BUSINESS BASICS REOPENING TOOLKIT

What's Inside...

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Dear Business Owner,

This toolkit has been put together to help assist your business in reopening in a safe and productive manner, focusing on a plan and communication with staff and customers to achieve the greatest success. **Please note, this is a GENERAL outline of recommendations to help you begin to understand some steps to prepare your reopening. Specific guidelines based on industry will continue to become available from New York State and we will update our websites with that informtion.**

The economic impact of COVID-19 has been something none of us could have planned for. We have been working and will continue to work to assist you as you reopen, readjust and pursue business in a new way.

A reopening must be paired with a high level of respect for the health of your employees, customers and community as a whole. We hope that this toolkit provides some basic guidance on what you can do, how you can operate, train staff and market your business in the reopening phase.

We appreciate your work and your continued effort to keep our community safe. Our economy is dependent on our collective, safe reopening that will allow us to continue operating under a new set of standards.

Things to consider:
- What inventory, supplies, equipment and other items do you have or need?
- Have any of your key customers and/or suppliers been affected by the disaster, and if so, how will this impact your business?
- What kinds of government assistance you might be able to access?
- What's your business's financial position? Have you taken advantage of local and federal opportunities? Do you need help applying or managing funds?
- What will be your sanitation and disinfection process? Assessing the health and temperature of your employees? Social distancing measures? Training your employees on the process?
- What online updates and notifications do you need to do?
- Do you need to change the way you do business to reach your customers?
- How will you market and advertise your reopening?

We have provided information directly from resources such as the Center for Disease Control (CDC), New York State, Occupational Safety and Health Administration (OSHA) and others. This toolkit is provided as advice as information, however, regulations and standards can change. It is not legally presented or bound.

GET PREPARED - UPDATE YOUR POLICIES

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 per state and local health authorities. Think about what this means for breakrooms, 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.

A Reopening Plan should be posted in your business and here are some best practices we recommend to protect your business from liability as well as keep your customers and employees safe:

Note: Consult www.esd.ny.gov and www.health.ny.gov *for current status of what is recommended or required specific to your industry or business.*

- **Wear Face Masks.** Face masks should be worn when working with the public or with other employees. Employer should supply masks and post flyer stating use and cleaning procedures (attached)
- **Take Employee Body Temperature**. (Recommended) Employees should take their temperature immediately before or upon arrival to work. A temperature of 99°F should be monitored every 1-2 hours, if it goes to 100+, then they must immediately isolate themselves and watch for symptoms. (CDC considers 100.4°F a fever). Touchless Infrared Forehead Thermometers are recommended. Any other body thermometers must be carefully sanitized before usage. Employer should provide thermometer at work.
- **Monitor Symptoms**. Ask employees to report if they feel sick or have any of the following symptoms (may appear 2-14 days after exposure): Fever, Cough, Shortness of breath or difficulty breathing, Chills / Repeated shaking with chills, Muscle pain, Headache, Sore throat, New loss of taste or smell. Include this in daily shift check-in.
- **Disinfecting Plan**. Disinfecting solutions should be 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.
    - **Disinfecting Solutions:**
        - To make a bleach solution, mix 5 tablespoons (1/3rd cup) bleach per gallon of water, OR 4 teaspoons bleach per quart of water
        - 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.**
    - (Recommended) All desks, customer service areas and seating, individual work stations, or work areas need to be separated by at least six feet.
    - (Recommended) Markings (with tape, chalk, paint) should be placed at least six feet apart at customer line areas inside the store and/or on sidewalks to public entrances. Mark aisles with 1-way arrows.
    - (Recommended) Order areas are separated from Pick up areas to prevent customers from gathering.
    - (Recommended) 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 and how you will be notifying arrivals when the maximum allowed has been reached, along with what steps they should do to wait. 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 (think about if everyone was standing 6-feet apart, how many customers could there possibly be?).
- **Employee Training & Test Runs.** (Recommended) Make sure all employees understand the plan, how to wear their face mask, what symptoms they should be monitoring themselves for, the sanitation schedule, and crowd control. Make sure to test run the sanitation plan, and add new areas as needed.

Recomendations - NOT GUIDELINES - Consult current State directives.
Customize and have each employee read and sign. Make available on site to employees.

EMPLOYEE SAFETY

- **Employees are required to wear a face mask.** The 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 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.
- **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, contact their primary care providor, isolate and monitor their symptoms.

BUSINESS DISINFECTING PLAN

- **Sanitizing Solutions.** A bleach disinfection solution containing 5T 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 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 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 1 office, 1 break room, & 1 check out counter and right now all are more than 6 feet apart. One individual is permitted in each area unless remaining 6 feet apart.
- Markings have been installed on the floor every 6 feet at the check out counter.
- We have put up a see-though barrier 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

- 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 don't congregate that way, so based on typical usage we have amended the maximum to 15 people (including employees).
- In phase 1, we will only allow a maximum of 10 people at any one time, and will increase to 15 at phase 2, 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

- We will be doing a post to customers letting them know when we are open. We 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 opening details and safety procedures by staff and those requested by customers. Any adjustments to our procedures will be updated on the website and social media.

#ShopSTLC   #ClickLocal

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

EMAIL

EMAIL BLAST

If you have an email list, 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, members-only discount or coupon to bring them back in!

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!**

ECOMMERCE

SELL ONLINE

Consider adding options on your website, social media or email for customers to order, submit a request, book an appointment or purchase an item or gift card.

The next 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

All Toolkit Updates and links can also be found on
www.VisitSTLC.com/Covid-19
This website also includes a link to an editable plan, resources, webinars and a list of businesses who offer supplies and services to reopen.

Local Links:

St. Lawrence County Public Health: www.stlawco.org/Departments/PublicHealth

SUNY Canton Small Business Development Center: www.nyssbdc.org

St. Lawrence County IDA www.SLCIDA.com

St. Lawrence County Chamber of Commerce www.VisitSTLC.com/Covid-19

St. Lawrence Child Care Council: www.stlawrencechildcare.org

State / National Links:

NYS Dept of Health: https://coronavirus.health.ny.gov/home

Dept of Labor: https://dol.ny.gov/

Emotional Support Resources: https://omh.ny.gov/

US Chamber of Commerce - COVID: https://www.uschamber.com/coronavirus

OSHA Guide: https://www.osha.gov/Publications/OSHA3990.pdf

CDC Business Resources: Https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers.html

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

COVID-19 NOTICE

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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:

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We have done our best to minimize the possibility of exposure to Coronovirus, but exposure cannot be completely eliminated. PLEASE ENTER AT YOUR OWN RISK.

DO YOUR PART, PLEASE:

- Do not enter if you feel sick
- Please wear a face mask
- Maintain a distance of 6-feet between people
- Leave at risk people at home when possible
- Limit Grouping

ST.LAWRENCECOUNTY

MAXIMUM CAPACITY REACHED

STOP

PLEASE WAIT FOR SIGN TO BE TURNED OR SOMEONE TO EXIT

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

SYMPTOMS	COVID-19 Symptoms range from mild to severe	COLD Gradual onset of symptoms	FLU 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

Stop the Spread of Germs

Help prevent the spread of respiratory diseases like COVID-19.

Avoid close contact with people who are sick.

Cover your cough or sneeze with a tissue, then throw the tissue in the trash.

Avoid touching your eyes, nose, and mouth.

When in public, wear a cloth face covering over your nose and mouth.

Clean and disinfect frequently touched objects and surfaces.

Stay home when you are sick, except to get medical care.

Wash your hands often with soap and water for at least 20 seconds.

cdc.gov/coronavirus