

CASA de ORO ALLIANCE



Local Business Guidebook

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About This Guidebook

This is an effort to give you vital resources specific to doing business in Casa de Oro. We want to help you overcome some of the issues and potential criminal activities that you may encounter as you run your business.

If you have any questions that may not be addressed in this guidebook, you are welcome to contact us at **casadeoroalliance@gmail.com**



We're here to support you.

Your success is our success. 3

Introduction to the Casa de Oro Alliance

The Casa de Oro Alliance (CDOA) is made up of local community leaders, residents and business owners who advocate for Casa de Oro. The CDOA is a 501(c)(3) nonprofit corporation. Our vision is to create and maintain a historically rich, culturally diverse, thriving community that is attractive, safe, pedestrian friendly, and a popular destination for dining, entertainment and shopping.

For local businesses like yours, we are here to strive to improve and maintain a low-crime and beautiful neighborhood that will increase your sales and success. The CDOA is comprised of the following committees:

- Beautification & Community Events
- Economic Development
- Public Information & Outreach
- Government Affairs
- Community in Harmony
- Fundraising and Grant Writing

To join, contact us at **casadeoroalliance@gmail.com**

CDOA Meetings and Events

The Casa de Oro Alliance General Assembly Meetings are planned every other month, subject to speaker availability. These meetings are open to any interested member of the business or residential community. Please refer to our website calendar at www.casadeoro.org.

We have several events planned to bring the community together and promote local businesses. To have your business considered for a feature in our social media efforts, please email casadeoroalliance@gmail.com.

Community cleanups continue at 8 a.m. on the first Saturday of each month: meeting spots on Campo Road vary, so look for our large sign and yellow vests

Homeless and Panhandlers

Homelessness and panhandling are not crimes.

If you don't feel comfortable asking people who may be loitering or blocking entryways to leave, the next step can be a call to the Sheriff's non-emergency dispatch at 858.565.5200.

Trespassing is a crime. Panhandling can be a crime only if it is aggressive. If someone feels threatened, is touched, or lunged at by a panhandler, it can be construed as aggressive.

In any case where you feel threatened or unsafe, do not engage, let law enforcement do their job.

Resources:

Vista Hill Community Service Program communityservices@vistahill.org	619.668.4250
East County Transitional Living Center	619.442.0457
Crisis House - Housing & domestic violence	619.444.1194

When to Call 911 vs. Sheriff Dispatch

If any of these are happening in your parking lot or on your property, call 911:

Fighting, illegal drug use/sales, car theft/burglary in progress, graffiti in progress, brandishing weapons, threats of violence, robbery, carjacking, or **any felony crime in progress.**

The following are appropriate situations to call the **Sheriff's non-emergency dispatch at 858.565.5200...**

Aggressive panhandling, trespassing, loitering, alcohol use in parking lot, new graffiti or vandalism (not in progress).

Got Security?

Contact the Sheriff Rancho San Diego Substation at 619.660.7090 and ask for a crime prevention specialist to arrange a free site survey of your business or commercial property. You will get recommendations for security specific to your business and situation.

The Crime Free Multi-Housing program is also available: current San Diego County Sheriff contacts are Nancy Ortiz and Taylor Linhart.

Graffiti Abatement

You are responsible for removing graffiti on your property. The sooner you do, the less likely it is that you will be tagged again. If you report it to the Sheriff's Dept. they can document the graffiti for possible future prosecution.

If you see graffiti on county property or along roadways, you can call the authorities. If it's along the highway, call the Caltrans Graffiti Hotline at 619.688.6699. If county property is tagged (such as culverts or county roads) call SD County Code Compliance at 858.694.2705

Crime & Trash at Your Backdoor?

There can be some unwanted activities going on in the alley behind your business. However, there are a few things you can do to reduce this:

- Report crime or suspicious activity to the Sheriff at 858.565.5200
- Keep it clean. If the back of your business is clean, it's more likely to stay that way. If it looks like a dump, it will invite more dumping.
- Lock all dumpsters if possible. This discourages illicit activity and reduces excess trash.

After-Hours Trespassing

Once your business is closed for the day (or days you are closed) anyone on your property can be cited for trespassing if you meet certain criteria:

You must file a Trespass Letter with the Sheriff's Dept. that states you as the business or property owner want anyone found on the property after hours removed. This gives consent for a deputy to ask someone to leave, and arrest/cite them if they refuse.

