

# MARIN RECOVERS: A SAFE & MEASURED REOPENING PLAN

FINAL REPORT

May 26, 2020



## COVER LETTER

The **Marin Recovers** effort to reopen businesses and other sectors represents the best parts of our community. Through this process, we have witnessed passionate discussion, flexibility, patience, care for others, and quick thinking, as the worlds of business, local government, and public health come together. Collectively, we see this process making it easier to safely reopen more parts of our community while protecting the health and safety of our employees, our customers, and our residents.

The enclosed report details a process that was rapidly put in place and is already underway to ease the way for employers and other aspects of the community to reopen in Marin County. This process of “reopening” is urgent as the State of California announces the possibility of retail, restaurants, personal services, and other sectors to reopen parts of their business. While the county must wait for local health conditions to allow for businesses and other facilities to reopen, business and community leaders are anxious to move ahead. This effort to collaborate and communicate will be ongoing as we seek to navigate changing public health conditions together; however, we are putting the pieces in place now, so we are ready.

The steering committee would like to thank each participant in this Marin Recovers effort. Business leaders, Chambers of Commerce, non-profits, local government officials, elected leaders, and county staff came together at incredible speed and dedicated long hours to ensure businesses, recreation facilities, and other community resources are ready to reopen when public health conditions are right.

We invite you to visit [marinrecovers.com](https://marinrecovers.com). Specifically, if you are a local business, we encourage you to click on the [business tab](#) to review the *Guidelines for Business* section where industry guidelines and the required Site-Specific Protection Plan template is located.

**Sincerely,**

**Brian Colbert**, San Anselmo Vice Mayor, and

**Joanne Webster**, President & CEO of San Rafael Chamber of Commerce

**Marin Recovers Steering Committee Members**

*This report is presented by the members of the Marin Recovers Steering Committee\*:*

County Board of Supervisors:	Dennis Rodoni, Katie Rice
Marin Economic Forum:	Mike Blakeley
Small Business Development Center:	Miriam Hope Karell
Marin County Council of Mayors and Councilmembers (MCCMC): Brian Colbert (San Anselmo)	Kate Colin (San Rafael),
Chambers of Commerce:	Joanne Webster
Dominican University:	Dr. Yung-Jae Lee
Marin Managers Association:	Adam Politzer (Sausalito)
Downtown Novato Business Association:	Stephanie Koehler

\*Industry Group facilitators and some Industry Group Advisors are also participants in Steering Committee meetings.

The purpose of the plan is to ensure that Marin County's re-opening re-starts our local economic engine while navigating the Covid-19-related health risks until a vaccine is developed. The industry reopening process is anticipated to change over time in response to public health data. The latest updates to guidelines for industries and the public will be maintained on the Marin Recovers website at [marinrecovers.com](http://marinrecovers.com). Marin's process follows state guidance, accounts for local health conditions, and includes a robust partnership with local governments and industries.

This effort has included many sectors and this document addresses them as sectors, industries, employers, businesses, public land managers, and non-profits- in some cases interchangeably.

## **THANKS TO PARTICIPANTS**

A special thank you to leaders and members of the Marin Recovers Industry Advisor Groups, and local residents and business owners who have reached out to provide feedback. Through collaboration, creativity and speed, we have worked together to develop Marin specific standards to open Marin safely.

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# WHAT TO DO WHEN YOUR INDUSTRY IS AUTHORIZED TO REOPEN OR EXPAND OPERATIONS



**1. Verify** you are authorized to be open or reopen\* by reviewing the latest [Public Health Order and Appendices webpage](#) on the Marin County Health & Human Services Covid-19 webpage.



**2. Download the required Site-Specific Protection Plan (SPP) template** from the [Marin Recovers Business webpage](#).



**3. Cut and paste your approved industry-specific guidelines** into the Industry/Business Best Practices section of your SPP, found on the [Marin Recovers Guidelines for Businesses webpage](#).



**4. Complete your SPP** with an assessment of your specific worksite.



**5. Assign** the worksite owner, manager, or employee to implement the SPP.



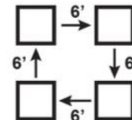
**6. Post your completed SPP** at major worksite entrances.



**7. Train your staff** according to the content of your SPP.



**8. Post signs** noting 5 public health guidelines at each public entrance of each worksite. See pages 19-20 of this report.



**9. Prepare your worksite environment** and purchase necessary cleaning and PPE supplies per your SPP.



**10. Reopen.**

\*Essential and Outdoor Businesses, which were permitted to operate prior to May 18, 2020, and are currently following the Public Health Order's prior Appendix A "Social Distancing Protocol" may continue to conduct business consistent with that protocol until June 1, 2020.

