

Restaurants

San Diego SMB Reopening Guide



UPDATED
MAY 20, 2020



Above all, COVID-19 is a global health crisis that threatens lives.

As government and industry work together to help businesses address this ever-evolving reality and safeguard the public, ongoing updates from those authorities remain the foremost guidance on required and suggested practices. This document is meant as an additional resource to help business leaders consider potential steps to protect employees and customers, while addressing resulting changes to their business operations.

This guide focuses on health protocols and business advice for small and medium sized business owners. Covid-19 poses many other critical challenges for society, like unemployment, child care, and mental health, that also deserve diligent attention and intervention..

DISCLAIMER

These are suggested practices, in many cases adopted by companies across sectors. We do not offer recommendations on sufficiency, adequacy or effectiveness of these measures. You can derive no rights or make decisions based on this material. We do not provide legal, accounting, tax, medical or other such professional advice normally provided by licensed or certified practitioners and will rely on you and your other advisors to define applicable legal and regulatory requirements and to ensure compliance with applicable laws, rules and regulations. We do not intend to supplant management or other decision-making bodies, and you remain solely responsible for your decisions and actions, including those relating to manufacturing, product release, regulatory reporting and market action. We make no representation or warranty, express or implied, and expressly disclaim any liabilities relating to your manufacturing operations, compliance, quality, R&D and regulatory processes and products.

Restaurant re-opening reference guide

	Questions addressed	Themes
Health and safety protocols	What safeguards should I put in place to protect my employees and customers as I reopen?	Employee protection Customer protection Safe process adaptations Overall health interventions
Business process adaptations	How can I adapt my processes to support those protocols and achieve financial results?	Supply chain Operations Service delivery Marketing & sales

This reference guide is broadly applicable to food services

Restaurant / bar

Counter service / fast food

Cafeteria

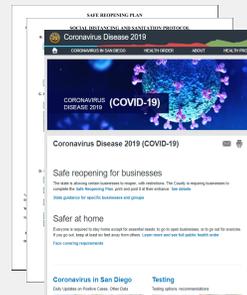
Health and Safety Protocols (1/2)

Navigating mandatory county guidelines

CHECK COUNTY WEBSITE FOR UPDATES

1

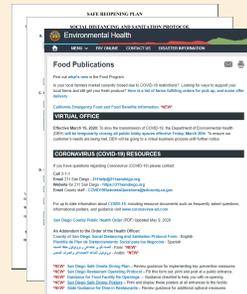
Review county websites



San Diego County Coronavirus Homepage¹

Check San Diego County's website for information and local updates on reopening

[Click here for more information](https://www.coronavirus-sd.com)



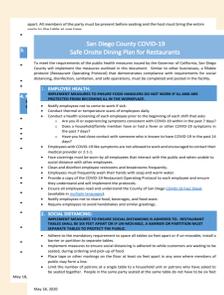
County Food Services Covid-19 webpage²

Visit this webpage to find the most updated regulations and guidance for food and beverage services.

[Click here for more information](https://www.sandiegocounty.gov/content/sdc/deh/fhd/food/publications.html)

2

Follow county regulations and guidance



San Diego Safe Onsite Dining Plan³

Review guidance for implementing key prevention measures

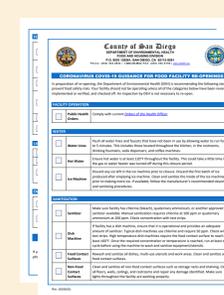
[Click here for more information](https://www.sandiegocounty.gov/content/dam/sdc/deh/fhd/food/pdf/covid19safeonsitediningplan_en.pdf)



San Diego Restaurant Operating Protocol⁴

Fill this form out, print and post at a public entrance

[Click here for more information](https://www.sandiegocounty.gov/content/dam/sdc/deh/fhd/food/pdf/covid19restaurantoperatingprotocol_en.pdf)



DEH Guidance for Food Facility Re-Openings⁵

Guidance checklist to help you with re-opening.

[Click here for more information](https://www.sandiegocounty.gov/content/dam/sdc/deh/fhd/food/pdf/covid19foodreopeningguidance.pdf)



San Diego Safe Dining Posters⁶

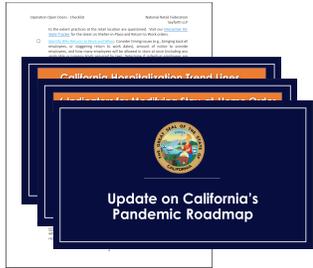
Print and display these posters at all entrances to the facility

[Click here for more information](https://www.sandiegocounty.gov/content/dam/sdc/deh/fhd/food/pdf/covid19restaurantreopeningposters_en.pdf)

1. San Diego County Reopening website: <https://www.coronavirus-sd.com>
2. San Diego County Food Services Covid-19 webpage: <https://www.sandiegocounty.gov/content/sdc/deh/fhd/food/publications.html>
3. San Diego Safe Onsite Dining Plan: https://www.sandiegocounty.gov/content/dam/sdc/deh/fhd/food/pdf/covid19safeonsitediningplan_en.pdf
4. San Diego Restaurant Operating Protocol: https://www.sandiegocounty.gov/content/dam/sdc/deh/fhd/food/pdf/covid19restaurantoperatingprotocol_en.pdf
5. DEH Guidance for Food Facility Re-Openings: <https://www.sandiegocounty.gov/content/dam/sdc/deh/fhd/food/pdf/covid19foodreopeningguidance.pdf>
6. San Diego Safe Dining Posters: https://www.sandiegocounty.gov/content/dam/sdc/deh/fhd/food/pdf/covid19restaurantreopeningposters_en.pdf

