A Plan to Save Lives and Livelihoods

April 23, 2020
1. Conceptual Summary

2. Working Demonstration of the Plan

3. Explanation of Data Used for Risk Scoring

4. Model Advantages
Guiding Principles & Desired Stakeholder Impact

**Achieve transparency, instill confidence and be easy and intuitive for all stakeholders**

- **Government**
  - Be Transparent: “It’s based on objective data sources, familiar to stakeholders”
  - Instill Confidence: “It’s proactive and leverages trusted data sources”
  - Be Simple & Intuitive: “It’s easy to roll-out & administer”

- **Business**
  - Be Transparent: “I understand the factors affecting my score & the right mitigation actions”
  - Instill Confidence: “It’s a great way to rebuild confidence with my customers”
  - Be Simple & Intuitive: “I like that that there are only a few basic inputs from me”

- **Employees**
  - Be Transparent: “It’s easy to see my employer's rating and actions”
  - Instill Confidence: “I feel confident going to work because my employer is following guidelines”
  - Be Simple & Intuitive: “It’s easy to see my employer's rating and actions”

- **Public**
  - Be Transparent: “It helps me understand how to safely begin going out”
  - Instill Confidence: “I feel confident my store understands the risk and is taking actions to make it safer”
  - Be Simple & Intuitive: “Consistent signage makes it easy to make decisions”
Executive Summary

1. Organization Name
2. County
3. NAICS Code

Business Enters Information on DHS Web Site

Risk Model
A risk score is assigned to each factor and then multiplied together to form an overall risk score

Risk Score & Mitigation Recommendations Generated

Substantial
Moderate
Minimal
Working Demonstration
Business enters three pieces of information:

- **Who am I?**
  - Organization Name: WMC

- **Where am I?**
  - What county are you in: Dane

- **What do I do?**
  - NAICS code: 813910

Look up your NAICS code: [https://www.census.gov/eos/www/naics/](https://www.census.gov/eos/www/naics/)

NAICS code can also be found on your IRS forms:

- **1120 Schedule K line 2a**
- **1040 line 8**
This data is internal to Brunswick.

Model Assigns Risk Level for that Business

### Community Transmission Scoring

**Treatment Risk:**
- **Healthcare Capacity**: 2
- **Spread Risk:**
  - **Interactive Concentration**: 1
  - **Infection Rate**: 1
  - **Population Density**: 2

**Calculated Level**: 4

**Risk Scoring Legend**

<table>
<thead>
<tr>
<th>Individual</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimal = 1</td>
<td>&lt;10</td>
</tr>
<tr>
<td>Moderate = 2</td>
<td>10-25</td>
</tr>
<tr>
<td>Substantial = 3</td>
<td>&gt;25</td>
</tr>
</tbody>
</table>

How is this calculated? 

1. Based on regional availability (by HERC region) of ICU beds, ventilators, and PPE to incentivize collaboration
2. The density of people-interaction within that organization if operating under normal course-of-business as determined by NAICS code
3. Positive cases per capita by county
4. People per square mile for respective county per US Census
5. Product of the four factors

*Calculation is based on county and industry data does not represent physical location

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**COVID-19 Risk Level**

*Low*

*Calculation is based on county and industry data does not represent physical location*

**NAICS: Business Associations**

- **County**: Dane
- **Business**: WMC

[https://www.dhs.wisconsin.gov](https://www.dhs.wisconsin.gov)

