

For business questions and resources, please contact COVID-Business@sdcounty.ca.gov

Coronavirus Disease 2019
COVID-19

Update for the Business Community

CORONAVIRUS-SD.COM/BUSINESS

Resources and Updates September 8, 2020

Online Forum Q&A

Join us **Wednesday, September 9th at 9:30 AM – 10:30 AM** for our online forum for the business community! These telebriefs are an opportunity to connect with County representatives and business partners, share information, and get answers to questions you may have.

- You can pre-submit questions for the telebrief in advance [here](#) before we begin at 9:30 AM.
- You can also ask questions during the call [through the online chat feature](#). Speakers will answer as many questions as possible during the one-hour telebrief.
- To listen-in only, call: **1-669-900-6833** and enter the meeting ID provided.

<https://zoom.us/j/157409037>

Meeting ID: 157 409 037

State Monitoring Metrics



Currently in **Tier # 2 (Red)**

	Case rate per 100,000 (7-day daily average with a 7-day lag)	% Testing positivity (7-day average with a 7-day lag)*
Date Updated: 8/28/2020	5.8	3.8%*

Case Rate and Testing Positivity Percentage Thresholds

Tier	Case Rate (per 100,000)	Testing Positivity Percentage
1 (Purple)	>7.0	>8.0%
2 (Red)	4.0-7.0	5.0-8.0%
3 (Orange)	1.0-3.9	2.0-4.9%
4 (Yellow)	<1.0	<2.0%

Data are preliminary and subject to change; case rate from California Department of Public Health and calculated using California Department of Finance 2020 Projection Population Estimate for San Diego County to be 3,370,418; *testing positivity percentage calculated using San Diego County data
Prepared by County of San Diego, Emergency Operations Center, 9/6/2020

[Status update as of 9/6/20](#). To learn more about state monitoring metrics, visit cdph.ca.gov.

BUSINESS UPDATES

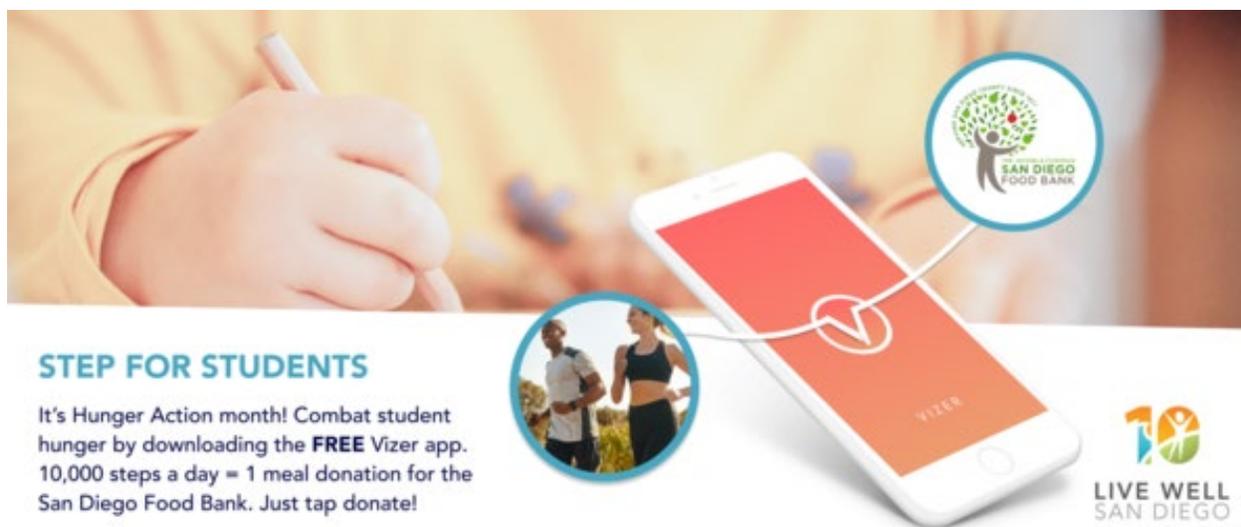
Local Update

Where's My Ballot? Track It Every Step of the Way

If you are an active registered voter, you can now sign up to track the status of your mail ballot – when the ballot is mailed to you, when the Registrar of Voters gets it back from you in the mail and when it is counted.

Due to the COVID-19 pandemic, every active registered voter in California will receive a ballot in the mail for the Nov. 3, 2020, Presidential General Election. The ballot tracking tool is new. Voters can sign up for [Where's My Ballot?](#) at sdvote.com to receive automatic email, text, or call notification on the status of their ballot.

NEWS FOR BUSINESSES & EMPLOYERS



STEP FOR STUDENTS

It's Hunger Action month! Combat student hunger by downloading the **FREE** Vizer app. 10,000 steps a day = 1 meal donation for the San Diego Food Bank. Just tap donate!

LIVE WELL SAN DIEGO

Combat Hunger with Exercise!

