

A vertical strip on the left side of the slide showing a dense forest of tall evergreen trees against a clear blue sky.

May 11, 2020

COVID-19 SOCIAL MODERATION

The Visit California logo, featuring the word "California" in a white, lowercase, sans-serif font. The letter "i" is stylized with a small "visit" above it, and a small dot is placed between the "i" and the rest of the word.

visit
California

The icuc.social logo, consisting of the lowercase letters "icuc" followed by a black dot and the lowercase letters "social" in a white, sans-serif font.

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Guidelines and scripts for COVID-19 recovery moderation

May 11, 2020



This guide was developed as a source to support in COVID-19 social moderation during a period of early recovery.

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Governor's Remarks & Phases

As the process of reopening California continues to evolve, we will do our best to update on any updates on procedures.

Governor Gavin Newsom has announced four phases that California would use to guide its gradual process of reopening.

Phase 1 - Safety

- California is currently in this stage since March 16 when the statewide Stay at Home Order took effect. Essential trips and outdoor exercise with restrictions are allowed.

Phase 2 - Lower Risk

- Some lower-risk businesses and public spaces (such as parks and trails) will begin to reopen with modifications to allow for distancing.

Phase 3 - Higher Risk

- Higher-risk businesses (such as entertainment venues or sports without live audiences) will be able to reopen with modifications.

Phase 4 - End of Stay at Home Order

- The end of California's stay-at-home order will end and allow for concerts, conventions and sports with a live crowd to reopen. This phase will be only implemented when therapeutics to treat COVID-19 have been developed.

As counties are given the capacity to keep stricter directives in place or advanced into the next phase with modifications (as long they meet certain criteria)—keep in mind that local orders can differ from state level orders and as such, it is best to redirect/link consumers to local resources.

Current Situation: Phase 2

Phase 2, beginning Friday, May 8th will allow for the gradual reopening of some lower-risk businesses and public spaces including bookstores, clothing stores, florists and sporting goods stores, with modifications.

Seated dining at restaurants and shopping malls are not included for reopening during this early stage of Phase 2.

BEST PRACTICES

- Do not encourage imminent travel—while California is in the early phases of reopening right now is still not the time to vacation in California. Positive travel engagement can be welcomed as long as it's done responsibly and only for an invitation for a later time, when it's safe to travel again.
- As local public outdoor spaces begin to open (beaches, hiking trails, parks), it's OK for Californians to practice outdoor exercise close to home, if they are locals to the community, and provided they maintain a safe physical distance from others. Do not encourage non-locals to venture to these open spaces.
- As some local retailers begin to open with adaptation (bookstores, clothing stores, florists and sporting goods stores), it's OK for Californians who are locals to the community to support their local businesses with curbside pickup as long as it's not encouraging further travel, and provided they maintain a safe physical distance from others.
- The Governor has announced that counties will have the capacity to move more quickly within phase 2 if they meet certain readiness criteria or keep stricter directives in place, and as such, it is better to redirect consumers to local resources since certain restrictions could extend beyond state orders.

GOALS & PURPOSE

Moderate and engage during COVID-19 outbreak to serve as a trusted source for consumers who are seeking information or are having questions about travelling to and within California.

Be a facilitator to drive consumers to the most relevant industry link or social website to help provide the most reliable and up-to-date information in order to assist them in making an informed decision.

Be transparent with consumers by answering their questions and concerns and providing factual information.

Scripts for frequently asked questions are provided below for you to use.

BEST ENGAGEMENT PRACTICES

Tailor the response on a case-by-case basis and the individual needs for every situation while maintaining an empathetic tone of voice where you can.

Be sensitive and aware of the needs, health and safety of your local communities as your audience consist of locals, not just visitors.

Share your own local sources/links for a more targeted approach.

Be a dependable source for your audience by answering questions and providing informative and official sources of information by redirecting to factual sources for the latest updates.

Be responsible and continue to support government and health officials' recommendations regarding events, gatherings and general guidelines to keep our communities and visitors safe.

Refrain from strong calls to action and be mindful of what is currently open and what people feel safe visiting as visitors might have some worries.

