



# CITY OF HARRISONBURG COVID-19 RESPONSE EFFORTS

City Council Presentation  
Tuesday, April 28, 2020

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# Timeline on COVID-19

- **Mid-January:** Emergency Management staff started tracking events in China and around the world
- **January 26:** Memo sent to first responders about 2019-nCoV, how the disease presents itself, and what to expect
- **January 28:** Received memo from VDH Health Commissioner. 3 patients under investigation in Va.
- **February 13:** Dr. Kornegay provided information to the Harrisonburg – Rockingham Emergency Management Task Force about COVID-19



# Timeline on COVID-19

- **February 27: Finished updates to the City/County/JMU Emergency Operations Plan related to Biological Responses**
- **March 8: Opened up the Virtual EOC to start tracking what was happening**
- **March 9-13: City staff begins having multiple conversations per week focused on COVID-19 preparation efforts and communications plan**



# Timeline on COVID-19

- **March 11:** City learns JMU will extend Spring Break;  
City moves to revoke all social mass gatherings
- **March 12:**  
4 p.m. - City/County Fire & EMS and HRECC initiated  
the High Risk Isolation Protocol  
**30 minutes later:** City is notified of first presumptive  
positive COVID-19 case
- **March 14:** City Manager declares local emergency



# Timeline on COVID-19

- **March 16-20: City closes some facilities to public – Parks & Rec centers, Public Safety building, etc.**
- **March 19: Economic Development starts issuing disaster loans to businesses; 10-minute parking spots created in Downtown to support businesses.**
- **March 23: HDPT eliminates fares for riders; Public Works puts up inspirational signage**
- **March 24: First City Council meeting with social distancing efforts takes place.**



# Timeline on COVID-19

- **March 26: Municipal Buildings close to public; City pushes new ways to interact online with staff**
- **March 30: Emergency shelter opens at Godwin/JMU; Based on change in VDH guidelines, City started review of every public safety interaction between COVID-19 patients/isolation addresses and first responders**
- **March 30: Playgrounds close to the public.**



# Timeline on COVID-19

- **April 1:** Discussed with Central Shenandoah Health District (CSHD) about targeted messaging.
- **April 6:** Conference call with CSHD and local industry partners to discuss messaging
- **April 12:** Notified by CSHD of an outbreak in City. Provided 24-hour ambulance coverage for long-term care (LTC) facility.
- **April 13:** Started daily conference calls with CSHD and LTC facility to discuss their needs





# Virginia Privacy Law

- The State Health Commissioner is required by Va. Code § 32.1-41 to preserve the anonymity of each patient and practitioner whose medical records are examined as part of a disease investigation. Disease reports submitted to VDH are confidential per § 32.1-36, and that section provides that the patient's identity and disease state shall be confidential. VDH is not able to release disease information at the facility level to the media, because that would compromise the anonymity of the patient.
- In addition, per § 32.1-38, neither the name of any person reported to VDH nor the name of any person making a report shall be disclosed to the public. According to Va. Code § 32.1-3, "person" means an "individual, corporation, partnership or other legal entity." Thus, VDH cannot release the name of a facility that made a disease report.



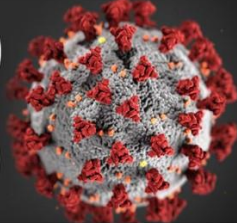
THE CITY OF  
**HARRISONBURG**  
VIRGINIA

CITY SERVICES + RESIDENTS + BUSINESS + THINGS TO DO + AT-A-GLANCE +

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# COVID CORONAVIRUS DISEASE 19



The City continues to monitor the latest Coronavirus information.



Your cloth face covering protects them.

## ENFERMEDAD DEL CORONAVIRUS 2019 (COVID-19)

Tu cubierta de tela para la cara los protege a ellos.  
La de ellos te protege a ti.



[cdc.gov/coronavirus-es](https://www.cdc.gov/coronavirus-es)

MCS-816520 CS316363-B 4/15/20



**Harrisonburg, VA - Government**

Published by Jessica Newman [?]