September is Hunger Action Month. You can take action to combat hunger by turning exercise into donated meals! We are excited to team up with [Alliance Healthcare Foundation](#) and the [Jacobs and Cushman San Diego Food Bank](#) to convert your workouts into meal donations for local students.

September Goal: 25,000 meals

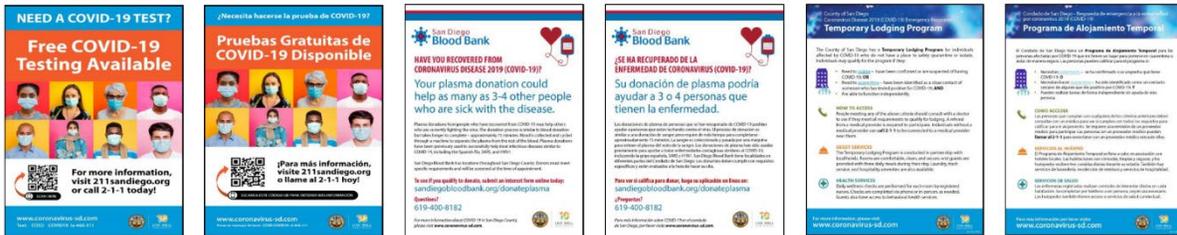
Learn More by clicking [here!](#)

#MaskUpSD



COVID-19 eToolkit

Help us reach our community broadly by sharing COVID-19 prevention messages with your family, friends, customers, networks, and constituents! The County of San Diego has prepared sample video and artwork assets for you to use.



T-3 Materials

T-3 has materials in Spanish and English that can be printed, as requested. Visit [this link](#) for an overview of the materials available for you. Please contact COVID-Business@sdcounty.ca.gov for print requests.

SUPPORTING LOCAL BUSINESSES

The Business community is adaptive, innovative, and resilient every day... and we want to hear from you about your success stories!

- Has your business adjusted to our new norm successfully?

- Did you provide support to the community in a profound way?
- Was a collaboration effort established to adapt safe social distancing practices?
- Any other successes you would like to share?

Share your story and photos by sending us an email to COVID-Business@sdcountry.ca.gov with the subject line: Supporting Local Businesses. A member from our team will follow-up with you for more information.

UPCOMING WEBINARS

U.S. Chamber of Commerce

September 9: CO— Blueprint: Rebuilding Your Brand

Time: 2:00 PM – 3:00 PM ET

An interactive discussion focused on helping businesses strike the right tone with an evolving customer base. Host Jeanette Mulvey, Content Director at CO—, will lead the conversation that combines advice from experts with practical insights from small business owners. This event is the eighth installment of our CO— Blueprint biweekly series presented by Chase for Business. You'll gain ideas from small business owners and hear insight from national experts. Together, we'll recover and rebuild.

Entrepreneur

September 10: How to Run Facebook Ads on a Budget

Time: 12:00 PM – 1:00 PM PDT

Join us for this live webinar with our key speaker Amanda Robinson, Facebook Ads expert, as she will teach you the 4 components of Facebook ads that work together to help you build momentum in your business and make Facebook ads "work" for you!

- Creating Ads
- Audiences & Targeting
- Budget & Strategy
- Reporting & Optimizing

SCORE

September 10: Starting an Online Business for Next to No Money

Time: 1:00 PM EDT

Steve Strauss, USA TODAY columnist and bestselling startup author, will show you the steps needed to start an e-business, even without a big budget. Find out everything you need to know to launch the dream, including:

- The Shoestring process
- The different types of online businesses you can start
- Finding the money
- Making money
- Business nuts-and-bolts
- And more!

PREVIOUS NEWSLETTERS

- [Friday – September 4, 2020 \[PDF\]](#)
- [Monday – August 31, 2020 \[PDF\]](#)
- [Friday – August 28, 2020 \[PDF\]](#)

COVID-19 POSTERS



To request English or Spanish posters for your business, please e-mail COVID-Business@sdcounty.ca.gov with the following details:

- Contact Information (Name, Phone, Email)
- Language materials needed English, Spanish, or both
- Number of requested items
- Address for postal delivery

Additional resources and materials are available [here](#) for your use.

Stay Informed, Stay Connected



Coronavirus in San Diego County

Daily updates on positive cases



Resources and Materials

FAQs, posters, videos, and other materials



Businesses and Employers

Information for businesses and commercial entities

[Submit Your Telebriefing Questions](#)

[Submit Safe Reopening Plan Questions](#)



Text **COSD COVID-19** to **468-311**

to get text alert updates from the County of San Diego.



[Follow us on Facebook](#) [Follow us on Twitter](#)

For more information on COVID-19 in San Diego County, please visit sandiegocounty.gov/coronavirus.

To receive updates on your phone via text, send **COSD COVID19** to **468-311**.

Sent from the Business Sector—County of San Diego COVID-19 Response