Consistent with the State’s Framework for a Safer Economy, San Francisco is allowing certain businesses and other activities to reopen starting January 28, 2021. The decisions to reopen reflect in those documents balance the public health risks of COVID-19 transmission with the public health risks of economic and mental health stress.

COVID-19 case rates in San Francisco are about twice as high now as they were the last time businesses and activities were open under the State’s purple tier at the end of November and beginning of December. This high rate means generally that twice as many people who you may come into contact with when you are outside your Residence have COVID-19 than before. Most COVID-19 infections are caused by people who have no symptoms of illness. We also face the added risk of new virus variants and mutations in the community, and it is unclear whether these variants may be more contagious or even more deadly.

The opening of sectors does not necessarily signify that these activities are “safe.” The purpose of the required safety protocols contained in the order and directives is make these activities and sectors safer for workers and the public. But reopening requires that all individuals and businesses use particular care and do their part to make these activities as safe as possible by strictly and consistently following all safety protocols and Social Distancing Requirements.
Health Officer Directive No. 2020-17b

1. This Directive applies to all owners, operators, managers, and supervisors of any Additional Businesses that the Stay-Safer-At-Home Order permits to be open to the public in the City and County of San Francisco (the “City”) and that provide:
   a) retail goods as described in subsection B(1) of Appendix C-1 of the Stay-Safe-At-Home Order (“Retail Good Providers”), or
   b) services involving the pickup of goods or pets for care and generally do not require close contact with customers, as described in subsection B(4) of Appendix C-1 of the Stay-Safe-At-Home Order (“Retail Service Providers”), or
   c) outdoor activity equipment rental for permissible outdoor recreational activities, as described in subsection B(5) of Appendix C-1 of the Stay-Safe-At-Home Order (“Retail Equipment Rental Providers”) (together with Retail Good Providers and Retail Service Providers, “Retail Businesses”).

2. Attached as Exhibit A to this Directive is a list of best practices that apply to Retail Businesses (the “Best Practices”). Each Retail Business must comply with all of the relevant requirements listed in the Best Practices.

3. Each Retail Business must, before it begins to offer its customers in-store shopping and pickup of goods or services, create, adopt, and implement a written health and safety plan (a “Health and Safety Plan”). The Health and Safety Plan must be substantially in the form attached to this Directive as Exhibit B.

4. Guidance from the Department of Public Health related to Retail Businesses offering in-store shopping is attached to this Directive as Exhibit C, and available at https://www.sfdph.org/directives.

5. If an aspect, service, or operation of the Retail Business is also covered by another Health Officer directive (all of which are available at https://www.sfdph.org/directives), then the Retail Business must comply with all applicable directives, and it must complete all relevant Health and Safety Plan forms.

6. Each Retail Business must (a) make the Health and Safety Plan available to a member of the public and Personnel on request, (b) provide a summary of the plan to all Personnel working on site or otherwise in the City in relation to its operations, and (c) post the plan at any storefront and at the entrance to any other physical location that the Retail Business operates within the City. Also, each Retail Business must provide a copy of the Health and Safety Plan and evidence of its implementation to any authority enforcing this Order upon demand.

7. Each Retail Business subject to this Directive must provide items such as Face Coverings (as provided in Health Order No. C19-12d issued on December 22, 2020, and any future amendment to that order), hand sanitizer or handwashing stations, or both, and disinfectant and related supplies to Personnel and to the public, all as required by the Best Practices. If any such Retail Business is unable to provide these required items or otherwise fails to comply with required Best Practices or fails to abide by its Health and Safety Plan, then it must cease operating until it can fully comply and demonstrate its strict compliance. Further, as to any non-compliant operation, any such Retail Business is subject to immediate closure and
Health Officer Directive No. 2020-17b

the fines and other legal remedies described below, as a violation of the Stay-Safe-At-Home Order.

8. For purposes of this Directive, “Personnel” includes all of the following people who provide goods or services associated with the Retail Business: employees; contractors and sub-contractors (such as those who sell goods or perform services onsite or who deliver goods for the business); independent contractors; vendors who are permitted to sell goods onsite (such as farmers or others who sell at stalls in farmers’ markets); volunteers; and other individuals who regularly provide services onsite at the request of the Retail Business. “Personnel” includes “gig workers” who perform work via the business’s app or other online interface, if any.