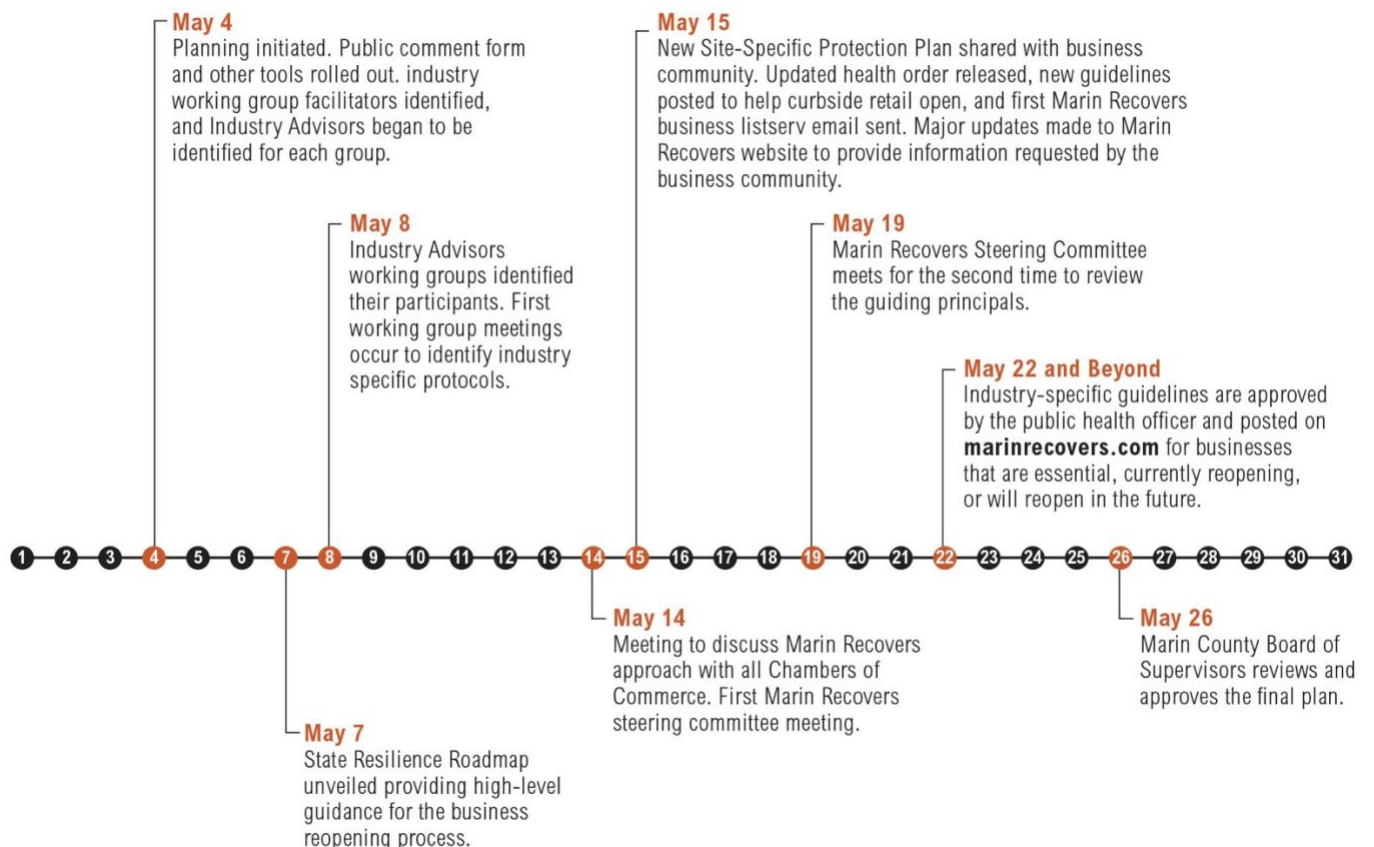
# INTRODUCTION

The structure for Marin Recovers originated as a means to support multijurisdictional partnership for wildfire response in 2017. What began as a website for communications has evolved to include private/public collaboration and information about Marin's recovery from COVID-19. Marin Recovers resources and information are primarily shared through a website [marinrecovers.com](http://marinrecovers.com). This document provides information specifically about the industry-reopening and economic recovery process.

## KEY COMPONENTS OF MARIN RECOVERS ECONOMIC RECOVERY EFFORT

- Ensuring compliance with State and County public health orders
- Creating industry reopening/operating guidance
- Collaboration with industry working groups
- Robust 2-way communication
- Ensuring support and resources for industries to reopen and remain open in partnership with Chambers of Commerce and others

## RAPID RESPONSE: MAY 2020 TIMELINE OF EVENTS



## BACKGROUND

Due to the detection and rapid spread of novel COVID-19 in our region in early March 2020, Marin County joined with six Bay Area counties to Shelter in Place under health officer orders on Tuesday, March 17. Governor Gavin Newsom signed the [Statewide Shelter in Place Order](#) for the state of California on Thursday, March 19. Marin's order was issued in response to rapid acceleration of COVID-19 cases, hospitalizations, and deaths regionally. As the pandemic spread globally, this action successfully flattened the curve in Marin County.

The successful response to the first phase of the epidemic in Marin has allowed us to begin the delicate process of reopening. At the same time, we know the virus is a part of our environment and we remain at risk of losing the gains we've achieved. Navigating decisions about how and when to reopen safely requires an unprecedented level of communication and collaboration between public health and sectors across our community.