- Yesterday - Edited -

Take steps to slow down the spread of COVID-19 using a fabric cover for your face when you're in public areas, maintaining a physical distance of at least 6 feet and washing your hands frequently. This is a great deal.

See original · Rate this translation

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Comment as Harrisonburg...





# COVID-19 Community Engagement Efforts

- Created central point for messages in English, Spanish and Arabic on City's website – updated often
- Coordinated effort through multiple City social media pages to share guidance and updates in multiple languages. More than 175 posts with important COVID-19 information have been made since mid-March on main page.
- Multiple videos from Mayor Reed & Vice Mayor Romero, supported by City staff, sharing key information to residents. Radio PSA recorded and TV commercial organized with Sentara & County.



# COVID-19 Community Engagement Efforts

- **Created signage for public display – Parks & Rec closures; business support; inspirational messaging**
- **Worked closely to get vital updates to local media and answer as many questions as possible to support their efforts**
- **Flyers in five languages included in 5,325 lunches provided to HCPS students**
- **Mailer sent to 8,000 homes in five different languages; 5,000 door hangers in five different languages placed throughout community**



# COVID-19 Community Engagement Efforts

- **HCPS sent out messages in multiple languages through voicemail, text and email from the City**
- **Coalition of 70 churches created to share messaging in multiple languages to their congregations**
- **Public Utilities emailed Water customers with messaging in English and Spanish**
- **HPD has put flyers on vehicles across City in English and Spanish, as well as visiting many businesses. Community Convoy has been a huge success.**
- **Parks & Rec offering online events and programs**



