



# WILLIE J. LIGHTFOOT

## CITY COUNCIL VICE PRESIDENT



2020 Newsletter Issue 2



### “COVID-19 Response

The national outbreak of COVID-19 has impacted the City of Rochester’s operations just as it has our entire community. We have seen that schools will not return to in classroom instruction for the remaining school year, some businesses have temporarily shut down, and all others have been transitioning to “non-contact” and “social-distancing” orders. This has impacted not only our economy but our citizen workers and business owners who are considered non essential employees. Vice President Lightfoot has personally reached out to Governor Cuomo through several letters asking for support and guidance for individuals in the non-essential workforce, especially with regard to the appearance enhancement industry. As the Chairman of the United Professional Barbers and Cosmetologists Association, he knows first hand the challenges faced by barbers and beauticians. That is why he continues to advocate for this industry making requests that the NYS Sanitation Code be updated to reflect safety measures for working professionals and their clients post COVID-19, as well as a request to recommission the NYS Barber Board. The City of Rochester and Monroe County has been making tremendous efforts to provide support and resources for everyone effected by this pandemic. For more information feel free to visit the following websites:

<https://www2.monroecounty.gov/health-COVID-19>

<https://www.cityofrochester.gov/article.aspx?id=21474843824>

#### Contact Us:

Council Vice President Willie J Lightfoot: [willie.lightfoot@cityofrochester.gov](mailto:willie.lightfoot@cityofrochester.gov) (585) 428-6554

Legislative Aide to Vice President Lightfoot, Andre Gulley: [andre.gulley@cityofrochester.gov](mailto:andre.gulley@cityofrochester.gov) (585) 428-6879

## Call 211

Please be aware of the resources available by calling 211/Life Line, which is an information and referral hotline operated by the Goodwill of the Finger Lakes. 211 provides around the clock information about available support services that is kept up to date. For more information feel free to visit the city of Rochester website or <http://www.211.org/>



The infographic is divided into several sections. At the top, there are three icons: a fork and knife for 'Information & Referral', a head with a question mark for 'Crisis Intervention', and a document with a plus sign for 'Community Data'. Below these are descriptions of each service. In the center, a large '2-1-1' is displayed in a speech bubble, with 'LIFE LINE' and 'Get Connected. Get Answers.' underneath. To the right of this, it says 'Serving Cayuga, Livingston, Monroe, Ontario, Seneca, and Wayne counties'. At the bottom, there are three more icons: a group of people for 'Get Help Now', a person at a computer for 'Search Online', and a plus sign for 'COVID-19'. Each icon has a corresponding description of the service.

**Information & Referral**  
Trained professionals ready to connect to a wide variety of services, including food, child care, counseling, employment assistance, legal, and many more.

**Crisis Intervention**  
Provides support to those who are experiencing mental health crisis, including phone counseling and suicide prevention services. 2-1-1/LIFE LINE is a member of the National Suicide Prevention Lifeline (NSPL) network of crisis centers.

**Community Data**  
Our Resource department maintains information on 1,500 agencies, 2,000 sites, and 2,600 programs. We also report on community needs and collaborate with partner agencies.

**2-1-1**  
LIFE LINE  
Get Connected. Get Answers.

Serving Cayuga, Livingston, Monroe, Ontario, Seneca, and Wayne counties

**Get Help Now**  
Available 24 hours a day, 7 days a week. Bilingual staff and interpreter assistance available. Dial 2-1-1 or 877-356-9211 (TTY: 585-275-2700) Text your zip code to 898-211 or visit website to chat online.

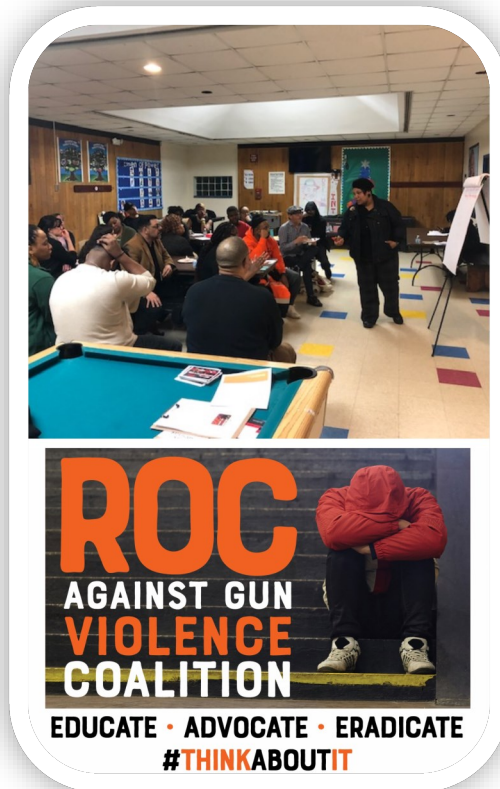
**Search Online**  
Search up-to-date information on services in your community, view real-time community data, and access many other resources at [www.211lifeline.org](http://www.211lifeline.org)

**COVID-19**  
Our team has helped thousands of people connect to essential resources, provided crisis intervention, and maintained rapidly changing service information around the clock during the COVID-19 crisis.

## RAGVC Update

The Roc Against Gun Violence Coalition continues its efforts to educate, advocate, and eradicate gun violence while retooling its services to comply with social distancing recommendations. That includes virtual meetings, non-contact resources for victims available through 211, support from Moms on Demand at 585-685-4460, and by contacting the RAGVC number 585-428-6554.

We are excited to share an update that the City Council has approved the purchase of a vehicle to be used as a mobile trauma unit for victims and families. This will be the first of its kind in our area. The idea was inspired by Mobile Trauma Units in NYC.



## Spotlight Program Financial Empowerment Centers



**Rochester  
Financial  
Empowerment  
Center**

*Free One-on-One  
Financial Counseling*

The Rochester Financial Empowerment Center (FEC) is a resource that can help community members navigate financial challenges due to the COVID-19 outbreak. A team of highly trained, professional counselors are set to assist community members with credit building, debt reduction, emergency budgets and much more. Please feel free to visit: <https://www.rochesterfec.org/> for more information.

**To schedule a FREE consultation call: 585-252-7110**