



**DIRECTIVE OF THE HEALTH OFFICER No. 2020-17**

**DIRECTIVE OF THE HEALTH OFFICER OF  
THE CITY AND COUNTY OF SAN FRANCISCO REGARDING REQUIRED BEST  
PRACTICES FOR CERTAIN RETAIL BUSINESSES OFFERING IN-STORE  
SHOPPING OR SERVICES**

**(PUBLIC HEALTH DIRECTIVE)**  
DATE OF DIRECTIVE: June 13, 2020

By this Directive, the Health Officer of the City and County of San Francisco (the “Health Officer”) issues industry-specific direction that certain Additional Businesses providing goods and services described below must follow as part of the local response to the Coronavirus Disease 2019 (“COVID-19”) pandemic. This Directive constitutes industry-specific guidance as provided under Section 6 of Health Officer Order No. C19-07e issued on May 22, 2020, and updated on June 11, 2020 (the “Stay-Safe-At-Home Order”) and, unless otherwise defined below, initially capitalized terms used in this Directive have the same meaning given them in that order. This Directive goes into effect on June 15, 2020, and remains in effect until suspended, superseded, or amended by the Health Officer. This Directive has support in the bases and justifications set forth in the Stay-Safe-At-Home Order. As further provided below, this Directive automatically incorporates any revisions to the Stay-Safe-At-Home Order or other future orders issued by the Health Officer that supersede that order or reference this Directive. This Directive is intended to promote best practices as to Social Distancing Requirements and sanitation measures, helping prevent the transmission of COVID-19 and safeguard the health of workers, customers, and the community.

**UNDER THE AUTHORITY OF CALIFORNIA HEALTH AND SAFETY CODE  
SECTIONS 101040, 101085, AND 120175, THE HEALTH OFFICER DIRECTS AS  
FOLLOWS:**

- 1. This Directive applies to all owners, operators, managers, and supervisors of any Additional Businesses that the Stay-Safe-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**



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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 <http://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 <http://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. C19-12b issued on May 28, 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 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



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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.

A handwritten signature in blue ink that reads "Tomás Aragón".

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Tomás J. Aragón, MD, DrPH,  
Health Officer of the  
City and County of San Francisco

Date: June 13, 2020



**Exhibit A to Health Officer Directive No. 2020-17 (issued 6/13/20)**

**Best Practices for Retail Businesses Offering In-Store Shopping or Services**

**In addition to preparing, posting, and implementing the Social Distancing Protocol required by Section 6 and subsection 15.h of Health Officer Order No. C19-07e (the “Stay-Safe-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 (including customers and Personnel) to the **lesser** of: (1) 50% the facility’s normal maximum occupancy 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.*** 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. C19-07e, issued on June 1, 2020 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.
- 1.5.*** Ensure customers and Personnel comply with the Social Distancing Protocol. At a minimum, each Retail Business must:
  - 1.5.1.*** Require all Personnel to comply with the Face Covering (as provided in Health Order No. C19-12b issued on May 28, 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.
  - 1.5.2.*** Establish designated areas/lines with markings on the ground to indicate 6-foot distancing for patrons.
  - 1.5.3.*** Create directional paths of travel where feasible (e.g. separate entrance and exit for patrons, lines for restrooms).
  - 1.5.4.*** Advise customers that they must comply with the Face Covering Order.



- 1.6.** 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.
- 1.7.** 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.
- 1.8.** 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.
- 1.9.** 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.
- 1.10.** 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.
- 1.11.** 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.



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- 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.

## Checklist

### Health Officer Directive No. 2020-17 (Exhibit B) Health and Safety Plan (issued 6/13/2020)

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:*

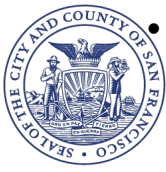
*Contact telephone:*

*(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. 2020-17, available at <http://www.sfdph.org/directives>.
- Completed layout changes to ensure social distancing is possible in store, including adjusting maximum capacity to no more than 50%.
- Personnel 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 and Frequently Asked Questions for Retail Businesses Offering In-Store Shopping or Services During COVID-19**

**June 13, 2020**

*(minor corrections made on June 15, 2020)*

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

**BACKGROUND:** As of June 15, 2020, the Health Officer Directive 2020-17 authorizes and provides guidance for In-Store Retail.

**PURPOSE:** This document highlights the main points of the Directive, and steps you should take to safely reopen your business in compliance with the Directive.

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

#### **Create a Health and Safety Plan and a Social Distancing Protocol**

A template Health and Safety Plan can be found at Exhibit B of Directive 2020-17, posted at [www.sfdph.org/dph/alerts/coronavirus-healthorders.asp](http://www.sfdph.org/dph/alerts/coronavirus-healthorders.asp). This must be available for all personnel, and posted at the entrance to the office site. If other Directives apply to your business, you may need to complete more than one Health and Safety Plan.

