

COVID-19 RETAIL STRATEGY



WHAT WE KNOW



From New York State

Governor Cuomo plans to reopen NYS businesses in four phases:

(1) Essential Services

Construction, Manufacturing, Curbside Retail, Agriculture, etc.

(2) Professional Services

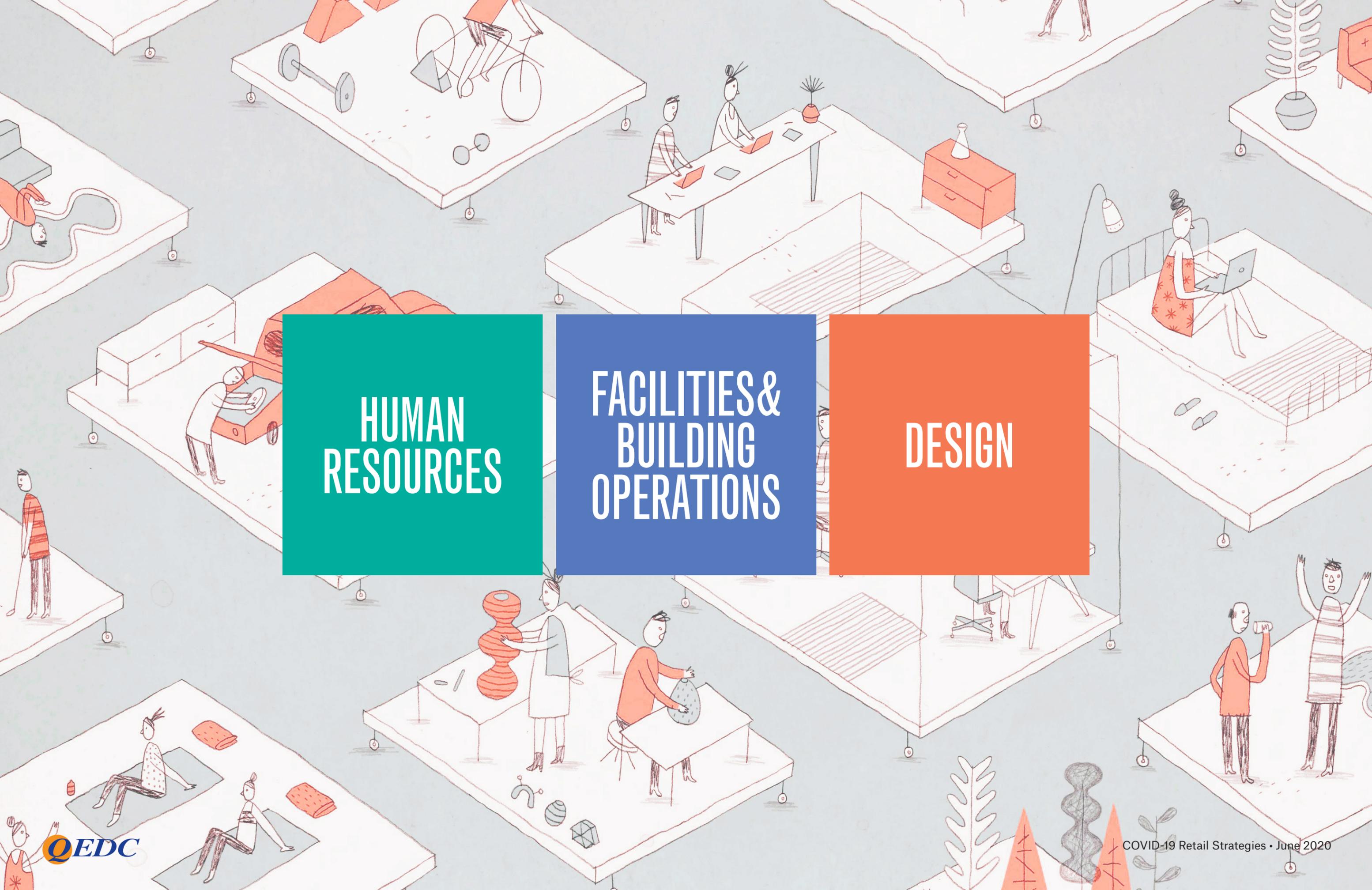
Finance, Retail, Real Estate, etc.

