



FOR IMMEDIATE RELEASE

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Yuba County team to guide community in COVID-19 long game

Marysville, CA – Health orders and facial covering orders. State guidance and CDC guidance. Stage 2, later Stage 2, and Stage 3 businesses and activities. These are just some of the complicated components involved in reopening California’s coronavirus-ravaged economy. Yuba County leaders believe a local recovery can occur faster with the right approach.

The Yuba Enterprise Support Team (Yes-Team) is dedicated to helping residents and businesses navigate the recovery landscape in the coming months began reaching into the community this week to offer resources and guidance. The effort is part of a county-community partnership that seeks to help ramp up the local economy in such a way that provides built-in safeguards to help mitigate risk against any future surge in COVID-19 cases.

“Each business and activity is unique, and we understand that a one-size-fits-all solution is not the answer,” said County Administrator Robert Bendorf. “I think everyone is in agreement that it can’t be ‘business as usual.’ Our goal is to be a good community partner to individuals, businesses, and organizations by providing resources and helping them be more resilient to any future outbreaks.”

Bendorf said the team is “not in the enforcement or compliance business, but exists to proactively get resources directly into the community.”

Yuba County remains under two Health Orders issued on May 4 by Yuba-Sutter Health Officer Dr. Phuong Luu – one an overall Health Order, and the other requiring facial coverings outside of the home when social distance is not possible and inside any business. The California Department of Public Health has its own health orders and continues to issue guidance documents for various businesses and activities. The numerous orders and guidance have made it difficult for many businesses and organizations to know if their operations are meeting requirements.

“Our plan is to work with our community members and organizations to learn how they are impacted by all of these changes and then find a way forward that works for their situations,” said Jason Kopping, who is leading YES-Team. “Our intent is to make every interaction with our community positive and helpful. We carefully selected the team members, dedicated Yuba County employees from a variety of professional backgrounds who collectively speak numerous languages.”

Kopping said his team would have direct access to the Bi-County Health Officer to discuss and clarify any complex issues related to health matters.

Regional COVID-19 impacts significantly altered local government operations and the work priorities of all employees, particularly the Executive Management and Management Team members. Bendorf said the changes should not distract from the county's responsibility to meet the needs of local businesses and organizations.

"We want this effort to be both purposeful and practical, in terms of countering the disruptions caused by this pandemic or from any other challenges we may encounter," he said. "We want to make sure industry and other activities are able to reduce the risks they face and have a good supply of resources. The needs in our community for the next several months will be much different than the needs we saw in the latter part of 2019, so we are repurposing, not adding, some of our staff to directly address these new challenges."

Kopping said the YES-Team is currently preparing for an initial outreach effort to the estimated 2,000 business in the Yuba County – from one-person operations to the big box stores. He said anyone seeking more information could reach him by email at jkopping@co.yuba.ca.us.

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