



# Council Agenda Report

To: Mayor Farrer and the Honorable Members of the City Council

Prepared by: Mary Linden, Executive Assistant

Approved by: Reva Feldman, City Manager

Date prepared: June 23, 2020 Meeting date: July 13, 2020

Subject: COVID SMART – Support (Mayor Pro Tem Pierson)

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**RECOMMENDED ACTION:** At the request of Mayor Pro Tem Pierson, authorize the Mayor to submit a letter endorsing the COVID SMART program for Malibu businesses, encouraging restaurants and businesses in Malibu to participate and become certified in the program, and permitting the COVID SMART organization to use the City of Malibu name and logo in its promotional materials.

**FISCAL IMPACT:** There is no fiscal impact associated with the recommended action.

**WORK PLAN:** This item was not included in the Adopted Work Plan for Fiscal Year 2020-2021.

**DISCUSSION:** At its Regular meeting on June 22, 2020, the City Council received a presentation about COVID SMART, a workforce training program to teach workers how to return to work as safely as possible. A copy of the presentation is attached for reference.

The COVID SMART program provides detailed training for businesses and their employees about necessary protocols to protect their health, as well as public health, including an overview of the virus and its transmission, as well as instructions for cleaning and disinfection, mask guidelines, social (physical) distancing, and more. Upon completion of the program, employees will receive a certificate of completion, and the business or organization will receive a certificate suitable for posting at the facility. The posted certificate includes a QR code that customers can scan to see when the facility was certified and the number of employees who had successfully completed the program. This allows customers to select which local businesses they choose to patronize based on confidence in that business' health and safety protocols.

Mayor Pro Tem Pierson is requesting the Council authorize the Mayor to submit a letter endorsing the COVID SMART program for Malibu businesses, encouraging restaurants and businesses in Malibu to participate and become certified in the program, and permitting the COVID SMART organization to use the City of Malibu name and logo in its promotional materials. The City would encourage the Malibu Chamber of Commerce to also promote the program to its members.

ATTACHMENTS: COVID SMART PowerPoint presentation



# COVID SMART

THE ONLINE PROGRAM THAT  
TEACHES YOUR WORKFORCE  
THE BEST PRACTICES FOR  
COVID-19 PREVENTION.

*In partnership with*





Because of the COVID-19 epidemic, our shopping centers, offices, factories, stores and public areas are now viewed as **dangerous** places.

***Let's change that perception!***

Business owners need a way to let customers, employees and partners know that you care about their safety.

Show them that your entire workforce and your workplace are ✔ COVID SMART™

# STATE OF THE ART TRAINING IN INFECTION PREVENTION.

COVID-SMART is the world's first certificate program for best practices in returning to the workplace while SARS CoV2 is present.

Accessible on-demand by smartphone or any computer.

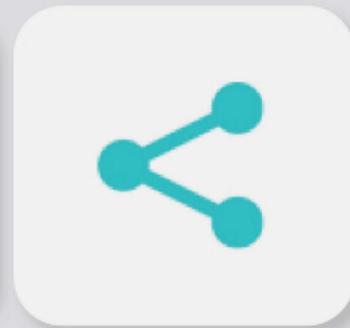
Users watch a series of short educational videos and test their understanding.

Complete the entire program in less than one hour.