A template Social Distancing Protocol can be found at Appendix A of the Shelter in Place Health Order, posted at [www.sfdph.org/dph/alerts/coronavirus-healthorders.asp](http://www.sfdph.org/dph/alerts/coronavirus-healthorders.asp).

These documents must be available for all personnel, and posted at the entrance to the business site. They serve as reminders of all the best practices that your business needs to follow including universal requirements such as requiring face coverings, signage, enforcing six foot distances between people, and more specific things such as establishing policies for safe handling of merchandise.

#### **Educate and Train Personnel**

Personnel must be trained to implement the Social Distancing and Health Protocol and may need training on cleaning and disinfection, screening customers for symptoms, and how to monitor the number of customers in the store or in line. Consider training personnel on de-escalation with customers who do not comply with policies and provide resources to employees to address anxiety, stress, and mental health. Recognize the fear in returning to work, communicate transparently, listen, and survey regularly.

Provide information on employer or government-sponsored 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 for recovery.

#### **Check Your Space after the Long Period of Low Usage**

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. If your business was closed for a long period of time, flush out the stagnant water from the plumbing lines by running water





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through fixtures. Detailed guidance may be found at: <https://www.sfwater.org/flushingguidance>.

## Create a Safer Space

You may need to change the physical layout of your business to help social distancing for customers and personnel. Modifications to consider include designating separate entrances and exits, making aisles one-way, increasing spacing between racks or shelves, and marking spaces with tape or other decals to indicate six-foot distances.

## Getting Back to Business

Follow all of the Best Practices in Exhibit A of Directive 2020-17, posted at [www.sfdph.org/dph/alerts/coronavirus-healthorders.asp](http://www.sfdph.org/dph/alerts/coronavirus-healthorders.asp). 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.
  - Ensure that reusable bags make no contact with employees.
  - Ensure that customers bag their own merchandise.
  - Ensure that customers do not bag merchandise in the checkout area if they cannot maintain physical distancing.
  - Increase the frequency of disinfection in bagging areas and customer service areas frequented by customers.

## Bathrooms 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 bathroom 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 only reopen after the Indoor Shopping Center obtains approval from the Health Officer.

## Monitoring and Adjusting

At least on a weekly basis, think about how your business and personnel are doing, how well you are



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complying with your Social Distancing and Health Plan, and what changes are needed to improve your response to the COVID-19 pandemic. Look for new guidance from the [SFDPH Communicable Disease Control and Prevention](#) or the frequently updated page on sf.gov with [comprehensive resources for businesses during the COVID-19 pandemic](#).

## Frequently Asked Questions

### **Q: What businesses are permitted to reopen?**

All retail establishments other than those inside enclosed Shopping Centers are permitted to open. Such businesses include:

- Bookstores
- Jewelry stores
- Toy stores
- Clothing and shoe stores
- Home and furnishing stores
- Sporting goods stores
- Florists
- Second hand stores
- Other retailers selling goods

### **Q: What businesses are not yet permitted to reopen?**

Retail stores inside Shopping Centers that have not obtained approval from the Health Officer may not open. Personal services are not permitted to reopen at this time; stay up to date for industry-specific guidance for reopening services. Personal services include:

- Beauty salons
- Nail salons
- Massage establishments and practitioners
- Tattoo and body art establishments and practitioners

### **Q: Should my staff wear gloves?**

Routine glove use is not recommended. The CDC explains that in general, gloves are appropriate when cleaning or caring for someone who is sick (see link: [When to wear gloves](#)). In most other situations, wearing gloves is not necessary and may still lead to the spread of germs. The best way to protect yourself is to regularly wash your hands with soap and water for 20 seconds, or use hand sanitizer with at least 60% alcohol.

## Resources

### **Local:**

[Downloadable signage to print yourself](#), or to request [printed posters](#)

How to get tested for COVID-19 in San Francisco <https://sf.gov/citytestsf>

Information from the [San Francisco Office of Economic and Workforce Development about COVID-19](#), such as employer requirements, employee benefits, and resources; [Avoiding discrimination and retaliation during COVID-19](#).

[Paid sick leave in San Francisco](#)



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## **California:**

[State of California Resilience Roadmap](#)

[Guidance for Retailers](#) from the State of California

CAL OSHA [information on protecting workers from COVID-19](#)

## **National:**

CDC: Resuming Business Toolkit: [CDC Resuming Business Toolkit](#)

[CDC Return to Work Guidance](#)

## **International:**

[International Council of Shopping Centers \(ICSC\): COVID-19 Re-Opening Best Practices](#)