



MEMORANDUM

Date: May 28, 2020

To: The Honorable Chairman and Members
Pima County Board of Supervisors

From: C.H. Huckelberry
County Administrator

A handwritten signature in black ink, appearing to read "CH Huckelberry", is written over the typed name and title.

Re: **Back to Business Survey**

As a part of the Pima County Back to Business Task Force, multiple subcommittees were created to address specific industry needs including bars and restaurants; resort pools and spas; attractions; healthcare facilities; and indoor gathering places, such as faith-based organizations. The Business & Employee Health & Wellness Subcommittee was a broad subcommittee developed to address the concerns of those entities that were not specifically included in other subcommittees. The Subcommittee discussions were wide-ranging due to the involvement of chambers of commerce, business associations, foundations, retailers, service organizations, utilities, educators, and three members of the Pima County Small Business Commission.

Utilizing comments and concerns from the subcommittee discussions, a survey was created specifically for the businesses and constituency of the various groups mentioned above and distributed through the subcommittee members as well as other business related organizations. More than 600 responses are reflected in the attached Business & Employee Health & Wellness survey results.

An analysis of the responses shows a clear concern about sanitation, employee and consumer health, and reliance on consistency of guidelines whether they be local, state or from the Center for Disease Control (CDC) or Occupational Safety & Health Administration (OSHA). Consistent guidelines (93+ percent felt this to be important) and training standards for staff and even more importantly, clear messaging to the public as to appropriate disinfecting processes and compliance was felt to be critical to reopening businesses and attracting consumers into brick and mortar locations. Indicative of that opinion was the fact that at this time, over 56 percent of the businesses did not feel comfortable in reopening their business for onsite service. Over 40 percent looked to the Pima County Health Department for consistent guidelines and public concurrence that a business has met those guidelines.

While having staff wear masks when dealing with customers was overwhelmingly positive at 82 percent, a majority (52 percent) of respondents felt that requiring staff to wear gloves when handling customer items was not necessary. Additionally, even though flexibility in location configuration and signage was very important to the food service industry, just under 30 percent of the responding businesses felt those factors to be important for reopening their sectors.

The Honorable Chairman and Members, Pima County Board of Supervisors
Re: **Back to Business Survey**
May 28, 2020
Page 2

One of the strongest responses was the 77 percent concurrence among businesses in support of contact tracing. Contact tracing has proven to be very successful in some parts of the world such as South Korea. Pima County acknowledges the benefit of contact tracing implementation as described in the COVID-19 Case Reporting and Contact Tracing Plan developed by Appointed Public Health Director Dr. Theresa Cullen. This approved plan was provided to the Board in my memorandum dated May 26, 2020 entitled *Approved COVID-19 Case Reporting and Contact Tracing Plan*.

Survey questions were posed to identify resources where businesses and other entities felt they needed assistance in positioning their locations for on-site service. Clarification of requirements and access to appropriate cleaning materials was the top response followed closely by non-medical Personal Protective Equipment (PPE). With nearly 82 percent of the respondents indicating that they planned to have staff members wearing masks when dealing with customers, sourcing sufficient, approved non-medical PPE is important, especially for the smaller organizations without wide-ranging purchasing power. While customer testing was not favored, employee testing (at nearly 59 percent in favor) is clearly important. Just like PPE, thermometers needed to test employees are in short supply but critical to reopening businesses with staff screening. One of the primary guidelines for safety is frequent handwashing. Nearly 64 percent of the respondents indicated handwashing stations as a needed resource to ensure a safe and successful opening. Materials and processes to educate the public including availability of County downloadable poster artwork that the entity could customize received a strong positive response to assist with the consistency of the message to the public.

It is clear that a sustainable adherence to cleanliness and commitment to employee and consumer protective guidelines needs to be consistent throughout Pima County. Appropriate messaging to the consumer is also critical to get customers to return to on-site patronage. Many businesses indicated that they were not ready to provide on-site services and expressed a need for resources in order to provide a confidence level that they are ready to serve consumers on a sustainable basis. The consumer must have a sense of confidence in the businesses or entity, such as schools or churches, before they will return, no matter how thorough the preparation. A communication campaign focused on educating the community as to the guidelines and best practices that these entities are encouraged to follow will be initiated to accomplish this goal. Consistent poster messaging and other materials usable by businesses are available and will continue to be expanded on the Back to Business website.

Certain types of non-medical PPE, cleaning supplies, and thermometers needed by businesses and schools to reopen are difficult to find, especially for small businesses. Pima County's Procurement Department continually monitors the rapidly changing availability of critical Covid-19 supplies and has compiled a list of suppliers to assist businesses in locating these critical items. The list can be found on the Pima County Back to Business website:
www.pima.gov/backtobusiness.

While it is impossible to provide the needed supplies to each of the nearly 50,000 businesses in the County, Pima County can assist with the acquisition of critically short supply items.

The Honorable Chairman and Members, Pima County Board of Supervisors
Re: **Back to Business Survey**
May 28, 2020
Page 3

Depending upon available resources, we may have to prioritize; but we will identify resources through which we can provide scarce supplies for businesses with 50 or fewer employees.

To address the increased necessity and focus on cleanliness, Pima County will create webinar focused training or refresher courses clarifying the guidelines and best practices for food handlers, retail environments, and other business—that allow customers into a site. For the distribution industry that is so important with e-commerce growth, training webinars reflecting CDC and OSHA best practices and safe logistics processes will also be developed.

Ensuring a safe workplace for staff as well as customers is a high priority in controlling the spread of the Covid-19 virus. Testing employees when they come back to work had a 60 percent approval rating in the survey. But a sustainable system must be developed for ongoing testing. Pima County will utilize CDC and OSHA guidelines to develop recommended practices for employee testing as well as clarifying the alert protocol to follow if an employee exhibits symptoms.

Keeping children safe is a high priority. Pima County will coordinate with the County Superintendent of Schools and school districts to develop guidance and checklists that can be utilized to prepare schools for reopening. Communicating the commitment to these guidelines and checklists is crucial to improve parent’s confidence in returning their child to school.

Significant input from nearly 40 members of the Business & Employee Health & Wellness subcommittee, the other subcommittees, and responses to the survey by over 600 businesses have provided the necessary framework from which to shape the action items discussed above. Implementation of the steps identified above, in some cases is already underway. I have directed staff to initiate the remainder of the steps no later than June 1, 2020.

Attachment

CHH/dr

c: Jan Leshar, Chief Deputy County Administrator
Dr. Francisco Garcia, MD, MPH, Deputy County Administrator and Chief Medical Officer,
Health and Community Services
Dr. Theresa Cullen, MD, MS, Director, Health Department
John Moffatt, Director, Economic Development Office
Mark B. Evans, Director, Communications Office
Patrick Cavanaugh, Deputy Director, Economic Development Office
Diana Durazo, Special Projects Manager, Pima County Administrator’s Office