



Racine County
WISCONSIN

RAMAC
RACINE'S BUSINESS CHAMPION



REBOUND REPORT 2020

Findings and Action Steps of the Rebound Racine County Task Force

Racine County cultivates innovative, sustainable, and valued opportunities for community and economic growth.

RAMAC serves as Racine's Business Champion; We are the voice of business.

PHOTO: WATERFORD INDUSTRIAL PARK



REBOUND REPORT 2020

Findings and Action Steps of the Rebound Racine County Task Force

TABLE OF CONTENTS

<u>Overview</u>	04
<u>Cross-Sector Highlights</u>	05
<u>Sector Insights</u>	06-07
<u>Conclusions</u>	08-09
<u>Rebound Agriculture</u>	10
<u>Rebound Large Businesses</u>	11
<u>Rebound Small Businesses</u>	12
<u>Rebound Education</u>	13
<u>Rebound Faith Community</u>	14
<u>Rebound Finance</u>	15
<u>Rebound Government</u>	16
<u>Rebound Health Care</u>	17
<u>Rebound Nonprofits</u>	18
<u>Rebound Tourism</u>	19

CLICK LINKS TO SKIP TO SECTION
GOOGLE CHROME IS PREFERRED BROWSER FOR EMBEDDED LINKS

OVERVIEW

Reopening Racine County through local leadership and cross-sector collaboration.

- Racine County faces ongoing challenges, but Safer at Home is not a long-term solution.
- Our community must balance public safety with a thriving community and economy.
- Cross-sector collaboration, feedback, and buy-in are critical to successfully implement action steps.

Racine County and Racine Area Manufacturers and Commerce (RAMAC) formed a community task force to safely and effectively re-open Racine County in preparation of the eventual lifting of Safer at Home restrictions. The task force includes a diverse mix of representatives from businesses, nonprofits, government, faith community, education, and health care. Leaders across organizations participated in sector subcommittees to address the impact of COVID-19.

Task Force Questions

IMPACT

How has your area been affected? What has been the impact of the COVID crisis on your sector?

Q1

RECOVERY NEEDS

What does your sector need to recover from the COVID crisis, both internal and external support?

Q2

STEPS TO REOPEN

What steps need to be taken by your sector to foster the reopening?

Q3

RECOVERY RESOURCES

What resources (public, private) are available to assist your sector with recovery from the COVID crisis?

Q4

Task Force Timeline

April 27, 2020

FIRST TELECONFERENCE MEETING

April 29 - May 1, 2020

SUBCOMMITTEE MEETINGS BY SECTOR

Early May 2020

RECOMMENDATIONS AND NEXT STEPS

CROSS-SECTOR HIGHLIGHTS

PPE NEEDS AND IMPACT (Q1 AND Q2)



More stable PPE supply chain | Prioritize community need and coordinate distribution | Ability to test and re-test rapidly large amounts of people to contain COVID surges | Increased testing increases consumer confidence and public safety when combined with contact tracing and isolation protocol | Best practices to safely reopen and operate | Crowdfunding to support local groups

FINANCIAL IMPACT AND NEEDS (Q1 AND Q2)

Increased costs and reduced revenue, resulting in essential service cuts | Loss of revenue through event and program cancellations | Lower prices for goods and reduced profits | Uncertainty about charging back COVID-19 expenses | Long-term financial supports | Financial and government supports | SBA loans



PLANNING, COMMUNICATION AND CONFIDENCE STEPS (Q3)



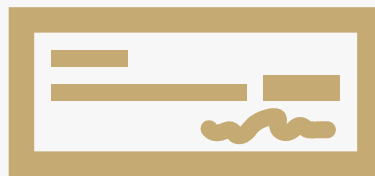
- Tools and resources to re-instill consumer confidence (Agriculture)
- Company and bank planning to re-instill financial confidence (Finance)
- Guidelines on daily operations (Government)
- Community guidance for teachers (Education)



STAFFING IMPACT (Q1)

Concerns about mental health, safety and job stability of staff (Nonprofits) | Staff re-alignment across various areas (Finance) | Non-essential staff working remotely (Health Care)

FINANCIAL RECOVERY RESOURCES (Q4)



Payment Protection Program (PPP) funding and guidance (Business; Agriculture; Finance) | Regulatory relief and additional stimulus funds (Finance; Agriculture)

GREATER COORDINATION OF RESOURCES (Q4)



Establish banking relationships with struggling churches (Faith) | Chambers work with businesses to apply for financial relief (Agriculture) | Improve federal, state and local communication on available supports (Health Care) | Coordinate response plan, utilizing state and national best practices (Government; Agriculture)

SECTOR INSIGHTS

The Rebound Racine County Task Force seeks to highlight the unique impact, needs, and recovery efforts by community sector.

