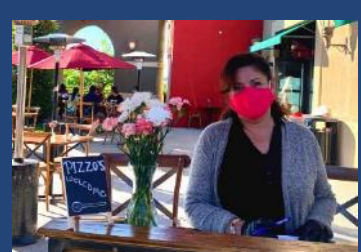
Employee Outreach and Support

- Developed safety and training videos to inform employees of COVID-19 protocols including sanitizing, travel, leave, testing, etc.
- All employees are provided with PPE for the office or in the field including masks, gloves, eye protection and hand sanitizer
- Established teleworking protocols to provide equipment and resources to staff working from home
- City Manager distributes monthly EOC/COVID-19 update to employees



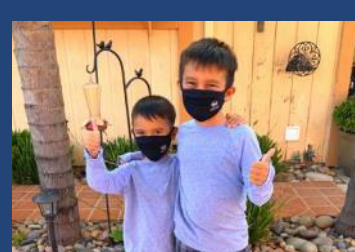
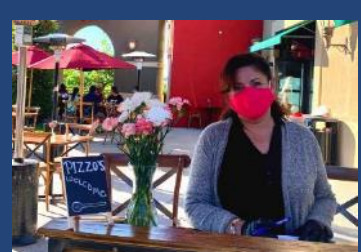
Conducting City Business

- Transitioned City Council, Board and Commission meetings, and public workshops from in-person to virtual.
- More than 100 virtual City Council, Boards and Commissions and public outreach meetings held since March
- Public participation and commenting options are being promoted and used by meeting attendees



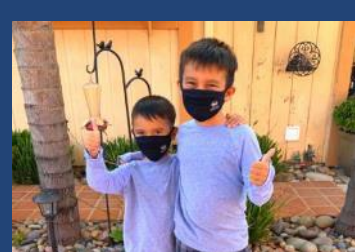
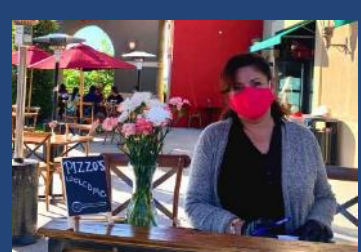
Conducting City Business

- Opened Finance Counter with Public Health protocols to serve residents
- Administered online written tests to 625 applicants and interviewed 1,245 candidates via virtual interviews for employment selection processes
- Recorded videos and conducting online onboarding for new employees
- Established staggered work schedules to reduce contact with others in the workplace
- Fabricated public signage for City buildings, parks, recreation centers



Conducting City Business

- Launched virtual webinars of popular sustainability and composting workshops
- Providing virtual business assistance and conducting online assessment for businesses to implement waste reduction and recycling measures
- Established contactless process for permits, plans and submittals





Food Distribution

- Community Services Department established a food resource and delivery helpline for Chula Vista residents to request emergency food supplies
- Collaborating with South Bay Community Services for weekly food distribution events in Southwest Chula Vista
- Supporting Community Through Hope to provide food distribution events in Northwest Chula Vista





Supporting our Community

- Established rental assistance program using CARES funding
- Collaborating with SBCS to promote additional rental assistance
- Partnered with SBCS to use Loma Verde Recreation Center as a storage and packing hub for food distribution
- Purchased and distributed 2,000 WiFi Hot Spots to Chula Vista Elementary School District families to ensure children have access to virtual learning





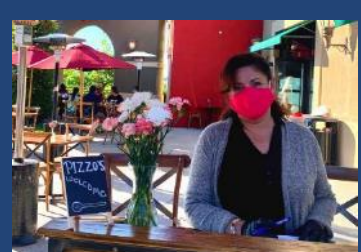
Supporting our Community

- Created Virtual Community Center web portal to engage public with Recreation, Library and Community Resources
- Created Virtual Senior Roundtable videos
- Established a Cool Zone at former Sears site
- Created Away from Home School program to assist employees and local families for children grades K-9 to participate in virtual learning

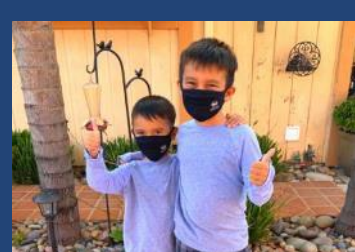
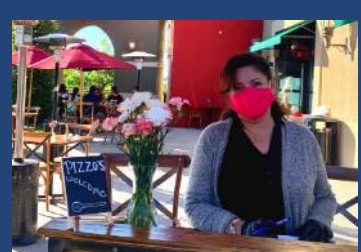


