WISCONSIN

GUIDANCE ON PREPARING WORKPLACES FOR COVID-19

RETAIL STORES

The retail sector plays a critical role in Wisconsin, providing goods and experiences that enhance the quality of life for residents. Locally owned retail businesses create a unique sense of place that brings communities together and attracts tourists to spend time in Wisconsin. Across the state, retail businesses represent more than 9,000 storefront businesses and 114,000 employees. These businesses have been tremendously impacted by closures, as more than 60% of retailers do not have an online sales platform. As a result, these businesses have been unable to serve their loyal customers and may also have seen their sales shift to competitors with an online presence. This guide is intended to provide guidance for businesses looking to take steps to allow their businesses to reopen as soon as it is safe to do so.

This guide includes instructions for retailers that service multiple customers at once, either within a storefront or at remote locations. This includes all soft goods retailers of any size, but excludes service businesses such as salons, barbershops, spas, gyms, chiropractors, fresh or to-go food items and other direct personal service professions. Please see the "**General Guidance for All Businesses**" document for guidance that applies to all industries, and please consult the other available industry guides as relevant for your specific business type, and please consult the other available industry guides as relevant for your specific business type.

Recommendations for Retail Stores

Employee health and hygiene

- Employees who have a fever or other symptoms of COVID-19 should be instructed to stay home.
- Maintain an adequate supply of paper goods, soap and hand sanitizer to allow proper hand hygiene among employees.
- Provide tissues for proper cough/sneeze etiquette and no-touch disposal receptacles.

Clean and disinfect

- Maintain an adequate supply of cleaning and disinfection products.
- If surfaces are dirty, they should be cleaned using a detergent or soap and water prior to disinfection.
- Clean and disinfect frequently touched objects and surfaces such as workstations, cash registers, payment terminals, door handles, tables and countertops on a routine basis. Follow the directions on the cleaning product's label and clean hands afterwards.
- Increase the cleaning frequency of restrooms.
- Identify staff members who will be responsible for ensuring regular cleaning and disinfection.
- Minimize sharing of work tools and equipment such as phones, keyboards, cash registers and point-of-sale devices. If they must be shared, disinfect before and after each use.
- Provide personal pens, markers and other routine work supplies for each employee.

Protective equipment and cloth face coverings

- Supply face masks or cloth face coverings for all employees and customers who do not bring their own.
- Employees and customers should wear a face mask or cloth face covering while indoors or in enclosed spaces, even if social distancing is being practiced. The CDC illustrates how to properly wear a face covering and has several tutorials for how to make one. The main purpose of a cloth face covering is to help prevent the wearer from unknowingly spreading the virus to other people, not to protect the wearer from becoming infected.

Engineering controls

- Increase ventilation rates.
- Increase the percentage of outdoor air that circulates into the system.
- Workplaces should review guidance from the American Society of Heating, Refrigerating and Air-Conditioning Engineers and consult with HVAC professionals when considering ventilation changes to reduce the risk of COVID-19.

Customer health and safety

- Post signage on the front door letting customers know about changes to your policies and instructing them to stay away if they are experiencing symptoms of COVID-19.
- Post signage at checkouts reminding customers of social distancing recommendations.
- Install handwashing or sanitizing stations (with at least 60% alcohol if providing hand sanitizer) at the entrance to your business, and encourage customers to use them.
- Consider making face masks available for use in your business for customers who do not bring one.
- Products that have been worn by a customer (such as clothing or jewelry) should be sanitized or removed from circulation for 72 hours before being returned to inventory.
- Minimize customer contact areas (e.g., door handles and buttons). Those that cannot be eliminated should be sanitized every two hours, or after each user if feasible.
- Eliminate any unnecessary physical contact between workers and customers, and maintain a six-foot distance between individuals whenever possible.
- Mark six-foot distances with floor tape in checkout lines. Workplaces where social distancing is a challenge should consider innovative approaches, such as only opening every other cash register, temporarily moving workstations to create more distance, or installing partitions.
- Remove all unnecessary touchpoints, especially those that cannot be sanitized. Examples include removing paper visitor logs and the use of pens to sign receipts (cashless and contactless transactions are recommended) and using drop boxes for hand delivery items.

- Utilize single-use, disposable (instead of reusable) items whenever possible. Provide adequate trash receptacles and increase trash removal times to accommodate additional waste.

Business operations

- Physical space should be increased between employees and customers to maintain at least a six-foot distance at all times.
- Install stickers or arrows on the floor indicating customer traffic patterns to reduce contact and enforce minimum distancing at queuing areas such as cash wraps.
- Common use areas (such as changing rooms, lounge areas, locker rooms, courtesy food and beverage bars and child play areas) should be closed if social distancing and sanitizing cannot be practiced. Courtesy shopping bags or containers should only be made available if they can be sanitized between customers.
- Continue offering online sales, delivery and curbside pickup to accommodate at-risk customers.
- Encourage customers to use touchless payment options when available. Minimize handling cash, credit cards, reward cards and mobile devices if possible.
- When exchanging paper and coin money:
  - Do not touch your face afterward.

- Ask customers to place cash on the counter rather than directly into your hand.
- Place money on the counter, not in hand, when providing change back to customers.

- Wipe counter after each customer at checkout.
- Sales registers should be six feet apart if multiple registers are in use.
- Retailers may want to consider adding clear plastic barrier protection at the cash wrap or service desk with a pass-through opening to exchange items as necessary.