Each task force sector shared challenges surrounding funding, public health, clear and consistent communication, access to personal protective equipment (PPE) and sanitation supplies, and long-term planning to successfully reopen. However, the impact of COVID-19 and needs unique to each sector will help plan next steps and ensure long-term success for all community organizations. The agricultural sector, for example, is heavily impacted by supply shifts as demand drastically decreases for some products like milk and increases for others like meat. Nonprofits face increasing demand for services while facing staff and funding cuts. Below is a brief overview by each sector.



AGRICULTURE

Whether facing a reduction in Ethanol use due to fewer drivers or dairy products consumption due to restaurant closures, negative supply shifts impact grain, dairy, and local farmers.

Sector Overview

Impact: Limited consumption with closures, along with greenhouses and farmers markets not allowed to open, hurts local farmers.

Needs: An open restaurant industry is critical to distributing products like dairy so area farmers will not have to dispose of products.

Next Steps: Better public messaging to re-instill consumer confidence, even after re-opening.



BUSINESS

With significant reductions in employees and revenue, businesses need legal, financial, and health supports, clear communication, and PPE and sanitation supplies to reopen.

Sector Overview

Impact: Significant loss of revenue and staff with disruptions to supply chains and customer behavior.

Needs: Extra PPE and sanitation supplies; greater communication and supports; and re-instilled customer confidence.

Next Steps: Improved, proactive education and communication through reliable sources.



EDUCATION

Educators are quickly adapting with online and virtual learning but face many unknowns surrounding staffing, child day care, when to open and close, and general safety practices.

Sector Overview

Impact: Increased virtual learning; limited child day care; unclear when to bring back and support students.

Needs: CARES Act Stimulus for students; access to Wi-Fi and technology; PPE and sanitation supplies; and financial supports.

Next Steps: Community messaging around education; networking with other teachers and schools.



FAITH

Churches quickly adapted through live stream worship, drive-in and online services, and virtual connections with congregations.

Sector Overview

Impact: Concerns with mortgages on new buildings, but overall costs are down.

Needs: Greater collaboration across churches and pastors; greater need for financial resources and guidance.

Next Steps: Willing to help educate and address growing needs in their respective communities.



FINANCE

The Finance industry faces fewer transactions with closed lobbies and commercial project delays, creating long-term ramifications.

Sector Overview

Impact: Financial strain is felt with fewer consumer loans and slowing business development.

Needs: Social distancing and safety precautions to re-instill confidence and encourage returning customers.

Next Steps: Multi-phased re-opening involving appointments and shields for tellers.



GOVERNMENT

Government must navigate increasing costs and decreasing revenue while expending more resources to enhance planning.

Sector Overview

Impact: Concerns over long-term PPE supplies for first responders, municipalities, and organizations.

Needs: Guidance on reporting COVID-related expenses. Federal emergency relief package for governments.

Next Steps: Develop and clearly communicate guidelines and instructions.



HEALTH CARE

Health care organizations most frequently expressed a need for PPE and sanitation supplies while providing critical health supports to sick and vulnerable residents.

Sector Overview

Impact: Significant changes in staffing and operations; financial difficulties; and PPE shortages.

Needs: Rapid testing and places to discharge COVID and non-COVID patients; greater coordination among health care providers.

Next Steps: Long-term state and federal funding supports; more nurses and CNAs; and clear information on safety protocol.



NONPROFITS

Nonprofits must uniquely address increasing demand for critical and essential services while overcoming decreased staff hours and donations.

Sector Overview

Impact: Reduced revenue, fundraising events, and staffing hours with furloughed employees.

