

Back-to-Business Toolkit



Brought to you by:





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Dear Pajaro Valley Business Owner,

The purpose of this toolkit is to help local businesses by providing the information needed to open and what steps should be taken to be on the best path to success.

This year has been anything but business as usual and is certainly uncharted territory for you, your employees and your customers. Reopening must be balanced with careful planning and diligent follow through to help protect those who depend on you for employment and also those who rely on your goods and services.

We have one shot at reopening the correct way and we all have to work together to make sure we don't get shut down again.

Here are some things to consider:

- ♦ What types of government assistance can you access?
- ♦ What is your business financial position?
- ♦ Have your customers/suppliers been affected? If so, will it impact your business?
- ♦ What will be your sanitation process be? Do you have this in writing for customers to see? Have you trained your employees?
- ♦ Do you have an online presence for your business? Have you considered social media and/or e-updates to promote your opening?

This toolkit includes information to be used as guidance for your business to open safely and successfully. This guidance is advisory in nature and informational in content. It may or may not be a standard or a regulation, and it neither creates new legal obligations nor alters existing obligations. For important links to additional resources, please refer to the last page of the toolkit.

A SAMPLE REOPENING PLAN

SAMPLE BUSINESS REOPENING PLAN - NOT A REAL BUSINESS - NOT GUIDELINES

EMPLOYEE SAFETY

- ♦ **Employees are required to wear a face mask.** (Your business) will work on behalf of employees to obtain reusable face masks should they not be able to get their own. We will train every employee on proper usage and sanitation of their face masks and display posters on recommended procedures.
- ♦ **Employees will wash hands** when first entering the building, prior to taking their temperature.
- ♦ **Taking employee body temps.** After washing their hands, employees will take their temperature and record it on a tracking sheet, sanitizing it before and after use with alcohol. Any employees having temperatures of 100 degrees or higher will be sent home and instructed to isolate themselves and watch for symptoms.
- ♦ **Symptom Monitoring.** Employees will be asked to call in prior to their shift if they have any of the following symptoms: fever, cough, shortness of breath or difficulty breathing, chills/repeated shaking with chills, muscle pain, headache, sore throat, new loss of taste or smell. Employees exhibiting any of these symptoms will be asked to remain home, isolate and monitor their symptoms.

BUSINESS DISINFECTING PLAN

- ♦ **Sanitizing solutions.** A bleach disinfection solution containing 1/3 cup of bleach per gallon, and a 70% alcohol disinfecting solution set will be at the checkout counter, the customer assistance counter, in the back office and restrooms. The bleach solution is meant to be sprayed on countertops and other non-porous areas, and the alcohol solution is meant for hand sanitizing and areas where bleach is not recommended. Employees will be trained on proper usage of each.
- ♦ **Employee cleaning plan:**
 - ⇒ **Bathroom.** Employees will be sanitizing the bathroom toilet handles, door knobs, faucets, and soap dispensers every hour, or when an employee uses the bathroom. A logbook will be kept in each bathroom and reminders set at each hour.
 - ⇒ **Office.** Before one sits down in the office, they will sanitize keyboards, computer mouse and desk area.
 - ⇒ **Public Areas.** Employees will sanitize their hands with alcohol after physical interaction with a customer or any monetary exchange, along with any areas that a customer has touched at a service counter before interacting with the next customer.

PHYSICAL DISTANCING PLAN

- ♦ There is/are office(s), breakroom(s) and checkout counter(s) and all are more than six feet apart.
- ♦ Markings have been installed on the floor every six feet at the checkout counter.
- ♦ There is a see-through barrier at the checkout counter.
- ♦ Employees and delivery people have been instructed to maintain their physical distance between each other. There is a plan to alternate breaks and lunch periods.

CROWD CONTROL

- ♦ Example: Normally our maximum occupancy is 50. Our public space is 900 square feet, so the maximum number when taking in physical distancing guidelines is 25. Realistically, even though it's an open space, people do not congregate that way. So, based on typical usage, we have amended the maximum to 15 people.
- ♦ In phase 1, we only allowed a maximum of 10 people at any one time, and increased to 15 in phase 2, which will hold until all restrictions are lifted or changed.
- ♦ There will be a sign placed at the front entrance stopping customers from entering when the maximum is reached. Employees will keep a count of people and activate the sign when at capacity.

COMMUNICATION AND MARKETING

- ♦ This plan is loaded on our website and social media pages, and will be doing a post letting customers know when we are open. Hours of operation are updated and an email will be sent to existing customers letting them know of opening details.

YOUR ONLINE CHECKUP - HELP YOUR CUSTOMERS DO BUSINESS WITH YOU

Open For Business Pajaro Valley

GOOGLE



**GOOGLE
YOUR
BUSINESS**

Google your business and make sure the sites listed on your front page results contain your current information (hours of operation, special instructions for customers, and so forth). This is the first page your customers will see when they Google information about you, so make sure it's correct!

