

REOPENING GUIDANCE FOR RETAIL

Based upon recommendations from the Cape May County-Wide Recovery Initiative Business Sector Task Force

Updated June 3, 2020

In compliance with the Opening Up America Again criteria, state guidance, and building upon the common experience of essential retail success, the following minimum mitigation protocols will be in effect for all business and organizations:

Social Distancing: All persons who are not part of an existing, noninfected pod of individuals, such as families or other discreet small groups, will be required to remain at least six-feet distant from each other.

Personal Protective Equipment: All persons will be required to utilize an effective covering of the nose and mouth designed to maximize the prevention of distribution or inhalation of vapor droplets from the respiratory system. Employees will be instructed on the proper use of gloves or other barriers to transmission by touch and will be required to utilize the same at all times.

Employee and Management Monitoring: Where possible, offer both virus and antibody testing to employees prior to commencing operations. All employees and members of management of all business and public operations will be continually monitored for body temperature and symptom concerns. Temperature baselines will be detected and recorded for comparison to regular temperature monitoring. Any employee or member of management showing symptoms or an elevation of body temperature will be immediately removed from the workforce and sent for testing and isolation. Tracing, and if necessary removal and/or isolation, of employee contacts will immediately commence and preventative measures ranging from disinfection of work areas to closure of part or all of a facility will take place until such time as broader disinfection can occur.

Sanitation: All employers, public and private, will engage in strict sanitation protocols. All refuse will be handled by employees in personal protective equipment that includes, at a minimum, face-coverings and gloves. Refuse will be constantly monitored and frequently removed to closed containers. Industry specific sanitation protocols have been developed and will be implemented and followed, especially as relates to food service and accommodations, as more fully set forth in the protocols included in the appendix.

Disinfection: All disinfection will follow the guidelines provided by the Centers for Disease Control, at a minimum.¹ Disinfection will be frequent and thorough and effectuate by use of EPA and/or FDA approved and effective microbial disinfectants.

¹ <https://www.cdc.gov/coronavirus/2019-ncov/community/disinfecting-building-facility.html>

National Retail Federation - Path to Reopen Retail: <https://nrf.com/resources/operation-open-doors>

Local Input/Guidance:

- Use capacity management systems to implement social distancing requirements.
- Consider use of outdoor areas to increase square footage of sales area.
- Consider special hours for senior citizens or high-risk individuals.



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Reopening: Guidance for the **Retail** Industry

Guidance Document

[aiha.org](https://www.aiha.org)

Overview

Small and medium (especially non-chain) retail stores have been very challenged during the COVID-19 pandemic. Many of these businesses have been viewed as “non-essential” by state governments and have been forced to strictly utilize online sales.

Some have been very creative with curbside drop off and utilization of video tools (FaceTime, Zoom, and Skype) to provide personal customer service. Many have been forced to lay off or furlough key staff members, which may complicate re-opening as states start to relax shelter-in-place and stay-at-home restrictions.

With such restrictions beginning to lift, retail owners are faced with difficult questions that must be addressed before reopening, such as:

- How can we protect our employees and customers from the disease while shopping at our store?
- How do we assure our customers that we are doing all we can to protect them from the disease?
- How can we minimize the risk of disease transmission if those who are ill or those who have had contact with positive COVID-19 people shop in our stores?
- What do we do if a customer is sick or not following guidelines?
- How do we deal with customers trying on clothing or footwear?
- How do we deal with returns?

Measures can be taken to reduce the risk of transmitting COVID-19 from touching surfaces or from person-to-person spread through respiratory droplets. Clear communication and utilization of social and digital media to educate customers on controls implemented for their safety are critical, as shopping and spending habits have shifted to large online retailers and big box stores.

At this time, it is unknown if retail shopping will be sparse after stay-at-home restrictions are lifted, or if they will be flooded with people in need for retail therapy - personal contact, the ability to see, touch and try on items. In either case, the move towards a new normal is coming.