Needs: Creative, long-term financial solutions; PPE and cleaning supplies; technology, staff re-entry and community supports.

Next Steps: Strategic planning and financial forecasting with board of directors and community partners.



TOURISM

Tourism businesses are the first and hardest hit during the COVID-19 pandemic as services and events are postponed through the unforeseeable future.

Sector Overview

Impact: Staff laid off at restaurants, reduction in occupancy rates at hotels, and fear of the unknown.

Needs: Rally around and support local businesses; statewide, coordinated tourism efforts; safety campaign to re-instill confidence.

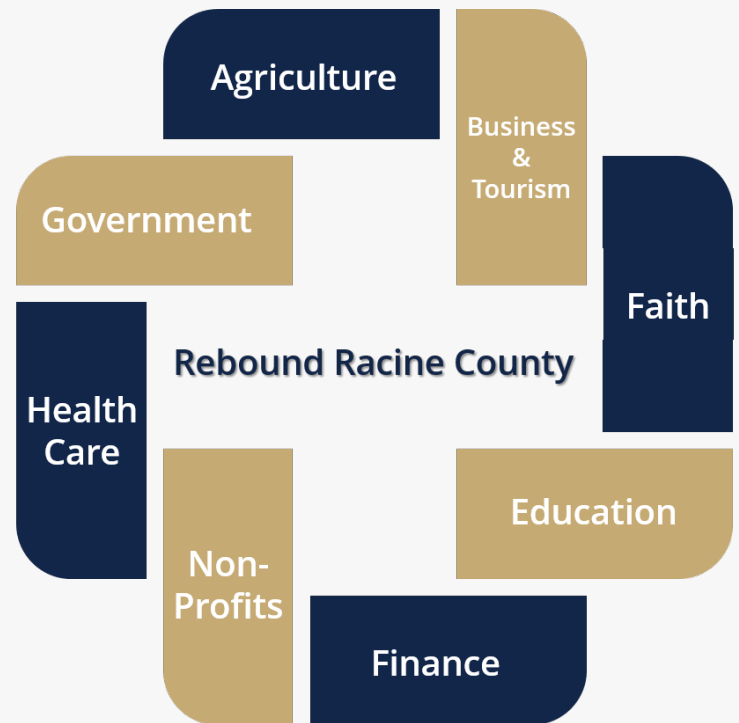
Next Steps: Recovery grants for smaller businesses as tourism declines; state leadership to market and advocate for local businesses.

CONCLUSIONS

Coordinated planning and reliable communication are foundational to a safe and efficient recovery; financial supports as well as PPE and sanitation supplies will sustain recovery.

The Rebound Racine County Task Force recommends cross-sector action steps to safely and efficiently re-open Racine County, proactive and clear communication, and greater awareness of and access to critical personal protective equipment (PPE), sanitation supplies, and financial supports.

Planning and acting together in the long term will ultimately help County businesses and organizations thrive in our evolving environment.



“ We must check in with other businesses in our industry and help them get back on their feet. ”

- Agriculture Subcommittee

MOVING FORWARD

Task force feedback on how to mitigate the impact of COVID-19, steps to reopen, and needed resources greatly informed recommended actions steps.

The following calls to action – improved communication and financial, PPE and sanitation supports (right) – were consistently expressed across community sectors. However, each requires careful consideration of guidelines and available supplies on a state and national level as Racine County seeks to foster greater alignment and cooperation.

The task force steering committee worked with subcommittee chairs to develop strategies and solutions for their respective sectors as reflected in the following sections.

ACTION STEPS

Develop community action steps to safely re-open Racine County while thriving in a new environment, incorporating lessons learned from other communities and sector-based strategies. As many task force members already identified multi-phased steps to reopen, community organizations must seek cross-sector alignment and mutual support.

COMMUNICATION

Communication must be proactive, clear, consistent, and come from reliable, limited sources to help safely reopen and re-instill public confidence. Many unknowns and competing sources of information result in inaction and stifle progress.

SUPPORTS & SUPPLIES

Centralize information on state and national financial supports, PPE, and sanitation supplies as well as help struggling organizations such as churches, small businesses and nonprofits successfully navigate and apply for supports.