*Valid Through: 5/3/2020*
Mitigation Requirement

Mitigation requirements are specific to Risk Level, and become more intensive for higher levels of risk.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Mitigation Activity According to Level of Transmission</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Businesses</td>
<td>• Actively encourage sick employees to stay home.</td>
</tr>
<tr>
<td></td>
<td>• Encourage those employees who can work from home to do so.</td>
</tr>
<tr>
<td></td>
<td>• Employee Training on COVID-19 awareness, personal responsibility, and social distancing.</td>
</tr>
<tr>
<td></td>
<td>• Perform workplace assessment and modify as necessary to maintain 6 foot social distancing among employees.</td>
</tr>
<tr>
<td></td>
<td>• Perform workplace assessment for social distancing with non-employee or customer interactions. Limit capacities as needed.</td>
</tr>
<tr>
<td></td>
<td>• Implement routine environmental cleaning and disinfection program.</td>
</tr>
<tr>
<td></td>
<td>• Have conversations with employees about their concerns.</td>
</tr>
<tr>
<td></td>
<td>• Have a response plan developed to be used in the case of an employee becoming sick while at work.</td>
</tr>
<tr>
<td></td>
<td>• Limit access or close employee common areas (break rooms)</td>
</tr>
</tbody>
</table>
# Mitigation Requirements

## Mitigation Activity According to Level of Transmission

### Level 2 - Moderate

<table>
<thead>
<tr>
<th>Factor</th>
<th>Mitigation Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Businesses</td>
<td>• Perform all Level 1 Activities</td>
</tr>
<tr>
<td></td>
<td>• Perform a personal protective equipment (PPE) assessment focused on shared tools, equipment, supplies, and non-employee or customer interactions.</td>
</tr>
<tr>
<td></td>
<td>• Expand routine cleaning and disinfection program with focus on shared work surfaces, equipment, and tools.</td>
</tr>
<tr>
<td></td>
<td>• Limit the number of non-employee or customers in the business at one time to 75% of fire code capacities.</td>
</tr>
<tr>
<td></td>
<td>• Mandate a higher degree of work from home or modified work hours to minimize interaction.</td>
</tr>
<tr>
<td></td>
<td>• Establish lines to regulate entry and exit for employees and patrons to stand at least six feet apart from one another.</td>
</tr>
</tbody>
</table>

### Notes

- From current Safe at Home Order
- From current Safe at Home Order
- From current Safe at Home Order

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This data is internal to Brunswick.
### Mitigation Requirements

<table>
<thead>
<tr>
<th>Factor</th>
<th>Mitigation Activity According to Level of Transmission</th>
<th>Notes</th>
</tr>
</thead>
</table>
| **Level 3 - Substantial** | • Perform all Level 1 and 2 Activities  
• Mandatory PPE Guidelines for employees to prevent spread.  
• Conduct employee entrance screenings if possible.  
• Develop a response plan for positive employee cases  
• Limit the number of non-employee or customers in the business at one time to 50% of fire code capacities. | From current Safer at Home Order |
| **All Businesses** |                                                       |       |
Mitigation Requirements

<table>
<thead>
<tr>
<th>Factor</th>
<th>Mitigation Activity According to Level of Transmission</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAICS Codes 7224</td>
<td>• All employees required to wear masks and gloves</td>
</tr>
<tr>
<td>Drinking Places (Alcoholic Beverages)</td>
<td>• Practice social distancing of 6 feet</td>
</tr>
<tr>
<td></td>
<td>• All tables 6 feet apart</td>
</tr>
<tr>
<td></td>
<td>• No tables of more than 6 people</td>
</tr>
<tr>
<td></td>
<td>• Reduce on premise capacity by 50%</td>
</tr>
<tr>
<td></td>
<td>• Outdoor eating and drinking with 6 feet distancing permitted</td>
</tr>
<tr>
<td></td>
<td>• No salad bars or self-serve buffets</td>
</tr>
<tr>
<td></td>
<td>• Eliminate paper menus</td>
</tr>
<tr>
<td></td>
<td>• Eliminate all table condiments</td>
</tr>
</tbody>
</table>

Note: These are **DRAFT** factors from the Tavern League of Wisconsin

Mitigation requirements are customizable to address the unique circumstances and risks associated with specific industry sectors by NAICS code.
How Risk Scores Are Calculated:

(1) Business Sector Transmission Risk (NAICS Code)
(2) Local Population Density
(3) Local Infection Rates
(4) Local Hospital Utilization/Capabilities
Interactive Concentration based on classification of NAICS Codes

Leveraged OSHA’s guidelines with input from medical community to generate a risk score

OSHA + Medical Community Input = Interactive Concentration Ranking
Risk scores were based on interaction between employees & public

The risk categories were defined with the highest reserved for health care workers.