# OUR PROGRAM BUILDS COMPREHENSIVE UNDERSTANDING IN SEVEN MODULES:



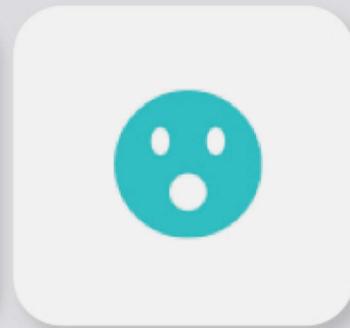
Virus Basics



Transmission



Hand Hygiene



Sneeze & Cough Protocol



Mask Guidelines



Cleaning & Disinfection



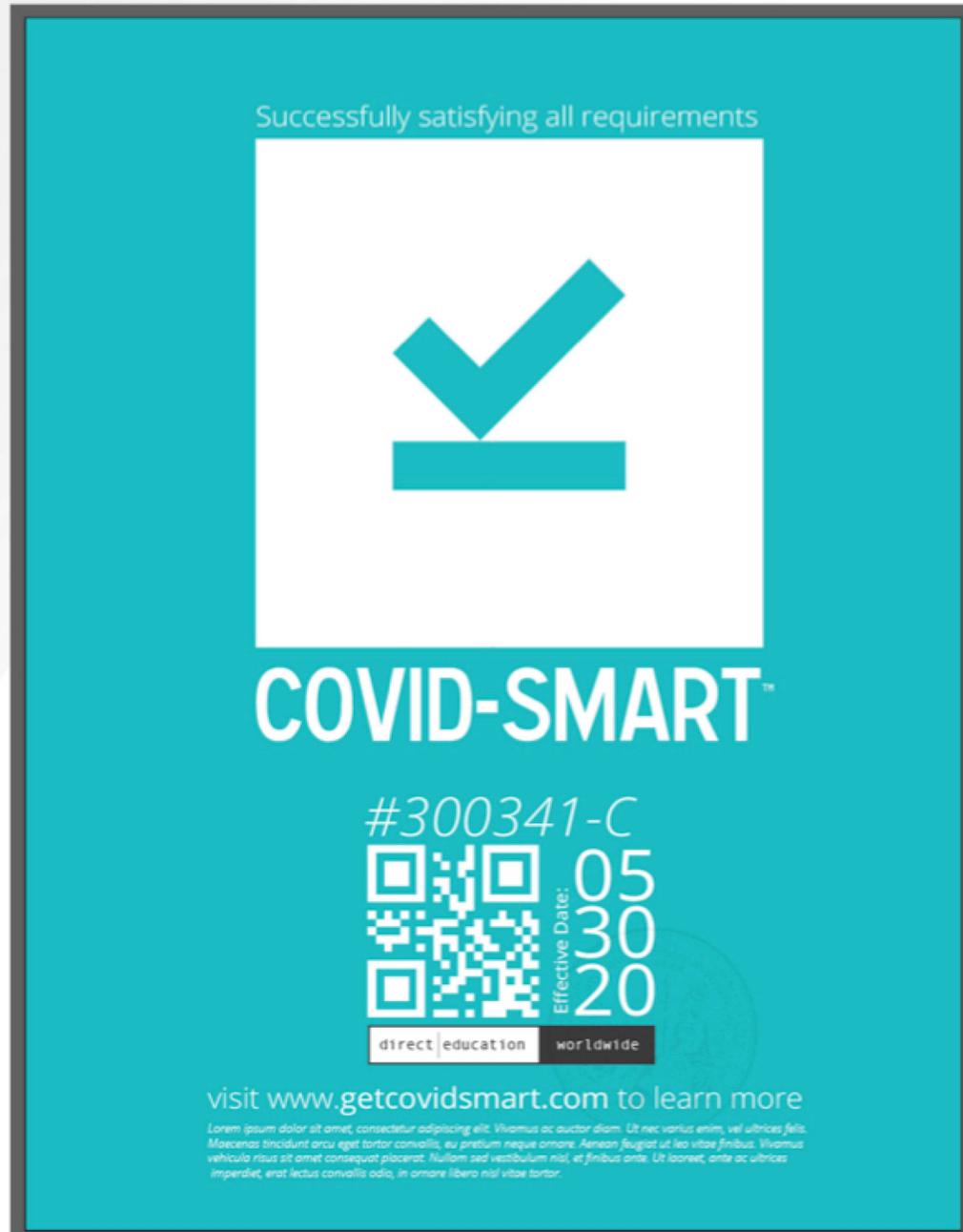
Social Distancing

*in partnership with*



**APIC**®

Association for Professionals in Infection Control and Epidemiology



# CERTIFICATES: THE MARK OF TRUST

Let your customers and employees know that you care about their safety and wellbeing. The QR code on the certificate can be scanned by any smartphone to show date of completion and number of employees trained.