Employee training, support and communication

- Use routine meetings and emails to communicate with workers about actions being taken to prevent COVID-19 exposure.
- Post signage to remind your employees of safe practices for social distancing, hand hygiene and cough/sneeze etiquette.
- Provide refresher training for employees on proper hand-washing, social distancing, employee illness reporting and any other procedural changes the company has implemented to address COVID-19.
- Train employees in how to recognize areas or practices that pose a risk for spreading the virus, and define a process to quickly review and provide mitigation strategies in these areas. Include a recognizing/reporting module in your COVID-19 response plan.
- Consider designating one or more employees to monitor changes in workplace guidance.

IN PARTNERSHIP WITH WISCONSIN'S REGIONAL ECONOMIC DEVELOPMENT ORGANIZATIONS:

7 Rivers Alliance
Centergy
Madison Region Economic Partnership
Milwaukee 7
Momentum West
Prosperity Southwest
Grow North
The New North
Visions Northwest

CHECKLIST GUIDE FOR REOPENING

Your Retail Business

After reading through the available guidance for your business sector at wedc.org/reopen-guidelines use this checklist to ensure that you have taken the necessary steps to open your business safely, protecting the health of your employees and customers. In addition to reviewing this checklist, be sure to consult your local health department, as some communities may have additional local regulations in place.

☑ Policy Checklist

- ☐ Create a policy for identification and isolation of sick people, including employee self-monitoring, required reporting of illness, sick leave policies and isolating individuals that become ill at work.
- ☐ Assess leave policies for quarantined/isolated workers and those caring for sick family members.
- ☐ Create a policy on personal protective equipment (PPE). Require that employees wear face masks or cloth face coverings when indoors or in enclosed spaces, even if social distancing is being practiced.
- ☐ Connect employees to employee or community assistance resources such as the Wisconsin COVID-19 hotline (211) or COVID-19 Resilient Wisconsin dhs.wisconsin.gov/covid-19
- ☐ Create a guest service policy. To the extent possible, guests should wear face coverings when receiving services. Recommend guests bring their own face mask or covering, and also provide them for guests who don't bring their own. Considerations should be made for guests who are unable or unwilling to wear a mask or cloth face cover. Refuse service to any guest who arrives with symptoms.
- ☐ Create a response plan in the event that an employee has COVID-19 symptoms or is suspected or confirmed to have COVID-19. This should include criteria for impacted employees to return to work and guidance for identifying, communicating with and accommodating potentially exposed workers.

☑ Communications Plan Checklist

- ☐ Establish an employee communications schedule and develop a training plan for employees with modules on social distancing, hygiene and sanitation best practices, what to do if they feel sick, proper use of PPE and cloth face coverings, and how to educate guests about the new policies and practices.
- ☐ Develop a marketing plan for customers that addresses business signage, social media communications, new business policies and customer instructions (stay home if you are sick, limit items you touch, closure of common areas, hygiene including handwashing, social distancing reminder).
- ☐ Communicate with vendors/suppliers for contactless dropoff or to arrange deliveries during non-customer hours.
- ☐ Establish a system for continually updating customers on shopping options and policies as circumstances change.

☑ Facility Plan Checklist

- ☐ Post signage about policy changes for customers and employees.
- ☐ Provide tissues and no-touch trash receptacles.
- ☐ Set up sanitizer or handwashing stations in convenient locations around the business. Provide disinfectant wipes near displays requiring touch (e.g., phones, self check-in, payment terminal).

- ☐ Remove unnecessary touchpoints or items that cannot be sanitized between uses (such as magazines).
- ☐ Install social distancing markers or directional arrows on floors to encourage maintaining distance of at least six feet where possible, and to minimize contact.
- ☐ Consider adding clear plastic barrier protection at the entrance or service desk. Establish self check-in and check-out procedures.
- ☐ Implement touchless payment systems/options.
- ☐ Close common areas (child play areas, dressing rooms, etc.) or sanitize after each use.
- ☐ Make reusable shopping bags available only if they can be sanitized between customers.
- ☐ Minimize the need of employees to share equipment/tools (pens, markers, scissors, walkietalkies, etc.) by purchasing additional sets as needed. If employees must share, providing a means to sanitize shared items.

☑ Operations Plan Checklist

- ☐ Before you reopen, sanitize. Consult a professional on HVAC and water systems, possibly increasing air flow. Ensure that fans are not blowing air directly from one person toward another.
- ☐ Assign one or more staff members (ideally one per shift) to take the lead on cleaning and disinfecting. Review cleaning/disinfecting/sanitizing product labels to determine glove and other PPE requirements. Provide chemical hazard training to employees.
- ☐ Purchase face masks or cloth face coverings for guests and PPE for staff.
- ☐ Purchase cleaning supplies appropriate to sanitize the type of surfaces and products found in your shop.
- ☐ Create a plan for accommodating at-risk customers by continuing delivery/curbside pickup and/or adding designated shopping or by-appointment-only hours.

☑ Cleaning Schedule

Between Customers/Frequently

- ☐ Common areas (door handles, payment machines)
- ☐ Customer touchpoints (mirrors, sample items, handled jewelry, etc.)
- ☐ Restrooms

Daily

- ☐ Clean HVAC intakes
- ☐ Hold clothing or jewelry that has been tried on, keeping it off the floor for 72 hours, or sanitize before returning to inventory.