



HOW YOU CAN HELP YOUR CUSTOMERS CONTINUE TO SUPPORT LOCAL (SAFELY)

1

KEEP CUSTOMERS AND EMPLOYEES PROTECTED WITH SOCIAL DISTANCING AND OTHER SAFETY MEASURES.

- Maintain the rule of 10 if customers must enter the store. Otherwise, handle transactions outside or near the entry.
- Mark on sidewalk or pavement where customers should stand while waiting to enter the store or checkout.
- Make masks mandatory for employees and encourage customers to wear masks when visiting.
- Provide touchless hand sanitizer stations wherever possible.
- Consider offering online payments to have contactless payment transactions.
- Follow CDC guidelines

2

COMMUNICATE NEW OR UNORDINARY PROCEDURES, MENUS, AND PRODUCTS THROUGH THOUGHTFUL SIGNAGE.

- Consider quality and your company's branding in printed materials. This will allow customers to associate your company with the products and customer service once business returns to normal.
- Whenever possible, use local printing companies for your signage needs.
- Communicate procedures, such as delivery and curbside availability.
- Communicate services offered and menus in a way that allows customers to view them while maintaining social distancing.
- Communicate clear instructions on where to park, time limits, and phone numbers customers should call when they arrive.

3

BRING PRODUCTS OUTSIDE AND CONSIDER OFFERING ESSENTIAL ITEMS YOU MAY NOT NORMALLY CARRY.

- Have a thoughtful display that can be easily broken down at the end of the business day.
- Fill shelves with "quick-grab" items.
- Regulate the number of customers viewing items at one time, keeping in mind social distancing rules.
- If you own a restaurant or other food service company, consider selling bulk ingredients or products that you have on hand to your customers.
- Read here how some restaurants are offering essential grocery items so that their customers can avoid having to go to the grocery store:
<https://www.dmagazine.com/frontburner/2020/03/oddfello-ws-better-block-transform-restaurant-into-outdoor-market/>

4

ADDRESS DELIVERY AND PICK-UP NEEDS AND COMMUNICATE CLEAR PARKING INSTRUCTIONS.

- Where parking meters are present, use the posts as support for signage instructions on where to park for pick-up. Where no posts are currently in place, install new signage at a high enough viewpoint for driver visibility. (Refer to number 2 above on signage suggestions)
- Block off every other parking space to promote social distancing while entering and exiting vehicles.
- Communicate a clear time limit for how long vehicles may be parked in a certain space.
- In instances where there is no close parking spaces, consider installing temporary loading zones.
- Read here for further information on transportation solutions for your community: <https://nacto.org/covid19-rapid-response-tools-for-cities/>