

MVCC AD HOC COVID-19 COMMUNITY RESPONSE COMMITTEE

established 04/14/2020

Background

The COVID-19 pandemic is a once-in-a-lifetime challenge facing our community. The main way we are combating this pandemic - social distancing - is helping to manage the demand for medical care and limiting the spread of this viral infection throughout our community.

The Neighborhood Council system and the Department of Neighborhood Empowerment have never faced a crisis like the one we are currently facing. The ways our community has prepared in the past to respond to natural disasters and other emergency situations do not fit with our current situation. And the rules, laws and bylaws that are in place that govern Neighborhood Councils are proving to be an impediment to taking action.

This situation is dynamic and changing. The advice, guidance and orders from our public health and government officials is evolving over time based on many factors.

All that said, there is a role for the Mar Vista Community Council to play in this situation.

On a teleconference call which took place on March 17, 2020 with DONE General Manager Rachel Beltran and Mayor Eric Garcetti, several key points were made about the role of Neighborhood Councils during the COVID-19 pandemic, including:

1. continuing to serve their communities
2. amplifying the City's messages regarding the pandemic and social distancing
3. helping to identify who is getting sick in the community and getting the message out that they should contact their medical provider, stay home unless otherwise instructed, self-treat and quarantine for 14 days
4. helping stakeholders address the economic concerns resulting from the closure of businesses due to the Stay at Home order, i.e. loss of income, inability to pay rent and utilities, etc.
5. figuring out new and innovative ways to help the community and encouraging stakeholders to help their neighbors, especially those at high risk for COVID-19

Proposed Draft MVCC COVID-19 Community Response Plan

1. Increase engagement with stakeholders using weekly MailChimp email eblasts and daily social media posts, with the focus on taking the messaging from our City leaders and amplifying it.
2. Encourage stakeholders to provide their feedback about what is and isn't working for them during this crisis and forwarding that feedback to CD 11, CD 5, City Departments and the Mayor.
3. Using MVCC funds, purchase paid promoted Facebook and other social media posts to:
 - a. increase stakeholder engagement
 - b. amplify the City's messaging
 - c. encourage stakeholders to reach out to their neighbors – especially those not on online forums and social networks - and create or reinforce mutual-aid networks, i.e. Neighborhood Watch groups, homeowner and resident associations, church and other community groups
 - d. encouraging stakeholders to share their feedback
4. Support the work of local nonprofits and community groups who are providing goods and services to stakeholders, through funding, promotion to stakeholders via eblasts and social media posts and partnerships.
5. Explore new ways to connect with more stakeholders, via the Internet, social media, email, mail and telephone. For example:
 - a. Using the Voter Rolls to conduct a telephone and email outreach campaign, reaching out to our seniors and checking in on them.
 - b. Promoting and using the new MVCC contact phone number as a helpline to connect stakeholders to City Departments and local nonprofits and community groups that can help.
6. Use MVCC funds to support stakeholders and medical personnel responding to this crisis. For example:
 - a. providing meals/groceries to stakeholders experiencing economic hardships

b. helping high-risk stakeholders obtain face coverings/masks as recently mandated by the City

c. providing meals and/or personal protective equipment to medical personnel

7. Supporting local businesses deemed essential by letting stakeholders know who is open, what their hours of operation are, and what services they are providing. This information can be shared via eblasts and social media posts.

Revised 04/15/2020