(3) Restaurants, Hotels, etc.

(4) Arts, Recreation & Education

From the CDC

- Space hazard assessment
- Conduct daily health checks
- Wear face coverings
- Implement firmwide social distancing policies
- Improve building ventilation
- Improve building cleaning methods and frequency



**HUMAN
RESOURCES**

**FACILITIES &
BUILDING
OPERATIONS**

DESIGN

HUMAN RESOURCES



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How to make retail space and shopping experience safe for customers and staff:

(1) **Communicate** what you are doing to keep everyone safe on website, social media, and at the store.

(2) Explain to team members that the store will **follow CDC guidance for hand-washing, social distancing and enhanced cleaning.**

(3) **Avoid touching** their eyes, nose and mouth; avoid collecting signatures for deliveries; stay home if they have symptoms of COVID-19 or have been in close contact with someone who has lab-confirmed COVID-19

(4) **Consider dedicating shopping hours, or by appointment only** for people who are vulnerable.

OPERATIONS AND MAINTENANCE



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Control Access and Provide Safety:

(1) **Restrict the number of shoppers** to maintain social distancing. Consider person at entry who moderates how many people come in to store.

(2) Provide **more frequent and visible cleaning**; implement electrostatic cleaning methods; use products approved by government authorities.

(3) **Use graphics** to direct circulation in one way and provide “cues” about social distancing.

DESIGN: PREPARING FOR RETURN



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*How to sell while protecting
the buyer:*

(1) **Post signage** outside and inside the store that indicates rules for entry and conduct within your space.

(2) Offer **PPE** at entry.

(3) Consider **door operator** who opens door when people are approaching.

(4) Establish **minimum contact strategies**, such as “click and pay” shopping and curbside pickup

(5) Consider **touchless shopping solutions** to not touch when paying.

(6) **Clean and then sanitize** between customers.

DESIGN: PREPARING FOR RETURN



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*How to sell while protecting
the buyer:*

(7) Stagger merchandise displays to **encourage social distancing**

(8) Consider **shopping assistants** who will carry a cart so the client does not touch anything.

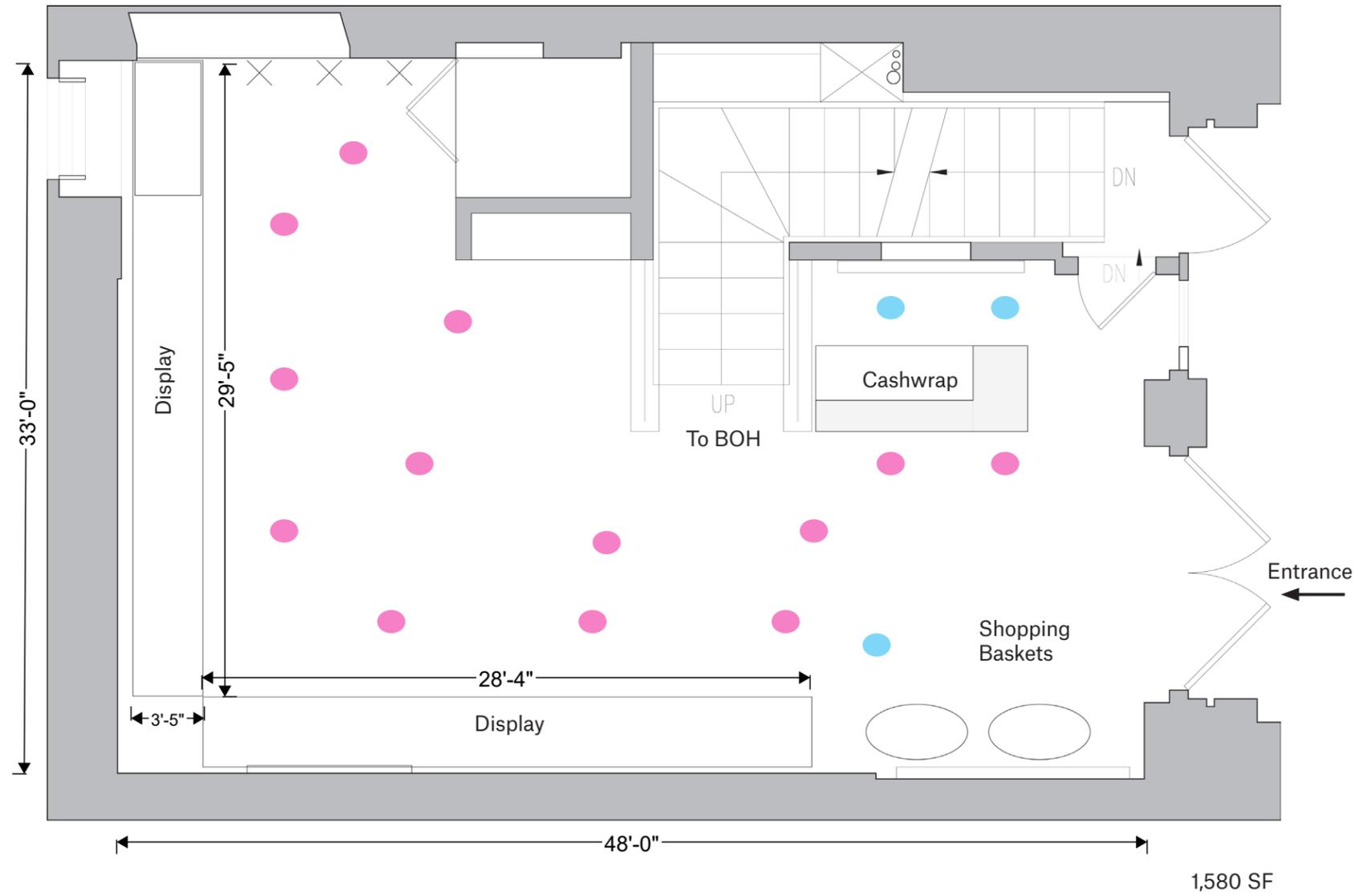
(9) Display **merchandise in plexiglass** and other envelopes to discourage touching of product.

