COVID-19 Response
Scott Alvord, Roseville City Councilmember
Roseville is a FULL SERVICE city
City Goals:

• Affirm City’s **stability** in a time of fear and uncertainty.
• **Connect** while isolated.
• **Explain** directives, policies, opportunities, decision points.
• Demonstrate **resiliency**.
• Retain public **trust**.
My Goals as a Councilmember:

- Demonstrate leadership to those who are in fear
- Connect with my constituents and be responsive and available for questions (and they had a lot)
- Share accurate information from real experts through my channels
- Cultivate honesty, my concern for our mental health, and public trust
- Help our businesses survive
- Serve those in real need.
Government most trusted: 1st time

- Edelman Trust Barometer est. 20 years ago
- Measures which institutions people trust most

**GOVERNMENT NOW MOST TRUSTED**

<table>
<thead>
<tr>
<th>Percent trust</th>
<th>Government</th>
<th>NGOs</th>
<th>Business</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2020 Spring Update</td>
<td>65</td>
<td>62</td>
<td>62</td>
<td>56</td>
</tr>
<tr>
<td>Trust Index</td>
<td>+11</td>
<td>+4</td>
<td>+4</td>
<td>+5</td>
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</tbody>
</table>

**January 2020 Trust Barometer**

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<tr>
<td>Only media not trusted</td>
<td>58</td>
<td>58</td>
<td>54</td>
<td>51</td>
</tr>
</tbody>
</table>
Key messages at a team

- In a health crisis, **City follows guidelines of County Health Officer** and state
  - This **removes direct pressure** on our city
- We **don’t know how long** the crisis will last
- We’ve been **preparing for a recession**
- We’re **still providing services**
- We will **get through this together**
  - “**#WeAreRoseville**”
Communicate what we’re doing...

- [https://youtu.be/OsSqiU0gmgM](https://youtu.be/OsSqiU0gmgM)

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Small businesses

- $1M in small-business loans to 100+ businesses
  - Money came from Citizens Benefit Fund
  - Panel of bank, business, and staff leaders evaluated applications
- Roseville Advantage financing program
  - $10M in city funds on deposit w local banks
  - Available to loan to small businesses
- $50K to support restaurants through *Family Meal Roseville*
- Dedicated website with Q&A
- Supply of PPE provided to businesses
- Dedicated e-newsletter 2/wk instead of 2/mo.
Legislative Advocacy

- Requested **local variance** based on health data to reopen
- Participated in news conference at capitol with business owners
- **Advocated for** smaller cities to be funded in CARES Act legislation
Community

- Reallocated police presence in commercial areas
- Established /RosevilleCares website
- Public safety pop-up parades in neighborhoods
- Graduation signs on bridge and social media
Adapting by going virtual
Adapting by going virtual

You can’t come to us, so let us come to you with Virtual Recreation.

There is something for everyone in your family with resources ranging from virtual tours to art/crafts activities for kids.

Check out this week’s featured videos and come back each week for new exclusive content (and visit us on social media).

lust for kids    Adults & Seniors    Virtual tours

RECREATION TO GO KITS
ROSEVILLE.CA.US/RECREATIONTOGO
Roseville Volunteer Force

• Stores were suddenly out of essential products!
• I started getting calls about the lack of essential products (When you are out of TP, nothing else matters)
• Knowing that the community was in a crisis…
• Knowing that my reputation was pretty good in the community…
• I had the unique opportunity to do something quickly that the city could not do…
• Facebook group was formed March 15, 2020 as a result of calls for help!
Roseville Volunteer Force

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Roseville Volunteer Force

• The RVF Group consisted of 1,900 volunteers
•Performed several hundred porch drops and porch pickups
• Gave away over 7,000 face masks
• Delivered countless rolls of toilet paper, bottles of sanitizer, and sanitary wipes
• Collected $2,900 for The Gathering Inn (homeless services)
• Gave away over a dozen full computers
• www.RosevilleVolunteerForce.com

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