Prioritizing PPE

Personal Protective Equipment (PPE) and sanitation supplies were the most frequently mentioned need across participating organizations.

Given high local demand, the Rebound Racine County Task Force follows state and national recommendations to prioritize PPE distribution by high-need organizations such as law enforcement and fire services, emergency medical services, hospitals, and long-term care facilities.

The Rebound Racine County Task Force recommends all other community organizations request PPE and sanitation supplies through existing suppliers. If PPE and sanitation supply gaps persist, we encourage partners to reach out to rebound@racinecounty.com.



REBOUND AGRICULTURE

Action steps include following suggested health and sanitation practices; re-opening community gardens and farmers markets; collaborating on PSA and marketing materials to re-instill consumer confidence; and finding and securing financial supports.

Phase 1: Follow Suggested Health and Sanitation Practices Effective Immediately

Gather PPE and Sanitation Supplies

Primary Action: Request PPE/sanitation supplies through existing suppliers.

Secondary Action: If PPE gaps exist, contact rebound@racinecounty.com for assistance/help.

Disinfect Spaces and Surfaces

Action: View "[Farmers Markets](#)" and "[Community Gardens](#)" practices such as disinfecting garden supplies and bathrooms.

Action: For technical questions, contact rebound@racinecounty.com.

Protect Health of Vendors and Customers

Action: View "[Farmers Markets](#)" and "[Community Gardens](#)" such as pre-screening vendors and garden social distancing.

Action: For technical questions, contact rebound@racinecounty.com.

Phase 2: Reconnect with Customers, Re-Instill Confidence, and Secure Financial Supports Effective 1-4 Weeks

Re-Open Community Gardens and Farmers Markets

Action: Follow "[Farmers Markets](#)" and "[Community Gardens](#)" guidelines.

Re-Instill Consumer Confidence

Action: Request PSA and marketing materials at rebound@racinecounty.com.

Action: Share PSA, public health and other marketing information at place of business, online and through social media.

Request Financial Supports

Action: Visit [RCEDC/Business Lending Partners/SBA](#) for financial resources and assistance in agriculture.

Phase 3: Follow State and Local Guidelines to Safely and Efficiently Re-Open

SUGGESTED PRACTICES

View suggested practices on re-opening at "[Farmers Markets](#)" and "[Community Gardens](#)".

MARKETING SUPPORT

[Farm Fresh Atlas](#) is a way to market agricultural products to the community. Email farmfreshatlas@gmail.com to see how you can participate.

FINANCIAL SUPPORT

Visit [RCEDC/Business Lending Partners/SBA](#) for financial resources and assistance in agriculture.

REBOUND LARGE BUSINESSES

Action steps include following suggested health and sanitation practices; improving employee relations and communication; creating a health check policy and modifying HR policies to help employees return to work; and creating a safe facility and work environment.

Phase 1: Follow Suggested Health and Sanitation Practices Effective Immediately

Gather PPE and Sanitation Supplies

Primary Action: Request PPE/sanitation supplies through existing suppliers.

Secondary Action: If PPE gaps exist, contact rebound@racinecounty.com for assistance/help.

Disinfect Spaces and Surfaces

Action: [Click here to follow Health and Sanitation Practices](#) such as disinfecting office supplies and surfaces.

Action: For technical questions, contact rebound@racinecounty.com.

Protect Health of Employees and Customers

Action: Utilize [employer](#) and [employee](#) screening tools to safely re-open.

Action: Share PSA, public health and other marketing information through our [Return to Workplace Toolkit](#).

Phase 2: Improve Employee Relations, Modify Policies, and Create a Safe Environment Effective 1-4 Weeks

Improve Employee Relations and Communication

Action: [Improve employee relations and communication by forming a communications team, developing an employee portal, providing information on daily needs and counseling, and more.](#)

Modify HR Policies, Rights, and Recruiting

Action: [Create a business health check policy; ensure health checks meet HIPAA, CARES Act, and other regulations; and modify HR policies to help employees return to work.](#)

Create Safe Facility and Work Environment

Action: [Follow steps to improve facility design such as installing barriers where social distancing isn't possible, improving ventilation, using non-touch trash cans, and more.](#)

Phase 3: Follow State and Local Guidelines to Safely and Efficiently Re-Open



GUIDES, SAMPLE LETTERS AND POLICIES

MRA offers timely resources on the latest Coronavirus (COVID-19) developments, such as sample policies, guidance on communicating and preparing your workplaces, and layoff/closing information. [Click here to review resources.](#)

REBOUND SMALL BUSINESSES

Action steps include following suggested health and sanitation practices; utilizing trusted information; collaborating on PSA and marketing materials to re-instill confidence; and securing financial supports.