(10) Purchase **air purifiers with HEPA filters** at the adequate size for your space. The higher the number of air exchanges an hour the better.

CASE STUDY

**Capacity
(Before)**

● Employees	3
● Customers	14
Total	17



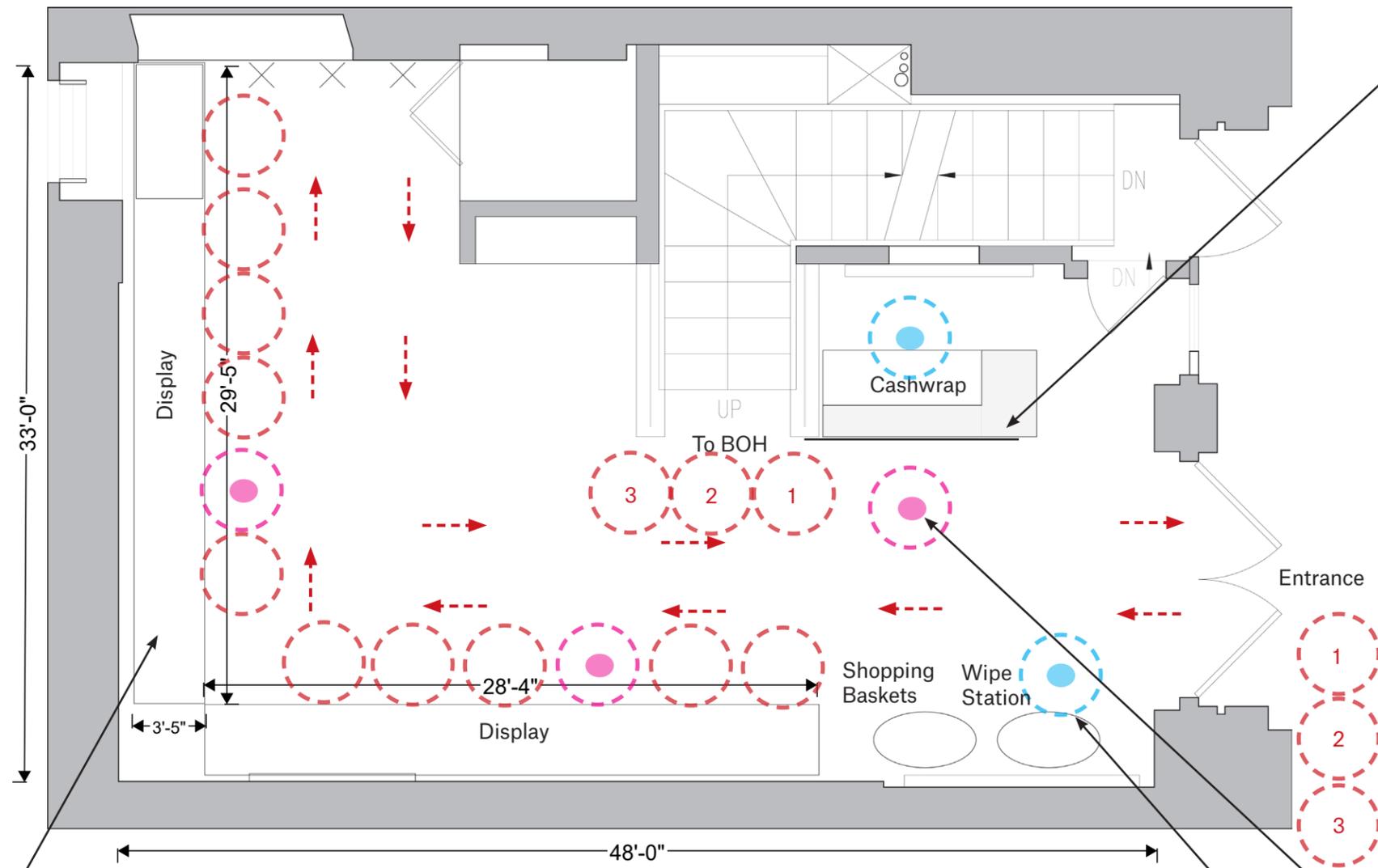
CASE STUDY

Capacity (After)

● Employees	2
● Customers	3
Total	5



