



# COUNTY OF SANTA CRUZ

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## PRESS RELEASE

Date: August 3, 2020

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### BLUE CHECK SIGN PROGRAM LAUNCHES

The County of Santa Cruz is pleased to announce the launch of a new program designed to protect the health and safety of the community by providing a public health endorsement to businesses following safer health and safety practices.

A collaboration between the Public Health Division and the Office for Economic Development, the Blue Check Program is a voluntary program giving businesses that follow public health guidelines for staff and customers, signage endorsing their operations. Participating businesses will be given a unique "COVID-19 SAFER, Blue Check" display to post near entrances.

"The Blue Check Program is a way to support local businesses while protecting public health," Economic Development Director Andy Constable said. "Local businesses have been hit hard by the pandemic, and customers want reassurances that business owners are looking out for them before returning to the marketplace. This program helps provide that comfort by assuring businesses follow the best medical advice to prevent the spread of COVID-19."

Businesses joining the Blue Check Program attest that they follow basic Social Distancing Protocols, including the use of face coverings, enforcement of physical distancing, limits on the number of customers in a store, disinfection of shared equipment and more.

The guidelines have been adapted from a former requirement for essential businesses known as Appendix A. With the expiration of local shelter-in-place orders, posting Appendix A is no longer required – however, the Blue Check Program continues voluntary compliance with the public health principles of Appendix A while offering customers additional information regarding the safety of individual businesses.

The program is voluntary and open to all Santa Cruz County businesses. Complaints about non-compliance with participating businesses should be emailed to [bluecheck@santacruzcounty.us](mailto:bluecheck@santacruzcounty.us). Business can obtain the sign via the Office for Economic Development website, [www.sccvitality.org](http://www.sccvitality.org).