Advise your audience to always check official sources for up-to-date information as we gradually progress from each phase of reopening's in California and as the situation continues to evolve.

SCENARIOS

Planning a Trip

User is seeking information on current safety concerns

Provide users with informational sources with the latest updates as the situation is constantly evolving so they can make an informed decision on their future trips. Avoid the hard sell and welcome travelers when it's safe to visit.

Reopening California

User is seeking information regarding reopening in California following other states

Bear in mind the current four phases of reopening in California and provide information to factual and up to date sources that explain the certain criteria that needs to be met before California opens.

Hiking Trails/State Parks

User is seeking information regarding outdoor recreation & State Parks

Bear in mind that the reopening of certain public spaces will begin in Phase 2 with modification and some individual parks will be assessed by their local government. Provide users with the latest information on outdoor recreation and redirect users to local sources or State Parks page for the latest information.

SCENARIOS

Activities

User is seeking information on current safety concerns

Reopening's in California will take place gradually and in different phases with modifications so avoid promising travel activities to your audience. Provide sources to official information as the situation will continue to evolve.

Musical Festivals

User is seeking information on current safety concerns

Avoid giving a time frame of any large events taking place such as musical festivals, concerts and large gathering as such events will be allowed only during Phase 4 and once treatments or a vaccine has been developed. Direct users to factual sources and/or event's website for the latest updates.

Sporting Events

User is seeking information regarding live sporting events

Make clear that live sports without an audience will open first during phase 3 and sporting events with live audiences will take place during Phase 4 when need therapeutics have been met. Direct users to official sources to stay up to date with the latest information.

Beaches

User is seeking information regarding California beaches

As some California beaches start to reopen it's OK for locals only to venture to these open public spaces as long as state & local directives are being followed and for "active use" only (outdoor recreation and exercise). Direct users to local sources for hours of operations as some beaches continue to be closed.

FAQ SCRIPT

What should I bear in mind when planning my trip to California?

Your safety and well-being is our top priority, and we encourage you to take all necessary precautions to stay safe and visit once the time is right.

As you plan your trip to California please keep in mind the current guidelines and restrictions and note that California will gradually begin opening following specific standards met to keep you and our communities safe.

As so, we suggest staying up to date with the latest information so you can make an informed decision regarding your future trip. To get the latest information please visit <https://covid19.ca.gov/>.

We look forward to welcoming you to the Golden State when the time is right.

With some states reopening, when will California follow?

There are no specific dates yet as certain standards need to be met before California fully opens. This will be a gradual process with modifications and any easing of stay-at-home orders is contingent on officials' ability to quickly put them back into place if needed.

As of the latest, lower-risk businesses and public spaces will begin to reopen, with modifications to allow for distancing. After, higher-risk businesses such as movie theaters and sports without live audiences will be able to reopen with modifications.

Keep in mind that only once treatments or a vaccine have been developed, California will end the stay-at-home order and will allow for concerts, conventions and sports with a live crowd to reopen.

Your safety and well-being is our top priority, so we urge you to stay home until it's safe to travel again. Please stay up to date with the latest updates at: <https://covid19.ca.gov/>. We look forward to welcoming you when the time is right again!

FAQ SCRIPT

Will all hiking trails or state parks open up again?

Currently, Californians can walk, run, hike and bike in their local neighborhoods as long as they continue to practice social distancing of 6 feet and gather only with members of their household.

Public spaces such as hiking trails will gradually start to reopen with modifications and some individual parks will be assessed by their respective counties.

We encourage you to follow the guidelines provided by state, local and county authorities and take all necessary precautions to stay safe.

You can find the latest information at [*local link*](#) and www.parks.ca.gov/FlattenTheCurve for the latest on operating hours.

If I come in October, which things will be open again for me to do?

As of the latest, the process of reopening in California will take place gradually in accordance with government regulations. There are no specific dates of any reopening yet and will depend on the safety of our communities.

Keep in mind that some counties may choose to relax stricter local orders at their own pace.