This document offers practical guidance for retail store owners to implement interim measures to reduce the risk of transmitting COVID-19. It addresses the key questions above and provides tips for retail employees and customers.

What should an Employer do to protect themselves and their customers?

Retail owners should continually monitor international (World Health Organization - WHO), federal (CDC), state, and local guidelines for changes in recommendations, cleaning strategies, and other best management practices. Employers should also consider developing a team of professionals to monitor, assess, and implement new strategies as they become available. In addition, employers should consider the following strategies for reducing the risk of COVID-19 transmission in regards to physical distancing, ventilation, enhanced cleaning practices, restrooms, food preparation areas and contact surfaces, personal hygiene, employee wellness, personal protective equipment, training, waste and laundering, and communication. Due to the wide variety of retail store types, functions, and sizes, it may not be possible for establishments to implement *all* of the following, however, trying to tackle the problem from multiple angles can help reduce health risks.

Physical Distancing

- Encourage continued e-commerce and contactless curbside pick-up and in-home delivery.
- Use social media and other communications (signage/email/text lists) to educate customers/clients on the steps being taken for their protection.



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- Crowd control: mark distances using tape/markers/paint/signage of 6 feet for customers in checkout and indoor and outdoor waiting areas.
 - Video, photos, and markings are ideal to demonstrate distancing measures.
- Train sales personnel on physical distancing.
 - Make this a key point at greeting “Hello, thank you for coming in, we are here to help you, but we will be at distance of 6-feet for your safety”.
- Limit the number of customers shopping at one time. Consider starting with a call/text ahead program to start and limiting the family unit/group size to two or less.
- Encourage self-check-out if available.
- If store has aisles that are less than 10-feet in width, route traffic in one direction.
- Develop merchandizing strategy with distancing in mind.
 - Distance racks/shelves to 6-feet or more if unidirectional shopping, greater than 10-feet if multidirectional shopping/traffic flow.
 - Consider single item display with back stock for specific color/sizing.
- Close off all changing rooms temporarily.
 - Consider adjusting return policies to accommodate interim shopping restrictions.
- Discourage customers from carrying around products they plan to purchase.
 - Encourage items to be placed in carts in large stores.
 - Identify an area near checkout where customers can place items they plan to purchase in small stores.
- For returned items, it is recommended to disinfect non-porous items as appropriate (e.g., see CDC Guidance for Cleaning and Disinfecting). Some porous materials (e.g., apparel) may be challenging to disinfect, and could become damaged during the disinfecting process. If items cannot be disinfected, consider isolating the items as follows:
 - Isolate paper/cardboard materials for at least 24 hours.
 - Isolate plastic and stainless steel for at least 3 days.

At this time*, the persistence of viable SARS-CoV-2 on material types is limited, so not all materials can be listed. For items that are isolated, consider designating an isolation area within the workplace that is inaccessible to customers. Product isolation areas should be demarcated and labeled to ensure employees do not disturb or touch the items until the isolation time has passed. Employees should be educated on this process. It is recommended to seek guidance from the CDC, EPA, and FDA for surface disinfection.
- Visible store/brand specific messaging with distancing requirements.
- Consider placing Plexiglass partitions between cashier clerks and customers.
- Discourage customers from touching items they do not intend to purchase.

Ventilation

- Get fresh air to the shoppers and staff and properly utilize ventilation system. Some ways to do this or seek help:
 - Encourage outdoor shopping, and open doors and windows if possible.
 - Maximize fresh air through your ventilation system.

*This guidance document will be updated as new information becomes available.



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- Maintain relative humidity at 40-60%.
- Ensure restroom is under negative pressure.
- If you don't know how, ask an HVAC professional and see [ASHRAE](#) updates for more information.
- Consider using portable HEPA filtration units.
- If fans such as pedestal fans or hard mounted fans are used in the store, take steps to minimize air from fans blowing from one person directly at another individual. If fans are disabled or removed, employers should remain aware of, and take steps to prevent [heat hazards](#).