Health and Safety Protocols (2/2)

Additional Restaurant guides and resources



California Roadmap

covid19.ca.gov/roadmap/

Descriptions on phases and indicators for California Reopening Plan

Guide: covid19.ca.gov/pdf/guidance-dine-in-restaurants.pdf



San Diego Reopening Checklist

sandiego.gov/coronavirus

City-wide updates, including recommendations from the San Diego RECOVER Advisory Group

Guide: sandiego.gov/sites/default/files/san_diego_ready_-_strategies_to_reopen_san_diegos_economy.pdf

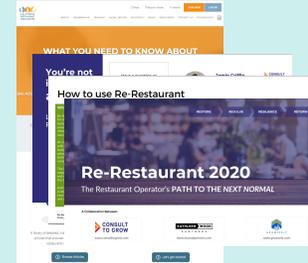


National Restaurant Association

restaurant.org/covid19

Restaurant-tailored guidelines, FAQ, webinars, and business resources

Guide: restaurant.org/Downloads/PDFs/business/COVID-19-Reopen-Guidance.pdf



California Restaurant Association

calrest.org/coronavirus-resources

Business resources, guides, webinars, and aggregation of federal, state, and local regulations for restaurants

Business process adaptations (1/2)

NON-EXHAUSTIVE

Supply Chain and Operations

	Measure	Considerations ¹
Supply Chain	Protect your supply chain	<ul style="list-style-type: none"> <input type="checkbox"/> Contact and review status of suppliers to ensure steady delivery of goods <input type="checkbox"/> Find alternate vendors to avoid dependencies <input type="checkbox"/> Build inventory of scarce supplies and increase procurement of delivery related packaging supplies <input type="checkbox"/> Renegotiate payment terms and pricing with suppliers and landlords <input type="checkbox"/> Validate supplier food safety standards <input type="checkbox"/> Reduce menu offerings to match what can be predictably sourced
	Adjust inventory	<ul style="list-style-type: none"> <input type="checkbox"/> Reduce menu offerings to reduce food waste <input type="checkbox"/> Adjust inventory to lower demand and modified menu <input type="checkbox"/> Substitute frozen products for fresh products when necessary
Operations	Adjust offerings to new consumer preferences	<ul style="list-style-type: none"> <input type="checkbox"/> Offer items other than prepared food, like produce, meat, or meal kits that customers can put together at home <input type="checkbox"/> Limit delivery menu to popular, higher margin items that travel well to compensate for delivery platform charges
	Simplify operations	<ul style="list-style-type: none"> <input type="checkbox"/> Simplify operations to reduce stress on an already-strained workforce (e.g., eliminating complicated menu options or signatures on receipts) <input type="checkbox"/> Reduce menu options to simplify workload (e.g. rotating menu with one option each day or offer preorder family meal deal)
	Adjust staffing procedures	<ul style="list-style-type: none"> <input type="checkbox"/> Make staffing plan to reflect staged reopening (e.g., kitchen may be fully staffed, wait staff once dine-in allowed) <input type="checkbox"/> If you have multiple locations, eliminate travel between them <input type="checkbox"/> Consider splitting staff into teams and schedule shifts to eliminate direct interaction between them. Be sure to be aware of relationships outside of work. <input type="checkbox"/> Establish contingency staffing measures in case of unexpected issues (child care, transportation, etc.) <input type="checkbox"/> Support workforce applying for unemployment benefits or finding a doctor

1. Aggregation from case studies across different countries and US states. Please consider the list as examples of actions; level of importance to contamination containment have not been assigned and is up to business and state/federal public health regulations and recommendations

Business process adaptations (2/2)

NON-EXHAUSTIVE

Service Delivery and Marketing & Sales

	Measure	Considerations ¹
Service Delivery	Use takeout and local delivery apps	<ul style="list-style-type: none"><input type="checkbox"/> Start using delivery apps like DoorDash, UberEats, and Grubhub<input type="checkbox"/> Keep your delivery app profile and offerings current<input type="checkbox"/> Be aware of delivery service costs. They may mean your prices need to be raised to keep profit margins the same<input type="checkbox"/> Organize curb-side pick-up to allow contactless takeout
	Dedicate personnel to takeout and delivery	<ul style="list-style-type: none"><input type="checkbox"/> Reassign and cross train in-store employees to assist with takeout and delivery operations<input type="checkbox"/> Consider staffing furloughed personnel to delivering meals instead of only relying on third party apps
Marketing & Sales	Actively reach out to customers	<ul style="list-style-type: none"><input type="checkbox"/> Constantly communicate with customers and ask about their changing preferences<input type="checkbox"/> Use social media like Facebook groups to advertise to and communicate with customers<input type="checkbox"/> Shift marketing expenditure to pay for preferred placement in food-delivery apps<input type="checkbox"/> Visibly call out in-store and online the safety procedures you have implemented to reassure customers about your restaurant<input type="checkbox"/> Keep business hours and services up to date on online listings (e.g., on Yelp, Google, and Trip Advisor)

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A collaboration between



For additional resources and information, please visit

sandiegobusiness.org/coronavirus

Periodic updates, resources and additional information will be available there. This guide was last updated on May 19, 2020.

This information in this guide has been reviewed in focus groups by numerous local restaurants. Please see the link above for an industry agnostic guide and a specific retail sector guide.