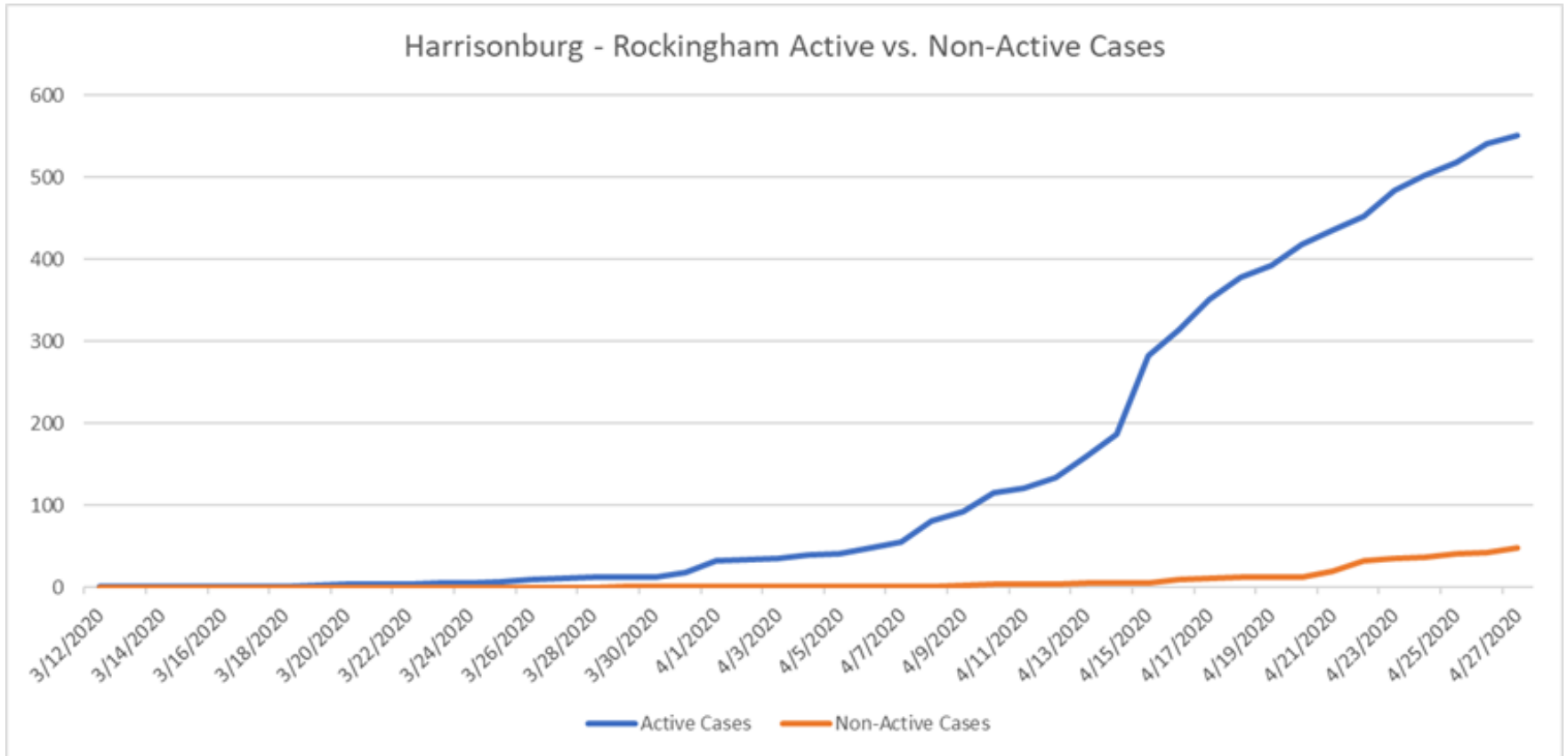
# COVID-19 Community Engagement Efforts

- Numerous steps taken by Economic Development & Tourism to support businesses and find grants/loans
- HDPT eliminated fares for riders and instituted rigorous cleaning process for buses
- Community Development created process to assist residents/businesses with permits online
- Public Utilities pledged to not disconnect service
- Public Works offering increased recycling capacity at mobile unit when possible