We knew that in order to get it right, industry-specific guidance must be guided by local business owners. This dynamic process requires cooperation and communication between county and state public health officers, business industry leaders, local governments, staff charged with planning and implementation, and the public. Marin Recovers Industry Advisors was born out of our interest to get it right, together. It outlines the ways that business and public services are working together to respond to these challenges with a focus on public and economic health.

Marin Recovers follows three distinct phases of the reopening process. We have left Phase 1, the initial shelter in place designed to control the surge of COVID-19 cases, and we have entered Phase 2, a process of loosening Phase 1 restrictions gradually as public health conditions allow. Phase 2 is when the industry reopening and economic recovery process begins to take place, beyond those businesses deemed essential in Phase 1. Phase 2 has begun by reopening parts of industries deemed lowest risk for causing additional COVID-19 outbreaks and will move gradually toward higher-risk sectors and activities. Phase 3 is the end of the Shelter in Place, when we enter a period of ongoing vigilance under the least restrictive policies to remain safe.



# MARIN COUNTY PROCESS FOR RE-OPENING

## GUIDING PRINCIPLES

The goal of this collaborative effort is economic recovery, with local businesses and other sectors informing guidelines that support industries to reopen in a practical way. Marin Recovers Industry Advisors groups were initiated to engage employers to help inform guidelines for employers so they can make modifications that are practical and consistent with public health guidance. Local public health orders, appendices, and guidelines will:



**Ensure compliance with the State public health orders**



**Consider a wide range of potential impacts including health, social, and economic**



**Consider business and other sector feedback that, to the extent possible, allows businesses and other sectors to remain viable and protects the public and their workers**



**Adjust based on public health data to both restrict or loosen orders**



**Minimize the opening and closing process for businesses and other sectors to avoid expensive and time-consuming processes for businesses**



**Maintain an ongoing mechanism to gather input from and respond to questions from businesses, other sectors, and the public**



**Acknowledge the role each resident and visitor has in supporting local businesses and other sectors by wearing proper PPE to protect our community's health**

*“When I speak with other public health officers around the state, it strikes me how unusual and beneficial the Marin Recovers business reopening process is. The new opportunity to exchange viewpoints with Marin’s business community provides me with the unique perspectives and needs of businesses. These are essential to consider in our decisions about reopening. That’s not necessarily happening in other counties.” -Dr. Matt Willis, Marin County Public Health Officer*

## FACTORS FOR SAFE AND SUSTAINED REOPENING



As the County of Marin meets the criteria to move beyond phase I, we must implement a framework to safely and progressively reopen with new adaptations for all sectors, where we live, work and play.

### 1. STRENGTHEN SELF MEASURES

Simple measures can powerfully reduce risk of infection. As activities are allowed to resume, these precautions must remain in place.

#### Physical Distancing



Whenever possible, maintain a distance of at least 6 feet between individuals.

#### Facial Covering in Public



Use of cloth facial covering while in public.

#### Personal Hygiene



Frequent cleaning of hands, avoiding touching face, sanitize surfaces frequently.

### 2. CLOSELY MONITOR COMMUNITY HEALTH



Detailed and real-time monitoring of community health indicators, allowing for the public health officer to adjust guidance as needed.

#### Local Health Care Coordination

Local health care partners engaged to assist public health officer in assessing health impact and determination of safety of staged re-opening. Process and metrics published at regular intervals.

### 3. PROGRESSIVE RETURN TO ACTIVITIES & INDUSTRIES

To carefully re-open, we must describe risk in each sector or industry and develop processes to minimize those risks. Within Phase II, starting with lowest risk activities, each moves toward reopening based on established safety criteria, assessed at 2-week intervals.



#### Establish set of COVID-19 safety standards

Operational criteria that would be needed to safely resume an activity or industry.

#### Plan for Modified Operations

Coordinate with industry advisors to create recommended operational standards by industry and aid organizations in meeting the criteria. Share launch plans on Marin Recovers.