Consumers can shop and eat with confidence at a **≠ COVID SMART™** establishment.

Employees can return to work with confidence in a **≠ COVID SMART™** workplace.



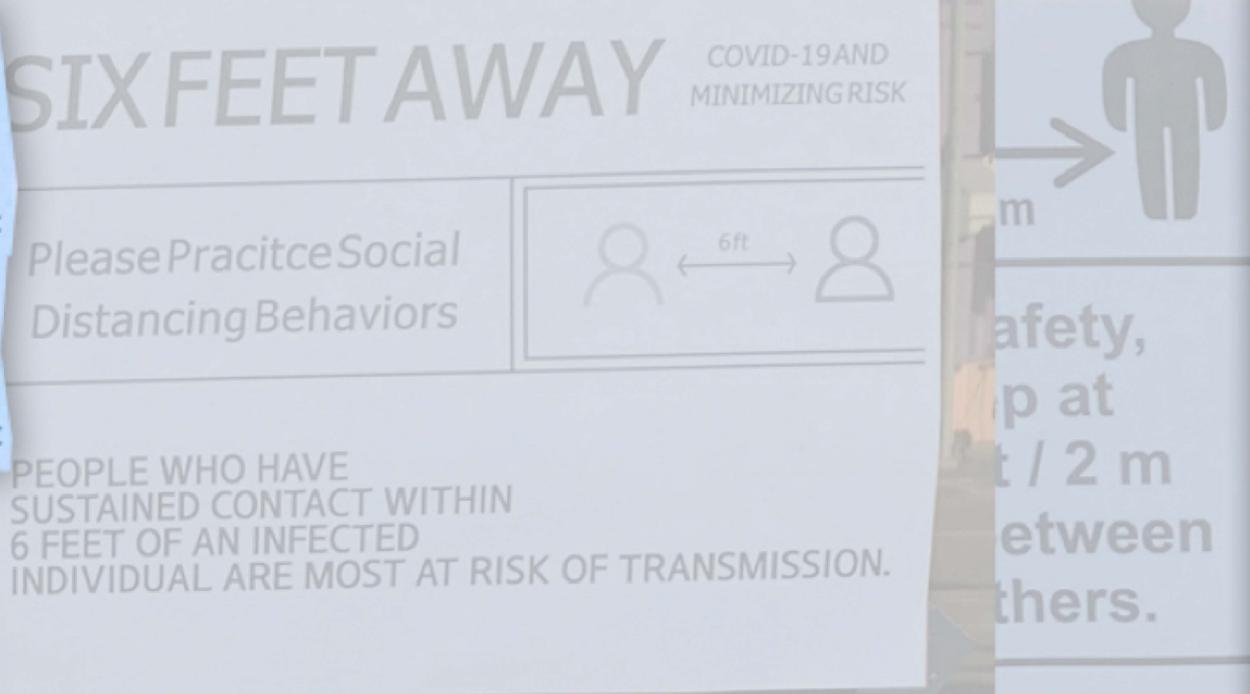
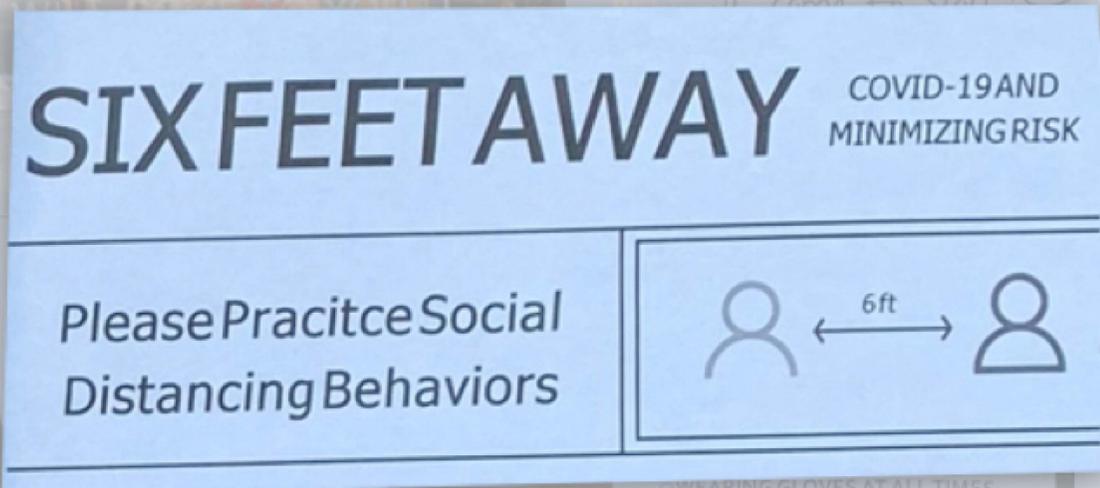
LARGE POSTERS INSTILL CONFIDENCE AT  
**STOREFRONTS**





