

Ideas and Best Practices for Reopening

Social Distancing

- Use the social distancing formula below.
- Limit entry through one door.
- Use signage to direct flow.
- Limit access to public restrooms.
- Mark floors where lines may form to show 6 feet distancing.
- Have staff member at the entrance to manage the number that may enter your business.

Educate Your Customer

- Post all efforts you are taking to ensure customer and staff safety.
- Use signage at entrance to explain guidelines for entering your establishment.
- Use your website, social media, and staff to inform your customers of the new norm for conducting business.

Personal Protection Equipment

- Be trained on how to properly use/reuse PPE.
- Place hand sanitizer by doors, restrooms, cash registers.
- PPE products are in high demand—order your supplies now.
- Establish regular schedule for wiping down surfaces and cleaning restrooms.
- Install plexiglass at registers.

Customer Experience

- Keep the Customer Experience in mind.
- Let customers keep your logoed pen after they sign their receipt.
- Provide paper menus and have a special message or coupon printed on it.
- Create two separate lines for online and in-person orders.
- Continue to offer delivery or curbside pick up for the most vulnerable.

Business Social Distancing Formula

Provide 6 square feet per person to allow for social distancing:

- Determine total square footage.
- Deduct all back room areas from the equation.
- Deduct space for displays, check out registers, etc.
- Example: 2,000 foot space but 500 is storage, break room, office space, restrooms, etc. Customer space is 1,500 ft..
- 6 square feet per person is 36 feet.
- 1,500 ft divided by 36 = 41.67 maximum capacity, including staff.