Phase 1: Follow Suggested Health and Sanitation Practices Effective Immediately

Gather PPE and Sanitation Supplies

Primary Action: Request PPE/sanitation supplies through existing suppliers.

Secondary Action: If PPE gaps exist, contact rebound@racinecounty.com for assistance/help.

Disinfect Spaces and Surfaces

Action: [Click here to follow Health and Sanitation Practices](#) such as disinfecting service and high-traffic areas.

Action: For technical questions, contact rebound@racinecounty.com.

Protect Health of Employees and Customers

Action: [Click here to follow Health and Sanitation Practices](#) such as installing protective barriers and cashless transactions.

Action: For technical questions, contact rebound@racinecounty.com.

Phase 2: Use Trusted Information, Streamline Marketing and Request Financial Supports Effective 1-4 Weeks

Use Trusted Information

Action: [Click here to follow reliable local, state and federal resources for businesses.](#)

Action: [View daily local and state updates, local resources and closures, and public-health information.](#)

Streamline Marketing and Restore Customer Confidence

Action: Request PSA, public health, and marketing materials at rebound@racinecounty.com.

Action: Share PSA, public health and other marketing information through our [Return to Workplace Toolkit](#).

Request Financial Supports

Action: Visit [RCEDC/Business Lending Partners/SBA](#) and [WWBIC](#) for financial resources and assistance.

Phase 3: Follow State and Local Guidelines to Safely and Efficiently Re-Open



GUIDES, SAMPLE LETTERS AND POLICIES

MRA offers timely resources on the latest Coronavirus (COVID-19) developments, such as sample policies, guidance on communicating and preparing your workplaces, and layoff/closing information. [Click here to review resources.](#)

REBOUND EDUCATION

Action steps include following suggested health and sanitation practices; expanding technology and internet access for students and families; establishing criteria to successfully re-open; and re-allocating space.

Phase 1: Follow Suggested Health and Sanitation Practices Effective Immediately

Gather PPE and Sanitation Supplies

Primary Action: Request PPE/sanitation supplies through existing suppliers.

Secondary Action: If PPE gaps exist, contact rebound@racinecounty.com for assistance/help.

Disinfect Spaces and Surfaces

Action: [Click here to follow Health and Sanitation Practices](#) such as providing hand sanitizer and cleaning classroom spaces.

Action: For technical questions, contact rebound@racinecounty.com.

Protect Health of Students, Families, and Staff

Action: [Click here to follow Health and Sanitation Practices](#) such as protocol to check staff and student health.

Action: For technical questions, contact rebound@racinecounty.com.

Phase 2: Expand Access, Establish Criteria to Re-Open, and Assess and Re-Allocate Space Effective 1-4 Weeks

Expand Internet Access for Students and Families

Action: Request more information on expanded internet access rebound@racinecounty.com.

Action: [Share information](#) on neighborhoods and communities most impacted by lack of internet access.

Establish Criteria for Phased Re-Opening

Action: Create contingency plans for staggered, virtual, and blended learning.

Action: Using public-health information, establish criteria and time frame for a phased re-opening.

Assess and Re-Allocate Space

Action: Use best practices and guidelines to assess current space and adjust offices and classrooms.

Action: Work with the Wisconsin Department of Children and Families to re-allocate school space to child care.

Phase 3: Follow State and Local Guidelines to Safely and Efficiently Re-Open



FEATURED INITIATIVE: EXPANDING INTERNET ACCESS FOR HIGH-NEED COMMUNITIES

Low-income residents, ethnic and racial minorities, the unemployed, and individuals without health insurance have the greatest need for health care and emergency services within Racine County yet are among the most socially isolated during the COVID-19 outbreak. To combat these challenges, Racine County aims to expand internet access with key education and community partners to improve connectivity for our most impoverished communities during social isolation and share updates.