9. This Directive and the attached Best Practices may be revised by the Health Officer, through revision of this Directive or another future directive or order, as conditions relating to COVID-19 require, in the discretion of the Health Officer. Each Retail Business must stay updated regarding any changes to the Stay-Safe-At-Home Order and this Directive by checking the Department of Public Health website (https://www.sfdph.org/directives) regularly.

10. Implementation of this Directive augments—but does not limit—the obligations of each Retail Business under the Stay-Safe-At-Home Order including, but not limited to, the obligation to prepare, post, and implement a Social Distancing Protocol under Section 6 and subsection 15.h of the Stay-Safe-At-Home Order. The Retail Business must follow these industry-specific Best Practices and update them as necessary for the duration of this Directive, including, without limitation, as this Directive is amended or extended in writing by the Health Officer and consistent with any extension of the Stay-Safe-At-Home Order, any other order that supersedes that order, and any Health Officer order that references this Directive.

This Directive is issued in furtherance of the purposes of the Stay-Safe-At-Home Order. Where a conflict exists between this Directive and any state, local, or federal public health order related to the COVID-19 pandemic, including, without limitation, the Social Distancing Protocol, the most restrictive provision controls. Failure to carry out this Directive is a violation of the Stay-Safe-At-Home Order, constitutes an imminent threat and menace to public health, constitutes a public nuisance, and is a misdemeanor punishable by fine, imprisonment, or both.

Susan Philip, MD, MPH, Acting Health Officer of the City and County of San Francisco

Date: January 27, 2021
In addition to preparing, posting, and implementing the Social Distancing Protocol required by Section 4.d and Appendix A of Health Officer Order No. C19-07s (the “Stay-Safer-At-Home Order”), each Retail Business that operates in the City must comply with each requirement listed below and prepare a Health and Safety Plan substantially in the format of Exhibit B, below.

Requirements:

1. **Section 1 – Requirements For Retail Businesses Offering In-Store Goods or Services**:

   1.1. To minimize the number of customers entering the facility, Retail Businesses that open for in-store operations are strongly encouraged to continue offering alternatives to in-store shopping. For example, Retail Businesses should consider offering or enhancing policies permitting outdoor curbside pickup and drop-off of goods, scheduling of appointments, delivery, and e-commerce. Retail businesses offering curbside pickup or drop-off must continue following the Best Practices for curbside retail contained in Directive 2020-10b (and any future amendment to that directive) for those operations.

   1.2. Make any necessary adjustments to the layout of the Retail Business to allow for proper social distancing. Such changes may include using separate doors as entrances and exits for the facility; creating one-way aisles; adding markers to the floor space to assist with social distancing; spacing racks or shelves six feet or more apart; staggering point of sale terminals; or widening high-traffic areas.

   1.3. Adjust maximum occupancy rules based on the size of the facility to limit the number of people (excluding Personnel) to the lesser of: (1) 25% the facility’s maximum occupancy limit or (2) the number of people who can maintain at least six feet of physical distance from each other in the facility at all times.

   1.4. Develop and implement written procedures to “meter” or track the number of persons entering and exiting the facility to ensure that the maximum capacity for the establishment is not exceeded. For example, an employee of the establishment may be posted at each entrance to the facility to perform this function. The establishment must provide a copy of its written “metering” procedures to an enforcement officer upon request and disclose the number of members of the public currently present in the facility.

   1.5. Comply with the ventilation protocols at Section 4.i of the Stay-Safer-At-Home Order. Review SFDPH’s guidance for improved ventilation available at: [https://www.sfcdcp.org/COVID-ventilation](https://www.sfcdcp.org/COVID-ventilation).


   1.7. Establish a protocol and train Personnel to routinely and safely clean the facility in a manner that complies with the requirements contained in the Social Distancing Protocol (contained in Health Officer No. C19-07s, and any future amendment to that order) (the
“Social Distancing Protocol”). Retail Businesses are strongly encouraged to adjust their business hours to provide extra time for cleaning.