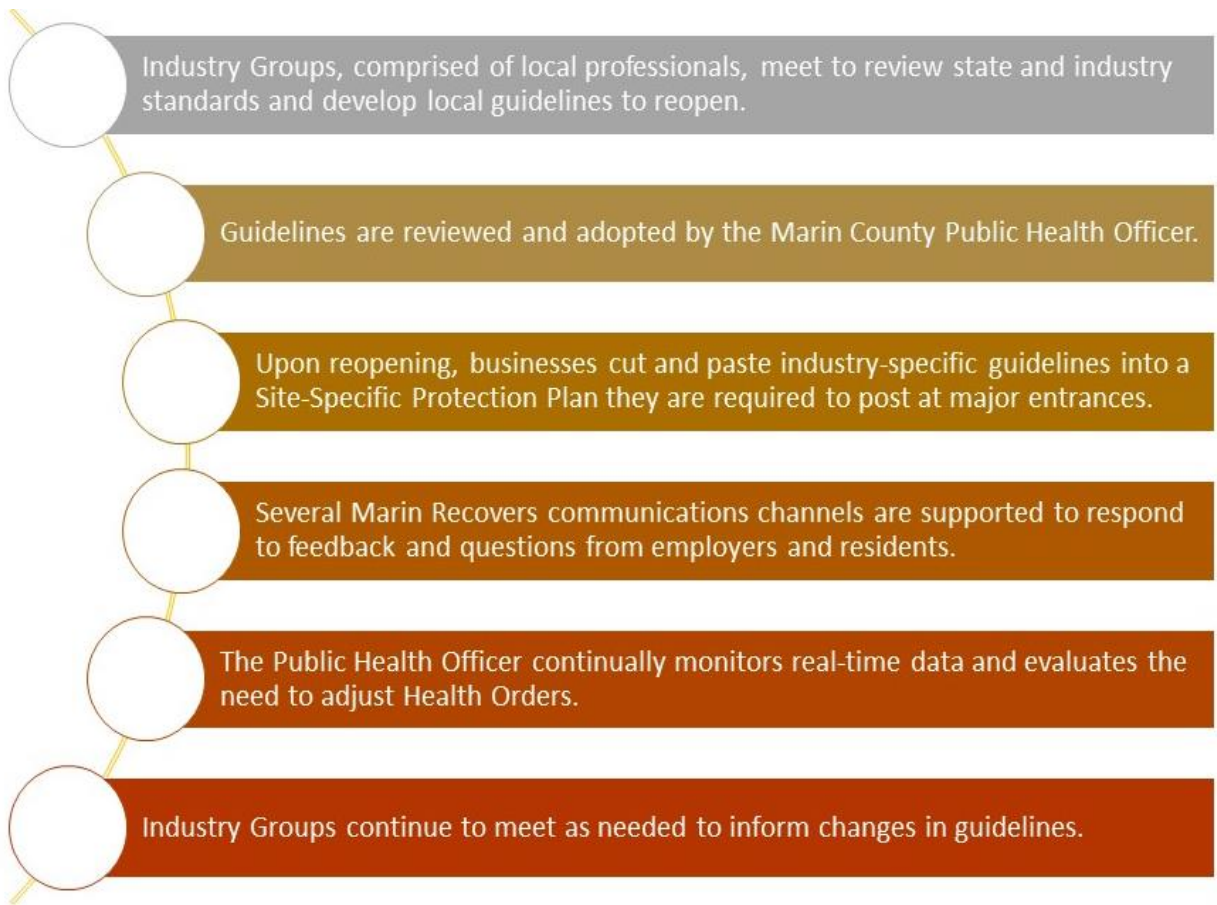
#### Monitor and Adjust

Continually monitor data and COVID-19 safety standards to determine which activities and industries can be safely reopened or may need to be limited again based on COVID-19 activity.

