BACK-TO-BUSINESS toolkit

OPEN FOR BUSINESS

Providing Culver City with Vital Resources since 1921.

culver city chamber
Playing a leading role in our community
Dear Business Owner,

This time of COVID-19 is anything but business as usual and is truly uncharted territory for you, your employees, and your customers. To champion your efforts to reopen and begin recovery, the Chamber has compiled this Back-to-Business Toolkit to help guide you through the process. Reopening must balance careful planning and diligent follow through to protect those that depend on you for employment and those that rely on your goods and services.

Remember, we only have one shot at opening correctly and each business's actions will have a profound effect on whether everyone gets shut down again. Here are some things to consider as you begin:

- What inventory, supplies, equipment, and other items do you have or need?
- What kinds of government assistance might you be able to access?
- What's the feedback from employees, customers, suppliers, and creditors/investors?
- Do you need to change the way you operate?
- Have any of your key customers and/or suppliers been affected and how will that impact your business?
- What process will you put in place for your cleaning and disinfection process?
- How will you implement safety standards for your employees and customers?
- What online updates and notifications will you need to do?
- How will you market and advertise your reopening?

Lastly, we have provided information directly from resources such as the Center for Disease Control (CDC), City of Culver City COVID-19 Resource page, LA County Public Health, California Department of Public Health and others - but understand 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 supersedes existing obligations. Please visit the websites in the back of this toolkit for the most updated information, as the situation and prescribe actions are fluid.

Since 1921, the Chamber has been providing resources to benefit the Culver City community. If you need any personal assistance, additional information, or would like to share ideas on how to better streamline reopening, my staff and I are here for you. We are all in this together.

Sincerely,

Colin Diaz
President/CEO
colin@culvercitychamber.com | (310) 287-3855 direct
HR Policies

(Excerpts from the CDC website) Review human resources policies to make sure that policies and practices are consistent with public health recommendations and are consistent with existing state and federal workplace laws.

Sick Leave

• Ensure that sick leave policies are flexible and consistent with public health guidance and that employees are aware of and understand these policies.
• Maintain flexible policies that permit employees to stay home to care for a sick family member or take care of children due to school and childcare closures.
• Additional flexibilities might include giving advances on future sick leave and allowing employees to donate sick leave to each other.
• Employers that do not currently offer sick leave to some or all of their employees may want to draft non-punitive "emergency sick leave" policies.
• Employees who have symptoms (i.e., fever, cough, or shortness of breath) should notify their supervisor and stay home.
• Sick employees should follow CDC-recommended steps. Employees should not return to work until the criteria to discontinue home isolation are met, in consultation with healthcare providers and state and local health departments.
• Employers should not require a positive COVID-19 test result or a healthcare provider’s note for employees who are sick to validate their illness, qualify for sick leave, or to return to work. Healthcare provider offices and medical facilities may be extremely busy and not able to provide such documentation in a timely manner.
• Employees who are well but who have a sick family member at home with COVID-19 should notify their supervisor and follow CDC recommended precautions.

Physical Distancing Policies

• Discourage workers from using other workers’ phones, desks, offices, cashier stations or other work tools and equipment, when possible. If necessary, clean and disinfect them before and after use.
• Physical distancing should be implemented if recommended by state and local health authorities. Think about what this means for break rooms, cafeterias, shift meetings, group tasks, client meetings, etc.
• Review your policies or create new ones for telecommuting from home, flexible work hours, staggering shifts, meeting requirements, and travel options where applicable.
• Recommend the prohibition of shared commissary. If a business provides drinks, snacks, etc., it should be single serving.
Reopening Plan

This should be posted in your business. Here are the best practices recommended to protect your business from liability while keeping your employees and your customers safe.

Wearing Face Masks and proper usage. (Required in the City) People should wear cloth face coverings when they are in public settings and may cross paths with others. This might include trips to the grocery store, pharmacy, hardware store, health clinic, or similar places. It is a mandate that you must wear a face covering; it is considered a layer of protection.

Employee Body Temperatures. (Recommended, not required) We recommend employees take their temperature before going into their shift area. A temp of 99°F should be monitored every 1-2 hours. If it increases to 100.4°F or higher, the employee must immediately isolate themselves and watch for symptoms. If you cannot get a touchless thermometer, any other thermometer must be carefully sanitized before usage with approved disinfection products and procedures. (Levels are suggested by the LA County Public Health) (Visit the website routinely to stay compliant)

Symptom Monitoring. Ask employees to report if they feel sick or have any of the following symptoms: fever, cough, shortness of breath or difficulty breathing, chills or repeated shaking with chills, muscle pain, headache, sore throat, and/or new loss of taste or smell.

