

September 3, 2020

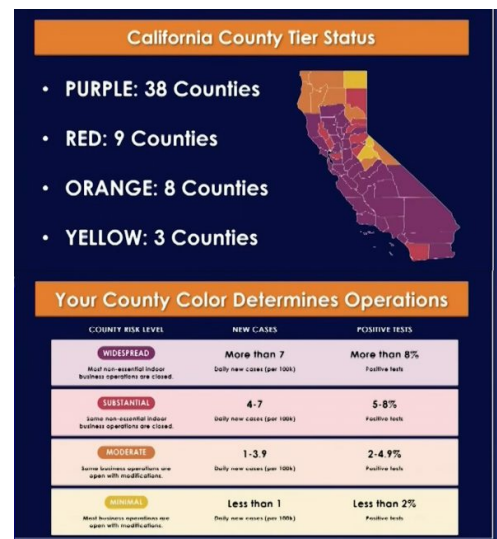
## Community Update

By Stone James, Economic Development Director



Before we begin today's community update, I hope you and your families have been staying healthy.

A lot has gone on since our last economic development update. For many, keeping up with the latest infection rates and current restrictions has been challenging. To simplify the process, on August 28th Governor Newsom revealed the State's latest reopening guidelines. With this new plan, two county-level COVID-19 testing variables will serve as the basis for business and personal restrictions. The first variable is the number of daily new COVID cases per 100,000 residents. The second variable is the number of positive COVID test results, as a percentage, out of all COVID test results within that particular county. Depending on the number of (i) daily new cases and (ii) the overall percentage of positive COVID test results in each county, that county will be placed in one of four "county risk levels." These color-coded risk levels represent the transmission risk of COVID within the county. The various levels are titled "widespread," "substantial," "moderate," or "minimal." I encourage you to spend time exploring this [website](https://covid19.ca.gov/safer-economy/) (<https://covid19.ca.gov/safer-economy/>) for more detail.



Taken from the above website, this county risk level framework, "...is informed by increased knowledge of disease transmission vulnerabilities and risk factors and is driven by the following goals:

1. To progress in phases based on risk levels with the appropriate time between each phase in each county so impacts of any given change can be fully evaluated.

2. *To aggressively reduce case transmission to as low a rate as possible across the State so the potential burden of flu and COVID-19 in the late fall and winter does not challenge our healthcare delivery system's ability to surge with space, supplies and staff. Also, with winter weather pushing more activities indoors, low levels of transmission in the community will make large outbreaks in these riskier settings less likely.*
3. *To simplify the framework and layout clear disease transmission goals for counties to work towards".*

The restrictions within each risk level and the time a county must spend at each level before moving to a lower level is...detailed. Thankfully, the takeaway for our City is simple. Our actions, both individually and as a community, directly impact our county's risk level, and consequently, the restrictions on our personal and business activities. We can keep the number of infections down by wearing face masks, practicing social distancing, and getting tested. While face masks and social distancing are critical steps, getting tested is less obvious, but equally important. If only sick individuals get tested, the test results will show an artificially high positivity rate. This high positivity rate will not accurately reflect the actual percentage of infected individuals within the county. If more and more community members get routinely tested, we will enjoy two benefits. The first benefit is those who are COVID positive and asymptomatic (contagious but not showing signs of the illness) can immediately quarantine. An immediate quarantine will stop the accidental spreading of the disease to loved ones. The second benefit of frequent testing will be future test results will more accurately reflect the actual number of healthy and sick individuals within a community. This will give State and County health officials better data which is the foundation for better decisions.

Until a safe and reliable vaccine is widely available, avoid gathering in groups. If you must, wear a mask and practice social distancing. Beyond that, shopping local is the next biggest step you can take to accelerate our City's economic recovery. Check out our website, [Cathedral City Shop Local](#), to find categories and lists of all the businesses within Cathedral City which need your support. Shopping at our businesses will help keep our retailers alive and keep your tax dollars within the City. These tax dollars fund critical services such as our police, our fire department, and our road maintenance. There is no better testimonial for attracting new businesses than to ensure our existing businesses are prosperous.

Lastly, please do everything you can to keep your properties in great shape. Property appearance is an important "selling point" when prospective homebuyers, business owners, and developers look for their next "perfect" location.

Please share the City's dedicated websites, [www.DiscoverCathedralCity.com](http://www.DiscoverCathedralCity.com) and [www.ccedd.org](http://www.ccedd.org), with your friends and families. As a team, we are all a part of the long-term success of Cathedral City, an incredible place to live, work, and play.