**Substantial Risk** -- Individuals in this category tend to be in significant groups and close proximity (i.e., within 6 feet) of each other for significant periods of time and/or actively sharing of common areas and surfaces (e.g., public transit situations, health clubs).

**Moderate Risk** -- When individuals in this category are in close proximity (i.e., within 6 feet) with each other it is only for short periods of time in small groups and there is little or no sharing of common areas or surfaces.

**Lower Risk** -- Individuals in this category have minimal contact with the public and other coworkers.
This data is internal to Brunswick.

Appeals Process

Do you want to appeal?

Business receives score and wants to appeal

Business only eligible to appeal their assigned Interactive Concentration score for their specific NAICS code

Risk Factors

- Population Density
- Infection Rate
- Health Care Capacity
- Interactive Concentration

Would a change impact the total score?

APPEAL PROCESS

NO APPEAL
How Risk Scores Are Calculated:

(1) Business Sector Transmission Risk (NAICS Code)
(2) Local Population Density
(3) Local Infection Rates
(4) Local Hospital Utilization/Capabilities
Local Population Density

- Calculated based upon US Census Bureau population data

- Based upon each county’s density, they were given a score:

  - 1 = Less than 250 people per square mile
  - 2 = 251 – 750 people per square mile
  - 3 = more than 750 per square mile
How Risk Scores Are Calculated:

(1) Business Sector Transmission Risk (NAICS Code)
(2) Local Population Density
(3) **Local Infection Rates**
(4) Local Hospital Utilization/Capabilities
Local Infection Rates

• Based upon Wisconsin Department of Health Services (DHS) data.

• New data reported daily on number of total tests, and number of positive tests.

• Model calculates percentage of positive tests each day.

• Score is based upon a seven-day average of daily scores:
  • 1 = less than 10% infection rate
  • 2 = 10% to 20% infection rate
  • 3 = greater than 20% infection rate
How Risk Scores Are Calculated:

(1) Business Sector Transmission Risk (NAICS Code)
(2) Local Population Density
(3) Local Infection Rates
(4) Local Hospital Utilization/Capabilities
Local Hospital Factors

Wisconsin Healthcare Emergency Readiness Coalitions (HERC)
Each county is scored based on hospital utilization and readiness for its corresponding HERC region for data sourced from the Wisconsin Hospital Association (WHA) COVID-19 Dashboard.

Each HERC region is given a score of 1-3 for each of five factors:
- Percentage of ICU beds available
- PPE gowns in stock
- N95 PPE masks in stock
- Paper PPE masks in stock
- Availability of ventilators

Final score is the **highest** of any of these five factors.
Model Advantages
Model Advantages

- **Tactical**: Provides businesses with steps they can take to protect employees and customers

- **Granular**: Assigns industry-specific risk factors to businesses based upon 311 different NAICS codes

- **Customized**: Assigns risk based upon circumstances unique to a local county or region, instead of a one-size-fits all approach statewide

- **Data Driven**: Utilizes trusted data from public health regulators and medical professionals

- **Simple**: Easy to understand for employers, employees, and customers alike
Model Advantages

• **Credible**: Risk and mitigation factors are based upon CDC and OSHA guidelines, with additional input from the medical community

• **Responsive**: Adjusts risk factors and mitigation requirements in real-time based upon current public health data

• **Protective**: Gives workers and customers the confidence to safely reengage in the economy

• **Forward-Looking**: Assigns risk factors based upon current hospital capacity, medical supply inventory, and resources to prevent overwhelming systems locally