Enhanced Cleaning Practices

- Select appropriate disinfectants – consider effectiveness and safety.
 - The U.S. Environmental Protection Agency (EPA) has developed a list of products that meet EPA's criteria for use against SARS-CoV-2.
 - Review product labels and Safety Data Sheets and follow manufacturer specifications.
 - Consider consulting industrial hygiene experts if additional advice is needed.
- Establish a disinfection routine – do not use wet rag approach (use disposable products instead).
 - Ensure disinfection protocols follow product instructions for application and contact time.
 - Contact surfaces, point of purchase, credit card payment station should be disinfected after each customer.
- Promote these practices to customers – make this visible.
 - As noted above, clean HVAC intakes daily.
 - Consider using a checklist or audit system to track how often cleaning is conducted.
 - Carts, racks, shelving, hangers, and other items on the sales should be visibly clean and consider marking them as “clean” or “disinfected”.

Restrooms

- Doors to multi-stall restrooms should be able to be opened and closed without touching handles if possible.
 - Place a trash can by the door if the door cannot be opened without touching the handle.
- For single restrooms, provide signage and materials (paper towels and trash cans) for individuals to use without touching the handles, and consider providing a key so disinfection measures can be better controlled.
- Place signs indicating that toilet lids (if present) should be closed before flushing.
- Place signs asking customer and employees to wash hands before and after using the restroom.
- Provide paper towels in restrooms and disconnect or tape-off hand air dryers.
- Double efforts to keep bathrooms clean and properly disinfected.

Personal Hygiene

- Establish a “before and after service” hand washing or sanitizing for all staff.
- Provide hand washing stations at the front of the establishment or alternatively, hand sanitizer if not feasible.
- Provide hand washing stations or sanitizer at prominent locations and point of purchase.

Employee Wellness

- Conduct employee temperature screening and wellness checks before each shift.
 - Temperature screening can include manual (use non-contact infrared thermometers) or thermal camera methods.
 - Employees can self-check temperature, while wearing a glove, or disinfect between use.
 - There are several examples available for wellness questionnaires (see Resources below).



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- If employee is sick or receives any kind of testing (virus or antibody), results should be reported to employer and timing/decision to go back to work should only be with doctor's approval.

Other Control Measures

- Although not necessary if hand-washing protocols are rigorously followed, consider providing gloves to staff.
 - If they are worn, they must be changed regularly and are not a substitution for handwashing.
- Depending on local requirements, for those who cannot maintain physical distancing as part of their job, provide or encourage all employees to wear face coverings and gloves and to use hand sanitizer. **(NOTE: Homemade face coverings primarily protect others not yourself).**

NOTE: If an employer chooses to provide an N95 respirator, please fully consider all the potential OSHA requirements.

Training

- Provide instruction and training to employees on how to:
 - Properly put on and remove gloves.
 - Clean and disinfect surfaces according to product specifications.
 - Correctly use face coverings and/or respirators.
- Provide Safety Data Sheets for cleaning chemicals and ensure employees are aware of the hazards of use.
- If advice is needed, Occupational Health & Safety (OHS) science professionals or, industrial hygienists have expertise in selecting Personal Protective Equipment (PPE) and training. Find a qualified industrial hygiene and OHS professionals near you in AIHA's [Consultants Listing](#).

Waste and Laundering

- Single-use items and used disinfection materials can be treated as regular waste, following regular safety guidelines.
- Any reused cloth materials should be washed and dried on the highest temperature setting allowable for the fabric.

Communication

- Communicate to customers what the retail establishment is doing to mitigate the spread of COVID-19.
 - (e.g., disinfection routine, health policies for staff, and health & safety measures in place).
- Consider communicating to customers when in-person shopping may not be a good option (e.g. taking care of someone who is COVID-19 positive, exhibiting symptoms of COVID-19, being in a high-risk category).
- Communicate that the retail establishment has the right to refuse service to anyone exhibiting symptoms or not following guidelines (e.g., physical distancing).
- Platforms for communication could include websites and indoor/outdoor signage.

