



DATE: Tuesday, March 24, 2020
SUBJECT: COVID-19 Guidance & Shoreline Pools Operations Update
TO: Customers, vendors and business partners

To our valued customers, vendors and business partners:

First and foremost, we hope this finds each of you safe and taking proper precautions amid the ongoing COVID-19 situation. In response to recent government directives and some frequently asked questions, we want to provide a few updates on our operations and protocols.

- Shoreline Pools remains fully operational to meet customers' needs:
 - Effective this week, the governors of CT, NY and NJ have issued executive orders mandating that all "non-essential" business move entirely to a work-from-home structure or temporarily suspend operations.
 - Further guidance from the State of Connecticut Department of Economic and Community Development as well as our local and national industry associations, has confirmed that pool service and construction fall under the "essential" businesses designation.
 - While we are fully operational, it is anything but "business as usual." We have implemented a comprehensive operations plan and protocol in effort to both (i) best protect the safety and wellbeing of our staff and customers and (ii) adhere to guidance from the U.S. Centers for Disease Control and Prevention ("CDC") and other governing bodies.
- Operational changes:
 - Effective Monday, March 16, we deployed an Agile Work Plan (AWP) providing the technology and resources for all office staff to work from home. The AWP includes procedures to ensure prompt response to all customer phone calls, emails, web inquires, and other communication.
 - Field work and service visits continue as scheduled with new safety protocol such as:
 - Implementing an outdoor morning dispatch procedure to limit interaction between field and warehouse staff and get field staff out of the yard and on the road faster.
 - Eliminating internal paperwork; all work orders, inventory requests and office/field communication are digital and via mobile phones.
 - Limiting vehicles to one occupant to the greatest extent possible.
 - Providing masks and gloves to field staff (as preexisting inventory allows).
 - Communicating with customers to review protocol before scheduling and completing any work that requires indoor access (e.g., basements, garages, pool houses, indoor pools, etc.).
 - Practicing proper physical distancing guidance while working in field.
 - Hosting all customer and project meetings either via conference call, video chat or on-site, only if conducted outside with recommended physical distancing between participants (minimum of six feet).
- FAQ's:
 - We recognize our customers have a lot of questions. We also recognize all of us are spending a significant amount of time at home, many with children home from school.
 - There are two questions in particular that many customers have asked, and we have provided intelligence on those items below. However, our staff is ready and available to address any other questions and/or concerns that may arise.



- Question 1: Can COVID-19 (“Coronavirus”) spread through pool water?
 - CDC has stated that there is no evidence that COVID-19 can be spread to humans through the use of pools and hot tubs and have stated that: “Proper operation, maintenance, and disinfection (e.g., with chlorine and bromine) of pools and hot tubs should remove or inactivate the virus that causes COVID-19.” Source: CDC Bulletin at <https://www.cdc.gov/coronavirus/2019-ncov/php/water.html>.
 - The World Health Organization states that controlling water quality is necessary to prevent the transmission of infectious diseases. Proper circulation maintenance and chemical treatment mitigate the growth of pathogens and mosquito breeding grounds.
- Question 2: Should I open my pool this year, or continue my pool construction project?
 - We strongly advise that you open your pool. We do not recommend leaving pools closed, stagnant and not operating beyond the typical offseason; doing so most importantly poses potential health risks, but can also lead to damage to the finish, structure and/or equipment.
 - Without proper pool/spa maintenance (which includes circulation and treatment of water) various pathogens can grow, such as Pseudomonas, Cryptosporidium, E. Coli, Shigella, etc. It can also create a breeding ground for mosquitos, other pests and the diseases they may carry (West Nile Virus and Zika Virus), which presents a risk not only to bathers but to the entire community at large.
 - It is also important that active inground pool/spa projects be completed to the degree such decisions are within control. Unfinished projects pose public safety risks (e.g., cave-ins, pool popping, etc.), as well as the dangers resulting from an active construction site.

The situation evolves with each passing day and as such, we will continue to evaluate and adjust our operational protocol as needed. Updates and changes will be communicated as those decisions are made and implemented via our website and Instagram. However, please do not hesitate to reach out any time should you have any questions.

Thank you for your continued support and partnership. Our team is working hard to best serve our customers amid these trying and uncertain times.

Be safe!

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