

OPENING AND OPERATING RECOMMENDATIONS

PREPARE THE WORKFORCE

- ❑ Mitigate anxiety by thoughtfully preparing employees to return to work.
- ❑ Assign an employee to oversee the recommended COVID-19 prevention guidelines (below) and maintain the business's disinfection plan for the premises.
- ❑ If an employee becomes ill or presents signs of illness, the operator should identify the signs during a pre-work screening and follow the business's established policies on when the ill employee is allowed to return to work. At a minimum, however, follow CDC guidelines – tell the employee to self-isolate for seven days from the onset of symptoms and be symptom-free for three days without medication.
- ❑ Implement symptom seeing for employees prior to the start of their shift. Taking employees' temperatures is at the operators' discretion. The CDC has not mandated taking an employee's temperature and any operator who chooses to do so should engage health officials first and adopt policies aligned with proper procedures. CDC guidance states the minimum temperature that indicates a fever is 100°F.
- ❑ Face coverings should be worn where it is hard for people to maintain a three- to six-foot distance. Those coverings worn by employees should be kept clean in accordance with CDC guidance.
- ❑ Consider assigning duties to vulnerable workers that minimize contact with customers and other employees.
- ❑ Limit staff members in bringing in personal belongings to limit touching of surfaces.
- ❑ Train employees on new cleaning standards including sanitation of phones, computers, badges, keys, refrigeration handles, etc. and any other direct contact surfaces.
- ❑ Handshaking or personal contact should be forbidden by Staff Members
- ❑ With larger staffs, use communication boards or digital messaging to convey pre-shift meeting information.
- ❑ Consider asking Staff Members to sanitize their vehicles, rides, or bikes and begin taking along some sanitizing wipes for their ride share apps so to further stop the spread of any virus. A quick wipe down of the car or bike's door handles, steering wheel, seats, etc. could be a helpful virus deterrent.
- ❑ Formulate new schedules and staff roles to reflect changing traffic patterns and customer interactions.
- ❑ Discourage employees from using colleagues' phones, desks, workstations, radios, handhelds/wearables, or other work tools and equipment.
- ❑ Prohibit gatherings or meetings of employees of 10 or more during working hours, permit employees to take breaks and lunch outside, in their office or personal workspace, or in such other areas where proper social distancing is attainable.

COMMUNICATIONS

- ❑ Post signage at the entrance that states that no one with a fever or symptoms of COVID-19 is to be permitted in the store.
- ❑ Post signs reminding customers about social distancing. Thank them for their patience as you work to ensure their safety.
- ❑ Create customer service, marketing, and policy materials to address new challenges.
- ❑ Reduce fear and anxiety with clear policies – share brand values on social media and within the store.
- ❑ Place signs in restroom hallway or entrance to remind customers of the suggested limit of one guest per restroom at a time unless accompanying a child or someone in need of additional assistance.
- ❑ Post printable media accessed from www.pima.gov/covid19
- ❑ Delineate the areas that public are allowed to occupy through signage, tape, chalk or other means.
- ❑ Develop brand ambassadors; clearly communicate new responsibilities and expectations
- ❑ Place conspicuous signage at entrances and throughout the store alerting staff and customers to the required occupancy limits, six feet of physical distance, and policy on face covering.
- ❑ Market new services including delivery, curbside pickup, and clienteling.
- ❑ Leverage social media to engage customers and share brand values.
- ❑ Build loyalty with services, product, price, and promotion
- ❑ Be transparent – optics matter.

INNOVATION & TECHNOLOGY

- ❑ Leverage retail apps, QR codes, and touchless technology to transact
- ❑ Install touchless technology at entrances, exits, and checkout
- ❑ Leverage security cameras and heat maps to understand customer journey
- ❑ Utilize virtual reality in fitting room areas and for key product categories (i.e. cosmetics)
- ❑ Prioritize in-store investment based on store performance and long-term strategy
- ❑ Engage experts to improve operational efficiencies and identify automation opportunities
- ❑ Work with real estate partners to determine lease strategy by location
- ❑ Collaborate with vendors of key materials like hand sanitizers

MANAGE THE INVENTORY

- ❑ Think agnostically about inventory – understand options to leverage BOPIS, curbside pickup, and home delivery; position inventory to optimize productivity both in-store and online
- ❑ Strategically address seasonal inventory liabilities – strategize future inventory matrix to maximize margins
- ❑ Utilize slow stores as micro-DCs to fulfill orders – be sure to understand implications to staffing
- ❑ Consider keeping more product in back of house and wrapped.
- ❑ Re-evaluate packing, flow, and delivery to back of house
- ❑ Communicate size availability without having all inventory on the sales floor.
- ❑ When using gloves, always wash your hands, for 20 seconds with soap and warm water, before putting on gloves, and after removing gloves as your hands may become contaminated while removing them.
- ❑ Install “no touch” soap and towel dispensers or air dryers in all restrooms and sink areas for customers and Staff Members.
- ❑ Use door stops, foot pull devices and automatic doors if available.
- ❑ Consider cashless payment methods. For cash transactions, use hand sanitizer before and after every transaction.
- ❑ Consider one-use, disposable pens and paperless transactions whenever possible.
- ❑ Sanitize pens and writing utensils after every use.

CONTROL THE ENVIRONMENT

- ❑ Restrict interaction between employees and outside visitors or truck drivers; implement touchless receiving practices if possible.
- ❑ Do not allow customers to congregate in waiting areas or bar areas. Design a process to ensure customers stay separate while waiting to be seated. The process can include floor markings, outdoor distancing, waiting in cars, etc.
- ❑ Demarcate six feet of spacing in check-out lines, changing rooms and where appropriate to demonstrate appropriate spacing for social distancing.
- ❑ Physical barriers of Plexiglass separating customer from clerk is recommended.
- ❑ Frequent sanitization of high-touch areas like restrooms, breakrooms, credit card machines, keypads, counters, and shopping carts.
- ❑ Create simple return and re-stocking strategies – consider returning product in alternate locations.
- ❑ Develop standards for product handling, including how it will be turned over to customers upon purchase.
- ❑ When possible, exit should be separate from the entrance.
- ❑ Determine ingress/egress to and from restrooms to establish paths that mitigate proximity for customers and staff.
- ❑ Limit of one guest per restroom at a time, unless accompanying a child or someone in need of additional assistance.
- ❑ Consider creating mobile room dividers or transparent barriers to provide space barriers between people where requested or recommended for social distancing.
- ❑ Where possible, workstations should be staggered so employees avoid standing directly opposite one another or next to each other. Where six feet of separation is not possible, consider other options (e.g., face coverings) and increase the frequency of surface cleaning and sanitizing.
- ❑ Adapt breakrooms, gathering areas, and storage to support social distancing.
- ❑ Remind third-party delivery drivers and any suppliers that you have internal distancing requirements.