## ROLES, RESPONSIBILITIES, AND PROCESS



## RE-OPENING WORKFLOW



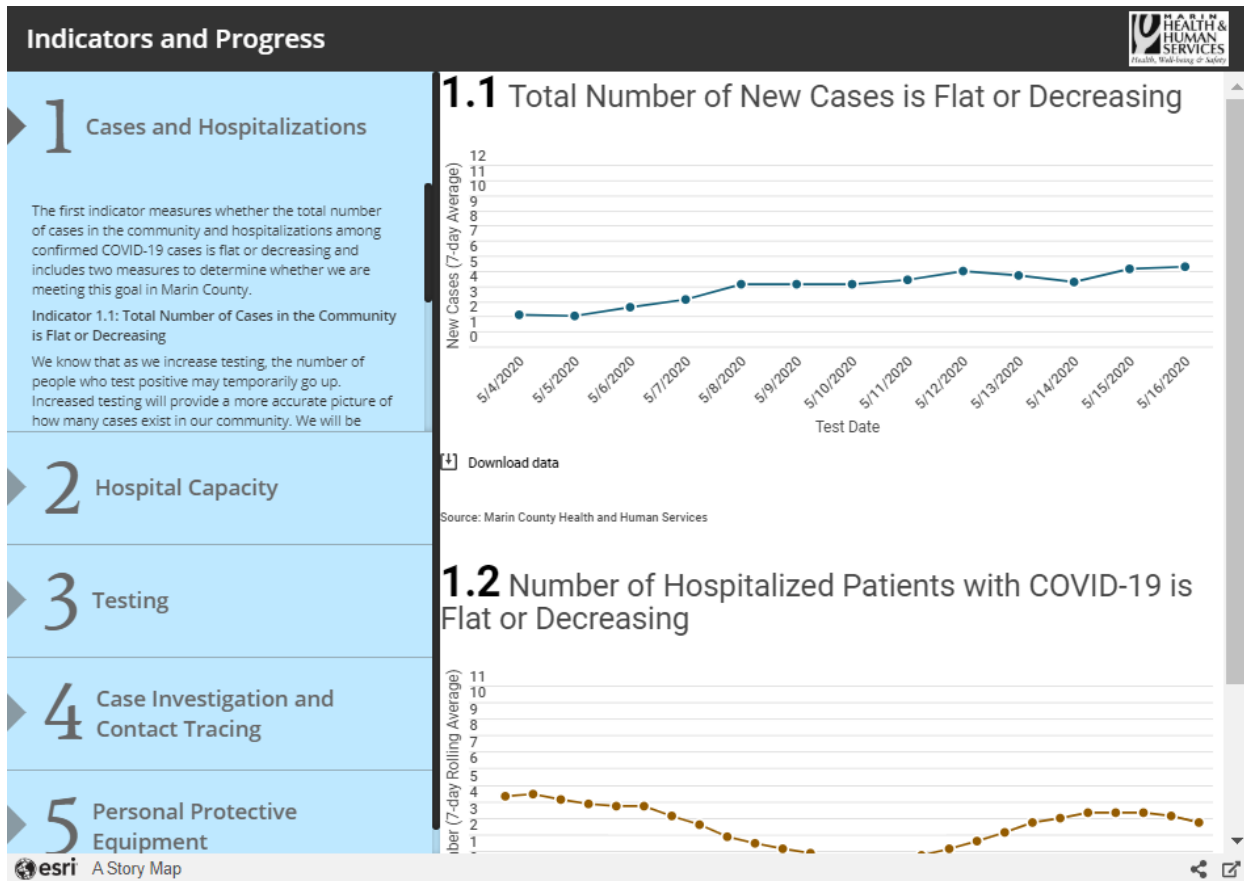
## PUBLIC HEALTH INDICATORS THAT DETERMINE WHEN AN INDUSTRY OPENS

Six public health [indicators](#) were established by the Bay Area regional Health Officers to monitor the spread of COVID-19 and local readiness to respond as the pandemic evolves.

The six health indicators are important measures of progress as we assess whether and to what extent we can move away from the existing shelter-in-place restrictions. However, other factors will also guide the Health Officers' decision making, including the development of other methods to contain COVID-19, the impact of the staged reopening of various industries, the level of compliance with social distancing orders and guidance, collective compliance with isolation and quarantine directives for persons who are infected or exposed, and other scientific developments during this rapidly evolving pandemic. Furthermore, decisions to modify existing restrictions will be made based on the totality of the

circumstances; substantial progress on several important indicators and other factors may allow additional activities to resume even if certain goals within the indicators have not yet been achieved.

The current status of these health indicators in Marin are available to view at the county's Health and Human Services ("HHS") dashboard for [Marin County Indicators for Assessing Progress on Containing COVID-19](#). These data will be updated daily as information is reported to Marin County Health and Human Services. HHS plans to report publicly on our progress on these local indicators so that the community can track our collective progress.



Above is an example of the Marin County HHS Health Indicator Dashboard. This data will be updated daily to reflect the newest public health data.

The ultimate goal of Marin Recovers is to enable our local economic engine restart while maintaining a healthy environment. Robust cross-sector collaboration and providing industry-specific guidelines will ensure local businesses can thrive in the current public health environment.

## SOCIAL IMPACTS WEIGHED

As businesses closed there were and continue to be rippling impacts. People became unemployed and drew upon social services as they lacked the resources to acquire food, housing, and medical care. Tax revenues decreased and local governments found they had fewer resources to support communities. The following social impacts are summarized from information provided by the Bay Area Regional Health Inequities Initiative:

- **Housing.** Housing stability is at risk as workplaces have rapidly been closed and are slow to reopen. Housing is at the intersection of health, economy, and our politics. Access to housing is a basic human right.
- **Small businesses.** Small businesses are feeling disproportionate impacts compared to large businesses. Small businesses have smaller buffers during times of crisis, less access to capital, investments in safety make up a higher percentage of their costs, and staff makes up a higher percentage of their expenses.
- **Access to information.** Information about public health and safety, industry reopening, and steps to economic recovery must reach every resident and employer to ensure impact and social equity. This information must be accessible to those with disabilities, language/literacy barriers, and delivered in a form that is culturally relatable.
- **Racism and Discrimination.** Racism and discrimination are heightened during times of fear, and lead to well-documented health consequences in the healthcare system, inequity of access to resources, and inequity in enforcement.

## ECONOMIC IMPACTS WEIGHED

More than a reopening process, this effort is about the recovery of the Marin economy.

The shelter-in-place (SIP) order instituted by the County of Marin on March 17 suspended activity for all businesses except for those deemed “essential”, which could remain open with certain conditions. As a result, many business activities were suspended, and it remains unknown when that business activity will fully resume to normal conditions. Accordingly, any measure of economic impact will depend on specific variables. They include:

- **Gross Regional Product.** The value of goods and services traded by Marin County companies. This figure is estimated to decrease from 2019 by 10% or more depending on business activity.
- **Sales tax and hotel tax revenues.** Tax revenue from tourism and business transactions occurring within the county will likely be diminished for an extended period, affecting budgets of both the county as well as the cities and towns.

- **Property tax revenues.** Property tax revenues should be stable in fiscal year 2020-21 but could decrease depending on real estate values over the longer-term.
- **Unemployment.** Marin County historically has one of the lowest unemployment rates in the country. During the first month of Shelter in Place, over 15,000 Marin residents filed initial unemployment claims.
- **Higher demand for social services.** An increase in resident demand for safety net services will result in a greater need for governmental services that support the most vulnerable populations.

In their Phase 1 report [Marin County Business Retention & Expansion Project](#), the Marin Economic Forum provides background on the Marin business environment in detail. For instance, Figures 4 and 5 on pages 7 and 8 depict the number of sectors, individual businesses, and sector contribution to the Gross Domestic Product in Marin. This information is important when considering current and future impacts on local industries and communities.