## COVID-19 INFORMATION

### COVID-19 Info

Get the latest on Coronavirus Disease 2019



### Business Support



## By the Numbers:

As of September 3, 2020, Cathedral City had a total of 1,818 confirmed COVID-19 cases and 30 reported deaths. Other Coachella Valley cities are reporting the following:

Coachella - 2,541 cases, 26 deaths

Desert Hot Springs - 1,053 cases, 23 deaths

Indian Wells - 42 cases, 2 death

Indio - 3,461 cases, 67 deaths

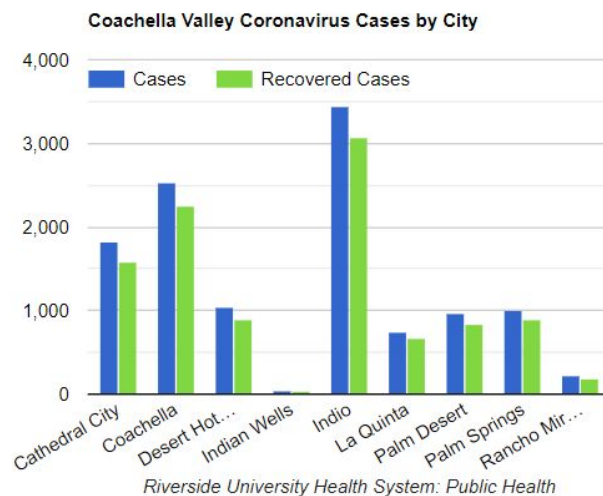
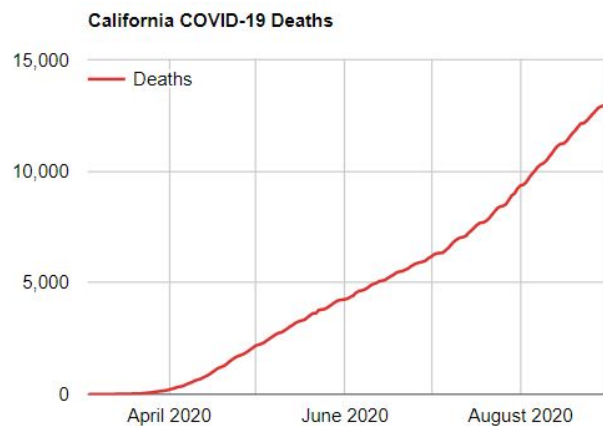
La Quinta - 751 cases, 18 deaths

Palm Desert - 950 cases, 50 deaths

Palm Springs - 1,011 cases, 45 deaths

Rancho Mirage - 228 cases, 23 deaths

Riverside County has reported 53,703 COVID-19 cases, 1,053 deaths, and 45,313 recovered cases.



## NEWS

## COMMUNITY DISCUSSION ON RACE, POLICING, & ECONOMIC OPPORTUNITIES

Study Session – City Council

### Mayor Aguilar Calls for a Community Discussion on Race, Policing and Economic Opportunity

In response to the death of Minneapolis resident George Floyd by Minneapolis police officers on May 25, 2020 and the ensuing public anger and widespread protests that reached every corner of this nation, Mayor John Aguilar has called for a community discussion on race, policing, and economic opportunities in Cathedral City. Police Chief George Crum will provide a brief update ...

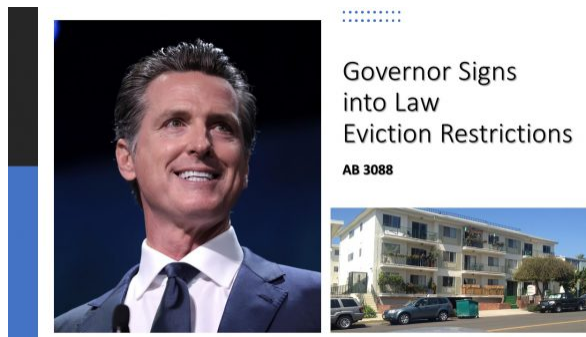
[Read more.](#)

## Governor Signs into Law Additional Eviction Restrictions

Late last night, Governor Newsom signed into law an urgency bill, AB 3088, that provides additional protections against evictions for those affected financially by the COVID-19 pandemic. This is a

statewide law and is effective immediately. Highlights of the law include the following restrictions:

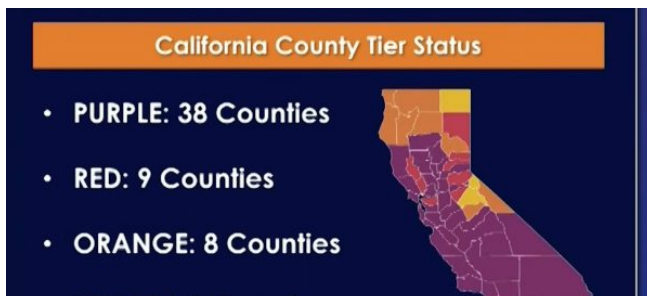
Past due rents from March through August do not have to be repaid right ... [Read more.](#)