Supporting our Furry Friends

- Established United4Fur Pet Pantry and food delivery program for homebound individuals needing food for their pets
- Fostered hundreds of pets including dogs, cats, puppies, kittens and guinea pigs
- Adopted more than 560 animals during the pandemic
- Continued to provide spay/neuter and vaccination services

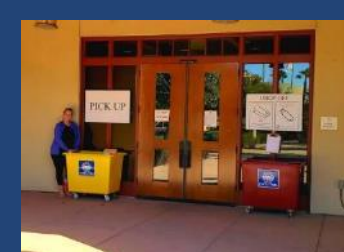
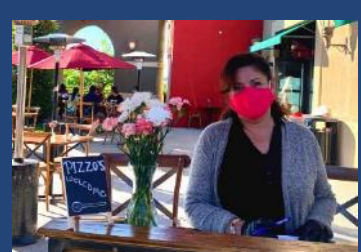


- Collaborated with County to establish three testing sites in Chula Vista
- City staff assisting with drive-thru testing site at South Library
- Partnering with Chula Vista Elementary School District and Family Health Centers of San Diego to offer free testing for students and families



EOC Activities

- Distributing 41,000 adult and child-size cotton, reusable masks for distribution to residents – masks have City logo and website
- Chula Vista CERT volunteers activated to support food distribution events across San Diego County
- Providing space for San Diego Blood Bank and American Red Cross to conduct blood drives in Chula Vista
- Providing COVID-19 updates at City Council meetings





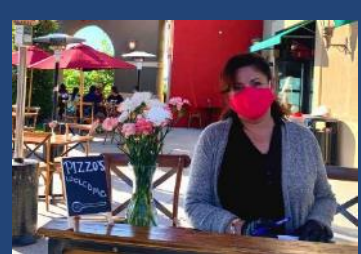
Supporting our Businesses

- Educating businesses on Federal, State and County mandates and guidance
- Implementing Economic Recovery Plan with 25 action items
- Assisting businesses in modifying models and moving operations outdoors, including sidewalks, parking stalls, parks, etc.
- Encouraging reorganized layouts to accommodate social distancing and safety protocols



Economic Recovery

- Conducted community survey receiving over 800 responses
- Conducted business-owner survey receiving over 500 responses to assess the economic impacts of COVID-19
- Distributed \$1.3 million in small business grants to over 270 local small businesses



