



Larimer County Level-Up Pilot Program

December 10, 2020



Level Up

Our Team

Steve Johnson, Commissioner
Larimer County

Jacob Castillo, Director
Larimer County Economic & Workforce Development

Laura Levy, Pandemic Recovery Manager
Larimer Recovery Collaborative

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Larimer County Department of Health and Environment

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Larimer County Economic & Workforce Development

SeonAh Kendall, City Recovery Manager
City of Fort Collins

Ann Hutchison, Incoming President/CEO
Fort Collins Chamber of Commerce

Mindy McCloughan, President/CEO
Loveland Chamber of Commerce

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Situational Awareness

- **Public Health Indicators: State Dial- Level Red, Larimer Risk Score- High**
 - 14 day case rate per 100k: 804
 - % Hospital Utilization: 71%
 - % ICU Utilization: 79%
 - 11,877 cases in Larimer County
 - 85 deaths
- **Economic Indicators- If we had a dial it would be in Red**
 - State paid \$2.34B in regular UI since end of March '20
 - \$34.5M in the week ending December 5th
 - Retail, Food Service and Accommodations account for nearly 50% of UI claims
 - 4X increase YOY in UI claims in Larimer last week of November

We are acutely aware of what's happening in our community and do not take this process lightly. Lives and livelihoods are stake and that is why we cannot solely focus on solutions that only address one part of the problem.

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Program Highlights

Mission: Community-driven, data-informed plan committed to promoting and rewarding outstanding safety and proven and promising practices that will support virus suppression while creating opportunities for businesses to operate with more flexibility.

- **Pilot Program**
 - Test innovative solutions
 - Time limited and data-informed
 - Larimer is a perfect test case for the Front Range and State- proven track record
 - Not just a business certification program- comprehensive approach
- **Stringent Safety Guidelines: Exceeding all State Program Guidance**
 - 100% Mask Compliance
 - Physical Distancing
 - Contact Tracing
 - Hang With Only Your Household
 - Sanitation
- **Community Outreach, Education & Engagement**
 - Communication Plan for business and general public connected to Keep NoCo Open
 - Ambassadors and Peer-to-Peer messaging
- **“Education-First” Model for Enforcement/Compliance**
- **Weekly Monitoring & Accountability**

Level Up Program Framework

- Certification for businesses (online/in-person)
- One level above local position on statewide dial
- Voluntary Program
- Must show adherence to guidance and protocols
- Managed by Larimer County Administrative Committee
 - Department of Health and Environment
 - Chambers of Commerce
 - Economic Development Staff (Municipal and County)
 - 28 Business Owners

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Process Design

- Submit online form, including draft plans
- Reviewed by Health Department Representative- conditional approval
- Site visit
- Final approval, signed acceptance
- Compliance checks with ability to remove certification
- Data collection and analysis



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Expectations

- Mask Enforcement – 100%
- Single Household Best Practices
 - Reservations
 - Tracking Tools, including new tech solutions
 - Community messaging campaign
- Sanitation Best Practices
 - Restaurants, gyms, theaters provide ideas and recommendations; Peer-to-Peer interaction.
 - NoCoSafetySupply.com
- Safety Plan
 - Limited capacity (dial dependent)
 - Space Arrangement, e.g. 10ft table spacing
 - Hand washing and sanitizer stations
 - Monitoring of employee symptoms
 - Cleaning of high touch surfaces

A blue graphic consisting of a solid blue rectangle at the top, a white horizontal line, and a larger blue rectangle below it. The text "Level Up" is centered in the white line, and "Outreach & Education" is centered in the larger blue rectangle. The graphic has a speech bubble tail pointing downwards.

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Outreach & Education

Communication Plan- Leverage Keep NoCo Open

- County-wide Campaign reinforcing behavior changes and preferred actions (take out, delivery, to go)
 - Wear a mask
 - Wash your hands
 - Physically distance
 - Know before you go
 - Be Kind, be patient
 - Support local
 - Hang With Only Your Household
- Print, social media, radio, television, etc
- Templates to help business share information effectively
- Resources provided to business to reinforce messages (signage)
- Celebration and promotion of Level Up members
- Emphasize sound science and accurate, timely data

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Ambassador Program

- Ambassadors
 - Leverage Chamber Ambassadors +
 - Mandatory Training
 - Resources and Action Plans to communicate with their peers
 - Education role



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Enforcement
& Compliance

- Education First, Continuous Improvement
 - Robust business support for rigorous enforcement
 - Administrative Committee Review; possible removal from program
- Municipalities and other appropriate enforcement entities included
- On-ramps and off-ramps
 - Certifications can be granted and removed by Administrative Committee



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Larimer County
Solution

Requesting the opportunity to begin immediately

- Larimer has a track record of success
 - Innovation, compliance
 - Goldilocks size and mix, excellent test case
 - Robust partnerships in place
- Balances public health and economic vitality
- Exceed State and 5-Star Program guidelines
- Asking for 1 Level-Up for businesses that prove they can go above and beyond
- Ability to start as soon as we're given the green light

The background features several sets of concentric, curved lines in shades of gray, some solid and some dashed, creating a sense of motion and depth. A prominent blue speech bubble is positioned on the left side of the slide.

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Questions &
Answers

What questions do you have for our team?

Thank you

Larimer County
Level-Up
Pilot Program