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COVID-19 Emergency Operations Center LOS ANGELES COUNTY UPDATE

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ECONOMIC RESILIENCY TASK FORCE SETS SIGHTS ON JULY 4 REOPENING, NEW "STOP PRICE GOUGING" MOBILE APP, & INCIDENT REPORT

The County of Los Angeles is regularly updating resources on COVID-19 and offers today's update in an effort to keep you and yours informed. Please share the following up-to-date information:

LA County's Economic Resiliency Task Force Sets Sights on July 4 Reopening

LA County's Economic Resiliency Task Force - created last month to help the County improve the economy, create jobs and return to full employment - has announced its plan to reopen LA County by July 4.

The task force, comprised of representatives of County departments, cities, and industry work groups (in diverse areas ranging from bio science, hospitality and education to



sports, entertainment and the arts) is forging ahead with concrete proposals for resuming operations safely.

This week's task force meeting included a presentation by the Los Angeles Economic Development Corporation (LAEDC), which underscored the high stakes and urgency of the local economic situation as the COVID-19 crisis continues. Industry representatives described the impacts of COVID-19 on their sectors, as well as some common critical needs:

- safe reopenings
- customized guidance & health/safety protocols for sectors
- new public-private partnerships
- and revenue streams to create jobs

To learn more about the July 4 reopening plan being proposed by LA County's Economic Resiliency Task Force, [watch](#) this week's presentation.

New "Stop Price Gouging" Mobile App



LA County's Department of Consumer and Business Affairs (DCBA) is taking steps to protect County residents from price gouging and potentially fraudulent COVID-19 remedies by creating a "Stop Price Gouging" mobile application to help consumers easily report suspected cases of illegal price increases in LA County.

During the COVID-19 health emergency, fear and anxiety have led certain individuals to try and profiteer at the expense of those in need. To date, DCBA's investigations team has tracked and documented over 500 price gouging complaints during the COVID-19 crisis.

While the mobile app will be launched in the coming days, DCBA already offers a dedicated webpage and phone line to help report price gouging or COVID-19 scams. To report by:

- **Phone:** Call (800) 593-8222
- **Online:** Visit stoppricegouging.dcba.lacounty.gov

Once our "Stop Price Gouging" mobile app is available, it will help County residents file on-the-spot, accurate complaints that can be supported with: 1) photos of receipts, ads, and products, or 2) other possible evidence of wrongdoing.

The new app is expected to increase rapid reporting of price gouging complaints, which is critical to ensuring that investigations are conducted close in time to the suspected price gouging activity.

Incident Report

Our daily report is a high level summary of L.A. County Emergency Operations Center's response to the COVID-19 health emergency. [Click here](#) to view.

COVID-19 Digital Communications Guide & Toolkit

[View](#) our updated COVID-19 Digital Communications Guide, and get tips on Best Practices, Do's and Don'ts, Key Messaging, and our Social Media Toolkit - with multi-lingual graphics and messages like the ones seen below.

Access our Social Media Toolkit [here](#).

Hiking? It's #BYOM
Don't forget to bring your mask. It's on all of us to prevent the spread of COVID-19. Thanks for doing your part.
More information about mask and face coverings at <https://covid19.lacounty.gov/byom/>



Chinese: 遠足? 這是#BYOM

別忘記戴上口罩。防止COVID-19傳播是我們所有人的責任。感謝您的付出。
有關口罩和面罩的更多信息，請瀏覽 <https://covid19.lacounty.gov/byom/>

Korean: 하이킹? #BYOM

마스크를 반드시 가져 가십시오. COVID-19의 확산을 막는 것은 우리 모두의 일입니다. 참여해 주셔서 감사합니다.

마스크 및 얼굴 가리개에 대한 자세한 내용은 <https://covid19.lacounty.gov/byom/> "를 참조하십시오.

Spanish: ¿Excursionismo? Es #BYOM

No olvides traer tu máscara. Nos corresponde a todos evitar la propagación de COVID-19. Gracias por hacer su parte.

Más información sobre máscaras y cubiertas faciales en <https://covid19.lacounty.gov/byom/>

Additional Resources

The County of Los Angeles appreciates your continued partnership in responding to COVID-19 questions and needs of residents. For additional information, please visit:

- County of Los Angeles: covid19.lacounty.gov
- County of Los Angeles Public Health: publichealth.lacounty.gov
- California Department of Public Health: cdph.ca.gov
- Centers for Disease Control and Prevention: cdc.gov
- Los Angeles County residents can also call 2-1-1