SPECIAL CORONAVIRUS INFORMATION ISSUE SPRING 2020

In early March, New Rochelle was the first community in the eastern U.S. to experience a coronavirus outbreak. Facing COVID-19 ahead of almost everyone in the nation, we responded with resilience and determination, strength and solidarity. The #NewRoStrong message can be seen throughout the City on billboards, lawn signs, banners and posters. As New Rochelle begins the process of reopening as part of the mid-Hudson region, it is important to continue to safeguard our health both at home and at work. For the latest information, visit newrochelleny.com/coronavirus.

#NewRoStrong

As New Rochelle moves from relief to recovery, let’s remember to Stay Healthy!

CITY SERVICES CONTINUE

Our Police, Fire, Public Works, Senior Services and Parks maintenance work continued during the coronavirus crisis. Please thank these essential workers who have kept our City safe and clean. While City Hall offices are subject to NYS opening guidelines, many services are available online or by appointment and departments are available by phone. Visit the City website newrochelleny.com/coronavirus.

NOURISHALL

This spring, New Rochelle launched a new program with a double mission: to provide delicious meals to our most vulnerable residents, and support local restaurants hit hard by the pandemic economy. “NourishALL” has benefitted thousands of families through service organizations like HOPE, CAP and the Office for the Aging by providing gift cards to local restaurants. The program is supported through the generosity of our community members and local developers including RXR, L+M Partners, Wilder Balter Partners, Cappelli Enterprises, Interfaith Dwellings Corporation, Mill Creek, Fisher Development, Simone, Property Resources Corporation, Zinrock Resources, The Residence, Jem Architectural, MacQuesten and Allstate Ventures. Your donation counts! For more information visit newrochelleny.com/NourishALL

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Letter from Mayor + City Manager

Dear Neighbors,

The COVID-19 pandemic is one of the toughest challenges our community has ever faced, but it’s also brought out our best — generosity, compassion, determination, and resolve. Now, as the crisis begins to recede, New Rochelle is uniquely positioned to lead our region towards recovery and renewal.

This newsletter highlights the many ways in which the residents and businesses of our city have come together to support each other. And it also contains useful guidance for how to continue protecting ourselves and our families as we begin the process of reopening.

Finally, we offer thanks to the heroes on the frontlines against COVID-19 – the health care providers, first responders, and essential workers whose courage and professionalism demonstrate what it means to be NewRoStrong.

Sincerely,

Noam Bramson
Mayor

Charles B. Strome, III
City Manager

New Ro Strong
newrochelleny.com/newrostrong

New Rochelle is here for you! This website connects you to info and resources.

or email: newrostrong@newrochelleny.com

Help is Available!

Right now many of us may be overwhelmed and stressed by prolonged pressures and loss. Need food? Worried about a friend or family member? Grieving or depressed?

New Ro Strong is here for you. This website connects you to local, county, state and federal resources that are here to help. Or email our Director of Community Engagement at newrostrong@newrochelleny.com

For Our Seniors

We know that seniors are especially vulnerable at this time, and the Office for the Aging is here to help. Staff is available by phone at (914) 235-2363 during business hours Monday–Friday 8:30AM to 4:30PM.

Resources and services are listed online at newrochelleny.com/seniors

Quick Cut T-Shirt Face Covering

REMEMBER: Masks or face coverings are required in public where social distancing is not possible. This no-sew method from the CDC uses just a T shirt and scissors.

GIVE, VOLUNTEER, DONATE

There are many ways to help and still observe distancing and safety guidelines: check in on elderly neighbors, food shop for a vulnerable friend, volunteer at a food pantry, or make cards for health care workers, read books on zoom to a family with young children to give working parents a break. Or, you can donate money or supplies to a nonprofit on the front lines, buy take out from a local restaurant or gift cards from your favorite local business. More information is available on the New Ro Strong website.

New York State CONTACT TRACING

If you get a call from “NYS Contact Tracing” (518-387-9993) ANSWER THE PHONE!

As we continue to fight coronavirus together, tracing exposures to COVID is important to stop the spread. The NYS Contact Tracing Program works with confirmed positive COVID-19 people to determine who they have been in contact with. Trained specialists reach out to those contacts about possible exposure. If you have been identified as a contact you will get a call from “NYS Contact Tracing” (518-387-9993). Because the disease can be transmitted without symptoms, notifying people about a possible exposure is critical to stop the spread. So, please answer. It is confidential and private.
New Ro Cheers!

Our community has responded with care, concern and innovation. Read about these inspiring stories and more at newrochelleny.com/newrostrong

#NewRoStrong “Gratitude”

Thank our essential City workers with a meal!