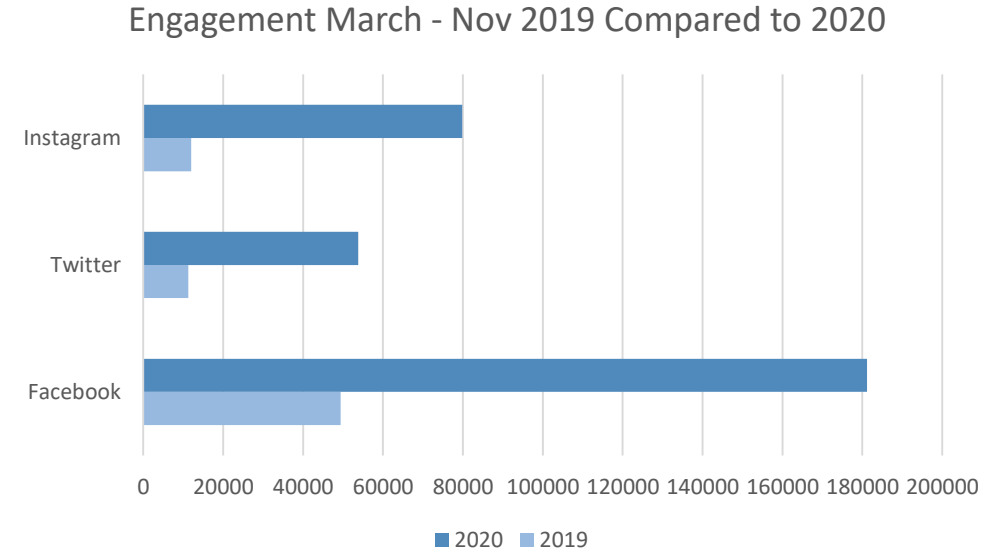
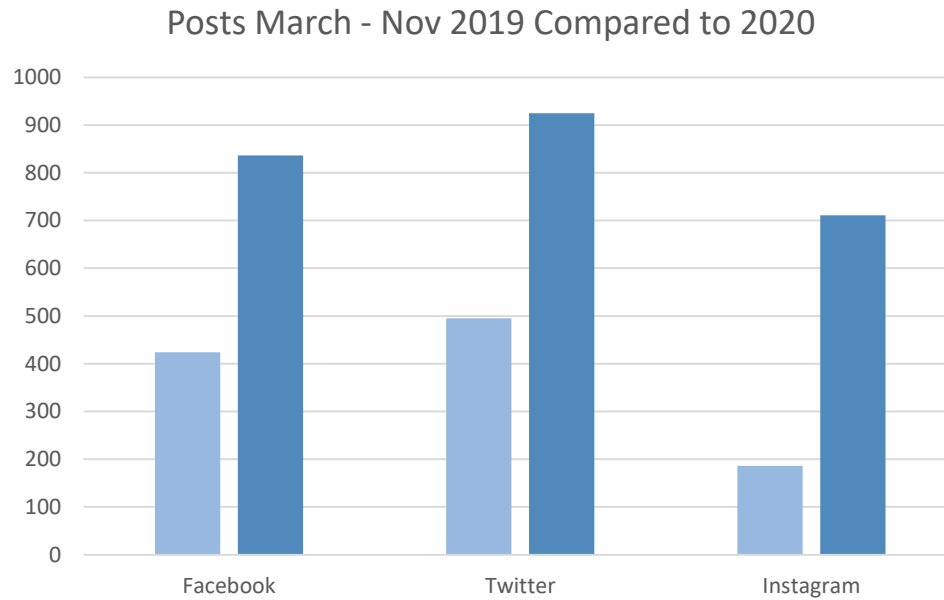


Marketing and Outreach Campaign

- Leading a business support marketing campaign to assist in economic stabilization and recovery
- Developing a digital advertising and social media campaign for holiday implementation
- Campaign includes new graphics, a video and dedicated website (www.explorechulavista.com)



News and Information



Story Telling



9

million impressions

The San Diego Union-Tribune

CHULA VISTA

Chula Vista gets a new COVID-19 testing site and this one is free

The testing site will be open Sunday through Thursday from 12:30 p.m. to 8 p.m. at the South Chula Vista Public Library

By GUSTAVO SOLIS
OCT. 6, 2020 | 8:59 PM

There is a new and free COVID-19 testing site in Chula Vista.

Mayor Mary Casillas Salas and county Supervisor Greg Cox opened the drive-up site at the South Chula Vista Library Monday.

The testing site will be open Sunday through Thursday from 12:30 to 8 p.m. and has enough capacity to conduct 200 tests each day.

Salas and Cox said this new service is part of an ongoing effort to expand testing options to address the continuing high number of cases in the South Bay.

CBS8 News Weather Sports Connect Watch Live

LOCAL NEWS

Small Business Saturday to kick off in several San Diego communities

Shop at five places in Logan Heights and get a free swag bag.



kpbs LISTEN LIVE WATCH SHOWS

news arts & living programming & schedules support KPBS

LATEST UPDATES: Tracking COVID-19 | Racial Justice | Voter Guide

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Chula Vista Police: All Illegal Pot Dispensaries Now Closed

Friday, September 11, 2020
By Matt Hoffman



SAN DIEGO DECISION 2020 CORONAVIRUS LOCAL WEATHER SPORTS THE SCENE INVESTIGATIONS

CHULA VISTA

Chula Vista Program Employs Homeless Residents to Work on Beautification Projects at Parks

The labor, which includes painting park benches, restrooms and gazebos, will be done over a three-day work week and participants are paid in cash

By Karla Rendón-Alvarez • Published September 30, 2020 • Updated on September 30, 2020 at 1:14 pm



Homeless individuals in Chula Vista can be employed to paint and clean city parks in exchange for cash as part of a collaboration between the South Bay city and the Work for Hope rehabilitation program.



SAN DIEGO DECISION 2020 CORONAVIRUS LO...