## MARIN RECOVERS INDUSTRY ADVISORS INFORM HOW A BUSINESS CAN REOPEN AND OPERATE

Marin Recovers Industry Advisors is founded on collaboration, robust communication, and an earnest effort to find consensus. Beginning on May 4, the Marin Recovers leadership team created 16 industry advisor working groups, each composed of a facilitator and five to eight participants. These groups began by reviewing existing industry standards for reopening. Then, these standards were modified to fit the needs of business in Marin (For an example of retail standards, see Appendix B). By agreeing to establish business reopening guidelines now, this process will help to ensure business leaders are prepared when the Marin Public Health Order allows industry opening, and they will have a set of approved guidelines that make sense from the perspective of their industry.

Marin Recovers supports business reopening in the following ways:

- Develops clear, industry-specific operating guidelines and other reopening procedures in partnership with the business community to help protect public health and workplaces.
- Sustains pipelines of communication between the public health officer, industries, Chambers of Commerce, local governments, and others before, during, and after the reopening process has occurred. This process daylights important viewpoints and concerns from a variety of perspectives, which results in better communication and public health policy.

- Provides additional resources to support industries during phases of reopening (ex: social distancing sign templates, and resources to acquire personal protective equipment (PPE) and cleaning supplies).
- Provides the long-term partnership infrastructure needed to support ongoing adaptation of industries to the public health environment.

## WHO PARTICIPATED?

There was strong interest in participating in Industry Advisory working groups and spots were filled quickly. Participants in working groups intentionally represent different geographic areas of the county and various types of organizations within their industry. Working groups were mostly limited to 5-8 participants, given the required quick turnaround. However, business owners that weren't selected were still able to submit industry standards and feedback and communicate directly with working group facilitators, which was incorporated into group guidelines and process.

Working group facilitators, the leadership team, and all partners invested tremendous effort into receiving feedback and listening to input. For example, during the review process of curbside retail guidelines, the retail working group worked quickly to solicit feedback through the chambers and cities and towns before guidelines were finalized.

*"By selecting participants from both the public and private sectors, we were able to craft some common-sense guidelines that also incorporate health industry "best practices". From my perspective, as a local property owner, businessperson, and former elected official, the communal decision, and time sensitive response has been extremely beneficial in crafting reasonable requirements that will allow the community to safely get back to business and commerce under the "new normal". The committee structure has and will allow us to continue to adapt quickly to the ever-changing community needs and responses."* - Dennis Fisco, Industry Advisor and Former Mayor of Mill Valley

## WHAT INDUSTRIES AND BUSINESSES ARE REPRESENTED?

As the state's response to this pandemic evolves, we will see a growing number of businesses addressed in the state and county guidelines. Marin Recovers functions to create guidance for businesses that were not addressed in the state's Roadmap and works to try to represent a wide variety of business within each industry. The Marin Recovers website for business will be updated daily to accurately reflect the businesses that we work with and the industries they represent. Some businesses that operate within multiple industries on a site may have to combine guidelines for those industries into their site-specific plan. For example: golf courses may operate as a retail store, a restaurant, and outdoor recreation, and would include guidelines for each of those industry types in their Site-Specific Protection Plan (SPP), or may develop multiple SPPs if each activity functions from a largely separate facility or location.



Based on the work of Marin Recovers over the last two weeks, one benefit of this process is that it uncovers different industry types that need to be considered. It appears most or all types are covered by Industry Advisor working groups or can be handled on a case by case basis.

*“Working with the retail industry group has been really smooth so far. It feels like they are doing everything they can to get us in a position to be able to open our stores to customers once the state allows for it. I like the mix of retailers they brought together, there’s a nice diversity geographically, and from large to small. And they’ve been very responsive, which is especially appreciated right now given so much daily uncertainty.”* - Will Hutchinson, Owner, Prooflab

## MARIN RECOVERS INDUSTRY ADVISORS WORK GROUP OVERVIEW

Below is a list of working group leads, breakdown of industries, and contact information.

Work Group	Lead	Email
<b>Arts</b> (ex: music, dance and theater performance professionals, museums, art studios, and galleries)	Gabriella Calicchio & Libby Garrison	GCalicchio@marincounty.org & Lgarrison@marincounty.org
<b>Agriculture</b> (ex: farms, dairies, ranching, and agricultural regulators)	David Lewis	djllewis@ucanr.edu
<b>Construction</b> (ex: residential, commercial, public works projects)	Brian Crawford	bcrawford@marincounty.org
<b>Education</b> (ex: public and private schools and universities)	Mary Jane Burke	mjburke@marinschools.org
<b>Faith-based Organizations</b> (ex: churches, synagogues, Islamic centers, interfaith organizations, and meditation centers)	Chantel Walker	CWalker@marincounty.org