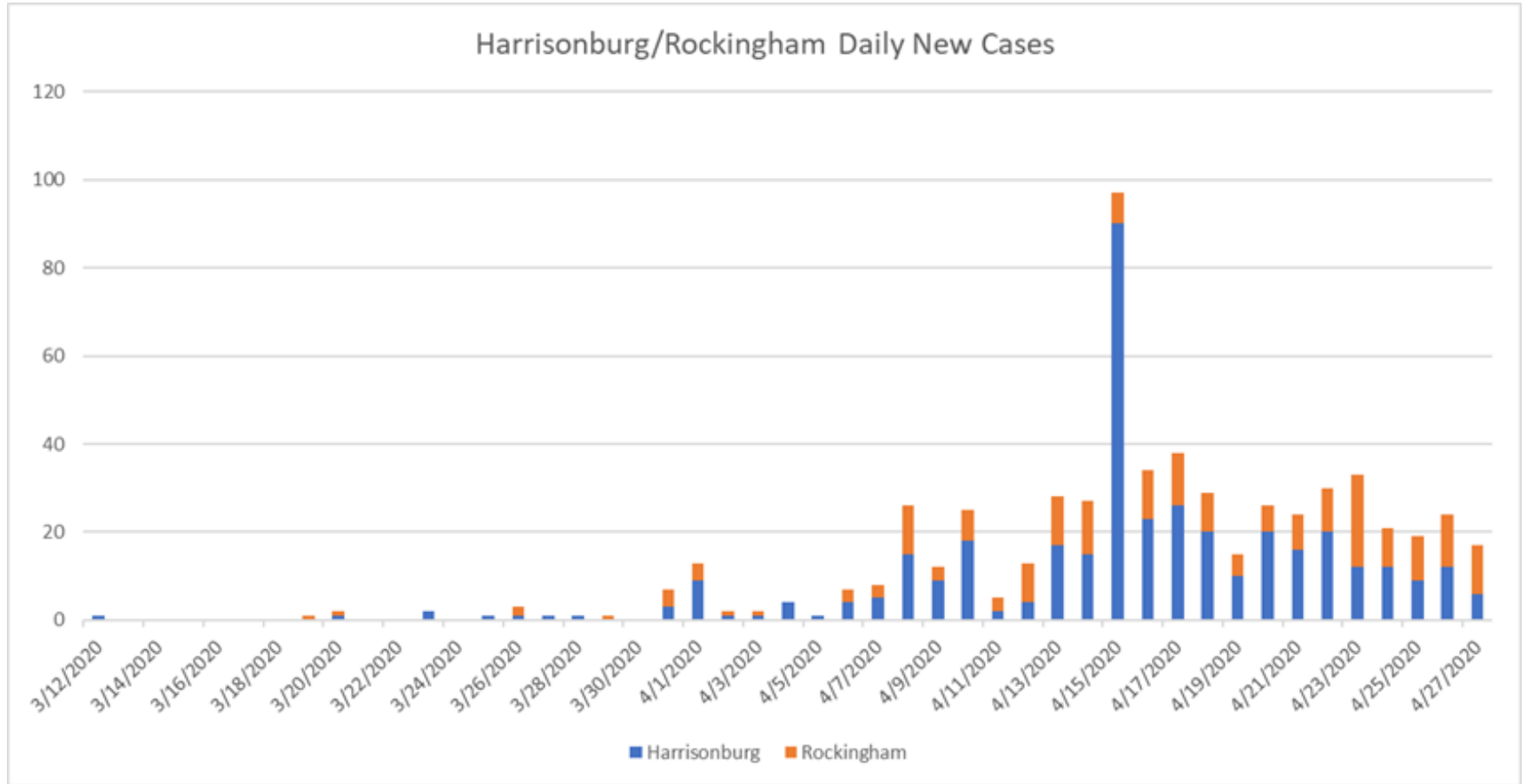


Harrisonburg - Rockingham Active vs. Non-Active Cases





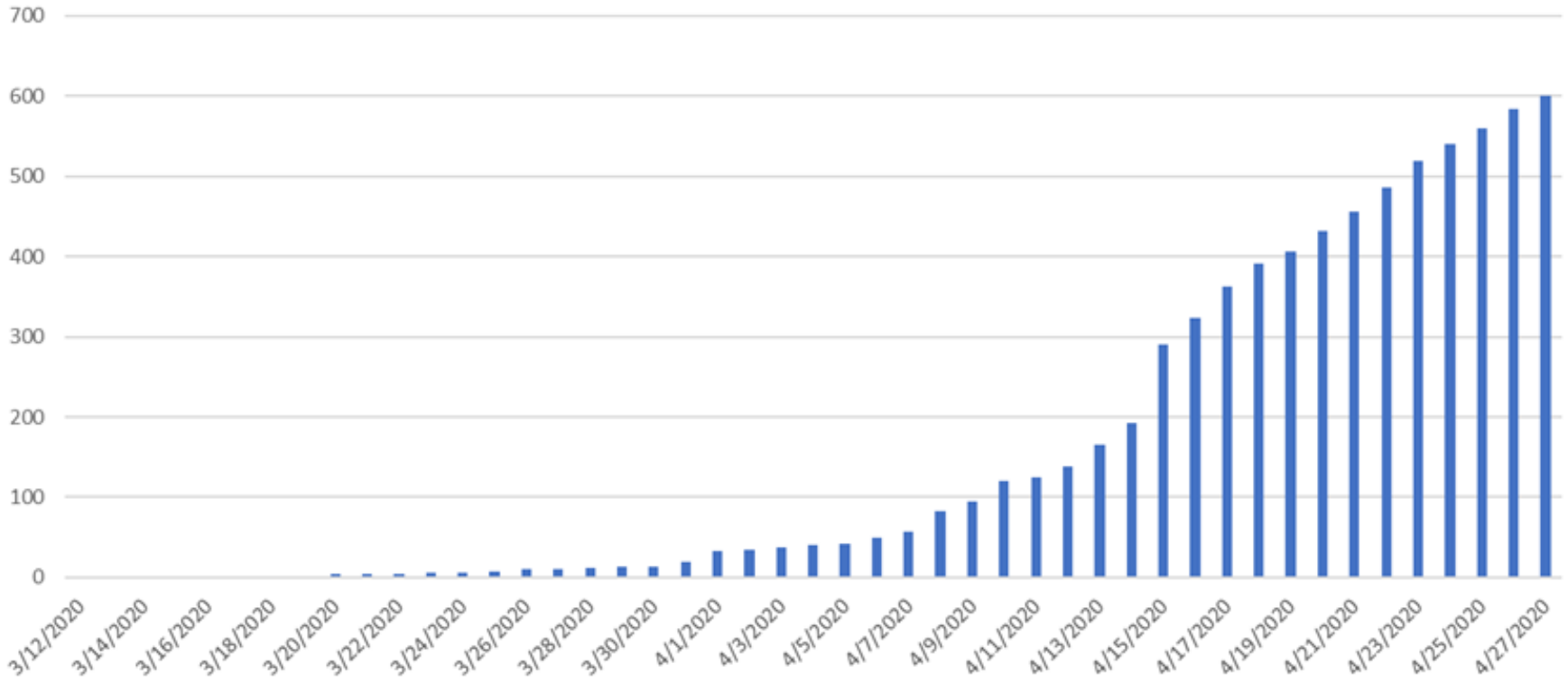