REBOUND FAITH COMMUNITY

Action steps include following suggested health and sanitation practices; understanding and sharing reliable information; supporting congregations and communities; and connecting with the broader faith community.

Phase 1: Suggested Health and Sanitation Practices Effective Immediately

Gather PPE and Sanitation Supplies

Primary Action: Request PPE/sanitation supplies through existing suppliers.

Secondary Action: If PPE gaps exist, contact rebound@racinecounty.com for assistance/help.

Disinfect Spaces and Surfaces

Action: [Click here to follow Health and Sanitation Practices](#) such as disinfecting service areas and bathrooms.

Action: For technical questions, contact rebound@racinecounty.com.

Protect Health of Officials and Congregation

Action: [Click here to follow Health and Sanitation Practices](#) such as screening tools for parishioners and employees.

Action: For technical questions, contact rebound@racinecounty.com.

Phase 2: Share Reliable Information, Support Community, and Strengthen Faith Network Effective 1-4 Weeks

Understand and Share Reliable Information

Action: Follow reliable sources such as racinecounty.com/coronavirus.

Action: Share essential services and public-health information with church officials and congregation.

Support Community and Place of Worship

Action: Virtually connect with congregation; document concerns and needs.

Action: Share congregation needs and contact information at rebound@racinecounty.com.

Strengthen Faith Network and Stay Connected

Action: Connect with Pastor Melvin Hargrove of Zoe Outreach Ministries at melvin.hargrove@racinecounty.com.

Action: Participate in ongoing, virtual meetings to discuss and document needs of places of worship.

Phase 3: Follow State and Local Guidelines to Efficiently and Safely Re-Open

ESSENTIAL SERVICES

Email rebound@racinecounty.com to learn how Racine County can help your congregation.

FAITH-BASED NETWORK

[Connect with Pastor Melvin Hargrove of Zoe Outreach Ministries](#) to participate in a network of officials at community churches.

FOR MORE INFORMATION

View daily local and state updates, local resources and closures, and public-health information at racinecounty.com/coronavirus.

REBOUND FINANCE

Action steps include following suggested health and sanitation practices; connecting with and supporting at-risk customers; establishing criteria for phased re-opening; and creating a customer plan to restore public confidence.

Phase 1: Follow Suggested Health and Sanitation Practices Effective Immediately

Gather PPE and Sanitation Supplies

Primary Action: Request PPE/sanitation supplies through existing suppliers.

Secondary Action: If PPE gaps exist, contact rebound@racinecounty.com for assistance/help.

Disinfect Spaces and Surfaces

Action: [Click here to follow Health and Sanitation Practices](#) such as disinfecting service counters and payment key pads.

Action: For technical questions, contact rebound@racinecounty.com.

Protect Health of Employees and Customers

Action: [Click here to follow Health and Sanitation Practices](#) such as protocol on waiting areas and serving vulnerable groups.

Action: For technical questions, contact rebound@racinecounty.com.

Phase 2: Stay Connected with Customers, Establish Criteria to Reopen and Create Customer Plan Effective 1-4 Weeks

Connect with and Support At-Risk Customers

Action: Connect with and assess needs of at-risk customers such as small businesses.

Action: Stay up to date on federal, state, and local resources and regulations to share as available.

Establish Criteria for Phased Re-Opening

Action: Using public-health information, establish criteria and time frame for a phased re-opening.

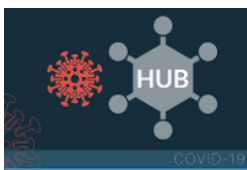
Action: Share PSA, public health and other marketing information through our [Return to Workplace Toolkit](#).

Create Customer Plan to Restore Confidence

Action: Connect with other financial and lending institutions to understand customer concerns around public safety.

Action: Create shared communication plan with consistent guidelines to re-instill customer confidence.

Phase 3: Follow State and Local Guidelines to Safely and Efficiently Re-Open



PROMOTE NON-FINANCIAL RESOURCES AND RE-INSTILL CONFIDENCE
Rebound Racine County Task Force encourages financial and other community institutions to add a website button or link to racinecounty.com/coronavirus. Promoting consistent, reliable public-health information and updates are critical to re-building customer confidence.

