




DENVER
5 STAR
CERTIFICATION
PROGRAM

COMMUNITY
TOWN HALLS



DENVER
THE MILE HIGH CITY

FEBRUARY 2, 2021

AGENDA

1. Welcome
2. Overview of 5 Star Certification Program
3. Denver 5 Star Certification Program Status
4. What should a business have ready prior to applying?
5. Be Prepared for the Application
6. What to expect of the audit process
7. Compliance/Complaint Process
8. Q&A

Housekeeping

- All attendees are MUTED and can only participate through Live Q&A
- If you experience any technical difficulties, please exit the event and reenter
- There is a 15-20 second delay on this LIVE Meeting
- This presentation is being recorded
- Attendees will receive this presentation and handouts after the meeting

Housekeeping

How to Ask a Question

1. Select **Q&A** on the right side of the screen.
2. Type your question in the compose box, and then select **Send**. If you want to ask your question anonymously, select **Ask Anonymously**.

Use Live Captions

1. To turn on live captions and subtitles, select **Captions/Subtitles** in your video controls.
2. To change the caption language, select **Settings** > **Captions/Subtitles**, and choose the language you want.

Denver 5 Star Program Overview

- The State of Colorado has issued parameters for counties to build a 5 Star State Certification business variance program.
- It encourages businesses to implement safety measures **beyond what is already required by public health orders** and guidelines that will help slow the spread of COVID-19. In doing so, businesses will be able to accelerate their reopening.
- Depending on where their county falls on the COVID-19 dial, certified businesses are eligible for **less restrictive capacity caps**.
- 5 Star certification reassures employees and customers that businesses are adhering to enhanced guidance. The program is completely voluntary and serves as an expanding **directory of establishments recognized for their efforts to keep their communities safe and open**.

Program Overview: Partnerships

There are thousands of businesses in Denver that are eligible to apply for the 5 Star Program!

- To ensure a high level of service to you all, the city has entered a partnership with VISIT DENVER and H2 Manufacturing Solutions (H2).
- H2 is the third-party contractor that will administer the compliance piece of the program. H2 was instrumental in developing this safety system and is well-positioned with expertise and systems to oversee the program implementation.
- VISIT DENVER is serving as a fiscal agent and support for logistics.



Eligible Businesses

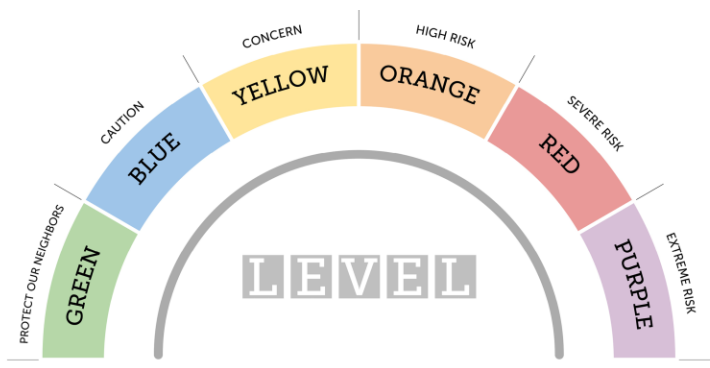
What types of businesses are eligible to apply for 5 Star Certification?

Per State guidelines, business sectors eligible to apply for the 5 Star program are: **General Business, Personal Services, Indoor Events, Restaurants and Gyms.**

This said, all businesses that have experienced capacity limitations due to public health restrictions are encouraged to apply.



Program Status



- The City & County of Denver has **received conditional approval** from the state to implement the 5 Star program.
- Denver County must maintain **seven days of stable or declining Orange Level metrics** as [defined by CDPHE](#) before the program can be fully implemented.
 - **Two-Week Cumulative Incidence** ✗
 - Current rate= 314/100,000 (haven't met 7 days yet of under 350)
 - **Two-Week Average Positivity** ✓
 - **Decreased Hospitalizations** ✓
- The city will be notified by CDPHE when Denver meets the criteria to proceed with the program and certified businesses are permitted to operate at reduced restrictions.

Program Status



APPLICATIONS OPEN

FEBRUARY 2

10:00A.M.

Denver5Star.org

Available in English, Spanish and Vietnamese

Program Status

Phased Approach to Implementation

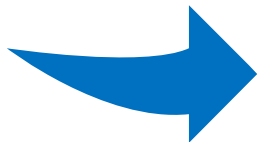
- Scale in a successful way ensuring an equal opportunity at certification for all businesses
 - **Phase 1:** 500 Businesses
 - Evaluate which businesses and industries are applying and obtaining certification to assess any equity gaps in real time
 - Support available through BIDs, Chambers, and DEDO, City Council, and other partners
 - Assess process, assess gaps, and look at health metrics
 - Retool, relaunch
 - **Phases 2 and Beyond:** Size of following phases will be determined based on the amount of adjustment needed after phase 1, health metrics and response from businesses



Be Prepared for the Application

What is expected of businesses?

- Watch video
- Review checklists (HVAC and Pre-Audit)



What to Expect of the Application Process

1. Visit denver5star.org

Ensure all checklists are reviewed prior to applying

2. Complete and sign the HVAC checklist to upload into the application

3. Have credit card payment ready

<\$1M Annual Revenue (2019): \$25 fee

\$1M - \$5M Annual Revenue (2019): \$75 fee

\$5M+ Annual Revenue (2019): \$150 fee

4. Complete application

5. Receive and complete the audit checklist sent by H2 in preparation of the site audit



What to Expect of the Audit Process

1. Schedule Audit

2. Participate in Audit

3. Get Results

Receive scorecard electronically and action plan and if "passed," a certificate to display in the window/facility



Compliance and FAQs

How will complaints be handled?

To file a complaint, people can fill out the State's 5 Star business complaint form found here: covid19.colorado.gov/certified-compliance or contact the City of Denver by calling the 3-1-1 or emailing phicomments@denvergov.org.

Business name, location, date, and reason will be required with complaints.

What happens if our Covid-19 numbers increase?

If Denver's caseload, positivity rate and hospitalizations begin to escalate again, the State may move Denver to a more restrictive level on the dial, and the City could temporarily suspend 5 Star certifications for new applicant businesses.

How long will businesses be certified?

Once a business is certified, they will remain certified for the duration of the program (dependent on need/COVID-19). They can lose certification if they are found not to be in compliance.

How will people know if a business is certified?

Businesses will be required to post signage in their window indicating certification. Signage will also have information on where people can file a complaint if the business is not complying with health guidelines. Signage will be provided by H2.

Thank You & Questions