1.8. Ensure customers and Personnel comply with the Social Distancing Protocol. At a minimum, each Retail Business must:

1.8.1. Require all Personnel to comply with the Face Covering (as provided in Health Order No. C19-12d issued on December 22, 2020, and any future amendment to that order) (the “Face Covering Order”), wash hands frequently before handling merchandise, and maintain physical distance of at least 6-feet to the extent possible.

1.8.2. Establish designated areas/lines with markings on the ground to indicate 6-foot distancing for patrons.

1.8.3. Create directional paths of travel where feasible (e.g. separate entrance and exit for patrons, lines for restrooms).

1.8.4. Advise customers that they must comply with the Face Covering Order.

1.9. Establish procedures for safe handling and sanitization of returned merchandise that can be safely cleaned, such as goods with hard, non-porous surfaces. Such items must be sanitized in a manner that complies with the requirements contained in the Social Distancing Protocol. Consider encouraging customers to send returns or exchanges by a delivery service to reduce unnecessary contact. If feasible, Retail Businesses should isolate returned merchandise that cannot be sanitized for twenty-four hours before returning it to the sales floor.

1.10. Limit the number of customers waiting in line to enter the Retail Business at any one time to a number that allows for customers and Personnel to easily maintain at least six feet of distance from one another and allows sufficient sidewalk space to allow safe pedestrian right-of-way at all times.

1.11. Provide customers with access to hand sanitizer, such as near entrances and exits and at the register or other point-of-sale locations. Provide signage in the store encouraging customers to use hand sanitizer before touching merchandise. The signage must also strongly encourage customers refrain from touching merchandise unnecessarily and to only touch items they are interested in purchasing. Personnel must routinely sanitize merchandise and other high-touch surfaces that can be safely cleaned in a manner that complies with the requirements contained in the Social Distancing Protocol.

1.12. Prohibit customers from self-sampling products in-store, such as perfumes, makeup, or skincare and haircare products. Retail Businesses may permit Personnel to offer samples of non-edible products, but only if the samples can be provided while maintaining at least six-feet of distance between the Personnel and customers and using single-use, disposable materials, such as plastic applicators or containers. Retail Businesses may not offer samples of edible products.

1.13. Consider closing restrooms in the facility to customers. If the restroom will remain open to customers, the Retail Business must comply with the sanitation requirements of the Social Distancing Protocol. Retail Businesses are also highly encouraged to monitor use of restrooms by either requiring a key to access or stationing a bathroom attendant nearby.

1.14. Retail Businesses must establish a training procedure for Personnel to educate them about cleaning and social distancing requirements. Retail Businesses are highly encouraged to
provide Personnel with training on de-escalation techniques for addressing customers to refuse to comply with the Social Distancing Protocol or Face Covering Order.

2. **Section 2: Requirements Specific to Retail Businesses Selling Clothing or Other Items that Come Into Contact with the Body**

2.1. Consider closing fitting rooms to customers. If fitting rooms remain open, the Retail Business must take the following precautions:

2.1.1. Provide customers with hand sanitizer in or near the fitting room and require that they use it before and after trying on clothing.

2.1.2. Ensure fitting rooms are routinely sanitized, including cleaning all non-porous surfaces in a manner that complies with the sanitation guidance contained in the Social Distancing Protocol.

2.1.3. If the fitting room has a curtain that cannot be routinely sanitized, consider replacing it with a different type of covering that can be sanitized.

2.1.4. Assign and train Personnel to attend fitting rooms to ensure proper sanitization.

2.2. Require customers to wear Face Coverings while they are trying on merchandise.

2.3. After a customer tries on merchandise, if the item is not purchased by the customer, the item should be returned to Personnel for cleaning or sanitizing if feasible. For example, Retail Businesses are strongly encouraged to steam-clean clothing before returning it to the sale floor.
Each Retail Business must complete, post onsite, and follow this Health and Safety Plan.

Check off all items below that apply and list other required information.

Business/Entity name: Contact name:
Facility Address: Contact telephone:

(You may contact the person listed above with any questions or comments about this plan.)