REBOUND GOVERNMENT

Action steps include following suggested health and sanitation practices; communicating trusted information; rebuilding resident confidence; and working in concert with Racine County and municipal governments to phase in employees.

Phase 1: Follow Suggested Health and Sanitation Practices Effective Immediately

Gather PPE and Sanitation Supplies

Primary Action: Request PPE/sanitation supplies through existing suppliers.

Secondary Action: If PPE gaps exist, contact EOClogistics@racinecounty.com for assistance/help.

Disinfect Spaces and Surfaces

Action: [Click here](#) to learn more about overarching questions and business practices to reopen.

Action: For technical questions, contact rebound@racinecounty.com.

Protect Health of Employees and Customers

Action: [Click here](#) to learn more about overarching questions and business practices to reopen.

Action: For technical questions, contact rebound@racinecounty.com.

Phase 2: Create Preparedness Plans, Re-Build Resident Confidence and Phase in Employees Effective 1-4 Weeks

Create Communication and Preparedness Plans

Action: [Immediately update COOP/COG and pandemic plans.](#)

Re-Build Resident Confidence

Action: [Request PSA, public health, and marketing materials for safety protocol signage in your facility.](#)

Action: Share PSA and public-health materials in public places, online, and on social media. Share racinecounty.com/coronavirus.

Phase in Government Employees

Action: Racine County works with municipalities to create criteria and review alternative staffing models.

Phase 3: Follow State and Local Guidelines to Safely and Efficiently Re-Open

CREATIVE SOLUTIONS: TRANSFORM PUBLIC ROADS TO PUBLIC VENUES

The Rebound Racine County Task Force encourages local municipalities to adopt ordinances to use low-traffic public roads as social-distancing friendly public venues. The additional space will allow businesses and organizations to safely host small gatherings, events, and activities while social distancing. Creative uses of space are the best way to move forward safely and stimulate the economy.

REBOUND HEALTH CARE

Action steps include following suggested health and sanitation practices; collaborating through local partnerships; requesting financial supports; and building critical talent in CNA and Nursing.

Phase 1: Follow Suggested Health and Sanitation Practices Effective Immediately

Gather PPE and Sanitation Supplies

Primary Action: Request PPE/sanitation supplies through existing suppliers.

Secondary Action: If PPE gaps exist, contact EOClogistics@racinecounty.com for assistance/help.

Disinfect Spaces and Surfaces

Action: [Click here](#) to learn more about and share cross-sector recommendations and practices to reopen.

Action: For technical questions, contact rebound@racinecounty.com.

Protect Safety of Health Care Workers and First Responders

Action: [Click here](#) to learn more about and share cross-sector recommendations and practices to reopen.

Action: For technical questions, contact rebound@racinecounty.com.

Phase 2: Collaborate, Request Financial Supports, and Build CNA and Nursing Talent Effective 1-4 Weeks

Collaboration and Partnership

Action: The first community testing clinic is being held May 11-15 in Burlington, with more testing clinics planned through collaborations between local government and hospital systems.

Request Financial Supports

Action: Visit [RCEDC/Business Lending Partners/SBA](#) and [WWBIC](#) for financial resources and assistance.

Build Talent for Critical CNA and Nursing Positions

Action: [Click here](#) to contact Tim Mason, Talent Pipeline Manager at Racine County, to learn about no-cost training opportunities.

Action: [Sign up](#) to connect with health care graduates through school districts, UW-Parkside, Carthage and Gateway.

Phase 3: Follow State and Local Guidelines to Safely and Efficiently Re-Open



COLLABORATIVELY GROWING HEALTH CARE TALENT

Rebound Racine County Task Force encourages health care partners to collaborate with local educational institutions such as school districts, UW-Parkside, Gateway Technical College, and Carthage College to address our long-term public health and workforce challenges. To learn more, [connect with the Racine County Talent Pipeline Manager](#).

REBOUND NONPROFITS

Action steps include following suggested health and sanitation practices; collaborating with local networks; capitalizing on community supports; and phasing in customer interaction.