<b>General Office Space</b> (ex: office or communal work setting)	David Speer	DSpeer@marincounty.org
<b>Health/Dentistry</b>	Kat Knecht	KKnecht@marincounty.org
<b>Hotels/Motels/Hospitality</b> (ex: hotels, motels, and short-term rentals such as Airbnb)	Gabriella Calicchio & Christine Bohlke	GCalicchio@marincounty.org; christine@visitmarin.org
<b>Libraries</b>	Bonny White	bnwhite@marincounty.org
<b>Parks &amp; Outdoor Activities</b> (ex: public parks, golf courses, tennis clubs, YMCA)	Ashley Howe	ahowe@tcmmail.org
<b>Personal Services</b> (ex: salons and barbershops, body art, tanning salons, dog training, massage therapy, small gyms and fitness studios, spas, hair removal services, and some types dog grooming)	Alex Porteshawver	APorteshawer@marincounty.org
<b>Real Estate</b> (ex: real estate agents, assessors and recorders, notary services, surveyors, and leasing offices)	Shelly Scott	sscott@marincounty.org
<b>Restaurants</b> (Ex: restaurants, cafes, cafeterias, and other food service venue)	Rebecca Ng & Thomas Lai	RNg@marincounty.org; TLai@marincounty.org
<b>Retail</b> (Ex: clothing, jewelry, auto dealerships, gas stations)	Danielle O'Leary & Cristine Alilovich	Cristine.Alilovich@cityofsanrafael.org; danielle.oleary@cityofsanrafael.org
<b>Science &amp; Technology</b>	Kevin Wright	Kwright@marincounty.org

<b>Summer Camps &amp; Youth Activities</b> (ex: camps, after school programming)	Torrey Kelly, Kelly Albrecht, & Mike Grant	Tkelly@ymcasf.org; Kelly.Albrecht@cityofsanrafael.org; mgrant@marinschools.org
<b>Transportation</b> (Ex: public, private, rideshare)	Farhad Mansourian	FMansourian@sonomamarintrain.org

Community centers, residential care and skilled nursing facilities, funeral homes, and other industry types are being engaged across Industry Advisor working groups or on a case-by-case basis.

## STAFF TO THE MARIN RECOVERS INDUSTRY ADVISORS

Staffing for this effort include: Max Korten, Kevin Wright, Dr. Matt Willis, Angela Nicholson, Alex Porteshawyer, Kat Knecht, Pam Kuhn, Michaela Roan, and Laine Hendricks.

## GUIDANCE FOR LOCAL BUSINESS: THE REOPENING PROCESS

Responding to the state’s roadmap, the Marin Recovers team developed the COVID-19 [Site-Specific Protection Plan](#) (“SPP”) template (Appendix A). **This plan is required for industries to reopen after being authorized by Public Health Order, and essential businesses must adopt this plan approach by June 1, 2020.** This simple plan template provides each business with a clear process for reopening and operating in a manner that provides the safest possible environment for employees and customers. The SPP template is made available on the Marin Recovers website and combines state-level guidance published in the California State Resilience Roadmap and local Marin County public health policies. The SPP is designed to be used together with the [industry guidelines](#) that were developed by the working groups. This easy-to-use template offers Marin businesses a straight-forward way to meet the state and county requirements to re-open.

**Once an industry is approved to reopen, the business owner will follow this process:**

1. Use the template to create your own SPP by filling in the required details, based on your individual business model, to ensure your business can protect the safety of employees and customers (See Appendix A).
2. Include the industry guidelines published on the [Marin Recovers Website](#) in your SPP. These mandatory guidelines were developed for your specific industry (i.e., retail, restaurant, etc.) and have been (or will be once they are posted) approved for use by the County of Marin’s Public

Health Officer (For an example of retail protocols, please see Appendix B. All other protocols are listed at [marinrecovers.com](http://marinrecovers.com)).

3. Finalize your SPP and physically post it at your place of business in a visible location near the entrance where staff and customers can easily review it without touching the document.
4. Post signage at each public entrance of each worksite to inform all employees and customers that they should:
  - Avoid entering or using the facility if you have COVID-19 symptoms;
  - Maintain a minimum six-foot distance from one another;
  - Sneeze and cough into a cloth or tissue or, if not available, into one's elbow;
  - Wear face coverings, as appropriate; and
  - Not shake hands or engage in any unnecessary physical contact.

The SPP must be posted by all businesses but gives a two-week grace period to businesses already allowed to be operating under prior orders. Please note that Essential and Outdoor Businesses, which were permitted to operate prior to May 18, 2020, and are currently following the Public Health Order's prior Appendix A "Social Distancing Protocols" may continue to conduct business consistent with that protocol until June 1, 2020.

## **FEEDBACK IS CRITICAL TO SUCCESSFUL REOPENING**

As more industries are allowed to open, we expect continued questions about specifics of the order. The working groups will continue to support businesses and resolve issues as needed.

This work will continue. This is not just about reopening; it is about recovery of the Marin economy. We value the public-private collaboration and will continue to rely on these working groups to answer questions about innovative ways to do business in this new environment.

## **MARINRECOVERS.COM PROVIDES BUSINESS AND RESIDENT RESOURCES**

In addition to protocols and site-specific plan criteria, the website directs residents and businesses to a broad spectrum of resources. It directs workers to job loss resources, residents to rental assistance guidance, and all of Marin to food availability throughout the County.

