



Sustainable Sonoma Council

Meeting Notes

February 10, 2020

Videoconference format

Attendees: see end of notes

I. Welcome.

Desired meeting outcomes:

- Communication strategy to help health orgs' vaccinate the entire Sonoma Valley community. We can amplify the message.
- Council members up to date on anti-eviction program SuSo co-designed

II. Topic 1: Pro-vaccination messaging

It's imperative for Sonoma Valley's triple bottom line that everyone get vaccinated, when the time comes that there's enough vaccine. The Sustainable Sonoma Council is made up of trusted messengers to many sectors, and can help boost vaccinations.

Update by Celia de la Cruz and Maricarmen Reyes, who are tightly involved in the vaccination effort, on COVID-19 response and vaccinations.

- Logistics
 - Demand for vaccines currently outweighs supply.
 - Current focus on removing barriers for the vaccine-willing.
 - There are challenging but improving interfaces for information and registration. Working towards a sustainable program for vaccination. Clinics are being launched at Veterans Hall and SVH.
 - Need ways to get homebound people vaccinated. Consider activating network including FISH, FFA, Sonoma Valley Volunteers, faith network, also adapting TEXT food program.
 - We need to be flexible and able to pivot.
 - Vintners and Growers Alliance, In collaboration with SVCHC registered 900 agricultural and and cellar production workers. Employers are supporting getting their employees vaccinated, covering their time to get vaccinated.
 - Sonoma County is approaching threshold to transition from Purple to Red Tier. This is made possible by testing, distancing, masks, handwashing, in addition to vaccination. All should be included in messaging.
- Communications

- Current focus is to make the information about the vaccine available, removing barriers.
- City of Sonoma is developing an information hub that could include coordination of transportation assistance.

How can Sustainable Sonoma Help?

- Notify people in your sector when relevant groups become eligible for vaccinations
- Help reach vulnerable communities by bridging the digital divide
- Local business network could be mobilized to share information
- Help coordination of transportation assistance for homebound people
- Amplify County pro-vaccine messaging once available.
- Share these information links

- **Sonoma Valley Health Partners**

- <https://www.sonomavalleyhospital.org/svhp/>

- Clinics can be found at

- <https://socoemergency.org/emergency/novel-coronavirus/vaccine-information/clinics/>

Other links

- Ensuring COVID-19 Vaccines WORK (CDC, 12/13/2020)

- <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/effectiveness.html>

- Pfizer vs. Moderna COVID-19 Vaccines: How Do They Compare? (AARP, 12/18/2020):

- <https://www.aarp.org/health/conditions-treatments/info-2020/covid-vaccines-compared.html>

- Common COVID-19 Vaccine Questions Answered. (01/26/21 – UC Davis Health):

- <https://health.ucdavis.edu/coronavirus/covid-19-vaccine/how-covid-19-vaccines-work.html>

I. Topic 2: Housing Hot Buttons

Project updates:

- Doyle project in City of Sonoma: SuSo may endorse Doyle, not clear enough yet. For opposing perspectives on the project, read Fred Allebach [here](#) and Christopher Blunk [here](#).
- SDC: Supervisors interested in something new there, potentially “transformative”. Consultants now preparing 3 land use alternatives. County staff are supposedly organizing better stakeholder engagement, following SuSo’s and SEC’s (and others’) letters.

With SDC and the Doyle project we are seeing housing hot-button issues including race, exclusion, age, and change. SuSo can lead here, building our own capacity and our community's capacity to have difficult conversations. Staff are working to implement requests made by SuSo Council:

1. Bring in a experienced facilitator, hold public workshops.
 - a. Consider timing/bandwidth, since people are completely focused on the pandemic right now.
 - b. Keep the digital divide in mind. We will reach more people if we are not confined to a Zoom meeting, and get better input.
 - c. Keep SDC and a housing development like Doyle as separate conversations.
 - d. Good to have a different format for these community discussions than City Council meetings.
 - e. Careful with inviting developers, how to have a special interest in the room, not making it a platform for someone (incl. enviros) to lobby for their particular project.
2. Consider creating a separate time for deeper conversation for those within SuSo who want that.

IV. Update: Casa Sonoma, anti-eviction program

Sustainable Sonoma co-designed Casa Sonoma with Catalyst Fund, now being run by Petaluma People Services with referrals from multiple Sonoma Valley organizations.

Update by Elece Hempel, Executive Director, Petaluma People Services

- Mission of 3 month pilot is to do outreach, particularly in the Latinx community and landlords, to bridge that gap and help people stay in their homes. Helping landlords get at least 25% of rent paid (thank you rental assistance programs), educate them on rules. Will report data after 3 months, which will help bring in more public money for rental assistance, help vulnerable people in SV long term.
- Have done 17 training sessions already with “mom and pop” landlords on rules and regulations around tenants who are behind on rent due to COVID-19. Will exceed target #s. Rules change about every other week, so there is a need to help people stay up to date and understand.
- Running Isocare, a program focused on low income and Latinx families who are quarantining, to help them understand rules they need to follow for COVID-19 safety, and communication w/ landlords.
- Also gathering data on whether people are planning to sell their property.
- Program is aligned with Sustainable Sonoma in that it doesn't demonize landlords. Assumption is that if both parties are informed, it will be better for everybody.

V. Request for SuSo Council to share/promote *Homes* with their audiences by i.e. including a link in upcoming newsletters.

- Copy and images [here](#).
- Discussion: there are too many other crisis topics and we need to relate *Homes* messages to specific audiences.

VI. Other Updates:

1. SuSo presenting *Homes* at Gen H webinar mid-March
2. Scheduling presentations, Interfaith on 2/24, will recruit some of you

Attending:

Council

Fred Allebach
Mark Bodenhammer
Ann Colichidas
Tom Conlon
Maureen Cottingham
Richard de Leon
Eric Gonzolez
Lauren Feldman
John Kelly

Tracy Salcedo
Diana Sanson

Other

Supervisor Susan Gorin
Sarah Tracy, public
information officer for City
of Sonoma

Steering Committee

Kimberly Blattner
Richard Dale
Cynthia Scarborough
Tim Zahner

Staff

Caitlin Cornwall
Kim Jones