- Business is familiar with and complies with all requirements set forth in Health Officer Directive No. 2020-17b, available at www.sfdph.org/directives.
- Completed layout changes to ensure social distancing is possible in store, including adjusting maximum capacity to no more than 25% (excluding Personnel).
- Implement a metering plan to monitor capacity limits.
- Add all required signage regarding COVID-19 safety and ventilation.
- Personnel and customers are required to comply with the Face Covering Order.
- Established designated areas/lines with markings on the ground to indicate 6-foot distancing for patrons.
- Customers are advised that they must comply with the Face Covering Order.
- Established and implemented policy for safe return of merchandise.
- Provides customers with access to hand sanitizer.
- Added signage for customers regarding use of hand sanitizer and merchandise handling.
- Routinely sanitize merchandise and other high-touch surfaces that can be safely cleaned.
- Removed all self-serve in-store samples from the sales floor.
- Restrooms are closed or routinely cleaned and sanitized.
- Trained Personnel to comply with cleaning and social distancing requirements.

Additional Measures

Explain:
Tips for Retail Businesses Offering In-Store Shopping or Services During COVID-19

Updated January 27, 2021

AUDIENCE: Businesses that offer in-store retail, services, and outdoor equipment rental during the COVID-19 pandemic.

Summary of revisions since previous versions

- Refer to the Business Capacities and Activities Table (BCAT) for all current restrictions, limitations and suspensions.
- Added the information about the COVID-19 Vaccine.
- Includes information about CA Notify and a recommendation to get a COVID-19 vaccination when it becomes available.
- New or revised information on ventilation, mandatory metering and signage.

COVID-19 Information

Our current understanding is that COVID-19 is mostly spread from person-to-person in the air through virus-containing droplets in the breath of someone with COVID-19. These droplets enter the air when a person breathes. Even more droplets can get in the air when infected people talk, sing, cough, or sneeze. People with COVID-19 may have no symptoms and can still be breathing out virus-containing droplets that can infect others. Transmission can occur through:

- Larger droplets. These larger droplets are sometimes called “ballistic droplets” because they travel in straight lines and are pulled down by gravity. People nearby, usually within 6 feet, are infected when they breathe in these droplets or if the droplets land in their eyes, nose, or mouth.
- Smaller droplets or infectious particles. These can float in the air for a period of time and/or travel beyond 6 feet on indoor air currents, especially in enclosed spaces with poor ventilation. People sharing the same space are infected when they breathe in these smaller droplets and particles or the droplets or particles land on their eyes, nose, or mouth – even if they are further than 6 feet away. These droplets are sometimes referred to as “aerosols” or “bioaerosols”.

COVID-19 can also spread if a person touches their eyes, nose or mouth after touching a contaminated surface (also known as a fomite), however this is less common.

COVID-19 Prevention

- Wash your hands often with soap and water. If soap and water are not available, use a hand sanitizer that contains at least 60% ethanol or 70 % isopropanol.
- Avoid Close Contact. To the greatest extent, maintain at least six feet of social distancing between yourself and the people who don’t live in your Household.
- Wear a Face Covering. Cover your mouth and nose with a Face Covering in public settings and when around people who don’t live in your Household.
- Routinely clean and disinfect frequently touched surfaces.
• **Monitor Your Health Daily.** Be alert of symptoms such as fever, cough, shortness of breath, or other symptoms. If you are experiencing any of these symptoms, stay home, and get tested.

**Indoor Risk**

Scientists agree that the risk of transmitting COVID-19 is generally much greater indoors than outdoors. Consider the increased risk to yourself and your community while planning activities and dining. Any increase in the number of people indoors or the length of time spent indoors increases risk. Small rooms, narrow hallways, small elevators, and weak ventilation all increase indoor risk. Each activity that can be done outdoors, remotely, or by teleconference reduces risk. More detail can be found at [www.sfcdcp.org/indoorrisk](http://www.sfcdcp.org/indoorrisk)

**The Role of Ventilation**

Good ventilation controls droplets and infectious particles to prevent COVID-19 transmission by:

- removing air containing droplets and particles from the room,
- diluting the concentration of droplets and particles by adding fresh, uncontaminated air,
- filtering room air, removing droplets and particles from the air.