What should an Employee do to protect themselves and the customer?

- Evaluate your health constantly, and if you are sick stay home. If you have a temperature stay home. If someone at home is sick, stay home. If you have allergies and sneezing, stay home. **NOTE: Employer HR Policies, HIPAA guidelines and other laws should be followed at all times.**
- Wear a face covering when out in public and maintain physical distancing.
- Wash your hands when you arrive at work, after each customer, after touching your face or face covering and when you leave work.



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- At all times, wear a face covering or something better if you have it.
- Let your employer know if you have concerns about the PPE that may be provided to you and that you are properly instructed on how to use it.
- Carry a towel, if you get the urge to sneeze or cough, cover your nose, mouth and mask, attempt to delay the urge to sneeze or cough, immediately leave the building or the premises, wash your hands and face thoroughly before going back to work.
- If you get the urge to sneeze or cough, put on your mask, cover your nose, mouth, and mask with a napkin or handkerchief, attempt to delay the urge to sneeze or cough, immediately leave the building or the premises, wash your hands and face thoroughly before returning.

Resources

- [Open for Business – A Blueprint for Shopping Safe](#)
- [Customer Survey on Post SARS-CoV-2 Shopping](#)
- [CDCs Guidelines: What Grocery and Food Retail Workers Need to Know about COVID-19](#)
- Numerous wellness questionnaire examples are available online (e.g., [South Dakota Department of Health's COVID-19: Employee Screening Questions and Guidelines](#))
- The EPA has developed a [list of disinfectants](#) for use against SARS-CoV-2
- ASHRAE has a list of [COVID resources](#) for commercial buildings.
- AIHA's Indoor Environmental Quality Committee developed these guidance documents about reopening and cleaning buildings after closures due to COVID-19: [Recovering from COVID-19 Building Closures](#) and [Workplace Cleaning for COVID-19](#)

What can a Customer do to minimize the transmission of COVID-19?

- If you are sick stay home. If you have a temperature stay home. If someone in your house is sick, stay home. If you have allergies and cannot control sneezing, stay home.
- Use online or curbside services where you can.
- Limit the items you touch within a store to the items you select to purchase.
- Wear a face covering as you enter and leave the building.
- Wash your hands before and after you leave the building if possible. If not, use hand sanitizer when you enter and before you leave the building.
- Maintain a distance of at least 6 feet from other customers and employees when walking throughout the store to the extent possible.

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the science of anticipating, recognizing, evaluating, and controlling workplace conditions that may cause workers' injury or illness. Through a continuous improvement cycle of planning, doing, checking and acting, OHS professionals make sure workplaces are healthy and safe.

Get additional resources at AIHA's [Coronavirus Outbreak Resource Center](#).

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Open for Business – A Blueprint for Shopping Safe

New Jersey retailers have been on the front lines of the COVID-19 crisis, with grocers, pharmacies, and other retailers working hard to make sure every family has what they need as they have stayed home. However, many retailers were required to shut down storefronts throughout the state, furloughing a previously unimaginable number of workers in order to protect our communities and stop the spread of the novel coronavirus.

With a focus on the health and wellness of both our employees and our customers, now is the time to prepare for the entire retail sector to safely re-open. Retailers have been learning from each other throughout this crisis, sharing leading practices and protocols to keep stores clean and sanitized, and keeping customers and employees as safe as possible. As an industry, we stand ready to assist the Governor with the important task of safely re-opening our Main Streets and storefronts again, with an underlying commitment to helping all families Shop Safe.

Retailers' primary objective remains the health and safety of employees and customers, from distribution centers to stores. We envision an approach that relies on the protocols employed by those businesses which have remained open to the public since the beginning of this crisis. This approach also allows the Governor to evaluate conditions, and allows businesses to open to the public with the confidence that all retailers will adopt the social distancing, hygiene, and sanitization practices necessary to keep customers, employees, and the entire community safe.