**RANDOM HOME MADE SIGNAGE THAT DOESN'T WORK**

**COVID SMART OFFERS SIGNAGE THAT WORKS**



**DO YOU KNOW HOW TO PROPERLY USE YOUR MASK?**  
It's very important that you understand how to correctly put on and take off a mask. Doing these things incorrectly could cause you to spread COVID-19.

- 1 Never touch the front or the inside of the mask while wearing it or after removing it as these parts will be contaminated.
- 2 Be careful not to touch your eyes, nose, and mouth when removing a mask.
- 3 Wash your hands or use hand sanitizer before you put on a mask and immediately after removal.
- 4 DON'T leave a mask hanging off one ear or hanging around the neck.
- 5 DON'T share a mask with others; germs can spread that way.

**BRINGING EVERYONE SAFELY BACK TO WORK.**  
visit [www.gocovidsmart.com](http://www.gocovidsmart.com) to learn more  
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COVID-SMART



**DID YOU WASH YOUR HANDS CORRECTLY?**

- 

1 Wet your hands with soap and water.
- 

2 Rub your palms together.
- 

3 Rub the back of each hand.
- 

4 Interlock your fingers.
- 

5 Rub the back of and between your fingers.
- 

6 Rub your finger tips into your palms.
- 

7 Rub your thumbs and wrists.
- 

8 Rinse with clean water.
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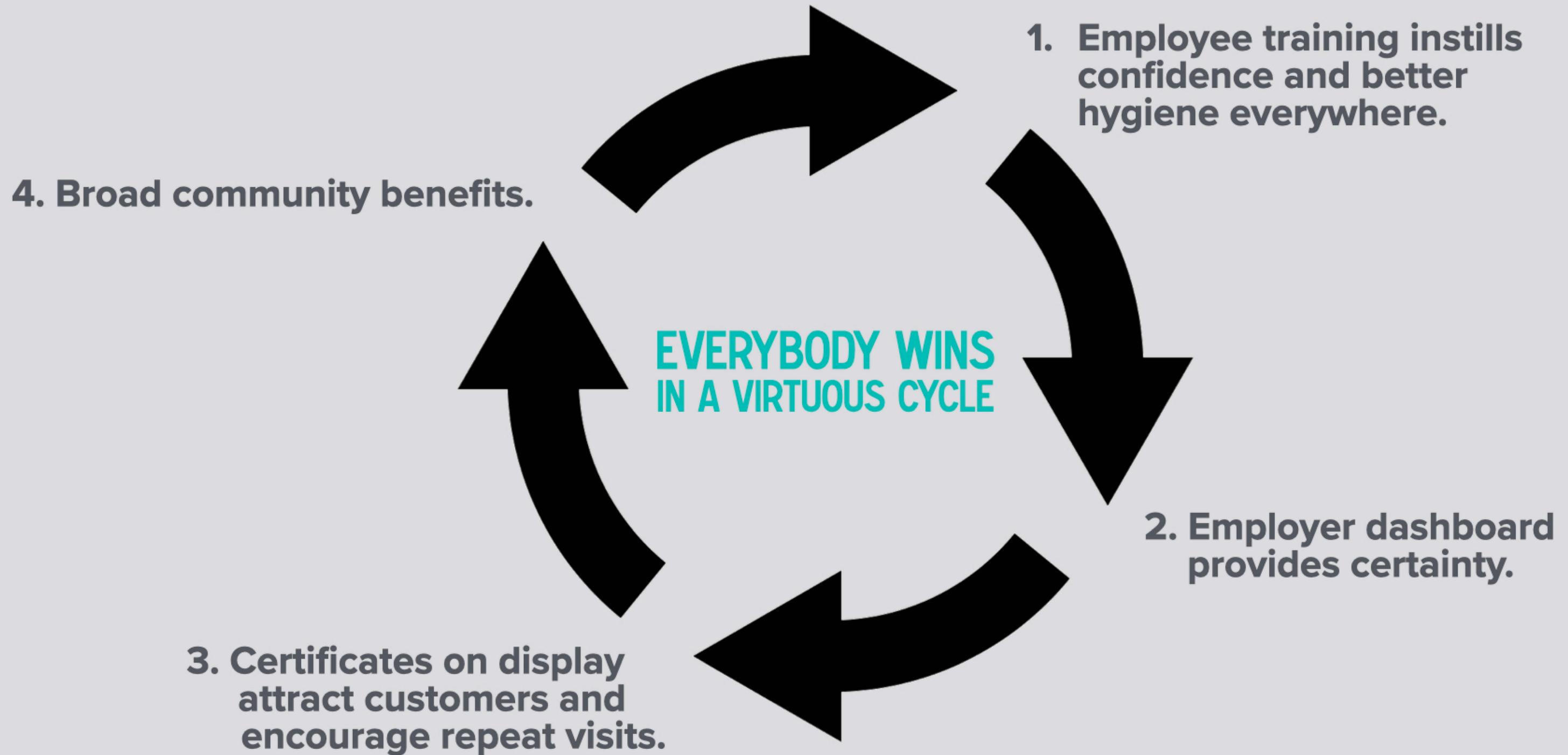
9 Dry your hands.

BRINGING EVERYONE SAFELY BACK TO WORK.