Display merchandise in plexiglass, bring out on demand, or reduce quantity.



Add plexiglass shield at checklanes



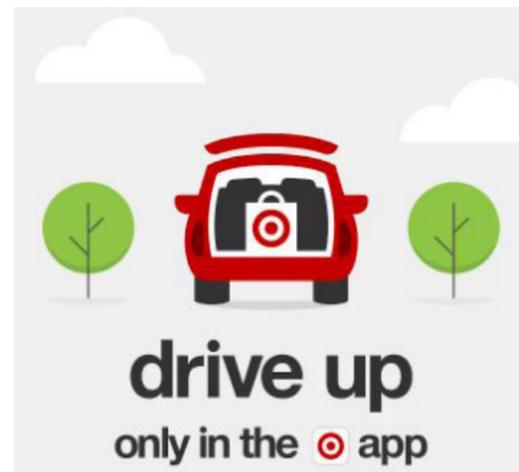
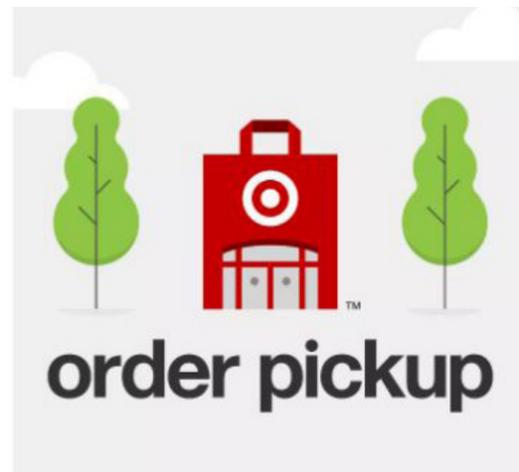
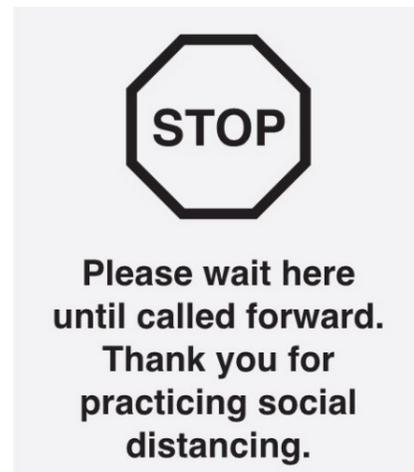
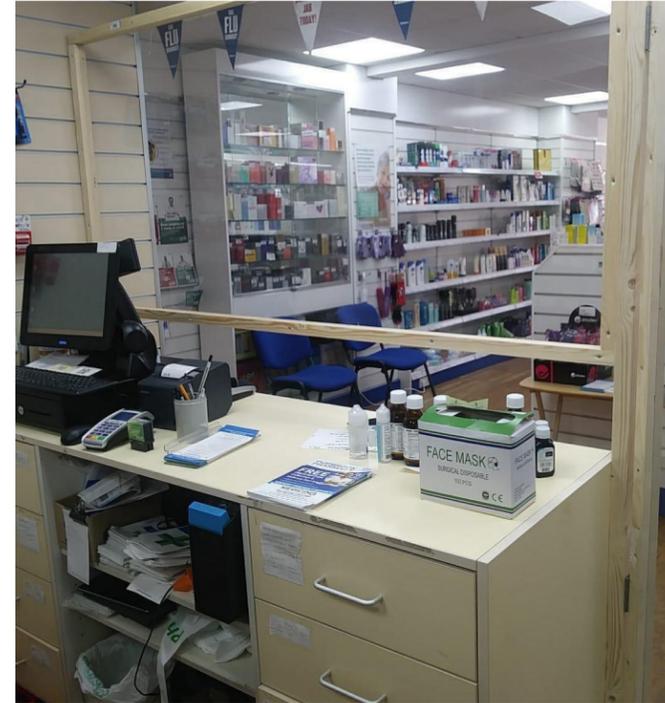
Purchase air purifiers with HEPA filters. Coverage 600 - 1,400 square feet.