The key to this approach is adopting a blueprint that puts in place uniform statewide rules of operations. **The protocols we propose were developed in accordance with CDC guidelines and benchmarking between leading retailers who have shared their operational experiences over the past six weeks.** A mutually agreed upon blueprint will accomplish three key objectives: (1) Protect our communities (2) Allow for the safe reopening of retail and (3) Establish clear expectations for employees and customers. We will endeavor to update these recommendations as conditions change or if guidance from the CDC leads to the adoption of new protocols.

Phase 1- Contactless Curbside Pickup & In-Home Delivery

Retailers have established and implemented safety protocols to allow contactless pickup and in-home deliveries. In these operations, a limited number of employees are allowed in stores that are closed to the public to fulfill online orders and deliver purchases to customers who drive or walk up, observing appropriate social distancing. Restaurants have been permitted in to maintain limited operations by utilizing contactless pickup and delivery. We believe these operations should be expanded to include all retailers immediately, provided that retailers are following the established practices of social distancing, hygiene, and sanitization guidelines outlined below.

Phase 2- Re-open Stores to the Public, with Social Distancing Protocols & Reduced Occupancy

Retailers encourage the state to rely on the CDC, state health department, and other health experts to determine when to move to Phase 2. During this phase, retailers open additional stores to the public with robust health and safety protocols in place to protect customers and employees and to mitigate the spread of the virus so COVID-19 does not revert.

As the Governor prepares new Executive Orders to allow the re-opening of all retail stores to the public, we strongly urge him to continue to provide clarity for all retailers, local governments, law enforcement, and consumers with consistent social distancing, hygiene, and sanitation guidelines. Uniform, statewide standards ensure the reopening of the economy is safe, efficient, and productive for customers, employees, and enforcement agencies alike.

We also ask the Governors to establish personal responsibility expectations for New Jerseyans as they move about in public spaces, such as requiring face coverings where appropriate, washing hands frequently, and staying home when ill. Retailers are committed to posting signage and providing frequent reminders to customers about health and safety responsibilities; however, it must be the role of trained law enforcement professionals to enforce state laws and orders.

Recommended Protocols for Retail Employees and Customers (Phase 1 & 2)

Social Distancing – Employees

- Ensure employees stay 6 feet apart whenever practical.
- Adjust seating in break rooms, cafeterias, and other common areas to reflect social distancing practices.

- Prohibit gatherings or meetings of employees of 10 or more during working hours, permit employees to take breaks and lunch outside, in their office or personal workspace, or in such other areas where proper social distancing is attainable.
- Restrict interaction between employees and outside visitors or truck drivers; implement touchless receiving practices if possible.
- Adjust training/onboarding practices to limit number of people involved and allow for 6 foot spacing; use virtual/video/audio training when possible.
- Discourage employees from using colleagues' phones, desks, workstations, radios, handhelds/wearables, or other work tools and equipment.
- Prohibit handshaking and other unnecessary person to person contact in the workplace.

Special Protocols for Home Delivery/Installation Employees

- Wear protective face coverings and gloves during in-home delivery and/or installation services.
- Ensure proper social distancing between employee and customer.
- Clean and disinfect any surfaces which will be regularly contacted throughout the duration of any installation.
- When delivery/installation is complete, clean and disinfect all surfaces which were contacted throughout installation.
- Clean and disinfect any tools or supplies used throughout delivery/installation upon leaving the home.