As the situation is constantly evolving, we recommend you get the latest information at [*local link*](#) and <https://covid19.ca.gov/> for the most up to date information.

FAQ SCRIPT

Is <Coachella/big music fests> in fall cancelled as well now?

The reopening of large gatherings such as concerts or music festivals depend on certain standards met before being allowed to proceed. This will take place when California's stay-at-home order ends and live events are allowed again.

Keep in mind that concerts & musical festivals in California will be on hold until a vaccine or other therapeutic treatments for COVID-19 are developed and therefore we currently do not have a specific date to share at this time.

As the situation continues to evolve, we recommend you stay up to date with the latest information on the following pages:
<https://covid19.ca.gov/> and ***share event/festival local link***

Can I go see <sports team> play this fall?

As of the latest, there are no specific dates on the reopening of sporting events and any such reopening's will be guided by government orders.

As of the latest, live sports without an audience will reopen first with adaption (when certain measures have been met) with limits on size of gatherings.

To keep you and our communities safe, the reopening of live sporting events with an audience will be allowed once California's stay-at-home order ends and once treatments or a vaccine has been developed.

Please stay up to date with the latest information at
<https://covid19.ca.gov/>.

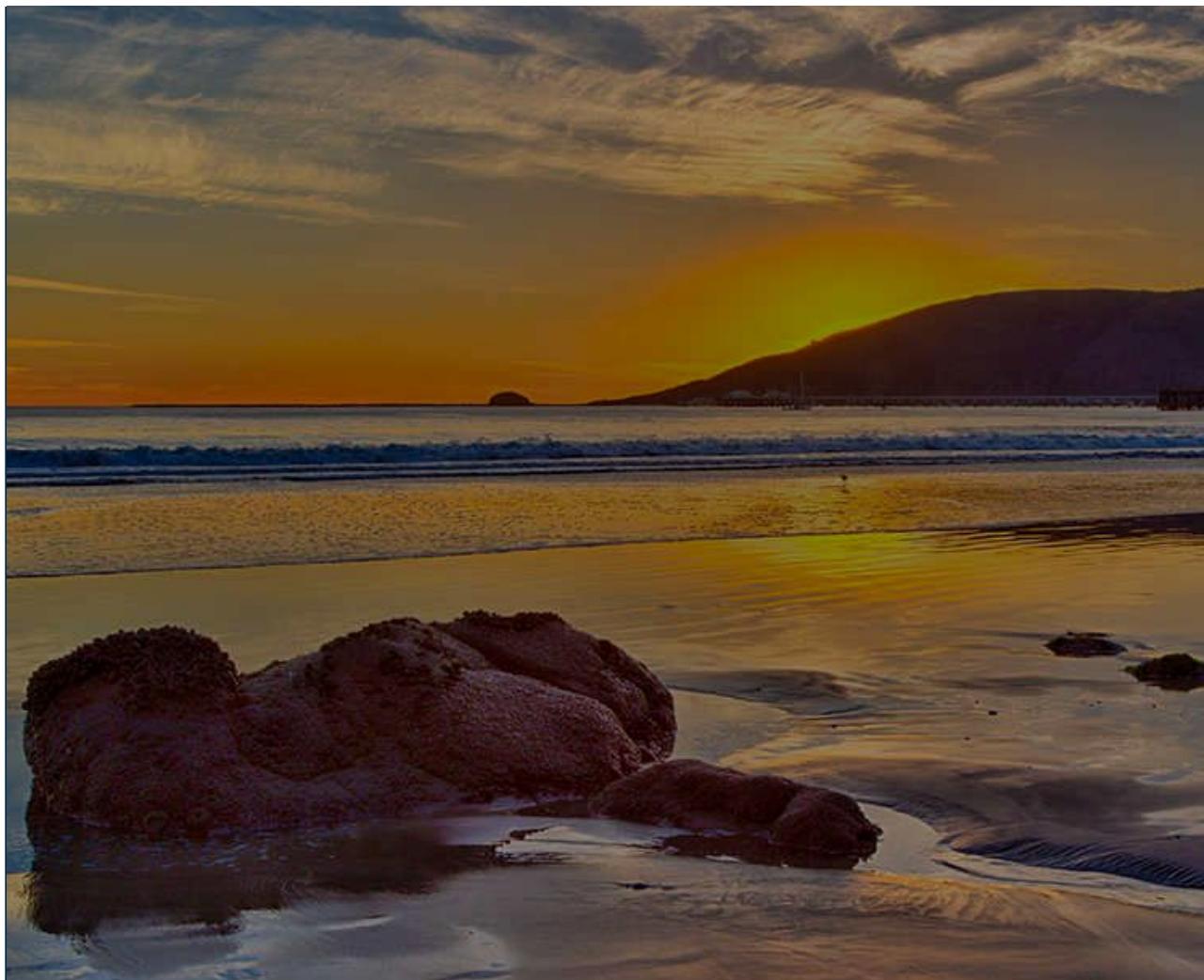
FAQ SCRIPT

Are beaches currently open?

As of the latest, many of California beaches and outdoor spaces are open for active use under modified access. Keep in mind, these beaches are open with limited access and for active use such as outdoor recreation and exercise so as long as you are following local guidelines and measures put in place to protect you and our communities.

We urge you to practice outdoor recreation only close to home, without any further travel and follow the guidelines provided by state, local and county authorities.