Phase 1: Follow Suggested Health and Sanitation Practices Effective Immediately

Gather PPE and Sanitation Supplies

Primary Action: Request PPE/sanitation supplies through existing suppliers.

Secondary Action: If PPE gaps exist, contact rebound@racinecounty.com for assistance/help.

Disinfect Spaces and Surfaces

Action: [Click here to follow Health and Sanitation Practices](#) such as disinfecting service and high-traffic areas.

Action: For technical questions, contact rebound@racinecounty.com.

Protect Health of Employees and Customers

Action: [Click here to follow Health and Sanitation Practices](#) such as installing protective barriers.

Action: For technical questions, contact rebound@racinecounty.com.

Phase 2: Collaborate with Networks, Capitalize on Local Supports, and Phase in Interactions Effective 1-4 Weeks

Collaborate with Local Networks

Action: Refer Racine County residents to [Here to Help Initiative](#) to help navigate essential services.

Action: [Contact Curt Pruitt](#), County Resource Navigator, to participate in the Racine County Community Resource Network.

Capitalize on Community Supports

Action: Highlight key supporters, organizational collaboration, and impact to leverage fundraising opportunities.

Action: [Promote and donate](#) to local organizations providing essential services to high-need residents.

Phase in Customer Interaction

Action: Work with community nonprofits to create criteria and time frame for phased customer interactions. To get started, [contact Jennifer Figueroa of United Way](#).

Phase 3: Follow State and Local Guidelines to Safely and Efficiently Re-Open



HERE TO HELP: MEETING THE ESSENTIAL NEEDS OF STRUGGLING FAMILIES

Many residents are in isolation and interact less with public agencies assisting with essential needs. Additionally, residents and families face evolving needs and new challenges to navigate programming and services. Under the County's new Here to Help program, families can connect to receive help meeting essential needs. To learn more, email heretohelp@racinecounty.com.

REBOUND TOURISM

Action steps include restoring consumer confidence consistent with health and sanitary practices; collaborate with the State of Wisconsin on marketing and new funding strategies; deploy new digital marketing strategies; and creatively attract visitors to Racine County’s outdoor experiences to accommodate social distancing.

Phase 1: Follow Suggested Health and Sanitation Practices Effective Immediately

<p><i>Gather PPE and Sanitation Supplies</i></p>	<p><i>Disinfect Spaces and Surfaces</i></p>	<p><i>Protect Health of Employees and Customers</i></p>
<p>Primary Action: Request PPE/sanitation supplies through existing suppliers.</p>	<p>Action: Click here to learn more about cross-sector recommendations and practices to reopen.</p>	<p>Action: Click here to learn more about cross-sector recommendations and practices to reopen.</p>
<p>Secondary Action: If PPE gaps exist, contact rebound@racinecounty.com for assistance/help.</p>	<p>Action: For technical questions, contact rebound@racinecounty.com.</p>	<p>Action: For technical questions, contact rebound@racinecounty.com.</p>

Phase 2: Deploy Digital Marketing, Restore Confidence, and Utilize Outdoor Assets Effective 1-4 Weeks

<p><i>Develop & Deploy Digital Marketing with State</i></p>	<p><i>Restore Confidence for Safe Re-Opening</i></p>	<p><i>Creatively Utilize Outdoor Assets</i></p>
<p>Action: State to develop new digital marketing materials that can be customized locally.</p>	<p>Action: Develop local safety, branded marketing to encourage cohesive messaging.</p>	<p>Action: Develop small group and self-guided tours to enjoy outdoor features.</p>
<p>Action: Create local cross-sector collaboration to benefit multiple industries.</p>	<p>Action: Use GIS-based technology to target residents and communities through geofencing digital ads and market events, businesses, and self-guided tours.</p>	<p>Action: Develop digital campaign linked to GIS location features to enhance individual tours.</p>

Phase 3: Follow State and Local Guidelines to Safely and Efficiently Re-Open

SUGGESTED HEALTH AND SANITATION PRACTICES





The Rebound Racine County Task Force findings and action steps are subject to local, state, and federal guidelines and are intended as non-binding recommendations. Please consult your Human Resources professional or legal counsel.