Flow & Circulation Graphics

Team member stationed at store entrance.

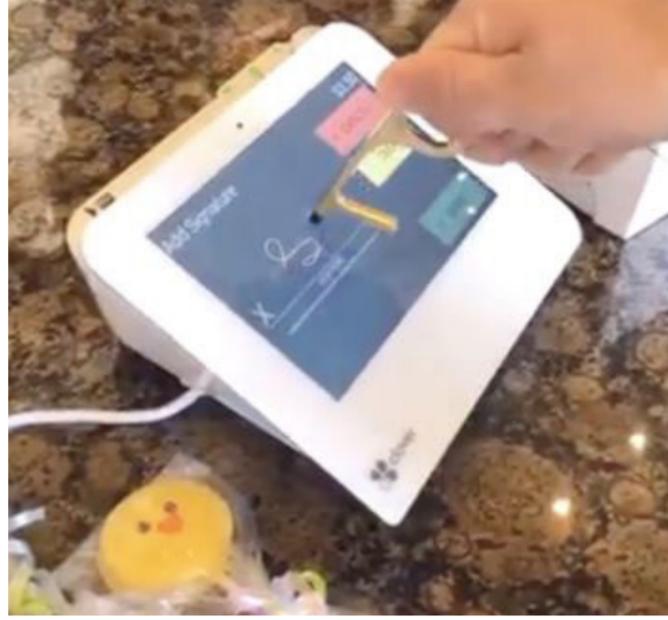
EXAMPLES



RECOMMENDED PRODUCT



Enter Safe
Hands Free Door Opener
\$15



Enter Safe
Safe Touch Tool
\$5



Sneeze Guard
Plexiglass
\$113



Versatiles Respiratory
Hygiene Sanitation Station
\$400



Clean Well
Disinfected Wipes
\$10



Victory Innovations
Cordless Electrostatic Sprayer
\$830



AeraMax PRO AM 4 PC Air Purifier
120V with HEPA filter Coverage of
600 - 1,400 square feet.
\$2,400 Initial Cost. \$240 Filter
Replacement



Dejavoo Z11 Touch Screen & WiFi Credit
Card Terminal Bundle
\$230

AIR PURIFIER INFO

An effective air purifier must:

- (1) Have a true HEPA filter
- (2) Be the right size for the room; may be wall-mounted
- (3) Produce zero ozone
- (4) Use a fan that's quiet enough
- (5) Be around for the long-term
- (6) Follow the filter replacement schedule for the unit

Nice-to-haves:

- Carbon air filters can absorb smoke, odors, chemicals and gas
- Ultraviolet light filters can kill bacteria. Before purchasing a UV wand, investigate the light output and length of exposure needed to disinfect with it.