## Governor Releases His Blueprint for a Safer Economy

Today, Governor Newsom released his Blueprint for a Safer Economy that bases reopening on two color coded metrics: The number of new COVID-19 positive cases per 100K people and; The positivity rate of the county. You can review the metrics and





explanations at <https://covid19.ca.gov/safer-economy/>  
You can also look up the guidelines based on common industries: <https://covid19.ca.gov/industry-guidance/> Two big ... [Read more.](#)

## Excessive Heat Warning throughout Labor Day Weekend

The National Weather Service has issued an Excessive Heat Warning for the Coachella Valley starting on Friday, September 4, 2020 at 10:00 am through Monday, September 7, 2020 at 8:00 pm.

Temperatures are expected to range from 105 degrees to 118 degrees. Excessive heat for those working or exercising outdoors can cause heat related illnesses, such as heat stroke. Residents ... [Read more.](#)



## S.C.R.A.P. Gallery's Latest Art Project for "International Dot Day"

Tuesday, September 15th is "International Dot Day" that celebrates the creativity, courage and collaboration of children and art. The day is based on the children's book, "The Dot," by Peter H. Reynolds. The synopsis stems from a student who doubts her artistic abilities. A caring teacher tells her to "make her mark" on a piece of paper and then sign ... [Read more.](#)



HWY 111 traffic signals will be on flashing red light mode  
Construction has notified the City that crews will need to close the eastbound lanes of East Palm Canyon Drive (HWY111) on Thursday, September 3, 2020 from 2:00 am to 4:00 pm between  
... [Read more.](#)

## CONE ZONE UPDATE: East Bound Lanes of East Palm Canyon Drive Near Casino Project Will Be Closed on Thursday

- UPDATE TO PREVIOUS CONE  
ZONE ALERT - Date Palm Drive /

CATHEDRAL CITY, CA Jacobsson

## LifeStream Hosting Four Blood Drives at Northgate Community Church in Cathedral City

Every two seconds, someone needs blood. Here in the Coachella Valley, especially in the summer months, we experience a local blood shortage and an increase need for residents to donate blood. Our current blood supply is critically low and surgeries may need to be canceled due to a lack of donated blood. Thanks to Northgate Community Church ... [Read more.](#)



 **LifeStream**  
GIVE HOPE | GIVE LIFE | GIVE BLOOD

Be a Superhero  
by Completing  
Your US Census  
Questionnaire

[www.My2020Census.gov](http://www.My2020Census.gov)

Be Counted, Cathedral City!



September 30th Is the New Deadline to Complete Census  
Questionnaire

The U.S. Constitution requires the federal government to count all residents living in the United States every 10 years. The data from the U.S. Census determines how much each state, county, and city receives in federal funding for health care, education, roads, bridges, parks, senior services, etc. It is estimated that every person counted, equals \$2,000 each year ... [Read more.](#)

## State Officials Award Contract for New COVID-19 Data Reporting System to OptumInsight, Inc.



The California Department of Public Health (CDPH) and California Department of Technology (CDT) today announced that OptumInsight, Inc. has been selected to develop the state's new COVID-19 data reporting system. The system will collect, track and report COVID-19 cases, supplementing California's current disease registry system known as CalREDIE. "Throughout this pandemic, our public health decisions are guided by science and ... [Read more.](#)

## EVENTS



## LifeStream Mobile Blood Drive

Every two seconds, someone needs blood. Here in the Coachella Valley, especially in the summer months, we experience a local blood shortage and an increase need for residents to donate blood. Our current blood supply is critically low and surgeries may need to be canceled due to a lack of donated blood. Thanks to Northgate Community Church in Cathedral ... [Read more.](#)

## Virtual "City Hall at Your Corner"

As the COVID-19 pandemic continues to spread in the community, it is necessary to conduct this month's "City Hall at Your



Corner” – virtually. Please Join Councilmembers Ernesto Gutierrez and Rita Lamb for an informal discussion of issues of importance in Cathedral City. This virtual event will take place on Monday, September 28, 2020 from 1:00 pm to 2:00 ... [Read more.](#)



## Cathedral City Postpones Special Events Until Further Notice

On March 19, 2020, Governor Newsom signed an [Executive Order \(PDF\)](#) and [Public Health Order \(PDF\)](#) directed all Californians to stay home except to go to an essential job or to shop for essential needs.

The City of Cathedral City will suspend all special events until further notice.



For Questions or Comments, Contact Chris Parman, Communications and Events Manager  
[cparman@cathedralcity.gov](mailto:cparman@cathedralcity.gov)



