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

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.

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/oddfellows-better-block-transform-restaurant-into-outdoor-market/](https://www.dmagazine.com/frontburner/2020/03/oddfellows-better-block-transform-restaurant-into-outdoor-market/)

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/](https://nacto.org/covid19-rapid-response-tools-for-cities/)

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