Whenever you are in a room or space that has been shared or is shared with people from outside your household assure yourself that there is good ventilation and that doors and windows are open, if possible.

**COVID-19 vaccine is here**

The vaccine is one of the most important ways to end the pandemic. The FDA, CDC as well as California’s own Scientific Safety Review Workgroup have reviewed all data from clinical trials to ensure the safety and effectiveness of all COVID-19 vaccines. **When the vaccine is available to you, step up for your health, the health of your loved ones, the health of your community, and get vaccinated.** While the vaccine may prevent you from getting sick, we still do not know if people who have been vaccinated can still get the virus and spread COVID-19 to others. Therefore it is still very important for those who are vaccinated, and for the rest of the population who waits for their vaccines, to continue using all the tools available to help stop this pandemic: wearing a mask that covers your mouth and nose when outside your home, avoiding gatherings, avoiding being indoors with people you don’t live with, staying at least 6 feet away from others, and washing your hands often. Find out more about the vaccine, including where and when to get it at: [sf.gov/covidvax](http://sf.gov/covidvax)

**Prepare: Before Your Business Re-Opens**

**Create Required Plans and Protocols and Post Required Signage**


The following must be available for all personnel and posted at the entrance or elsewhere on the business site.

- Fill out and post the [Health and Safety Plan](http://healthandsafetyplan) template for Directive 2020-17. If other [Directives](http://directives) apply to your business, you may need to complete more than one Health and Safety Plan.
- Complete and post the [Social Distancing Protocol](http://socialdistancingprotocol) and any signs that are required by that document.
• Post signage about the risk of being indoors
• Display the poster with information about reporting health order violations
• Review the San Francisco Department of Public Health (SFDPH) Ventilation Guidance and keep an annotated copy available. Ventilation guidance from recognized authorities such as the Centers for Disease Control, ASHRAE, or the State of California may be used instead.

Post signage at public entrances and in all break rooms indicating which of the following systems are used:

- All available windows and doors accessible to fresh outdoor air are kept open
- Fully operational HVAC systems
- Appropriately sized portable air cleaners in each room
- None of the above

Create a Safer Space for Personnel and Customers

You may need to change the physical layout of your business to help social distancing for customers and personnel. Modifications to consider or that are required include:

• All businesses are required to establish a Mandatory Metering System to ensure maximum Capacity Levels specified in the Business Capacities and Activities Table (BCAT) are not exceeded.
  - Develop and implement a written procedure to track the number of persons entering and exiting the facility to ensure at or below allowable capacity.
  - Consider designating personnel to monitor store capacity.
  - Consider increasing the number of on-premises staff to prevent crowding situations during holiday season.
• Provide customers with easy access to hand sanitizer.
• Regularly disinfect high touch areas, including countertops, payment systems, pens, doorknobs, carts/baskets, point of sales area, exit/entrance, and so forth.
• Consider setting special hours for Older Adults and those with Health Risks to shop and avoid exposure to crowds.
• Ensure social distancing protocols and safety measures are maintained.
  - Create designated circles or lines with marking on the ground to indicate six-foot distancing for customers.
  - Create directional paths of travels if applicable, such as one-way entrance and exit for customers, signs for bathrooms.
  - Consider using single line queue, instead of multiple line queues, to reduce customers’ wait time and enable easy management of queues.
  - Consider setting up a queue management system to only allow limited number of shoppers at a time so that a six-foot distancing can be maintained among patrons and Personnel at all times, for small square footage or mom-and-pop stores where hiring a designated staff is not necessary or feasible.
  - Maintain Plexiglas or other barriers between customers and cashier. If not possible, please ensure at least six feet of distance.
• Consider outdoor sales -- refer to the Curbside Retail Guideline for additional information.
Tips

- Utilize the Shared Spaces program for operations on the sidewalk or parking lane
- If operating outdoors, make sure your operations do not block pedestrian passage and ensure people with disabilities have full access.

- Promote flu vaccination.
  - Post signage to encourage flu vaccine among personnel and participants.
  - Flu vaccines are critical in the fight against COVID-19 by (1) keeping workers and communities healthy and (2) reducing strain on our healthcare and testing systems that are responding to COVID-19. Find out more information at https://sfcdc.org/flu.

