

INTERACTIVE VIDEO FOR CERTIFYING BUSINESS REOPENING

CSAC 2021 Challenge Award Nomination
County of Humboldt

Category: Disaster/Emergency Response
and Management



Overview:

Humboldt County Economic Development Division creates online interactive video certification process to support businesses and educate them on the ever-changing State and local COVID guidelines.

Challenge:

During the most intense periods of the COVID-19 pandemic, information concerning restrictions and guidance for businesses was rapidly changing and often times confusing for business owners. Public Health agencies and emergency operations centers throughout the state were flooded with calls and emails from business owners seeking to understand the impact of the Governor's regulations on their industry and on the business community as a whole.

Solution:

Humboldt County's Economic Development Division realized that a better way to communicate to businesses and educate the business community on ever-changing guidelines was critical. As such, in partnership and with the Humboldt County Emergency Operations Center and the Humboldt County Joint Information Center, the Humboldt County's Economic Development Division worked with local businesses to create an online interactive video certification tool. This entailed conducting video interviews with local businesses, co-locating industry guidance in one repository location on the Division's website, and creating an online exam and web-based attestation/certification "re-opening" process for business owners.

Innovation:

Many communities relied on press releases, social media posts, and the media to disseminate information into their communities. This program is different from those efforts in that it utilized web-based learning, eliminated the need for a paper reopening certification process, reduced the demand for information on public agencies, and also leveraged relationships within Humboldt's own business community (i.e. the business interviews as part of the video creation) which built trust in the business community when they saw participation from other local businesses in the process.

Results:

Since businesses are now allowed to open (with restrictions) the online interactive video certification process has closed. However, during the most serious periods of the pandemic (i.e., prior to full opening of businesses and also during the Governor's Blueprint for a Safer Economy phase) this online video certification process supported over 700 local businesses who participated in the program.

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Replicability:

Humboldt County's online interactive video certification process is easily replicable (i.e., just by watching and observing the end product) and our Division is happy to assist any other community seeking to develop their own similar program.

Project Contact:

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Additional Materials:

The online recertification video is available for viewing on [YouTube](#) and links to local news stories about the program are included below.

[\(VIDEO\) Humboldt Businesses! This 17-Minute Video Will Help You With the County's Reopening Certification Process | Lost Coast Outpost | Humboldt County News](#)

[Humboldt County COVID-19 business reopening certification streamlined | KRCR \(krcrtv.com\)](#)

<https://youtu.be/JJ3bEBixWIE>