Social Distancing – Customers (Phase 2)

- To support smaller retail businesses, who may lack staff necessary to closely monitor customer flow, we recommend reducing store occupancy to no more than 50%, and no less than 20%, of the stated maximum store capacity according to the National Fire Code. Alternatively, thresholds of no more than 5 customers per 1,000 square feet of total store square footage excluding employees, may also be appropriate.
- Place conspicuous signage at entrances and throughout the store alerting staff and customers to the required occupancy limits, six feet of physical distance, and policy on face covering.
- Establish hours of operation, wherever possible, that permit access solely to high-risk individuals, as defined by the CDC.
- Demarcate six feet of spacing in check-out lines to demonstrate appropriate spacing for social distancing.
- Ensure six feet of distance between customers and cashiers and baggers, except at the moment of payment and/or exchange of goods.
- Arrange for contactless pay options, pickup, and/or delivery of goods wherever practical.

Hygiene

- Require infection control practices, such as regular hand washing, coughing and sneezing etiquette, and proper tissue usage and disposal.
- Encourage employees to engage in repeated handwashing/sanitization throughout the workday.
- Provide sanitization materials, such as hand soap, hand sanitizer, and sanitizing wipes to employees.
- Require the use of gloves and regularly sanitize community technology and equipment such as POS, cash registers, copy machines, etc.

Sanitization

- Require frequent sanitization of high-touch areas like restrooms, fitting rooms, doors, PIN pads, and common areas.
- Ensure operating hours allow downtime between shifts for thorough cleaning.
- Provide sanitization materials, such as sanitizing wipes, to employees to clean handhelds/wearables, scanners, radios, or other work tools and equipment before/after use.
- Clean and disinfect high-touch areas routinely, particularly in spaces that are accessible to staff, customers, and suppliers.
- Ensure cleaning procedures following a known or potential exposure in a facility comply with CDC recommendations.
- Have deep cleaning response plan in place, in the event of an associate(s) testing positive.
- Follow CDC guidance related to returned merchandise before returning items to the sales floor.
- Allow retailers to suspend or extend the time period for customers to return items.

Protective Face Coverings

- Require workers, contractors, and drivers to wear face coverings while on the premises.
- Strongly encourage customers to wear face coverings while on the premises.
- Post signage for customers to understand the importance of wearing face coverings.
- PSAs from law enforcement urging consumers to act responsibly and utilize face coverings—it should not be the responsibility of retailers to enforce.

Health Screening

- Encourage employees to self-evaluate (before they arrive for shifts) for signs of illness (such as a fever over 100.4, cough, or shortness of breath).
- Require associates who exhibit signs of illness not to report to work and encourage them to seek medical attention prior to returning.

Phase 3 – Establish Protection, Then Lift All Restrictions

Retailers encourage the state to rely on the CDC, state health department, and other health experts to determine when to move to phase 3. During this final phase, retailers will have discretion to remove COVID-related operational protocols except for those related to enhanced sanitization and screening practices.

The proposed retail health and safety protocols are designed to maintain sanitization while returning operations to the new normal. Consistent with health expert guidance, we urge the Governor to suspend or relax all social distancing requirements at this time.

Recommended Protocols for Retailers for Phase 3

Sanitization

- Provide sanitization materials, such as hand soap, hand sanitizer, and sanitizing wipes to staff.
- Frequent sanitization of high-touch areas like restrooms, breakrooms, credit card machines, keypads, counters, and shopping carts.
- Clean and disinfect high-touch areas routinely, particularly in spaces that are accessible to staff, customers, and suppliers, and ensure cleaning procedures following a known or potential exposure in a facility are in compliance with CDC recommendations.

Employee Guidelines

- Require infection control practices, such as regular hand washing, coughing and sneezing etiquette, and proper tissue usage and disposal.
- Encourage employees to frequently handwash/sanitize throughout the workday.
- Separate employees who become sick during the day and send home.
- Encourage employees to not come to work if not feeling well.

There is no doubt that even under the most optimistic of scenarios, New Jersey families will be adjusting to a “new normal” for some time to come. The entire retail sector is prepared to meet this challenge and give consumers confidence in our ability to safely and warmly welcome them back into our stores. We appreciate the tireless efforts of the Governor to safeguard our communities throughout this crisis, and we are ready to work together to safely re-open our economy.