Disinfecting Plan. Disinfecting solutions should be made available at every public interaction area and employee work area and a plan should be made as to how often areas are cleaned and disinfected, including restrooms, cashier stations, POS stations, credit card readers, doorknobs, handrails, public areas, employee areas, company vehicles, offices, workstations, phones, keyboards, phones, staplers, and other work equipment.

Customer Contact Recommendations
- Sanitize hands after physical interaction with a customer or any monetary exchange.
- Sanitize any areas that a customer has touched at a service counter before interacting with the next customer.
- Employees should also sanitize after receiving documents, packages, etc. and suggest handwashing protocols (e.g. once per hour for 20 seconds)

Disinfecting Solutions
- For bleach solution, mix 5 tablespoons (1/3 cup) bleach per gallon of water or 4 teaspoons bleach per quart.
- Alcohol solutions with at least 70% isopropyl alcohol may also be used.
- Any commercial disinfecting product labeled to kill coronavirus can be used.
- Read labels carefully and research before mixing chemicals.

Physical Distancing Plan (Required in order to operate your business)
- All desks, customer service areas and seating, individual work stations, or work areas need to be separated by at least six feet.
- Markings should be placed at least six feet apart at customer line areas inside the store and/or on sidewalks to public entrances. Aisles are marked with 1-way directional notices.
- Order areas are separated from Pick up areas to prevent customers from gathering.
- Implement or maintain physical barriers for high-contact settings (e.g. see-through shields at cashier stations).

Crowd Control. Plan on how you will monitor the number of customers onsite, how you will notify arrivals when the maximum number has been reached, and what steps they take while waiting. The maximum number will be based on which reopening phase the county is in and cannot exceed your business maximum occupancy given physical distancing measures (e.g. if everyone is standing six feet apart, how many customers can occupy the space?).

Employee Training & Test Runs. (Recommended) Ensure all employees understand the plan, how to wear their face mask, what symptoms they should be monitoring for, the sanitation schedule, and crowd control. Make sure to test run the sanitation plan and add new areas as needed.
SAMPLE BUSINESS REOPENING PLAN - NOT A REAL BUSINESS - NOT GUIDELINES

Employee Safety

**Employees are required to wear a face mask.** We 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.

**Employees will take their temperature.** After washing their hands, employees will take their temperature and record it on a tracking sheet, sanitizing before and after use with alcohol. Any employees having temperatures of 100°F or higher will be sent home and instructed to isolate themselves and watch for symptoms.

**Employees will monitor for symptoms.** 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 or 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.

Disinfecting Plan

**Sanitizing Solutions.** A bleach disinfection solution containing 1/3 cup of bleach per gallon, and an 70% alcohol disinfecting solution set will be at the check out counter and the customer assistance counter, as well as in the back office and restrooms. The bleach solution is meant to be sprayed on counter tops 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 any employee uses the bathroom. A logbook will be kept in each bathroom and reminders set at each hour.
- **Office.** Before we sit down in the office, we will sanitize keyboards, computer mouse, and desk area.
- **Public areas.** Employees will be sanitizing entrance, any other door knobs, and any display case handles.
- **Customer Contact.** 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 only one office, one break room, and one check out counter; all are more than six feet apart.
- Markings have been installed on the floor every six feet at the check out counter.
- A see-through barrier has been installed at the check out 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

- The maximum occupancy is typically 50. The public space is 900 square feet, with physical distancing guidelines our occupancy would be 25. Realistically, based on typical usage of our public space, we have amended the maximum to 15 people.
- In Phase One, we will allow a maximum of 10 people at any one time, this will increase to 15 in Phase Two, which we will hold until all restrictions are lifted or changed.
- There will be a sign placed on 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

Our reopening plan is posted on our website and Facebook pages. We posted our reopening date and have updated our hours of operations on all platforms and notified suppliers we are back in business. An email will be sent to our existing customers letting them know of opening details.
#CulverCityBackToBusiness

**GOOGLE**

Google your business and make sure the sites listed on your homepage results contain your current information (hours of operation, special instructions for customers, and so forth). Also, update your Chamber listing, if you are a member. Your listing on the Chamber’s page has significant Google Adwords implication. Use it!

**SOCIAL**

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 post to the top of your page so customers see it first.

**EMAIL**

If you have an email list, use MailChimp, Constant Contact, or a direct email to welcome your customers back, including any new processes or procedures to expect when they visit you. This is a great time to give your email subscribers an exclusive, members-only discount or coupon to bring them back in!