TRENDING Cyber Monday Tips Free COVID Testing Sites Uplifting Art That Rocks Case Rates...

CHULA VISTA

'Everybody Is Aware': Chula Vista Moving Away From 'Education First' COVID-19 Enforcement

The city is issuing violation notices in lieu of warning letters, and cease-and-desist orders could be more frequent

By Audra Stafford and Rafael Avitabile • Published November 20, 2020 • Updated on November 20, 2020 at 9:59 pm





Spanish Language Outreach

5.2

million impressions



City of Chula Vista Government
Published by Olga Berdial · November 23 at 3:43 PM ·

Aquí está el mensaje de la alcaldesa Mary Casillas Salas sobre la próxima temporada de Fiestas. Cualquiera que sea su plan en #ChulaVista, por favor recuerde incluir el uso de cubrebocas, la distancia social y evitar grandes reuniones. ¡Nosotros podemos hacer esto!

See Translation:



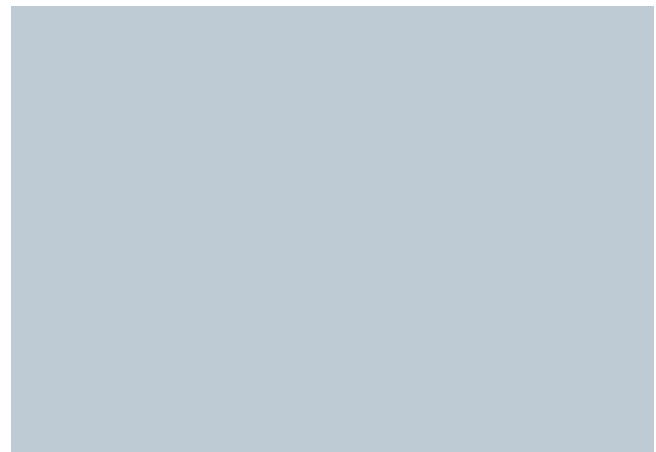
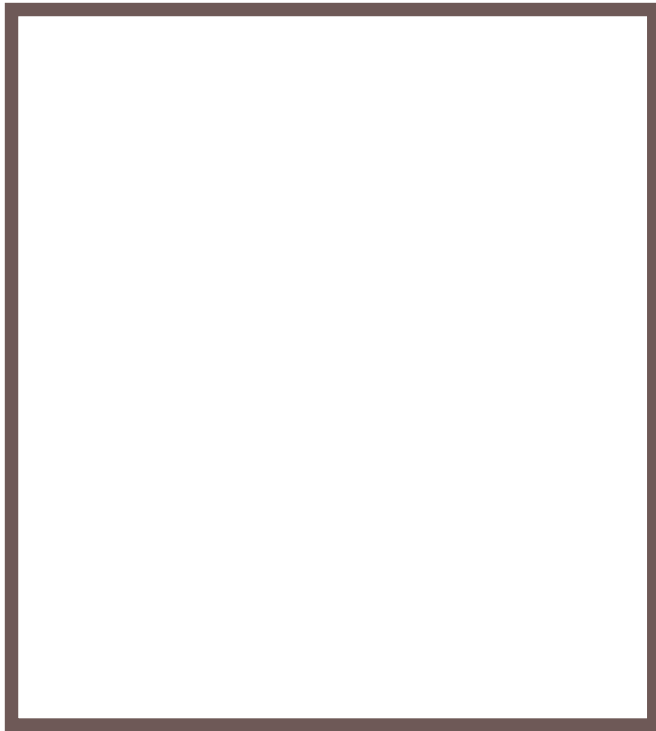
Mayor Mary Casillas Salas
November 23 at 12:31 PM ·

Al Día Con Paola Hernández is sharing a COVID-19 Update at **La Poderosa 860**.
September 15 · Tijuana, Mexico ·

The city of Chula Vista is taking several preventative measures against COVID-19. WEDNESDAY: Maria Kachadorian, Administrator of City of Chula Vista Government, will tell us about the latest recommendations, and measures to protect residents and support business. Tune in to the Day with Paola Hernandez, 8-9 am by La Poderosa 860 AM and lapoderosa860.com. Tune in tomorrow!
#chulavista #thisischula #covid19chulavista #aldiaconpaolahernandez #uniradio #lapoderosa #tatianamartinez

See original · Rate this translation





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December 1, 2020