



ROADMAP TO RECOVERY  
MARYLAND STRONG

## Best Practices for Businesses to Reopen

### RETAIL



#### OPEN FOR RETAIL

- Review high contact surfaces and plan for protocol to eliminate or minimize employee and customer interaction through barriers such as sneeze guards.
- Evaluate your customer and staff sales practices to identify possible “high-touch” practices and opportunities to reduce or prevent COVID-19 transmission.
- Evaluate floor plan to mitigate congestion points and to maintain social distancing. Develop a customer flow plan using floor markings to indicate direction.
- Develop a plan for vendors to bring products safely into the business by arranging for deliveries when there are the fewest customers and employees.
- Inspect facilities for any damage or issues caused by vacancy including mechanical, air and water systems.
- Train employees on the proper responses to customers who challenge social distancing, facial covering, and other protocols.
- Store capacity may be limited based upon executive order or other local government guidance.



#### OPEN FOR EMPLOYEE COMFORT

- Employees should be trained in, and understand, current COVID-19 health and workplace guidelines, such as hand hygiene and cleaning protocol.

- Give employees flexibility regarding returning to the workplace.
- Implement a daily screening process for workers which includes CDC or MDH recommended health questions, and consider temperature testing.
- Direct sick workers to follow CDC and state guidelines regarding home isolation for suspected or confirmed COVID infections.
- Employees and customers should continue to wear facial coverings where applicable or required.



#### OPEN FOR SOCIAL DISTANCE

- Establish a 6-foot marking system to visually demonstrate recommended social distancing.
- If possible, set aside special hours for vulnerable or at risk customers.
- Online ordering and curbside pickup should be continued and encouraged.
- Prepare guidance on store capacity, how customers queue in and outside of the store, and curbside pickup. Be mindful of creating situations that might cause lines and crowds.
- Post signage advising customers to not enter the store if they are sick or symptomatic. Provide a phone number or website for alternative purchasing methods, such as curbside pickup.



#### OPEN FOR CLEANLINESS AND COMFORT

- Clean and disinfect the facility in accordance with CDC guidelines.
- Make hand sanitizer, disinfecting wipes, soap and water, or similar disinfectant readily available to employees and customers to use on surfaces that they may touch. Provide upon entry to customers.
- Where possible, implement and encourage touchless payment.



#### OPEN FOR COMMUNICATION

- Communicate commitment to cleanliness by posting compliance adherence with the CDC’s recommendations.
- Show customers care by displaying signage that details social distancing protocol and COVID-19 prevention efforts.
- Communicate with employees and guests on the measures taken for their comfort and on the shared responsibility to monitor their health and stay home if not feeling well.
- Language Access: Provide training content in Spanish and alternate languages prevalent in your small business community.
- Reach out to customers through communication channels that you are open for business.

All Executive Orders still in effect must be complied with. See most up to date orders here: [governor.maryland.gov/covid-19-pandemic-orders-and-guidance](https://governor.maryland.gov/covid-19-pandemic-orders-and-guidance).

For more information go to [open.maryland.gov/backtobusiness](https://open.maryland.gov/backtobusiness)