Abandoned Vehicles

If a vehicle has been sitting in your parking lot for a few days, it's bad for business and invites more abandonment. You may want to have a general towing authorization agreement with a local towing company to handle this. The vehicle owner can sue you if the towing is done improperly.

To make a legal tow, you must have tow-away notices or signs that comply with California Vehicle Code 22658. You will need to issue a notice on the vehicle asking that it be removed and then wait 96 hours before towing. However, the tow can happen 24 hours after notice is posted if the vehicle is missing major parts and is obviously abandoned or has expired plates.

It is recommended that you take a picture of the vehicle (with license plate and tow-away signage showing) as a record which may help you later if there is a dispute.

If the vehicle in question is parked on a public road, call the California Highway Patrol's El Cajon office at 619.401.2000

Vehicles parked on public roads in an intersection or a crosswalk, within 15 feet of a fire hydrant, on a sidewalk, in a bus stop, and in front of a driveway can be removed immediately via a call to the CHP. ⁷

Potholes

If you have a pothole on the road near your business, it can discourage customers from visiting your establishment. A quick phone call to the County can make all the difference.

The County Dept. of Public Works: M-F 8 a.m. to 5 p.m.: 858.694.3850

You can also use the SD County Tell Us Now app on your Android or iPhone to report potholes and other county-related issues.



Note: Potholes in the parking lot of a business are the responsibility of the property owner.

Lost Pets & Feral Animals

Lost pets running around your parking lot? The safest solution is to call County Department of Animal Services. This will ensure the safety of the animals and possibly reunite an owner with their pet.

Cats: There are no pickup services for lost or feral cats in Casa de Oro.

As of July 1, 2018 The County's Department of Animal Services only provides services to the residents and animals within the unincorporated portion of the County at its two shelters in Carlsbad and Bonita

However, you can drop them off at the Bonita Animal Shelter:
5821 Sweetwater Road, Bonita, 91902 619.767.2675

Dogs: After you check for tags (call the number of the owner if on the tag) have a description ready when you call the Animal Services at 619.767.2675

Dead animals on county roads (such as Campo Road) are handled by a contractor. Call the Rancho San Diego Sheriff Substation at 619.660.7090 for this service to be dispatched.

Note: Dead animals on private property are the landlord's responsibility.

Prepare Your Business for an Emergency

The financial cost of rebuilding a business after a disaster can be overwhelming. However, with a business continuity plan in place, you will be able to rebound and reopen quickly. You'll be in a better position to contribute to the economic recovery of your community.

1. Establish a protocol to communicate with employees outside of the office to ensure they and their families are safe. Test the procedures regularly.
2. Keep your plan and all related documents in a digital format or in an accessible, protected, off-site location.
3. Review your insurance coverage. Contact your insurance agent to find out if your coverage is right for your business. Make sure you understand the policy limits and deductibles. Ask about business interruption insurance, which compensates you for lost income and covers operating expenses if your company has to temporarily shut down after a disaster.
4. Establish a solid supply chain. If your vital vendors and suppliers are local and the disaster is widespread, you will all be in the same situation - struggling to recover. Set yourself up to be able to get key supplies from companies outside your area, if possible. Create a contact list for important contractors and vendors you plan to use in an emergency. Make sure you know your suppliers' recovery plans.

Health & Safety

All businesses with employees are required to comply with state and federal regulations regarding the protection of employees. The Occupational Safety and Health Administration provides information on the specific health and safety standards. More info:

U.S. Department of Labor (OSHA)	800.321.6742	osha.gov
Cal/OHSA	619.767.2060	dir.ca.gov/dosh
SD County Hazardous Materials	858.505.6880	sdcounty.ca.gov/deh

Health Insurance

Under the Affordable Care Act (ACA), **businesses with 50 or more full-time employees are required to provide health coverage** or face a financial penalty. In most cases, the employer is required to pay around 50% of the cost of the insurance, with the rest to be paid by the employee. The employer contribution can vary, as the employee's contribution cannot exceed 9.66% of that employee's annual household income.

Businesses with 25 or fewer employees are not required to provide health insurance. However, businesses that offer it to employees and meet certain standards can earn tax credits. www.irs.gov/affordable-care-act/employers or www.coveredca.com/forsmallbusiness

Workers' Compensation Insurance

Even if you have only one employee you are required to provide Workers' Compensation Insurance. The fines are steep if there is an injured employee and you don't have it.