New Rochelle friends Rosa Perkins, Stephanie Tomei, Jamie Deutsch and Anne Todd joined forces in a community-wide effort to thank New Rochelle’s essential government workers who are keeping our City and facilities clean, safe and open. Visit the New Ro Strong website for departments and details and then arrange for a meal delivery from your favorite local restaurant or deli. Individuals, families, youth groups, sports teams, houses of worship, neighborhood associations and other organizations are invited to take part. #WeAreInThisTogether

SPECIAL THANKS TO

Community Action Partnership
HOPE Community Services
New Rochelle Municipal Housing Authority
United Community Center of Westchester
Office for the Aging
New York National Guard

Corporate Citizenship at its Best

Despite their own challenges, shout out to these businesses stepping up to help: Home Depot donated boxes of gloves, sanitizer, and cleaning supplies to HOPE Community Services. Shop-Rite jumped right in to support New Rochelle’s students when the school district’s kitchen closed for a day. Baldor donated 11 pallets of beautiful fresh fruits and vegetables to HOPE Community Services, New Rochelle Community Action Partnership, and the New Rochelle Municipal Housing Authority. TP Toys has assembled over 120 “mystery gift bags” of new toys and books for families, supported by donations from individuals and local businesses. Richard Ellenbogen of Allied Converters pivoted his plastics business to manufacture 20,000 plastic shields per day for hospitals around the country, including Montefiore here in New Rochelle. Pearlgreen Corporation made a donation of 4,000 masks to first responders. Circuit, New Rochelle’s free on-demand electric shuttle service gives free transportation citywide to coronavirus testing appointments and shuttles medical personnel.

RXR

New Rochelle master developer RXR Realty provided grants through the $1 million RXR COVID-19 Relief Fund and launched RXR Volunteer, a platform that connects local nonprofits and small businesses with professional and technical assistance and general support for skill-based needs.

Masks, Meals, and More

The New Rochelle Police Foundation has donated hand sanitizer to NRPD and NRFD, and meals to 3 tours of NRPD. NewRo Runners repurposed its race registration system and fundraised more than $25,000 along with a generous matching donation for meals for Montefiore, the police department and local agencies. New Rochellean Greg Gonzalez turned a conversation with one friend into a fundraising campaign that has raised over $25,000 to provide meals to Montefiore hospital workers. 15 year old Milan Acosta’s Operation Feed A Hero campaign provides meals to workers at various hospitals. Quaker Ridge Bagels provided a weekly delivery of bagels to CAP staff in April and May. Holy Trinity Greek Orthodox Church women’s charity Philoptochos donated to Oasis Homeless Shelter, HOPE Community Services, Montefiore workers, and police, fire & ambulance crews. Eight NRHS students formed a “Bake for Better” club that raised over $1,000 for HOPE and Feeding Westchester. Resident Kristen Marx connected with friends to raise $1800 for four meals to Shiloh Senior Living Center from AJ’s Burgers. Emory Freshman Jeren Wei fundraised over $15,000 for masks and meals to Montefiore New Rochelle and other area hospitals.

Community Involvement and Innovation

Third-grader Katherine Schwartz and her classmates in Ms. Zaccagnino’s class at Ward Elementary School delivered “Senior Smiles” by writing letters to homebound seniors, delivered through the Hugh Doyle Senior Center. “Balcony Ballads” violinist Rosemarie Castellano plays a song after the #ClapBecauseWeCare PM cheer from her balcony near the Glen Island testing site in honor of first responders, essential workers and her fellow neighbors. Young Israel members, recovered from COVID-19, help others through blood plasma donations. Esther Vacca’s “Straight Outta The Hot Zone” #2020NewRoStrong t-shirts raised over $15,000 for gift cards from New Rochelle businesses for Montefiore New Rochelle Hospital workers. A cell phone charger drive by New Rochelle High School juniors Noa Deutsch and James Luftig was so successful that they donated to Montefiore New Rochelle Hospital, New York Presbyterian and Montefiore Children’s Hospital. Mechanical engineering student Jacob Goodman, challenged by his professor at Binghamton University to come up with a solution for the ventilator shortage problem, created one in his dorm room over the course of a weekend using materials from Wal-Mart. Resident Brad Brown and a team of volunteers created NewRochelleUnited.org, a website that makes it easy to purchase gift cards, donate and leave online reviews for local businesses.

Share your story of how you are helping the community in the time of corona by emailing newrostrong@newrochelleny.com or tagging #newrostrong #weareinthisTogether on social media.
The City of New Rochelle encourages all residents to sign up for emergency alerts through our New Ro Alert messaging system. Through the portal, residents can customize their preferred message delivery options which include text, email and/or multiple phone numbers, including office and cell.

Sign up for emergency alerts: newrochelleny.com/newroalert