Harrisonburg/Rockingham Daily New Cases





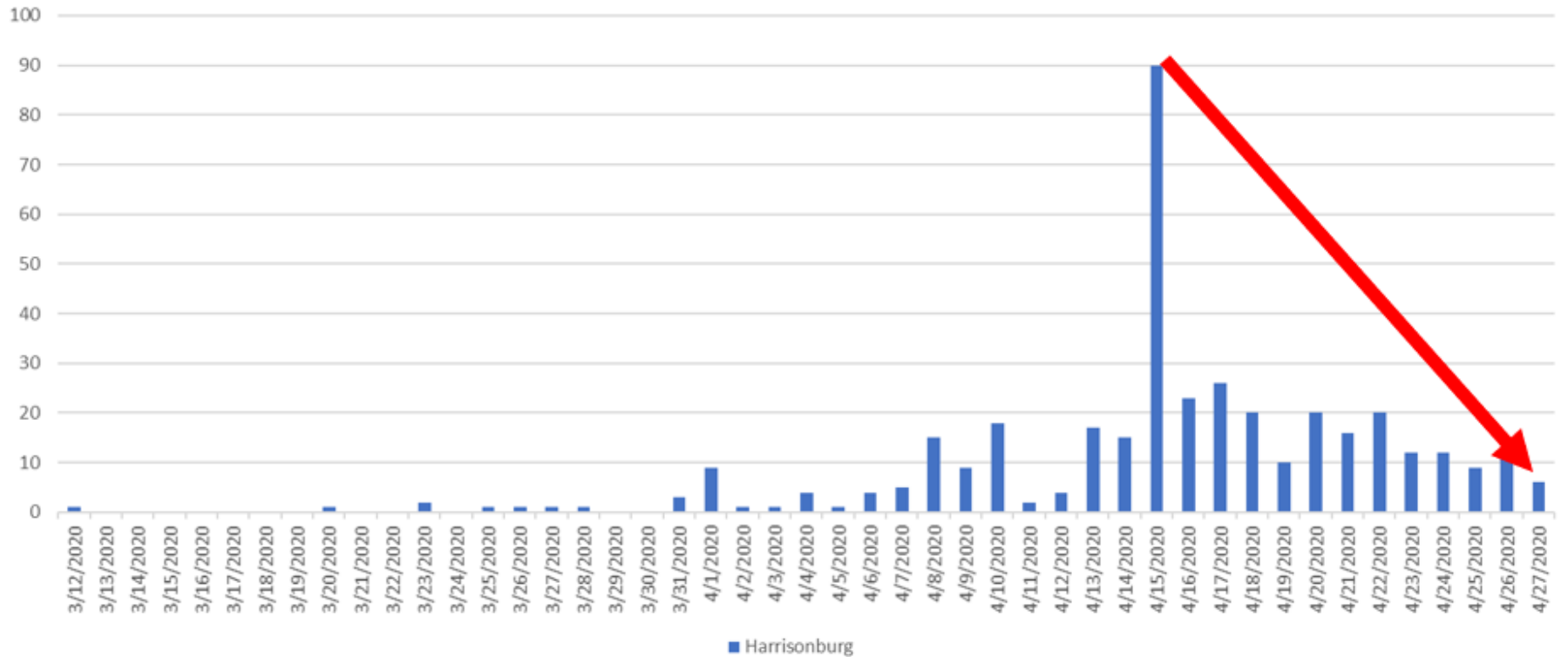


Harrisonburg - Rockingham Accumulative Cases



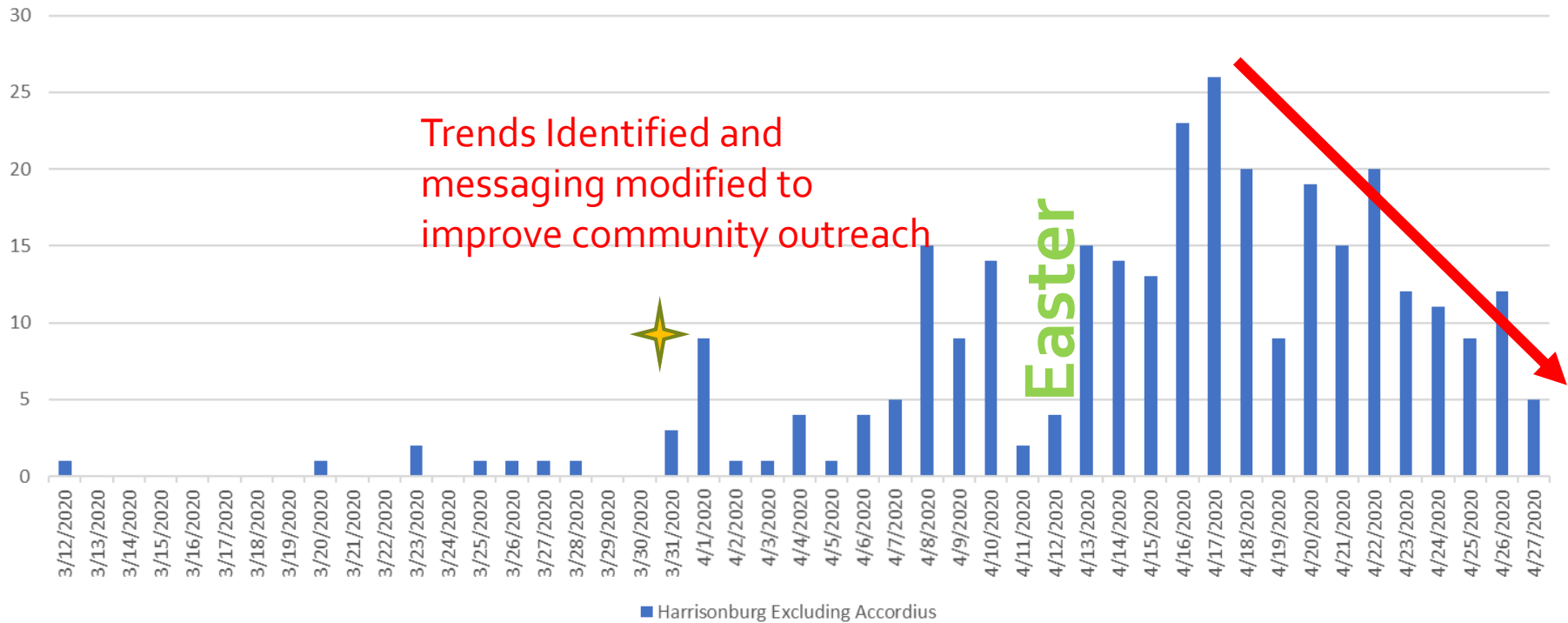


Harrisonburg Daily New Cases





### Harrisonburg Daily New Cases Excluding Accordius



Onset of symptoms is 2 – 14 days, with a mean of 5 – 7 days

# Questions?