Department of Industrial Relations Workers' Compensation Division
619.767.2083 or dir.ca.gov/dwc

California Department of Insurance consumer hotline
800.927.4351 or insurance.ca.gov

Americans with Disabilities Act

With a few exceptions, you will need to make sure your business is ADA compliant. It's good for your disabled customers and compliance avoids lawsuits. Contact the ADA if you need help determining your compliance ~~to~~ responsibility. 800.669.3362 or ada.gov



Landlord Specific

The landlord-tenant relationship can be complex and laws are frequently changing.

A very useful guidebook is produced by the California Department of Consumer Affairs. The “California Tenants Guide” can be found online.

It covers everything from how to disclose lead content, checklists for move in and out, along with most laws and regulations that landlords and tenants must abide by, including information regarding legal rent increases and eviction.

This is also a good document to cite if your tenant is not following the law or you have a minor dispute. It also provides information for first time landlords and a checklist of how to ensure you are following the law.

Fixing things before you rent will help you comply with Civil Code §1941.1 and Health and Safety Code §17920.3. It will also set you up for success with the landlord-tenant relationship. Happy tenants in well-maintained facilities tend to pay on time, have more respect for your property and encourages tenant longevity.

Important Contacts for Businesses

Government / Regulatory

SD County Supervisor (District 4) Nathan Fletcher supervisornathanfletcher.com	619.531.5544
CA Employment Dev. Dept (EDD) - State Tax ID edd.ca.gov/employers.htm	888.745.3886
CA Dept. of ABC - Alcohol Beverage License abc.ca.gov	619.525.4064
CA Dept of Industrial Relations - Worker's Comp dir.ca.gov/dwc	800.736.7401
CA Secretary of State - Trademarks/Incorporation sos.ca.gov/business/ts	916.653.3984
IRS - Federal Identification Number & Tax Info irs.gov/businesses/small	800.829.1040
SD County Environmental Health - Hazardous Materials sandiegocounty.gov/content/sdc/deh/hazmat	858.505.6700
SD County Environmental Health - Food Handling sandiegocounty.gov/content/sdc/deh/fhd/food/foodhandler.html	858.505.6900
SD County Recorder - Fictitious Business Name arcc.sdcounty.ca.gov/Pages/fbn-info.aspx	619.401.5750
SD County Weights & Measures sandiegocounty.gov/awm	858.694.2739
State Compensation Insurance Fund - Worker's Comp statefundca.com	858.552.7000
U.S. Department of Labor (OSHA) osha.gov	800.321.6742
Cal/OSHA dir.ca.gov/dosh/	619.767.2060
CA Dept of Insurance Consumer Hotline	800.927.4357
Americans with Disabilities Act (ADA) ada.gov	800.514.0301
CA Board of Equalization - Seller's Permit boe.ca.gov	858.385.4700

Law Enforcement / Code Enforcement / Reporting Problems

California Highway Patrol (El Cajon) Sgt. Periman	619.401.2005
County Department of Animal Services	619.767.2675
Caltrans Graffiti Hotline:	619.688.6699
County Code Compliance	858.694.2705
Department of Public Works	858.694.3850
Sheriff Non-Emergency Dispatch:	858.565.5200
Sheriff Rancho San Diego Substation	619.660.7090
Mobile Crisis Response Teams (MCRT, PERT)	
Access and Crisis Line:	888.724.7240

Non-Government Organizations

East County Chamber of Commerce eastcountychamber.org	619.440.6161
Spring Valley Chamber of Commerce springvalleychamber.org	619.670.9902
SCORE (Small Business Counselors)	858.283.1100
Crisis House - Housing & Support for Homeless	619.444.1194
Transitional Living Center - Faith based housing/recovery	619.442.0457
Vista Hill Community Service Program	619.668.4250
Institute for Public Strategies publicstrategies.org	619.476.9100

Utilities

AT&T	800.288.2020
Cox Communications	866.272.5111
San Diego Gas & Electric	800.411.7343

Waste/Trash Services

Allied Waste / Republic Services	619.421.9400
Edco Disposal	619.287.7555
Waste Management Corp.	619.596.5100

Notes

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

Disclaimer: All information contained herein is subject to change.
Please refer to the CDOA website at **casadeoro.org** for the latest schedule and updates. If you find information that has changed or an error in this Guidebook, please email your concerns to
casadeoroalliance@gmail.com



CASA de ORO ALLIANCE



Created for the
community of
Casa de Oro
in cooperation with...



INSTITUTE FOR
PUBLIC
STRATEGIES

PARTNERS IN CHANGE



casadeoro.org

Casa de Oro Alliance
a 501 (c)(3) California Nonprofit Corporation