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**CLEAR, CONSISTENT INSTRUCTIONS ON SIGNAGE THAT WORKS**



# MALIBU

The World's First COVID SMART Community

We have launched a pilot program to make **Malibu** the first COVID SMART COMMUNITY.

Our goal: when the majority of businesses in Malibu complete their employee training, the entire city of Malibu will be designated "COVID SMART"



# 12 Months of Protection for less than the price of a coffee

	1 Individual	Up to 10 Employees	Up to 20 Employees
Price (MSRP)	\$29.95	\$299.50	\$599.00
<b>SPECIAL PRICE FOR MALIBU</b>	\$29.95	<b>\$100</b>	<b>\$200</b>
Savings	N/A	\$199.50	\$399.00
Cost Per Month	\$2.50	\$8.30	\$16.60
Cost Per Month Per Employee	\$2.50	\$0.83	\$0.83



Prices shown here do not include State, County and Local Sales tax or the cost of printing and shipping posters and certificates.

**We need your help to make this happen across the whole community.**

**What we need:**

- \* **The endorsement / recommendation from City Council.**
- \* **A public statement supporting COVID SMART MALIBU.**
- \* **Participation in a press release and press relations.**
- \* **Your help explaining the benefits and encouraging businesses to sign on.**
- \* **Your help encouraging everyone in Malibu — residents and visitors — to respect the guidelines and observe the best practices.**

**WE ARE ALL IN THIS PANDEMIC TOGETHER!**



**THANK YOU**

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