SOCIAL



**UPDATE
SOCIAL
MEDIA**

Update your business hours on your "About" page.

Create a post that includes your current hours of operation, procedures on shopping and sanitation process, if applicable, so your customers know what to expect. Pin this information at the top of your page so customers see it first.

EMAIL



**EMAIL
BLAST**

Use MailChimp, Constant Contact, or a direct email (blind-copy all addresses) to welcome your customers back and include any new processes or procedures they can expect when visiting you. This is a great time to give your email subscribers an exclusive discount or coupon to bring them back in!

Remember, a great benefit of Chamber membership is having information about your businesses included on the Chamber website and newsletter. Please contact the Pajaro Valley Chamber: Info@pajarovalleychamber.com

CALL

**CALL
CUSTOMERS**

Nothing beats a personal call and talking directly to your customers and clients. Spend some time each day to call customers and let them know that you're back in business!

ONLINE CHECKUP - OTHER IDEAS



Run a social media contest for a prize to reengage customers with your brand.

Check your social media platform's guidelines for contest rules.

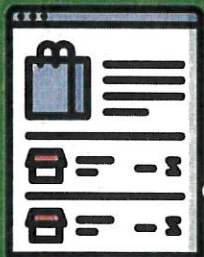


Broadcast "LIVE" on Facebook during your first week to give customers a virtual tour around your business, showcasing any physical distancing you've put in place.



IMPROVE YOUR ONLINE PRESENCE

This is the perfect time to start working on your online business presence. The ability to do business online gives you the flexibility to more easily pivot during a crisis.



If you don't have a merchant web site set up yet, consider working on this now so you are able to sell your merchandise or services online.

Start an Ebay Store, sell on Google and Facebook Marketplace as a way to clear inventory for new items.

Here to Help

As you work your way through the reopening process, let us know what you're doing to engage customers so we can share your success with the community. Tell us what you need. We are here to help.

SANTA CRUZ COUNTY

Thank You For Helping Us Open Safely

**Please
Take the
Pledge!**



Protect Others and Yourself



**Wear a
Mask**



**Social
Distance**

We pledge to serve you and provide a safe environment. We thank you for your pledge to do the same and help protect others including our hard working employees.

CONDADO DE SANTA CRUZ

Gracias por ayudarnos a abrir de manera segura

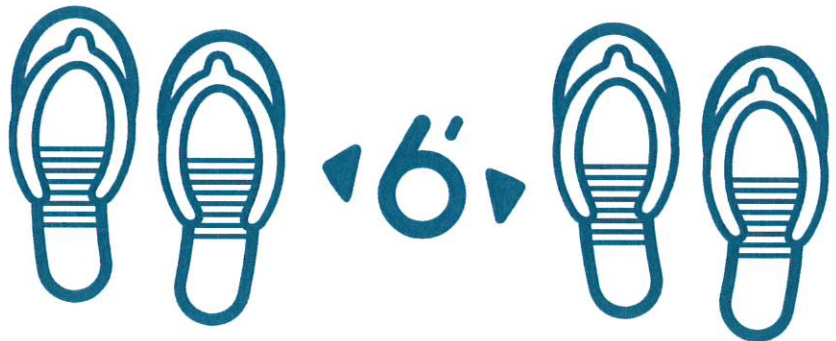
**Por favor
haga el
compromiso!**



**Proteja a los demás y
protéjase usted mismo**



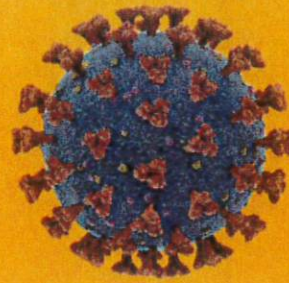
**Use un
cubre bocas**



**Manténgase a
6 'de distancia**

Nos comprometemos a servirle y brindarle un ambiente seguro. Le agradecemos su compromiso de hacer lo mismo y ayudar a proteger a otros, incluidos nuestros empleados que trabajan arduamente.

COVID-19 NOTICE



Has a COVID-19 Business Plan in place

- ☐ Disinfection and Sanitation plan
- ☐ Physical distancing measures
- ☐ Protective gear (masks, gloves, barriers)
- ☐ Employee Training on COVID-19 plan
- ☐ Temperature & Symptom Checks on Employees

MAXIMUM OCCUPANCY:

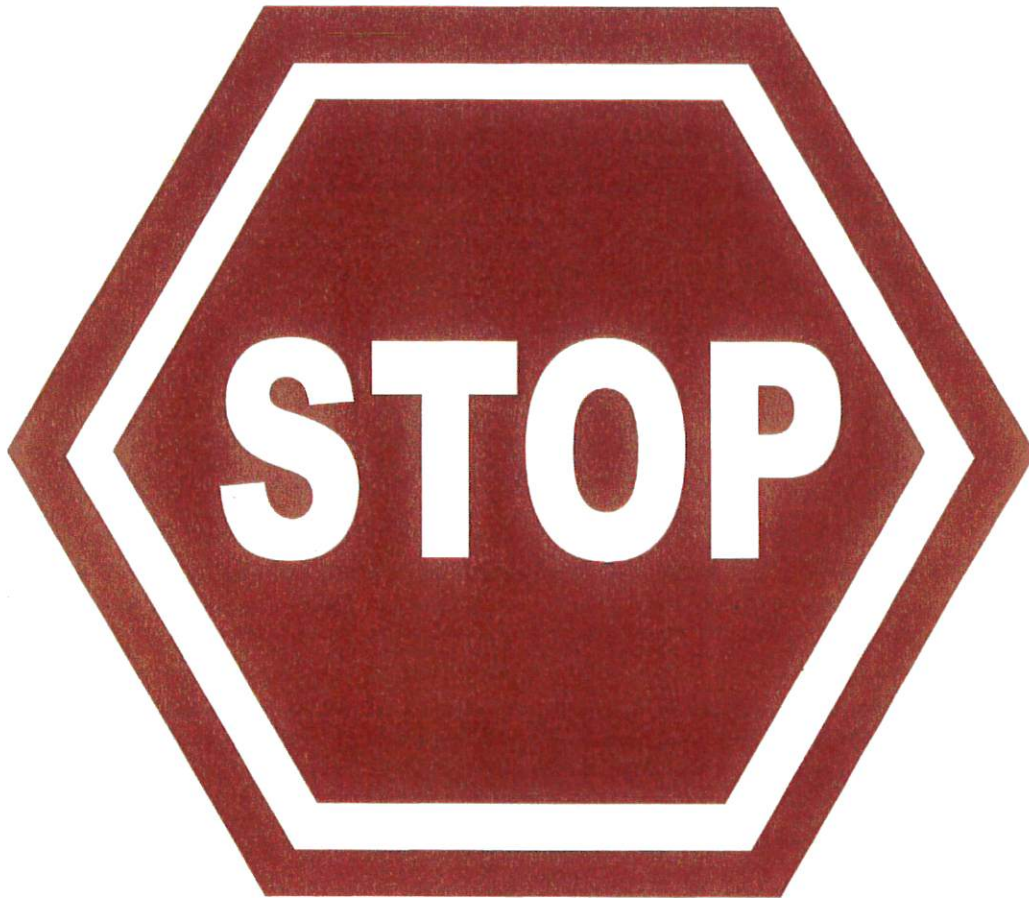
We have done our best to minimize the possibility of exposure to Coronavirus, but exposure cannot be completely eliminated.

DO YOUR PART, PLEASE:



- Do not enter if you feel sick
- A face mask is required
- Maintain a distance of 6-feet between people
- Leave at risk people at home when possible
- Limit Groups

**MAXIMUM
CAPACITY REACHED**



**PLEASE WAIT FOR
SIGN TO BE TURNED
OR SOMEONE TO EXIT**











How to Wear A Mask

Yes!



SYMPTOMS OF novel coronavirus (COVID-19), a cold and the flu



SYMPTOMS	COVID-19	COLD	FLU
	Symptoms range from mild to severe	Gradual onset of symptoms	Abrupt onset of symptoms
 Fever	Common	Rare	Common
 Cough	Common	Common	Common
 Sore throat	Sometimes	Common	Common
 Shortness of breath	Sometimes	No	No
 Fatigue	Sometimes	Sometimes	Common
 Aches and pains	Sometimes	No	Common
 Headaches	Sometimes	Common	Common
 Runny or stuffy nose	Sometimes	Common	Sometimes
 Diarrhea	Rare	No	Sometimes especially for children
 Sneezing	No	Common	No

Helpful Links & Info

STATE AND FEDERAL LINKS

Department of Labor – Coronavirus Resources:

<https://www.dol.gov/coronavirus>

US Chamber of Commerce – COVID:

<https://www.uschamber.com/coronavirus>

Center for Disease Control COVID Info:

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

Statewide Industry Guidance to Reduce Risk:

<https://covid19.ca.gov/industry-guidance/>

Multi-lingual print resources including an extensive variety of printable flyers and posters for business, visit the Center for Disease Control:

<https://www.cdc.gov/coronavirus/2019-cov/communication/print-resources.html>

OSHA Guidance on Preparing Workplaces for COVID-19:

<https://www.osha.gov/publications/OSHA3990.pdf>

LOCAL LINKS

Workshops, videos, funding assistance, marketing and other tools to help your business recover, visit the Small Business Development Center:

<https://www.santacruzsbdc.org>

County of Santa Cruz Health Services Agency:

<http://www.santacruzhealth.org>

City of Watsonville:

<https://www.cityofwatsonville.org>

Pajaro Valley Chamber of Commerce & Agriculture:

<https://www.pajarovalleychamber.com>