Educate and Train Personnel

Businesses should designate a Worksite Safety Monitor who will ensure that Personnel properly clean and disinfect, screen customers for symptoms, and monitor the number of customers in the store or in line. Consider training the Worksite Safety Monitor and other Personnel on de-escalation with customers who do not comply with policies. Personnel may worry about their own risks, so provide resources to address anxiety, stress, and mental health.

Provide information on sick leave and other benefits the employee may be entitled to receive that would make it financially easier to stay at home (see Paid sick leave in San Francisco). Remember that employees cannot be fired due to COVID-19 results or needed time off related to COVID-19.

Provide information on CA Notify (canotify.ca.gov), an app you can install on your smartphone. It uses Bluetooth technology to recognize when you and your phone have been in close proximity to others infected with COVID-19 to help stop the spread of the virus in our community.

Check Your Space after the Long Period of Low Usage

If your business has been closed for weeks or months, check for pest infestation or harborage, and make sure all pest control measures are functioning. Perform routine maintenance on ventilation systems including air ducts and vents. Flush out the stagnant water from the plumbing lines by running water through fixtures. Detailed guidance may be found at: https://www.sfwater.org/flushingguidance.

Getting Back to Business

Follow the Best Practices in Exhibit A of Directive 2020-17. To help compliance, you may need to ask customers to change the way they interact with your business and your products. Changes may include:

- Strongly encourage customers to refrain from touching merchandise unnecessarily and to use hand sanitizer before touching merchandise or upon entry to your business.
- Establish procedures for safe handling and cleaning of returned merchandise.
- Prohibit self-sampling of items such as cosmetics and perfume.
- Consider closing fitting rooms to customers if you can’t implement best practices such as cleaning clothing before returning to sale and frequent cleaning of fitting rooms.
- If customers bring their own bags from home ensure that:
  - bags are not placed directly on conveyor belts, outside of shopping carts, or any other surface where customers are served.
  - reusable bags make no contact with employees.
  - customers bag their own merchandise.
• customers do not bag merchandise in the checkout area if they cannot maintain physical distancing.

• If your business uses self-service bins (“Bulk Bins”) for any type of bulk products that customers dispense themselves into containers, follow the requirements in section 3.3 of Directive 2020-07:
  o Signage reminding customers to sanitize their hands, keep their masks on, and maintain 6 foot distance from other customers must be posted next to the Bulk Bins;
  o Hand Sanitizing Stations must be made available next to bins;
  o Reusable containers are allowed only if no one else, including at checkout, will touch the container. Your business must provide containers if this is not possible;
  o Consider providing disposable serving scoops or other utensils and designate this area for more frequent sanitizing by Personnel.

Restrooms for Customers

Consider closing the restroom if you are not able to comply with the sanitation requirements of the Social Distancing and Health Protocol. Businesses are encouraged to monitor use of restrooms by either requiring a key to access or stationing a restroom attendant nearby.

Retail Stores in an Enclosed Indoor Shopping Center

Retail stores in an enclosed Indoor Shopping Center that do not have direct access to adjacent sidewalk, street, parking lot, or alley area, may open for in-store retail as specified in the Business Capacities and Activities table, and with approval of a plan submitted to the Health Officer.

Resources

• San Francisco:
  o SFPDH Communicable Disease Control and Prevention COVID-19 information
  o SF.GOV comprehensive resources for businesses during the COVID-19 pandemic.
  o Downloadable signage to print yourself, or to request printed posters
  o How to get tested for COVID-19 in San Francisco https://sf.gov/citytestsf
  o Information from the San Francisco Office of Economic and Workforce Development about COVID-19, such as employer requirements, employee benefits, and resources
  o Paid sick leave in San Francisco

• California:
  o State of California Blueprint for a Safer Economy
  o Guidance for Retailers from the State of California
  o CAL OSHA information on protecting workers from COVID-19
  o CA Notify is an app that can notify you when you come into close proximity to others infected with COVID-19
  o COVID-19 Vaccine Information at sf.gov/covidvax.

• Centers for Disease Control (CDC)
  o CDC Resuming Business Toolkit
  o CDC Return to Work Guidance