Tips for using Air Purifier:

- (1) Best used in air-conditioned or closed rooms. Air conditioners have their own air filters and are constantly circulating air within the space; they work in tandem with the air purifiers to circulate clean air.
- (2) Keep air purifiers well-ventilated.
- (3) Only need to run the air purifier when you're in the room, or just before you're going to use the room.

HEPA Filter - most important

High Efficiency Particulate Air (HEPA) filter, which can remove more than 99.97% of 0.3-micron particles.

PM10 particles can be trapped by your nose or throat, but PM2.5 particles are so small that they can slip through and lodge in your lungs, causing all sorts of health problems.

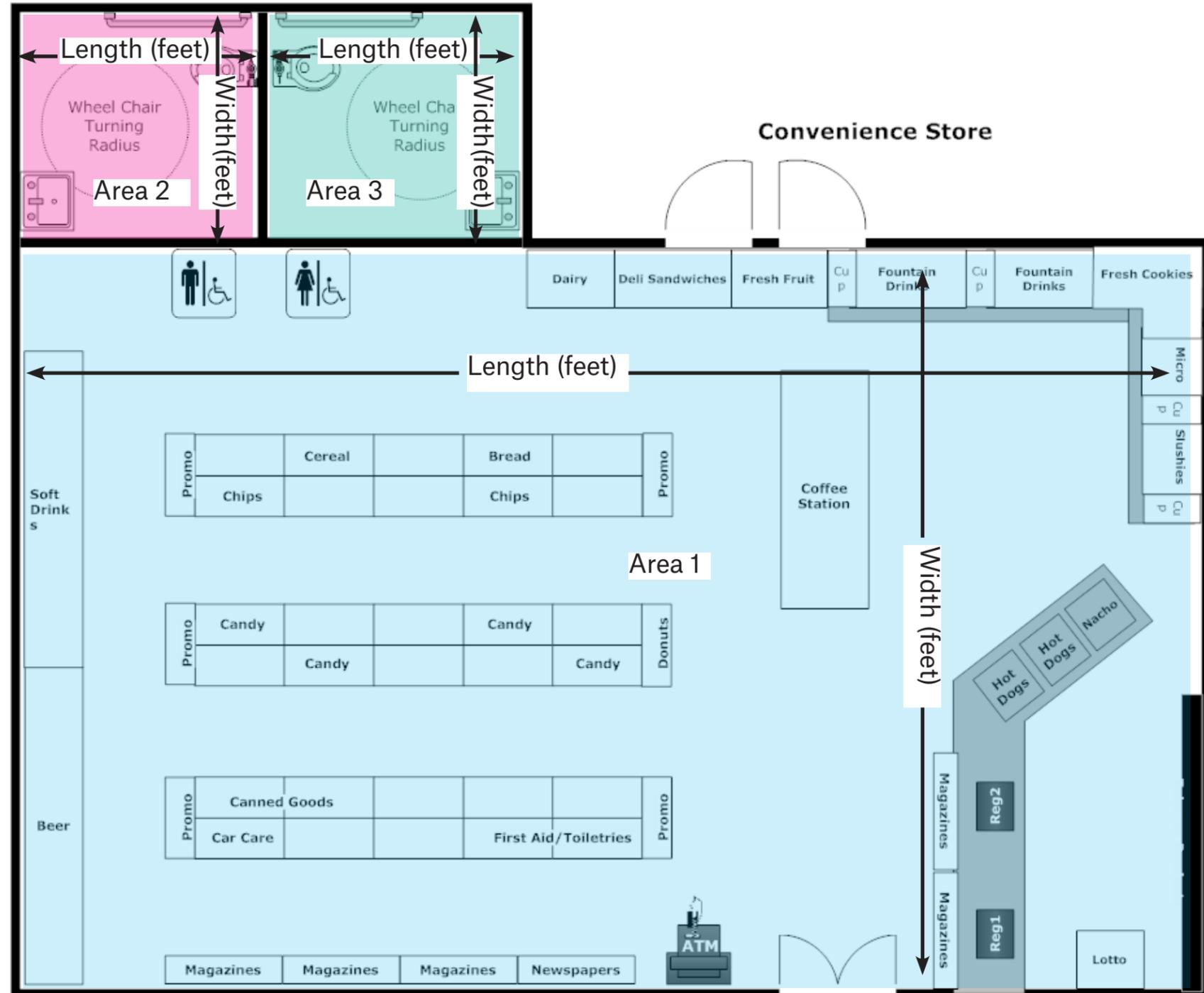
Beware of air purifiers claiming to be "HEPA-type," "HEPA-like," or "99% HEPA," which are not true HEPA filters and not as effective.