**CALL**

Nothing beats a personal call to talk directly with your customers and clients. Spend some time each day to call customers and let them know that you’re back to business!
Run a social media contest for a prize to reengage customers with your brand.

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

Improve your online business presence. The ability to do business online gives you the flexibility to pivot more easily 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.

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.

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.
POSTERS – print them for your business

The next five pages are posters you can print off and display at your entrance, in your business, or in employee areas. These are sized for 8.5 x 11 paper.

These posters can be ordered with custom sizing at:

Mr. Printer
4439 Sepulveda Blvd
Culver City, CA 90230
mrprinter@verizon.net
(310) 398-2850

Please do your part:
- a face mask is strongly recommended
- keep at-risk people at home when possible
- maintain a six-foot distance from others
- do not offer if you feel sick
- limit groups

Please reference the Chamber’s Back-to-Business Toolkit Posters at printers.

COVID-19 NOTICE

Take a COVID-19 Business Plan in place
- Proper hand washing
- Increased cleaning
- Physical distancing measures
- Protecting the guest (masks, gloves, barriers)
- Employees trained on COVID-19 plan
- Employees monitored for 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. ENTER AT YOUR OWN RISK.

Symptoms of novel coronavirus (COVID-19), a cold and the flu

STOP

Please wait for sign to be turned or someone to exit

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Business Matters

Open for Business

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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. ENTER AT YOUR OWN RISK.

please do your part:

• a face mask is strongly recommended
• leave at risk people at home when possible
• maintain a six-foot distance from others
• do not enter if you feel sick
• limit groups

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How to properly wear a face mask

1. Ensure the proper side of the mask faces outwards.
2. Secure the strings behind your head or over your ears.
3. Press the metallic strip to fit the shape of the nose.
4. Cover mouth and nose fully making sure there are no gaps.
5. Wear mask.
6. Do not touch the mask while using it, if you do wash your hands.
7. Remove the mask from behind by holding the strings with clean hands.

FACE COVERINGS
GUIDANCE FOR EFFECTIVE USE

- Wash your cloth facemask routinely with your regular laundry.
- Wash your hands before putting on your mask and after taking it off.
- Try not to touch your face when putting on and taking off a facemask.
- Always wash your mask if you have been around sick people or when it becomes wet or visibly dirty.
MAXIMUM CAPACITY REACHED

PLEASE WAIT FOR SIGN TO BE TURNED OR SOMEONE TO EXIT
# Symptoms of novel coronavirus (COVID-19), a cold, and the flu

<table>
<thead>
<tr>
<th>Symptoms</th>
<th>COVID-19</th>
<th>Cold</th>
<th>Flu</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Symptoms range from mild to severe</td>
<td>Gradual onset of symptoms</td>
<td>Abrupt onset of symptoms</td>
</tr>
<tr>
<td>Fever</td>
<td>Common</td>
<td>Rare</td>
<td>Common</td>
</tr>
<tr>
<td>Cough</td>
<td>Common</td>
<td>Common</td>
<td>Common</td>
</tr>
<tr>
<td>Sore throat</td>
<td>Sometimes</td>
<td>Common</td>
<td>Common</td>
</tr>
<tr>
<td>Shortness of breath</td>
<td>Sometimes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Fatigue</td>
<td>Sometimes</td>
<td>Sometimes</td>
<td>Common</td>
</tr>
<tr>
<td>Aches and pains</td>
<td>Sometimes</td>
<td>No</td>
<td>Common</td>
</tr>
<tr>
<td>Headaches</td>
<td>Sometimes</td>
<td>Common</td>
<td>Common</td>
</tr>
<tr>
<td>Runny or stuffy nose</td>
<td>Sometimes</td>
<td>Common</td>
<td>Sometimes</td>
</tr>
<tr>
<td>Diarrhea</td>
<td>Rare</td>
<td>No</td>
<td>Sometimes, especially for children</td>
</tr>
<tr>
<td>Sneezing</td>
<td>No</td>
<td>Common</td>
<td>No</td>
</tr>
</tbody>
</table>

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Local Links

Culver City Chamber of Commerce
(310) 287-3850
https://www.culvercityhamber.com/culver-city-open-for-business

(310) 253-5765 [Business Hotline]
business.assistance@culvercity.org
www.culvercity.org/coronavirus

Helpful Links

LA County Public Health: http://publichealth.lacounty.gov/


California Department of Public Health:
https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/ncov2019.aspx

Dept of Labor Coronavirus Resources: https://www.dol.gov/coronavirus


Filing for Unemployment: https://edd.ca.gov/Unemployment/Filing_a_Claim.htm

Small Business Association - EIDL & PPP Loans: https://www.sba.gov/