*“Being part of the Marin Recovers task force for summer camps has allowed me to share best practices with similar organizations, and get answers to questions on Marin Health and Human Services guidelines directly from health officials, saving us plenty of time and helping us navigate the ever-changing COVID-19 reality.”* - Maika Llorens Gulati, Executive Director of Slide Ranch

The County will continue to ask how it can support the local economy and local industries by offering new and ongoing resources.

## **COMMUNICATIONS APPROACH**

Because of the many possibilities that lie ahead, it is critical that communication plans are clearly outlined and put in place. The Industry Advisors provide a framework for ongoing dialogue between county public health, the Emergency Operations Center, business and public service leaders, and the public. As health indicators change, these working groups can continue to meet and update the guidelines published on the Marin Recovers website.

In addition to the valuable feedback we have received through the business working group process, a number of other communications approaches have ensured this effort is successful.

## **MARIN RECOVERS STEERING COMMITTEE**

The Steering Committee has agreed to meet periodically and remain involved in the Marin Recovers industry reopening process.

*"Participating in the Marin Recovers steering committee and industry group conversations has been helpful in fostering better coordination across the cities and towns. The sharing of ideas and plans have allowed for a rapid development of best practices and protocols. The coordination goes beyond public health guidelines to address what cities are doing to utilize their public spaces and other efforts to help open up the economy."* - Downtown Novato Business Association: Stephanie Koehler

## **BUSINESS AND PUBLIC FEEDBACK FORM AND MARIN RECOVERS LISTSERV**

An industry and public comment form has been created to solicit feedback throughout the reopening process. Within a few days of posting, the public comment form posted on the [Business Page](#) received 650 comments as of May 21, 2020, over half of which were from business owners. Initially, the form solicited information on interested business participants in working groups, examples of industry best practices, familiarity with and questions about the public health order, and general comments. The form

has since transitioned to receiving input on business-specific guidelines, the business reopening process, business needs for additional support to open or remain open, and general comments. The form is also one way for a business or private resident to indicate they want to receive updates when new information is posted on [marinrecovers.com](http://marinrecovers.com) through the listserv.

Information received through the form is reviewed, sorted, and shared with working group facilitators to actively incorporate into their business guidelines development conversations. These comments are also shared with others to help develop additional resources to support the business community and Marin residents.

A listserv was developed allowing members of the public and industry representatives to sign up and receive updates when guidelines and other information is updated on [marinrecovers.com](http://marinrecovers.com).

## COVID-19 HEALTH UPDATES

Residents and business owners can also stay up to date on COVID-19 in Marin by signing up for email and text notifications right from their mobile device.

- **Text “MARIN COVID” to 46811 for text notifications.**
- **Text “MARIN COVID [email address]” to 46811 for email notifications.**

The [coronavirus.marinhhs.org](http://coronavirus.marinhhs.org) website includes a wealth of information, including a link to the latest public health order update, and a [Contact Marin County Coronavirus Response Team form](#) for COVID-19 health inquiries.

Businesses may access the Marin County Health and Human Services [COVID-19 Data & Surveillance webpage](#) to view interactive graphs for confirmed COVID-19 cases, hospitalizations, and deaths. Data analysis is available by age range, gender, race, and geographic region. In addition, you can track the total number of local hospital visits due to respiratory illness-like activity, which provides situational awareness and could be an early indicator of potential hospital surge in Marin.

## EDUCATION AND ENFORCEMENT OF SPPS AND BUSINESS GUIDELINES

Education or enforcement may be needed for businesses to follow the content of their site-specific protection plans, and the public to follow social distancing protocols. The Marin Recovers team will work with Chambers of Commerce and Downtown Business groups to assist businesses in making needed changes. In both cases, education is the priority, and enforcement is a last resort reserved for situations where blatant noncompliance puts others at risk. Social distancing protocols, including steps like

wearing masks and remaining six feet apart, as well as industry reopening guidelines were developed to protect the health and safety of employees and the public. By following health protocols and approved business practices we all stand a better chance of success. Local industries and residents are able to provide feedback and concerns through the [Marin Recovers comment form](#), and this information is shared to support adaptation and improvement.

## ADDITIONAL AREAS OF COMMUNICATION NEEDING FURTHER DEVELOPMENT

The Marin Recovers effort will develop or refine communications strategies to support several long-term needs:

- Develop an easy-to-find FAQ that houses frequently asked questions about industry reopening and economic recovery. Currently Health and Human Services is supporting FAQs, and industries are looking for something that speaks directly to their questions.
- Build awareness of [marinrecovers.com](#) as the go-to resource for information about business reopening through communications campaigns or other means.
- Ensure visitors traveling from outside the county are aware of county social distancing standards when they visit and are prepared to visit in a way that supports local public health and economic recovery.
- Strengthen the information and feedback loop between Marin Recovers and local industries to ensure feedback is received and everyone is informed.

## CONCLUSION

Our collaborative work is not done. We will continue to engage employers to understand how we can help support a safe and measured reopening process. We will continually update [marinrecovers.com](#) to serve as a resource to provide transparency regarding any adjustments to Marin's public health order.

**Thank you again to all those who participated in this important community effort.**