As local counties may have their own directives and restrictions, we encourage you to get the latest information at: *share local link* and check the hours of operation before heading out. [*local link*](#)



APPENDIX





RESOURCES

- [Centers for Disease Control and Prevention](#)
- [California Department of Public Health](#)
- [U.S. Travel Association Resource Page](#)
- [California Coronavirus COVID-19 Response](#)
- [Visit California Travel Updates](#)
- [California Department of Parks & Recreation](#)

DMO RESOURCES

- [29 Palms](#)
- [Anaheim](#)
- [Bakersfield](#)
- [Berkeley](#)
- [Beverly Hills](#)
- [Big Bear Lake](#)
- [Bishop](#)
- [Bodega Bay Area](#)
- [Buena Park](#)
- [Burbank](#)
- [Calaveras](#)
- [Calistoga](#)
- [Carmel-By-The-Sea](#)
- [Catalina Island](#)
- [Costa Mesa](#)
- [Dine LA](#)
- [El Dorado](#)
- [Fairfield](#)
- [Fort Bragg](#)
- [Greater Palm Springs](#)
- [Healdsburg](#)
- [Hollywood](#)
- [Huntington Beach](#)
- [Laguna Beach](#)
- [Lodi](#)
- [Long Beach](#)
- [Los Angeles](#)

DMO RESOURCES

- [Mammoth Lake](#)
- [Marin County](#)
- [Marina Del Rey](#)
- [Mendocino County](#)
- [Mono County](#)
- [Monterey County](#)
- [Morro Bay](#)
- [Murphys](#)
- [Napa Valley](#)
- [Nevada City](#)
- [Nevada County](#)
- [Newport Beach](#)
- [North Lake Tahoe](#)
- [Oakland](#)
- [Oceanside](#)
- [Ontario](#)
- [Orange County](#)
- [Palm Springs](#)
- [Pasadena](#)
- [Paso Robles](#)
- [Pinnacles](#)
- [Pismo Beach](#)
- [Placer County](#)
- [Placer Valley](#)
- [Rancho Cordova](#)
- [San Bernardino](#)
- [San Diego](#)

DMO RESOURCES

- San Francisco
- San Jose
- San Luis Obispo
- San Luis Obispo County
- Santa Barbara
- Santa Cruz County
- Santa Monica
- Santa Ynez Valley
- Sequoia Kings Canyon
- Siskiyou County
- Sonoma County
- South Lake Tahoe
- Stockton
- Tahoe Donner
- Temecula Valley
- Tri-Valley
- Truckee
- Tuolumne County
- Ventura
- Visalia
- West Hollywood
- Yolo County
- Yosemite / Madera County
- Yosemite / Mariposa County
- Yountville

If you have updated local COVID-19 resources for consumers, please send to luscas@visitcalifornia.com

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