SQUARE FOOTAGE CALCULATIONS

Area Calculation Formula

Length (feet) x Width (feet) = Area Square

Area 1 + Area 2 + Area 3 = Total Square Feet



HOW WE CAN HELP

Spacesmith has a team of experts ready and willing to help you with your plans. Our staff include LEED and WELL accredited professionals who do ongoing research on the latest COVID-19 measures and best practices for a sustainable and healthy work environment. Our services include:

(1) On-line surveys to evaluate current work process, identify safety concerns and recommend change management strategies for return to the workplace.

(2) Space assessments including density studies and retrofitting collaboration and amenity spaces to support social distancing.

(3) Material recommendations that are anti-microbial and maintainable and support WELL & other environmental guidelines.

(4) Landlord real estate evaluations including building access strategies, elevator protocol & social distancing cues.

(5) Signage & graphic design to support design for workplace, lobbies & amenity spaces

(6) Work with real estate partners who can help you (a) negotiate rent relief with your landlord now; (b) restructure your lease for more favorable terms; and/or (c) give you alternate space options to consider.

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HELPFUL LINKS

World Health Organization
Getting your workplace ready for COVID-19
<https://www.who.int/docs/default-source/coronaviruse/getting-workplace-ready-for-covid-19.pdf>

Centers for Disease Control and Prevention
Businesses and Workplaces
<https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers.html>

Centers for Disease Control and Prevention
Interim Guidance for Businesses and Employers Responding to Coronavirus Disease 2019
<https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html>

Forbes
5 Predictions About How Coronavirus Will Change The Future of Work
<https://www.forbes.com/sites/tracybrower/2020/04/06/how-the-post-covid-future-will-be-different-5-positive-predictions-about-the-future-of-work-to-help-your-mood-and-your-sanity/#20fae6333e22>

Cushman & Wakefield
6 Feet Office
<https://www.cushmanwakefield.com/en/netherlands/six-feet-office>

Occupational Safety and Health Administration
Guidance on Preparing Workplaces for COVID-19
<https://www.osha.gov/Publications/OSHA3990.pdf>

The Harvard Gazette
Your building might be making you sick
<https://news.harvard.edu/gazette/story/2018/02/your-building-might-be-making-you-sick-joe-allen-can-help/>

WELL Certified
Places Matter: Global health and the coronavirus
<https://resources.wellcertified.com/articles/places-matter-global-health-and-the-coronavirus/>

FORTUNE
The coronavirus pandemic may be a turning point for responsible business
<https://fortune.com/2020/04/14/coronavirus-responsible-business-leadership-covid-19/>





ABOUT QEDC

This webinar was produced by the Queens Economic Development Corporation

Our mission is to help entrepreneurs start and maintain successful small businesses by partnering with local organizations to develop commercial districts and promote Queens as a destination for residential, business, and visitor growth.

During the COVID pandemic, QEDC will provide a wide array of resources, promote small businesses, help food makers in the Entrepreneur Space prepare meals for Front Line caregivers, and offer virtual counseling and webinars to guide business owners as they reopen.

BUSINESS SERVICES OFFERED BY THE QEDC:

- Queens Women's Business Center
- Entrepreneur Assistance Center
- M/WBE Certification Assistance
- Entrepreneur Space Business Incubator
- Queens Start UP! Business Plan Competition
- Home Improvement Contractor Training

To virtually meet with a Business Advisor visit queensny.org/booknow or email info@queensny.org