

SMALL BUSINESS AND RETAIL COMMITTEE (SBRC)

STAKEHOLDER ENGAGEMENT

The SBRC engaged over 100 stakeholders through listening sessions, interviews and conversations with individual industry representatives and guest presenters to benefit from their first-hand experience, which enabled the Committee to identify real-world, timely and specific challenges and create viable recommendations and guidance.

Industry representatives who provided input to the SBRC included: Ace Hardware, Costco, Goodwill Industries, Hines Development, Macys, Industrial Bank, CVS, Wegmans, Politics and Prose, Streets Market, and Wells Fargo.

The SBRC also received valuable input from guest presenters at our daily 8:30 am meeting. Presenters included Ron Busby, President of US Black Chambers; Nicole Quiroga, President and CEO of the Greater Washington Hispanic Chamber of Commerce; and Jodie McClean CEO of Edens, a real estate developer with a large retail footprint throughout America and in DC.

The SBRC also conducted a review of published guidance and best practices applicable to the committee's work to help frame its recommendations and guidance. Some of the guidance reviewed included publications by: The Alliance of Professional Tattooists; National Retail Federation; CDC Small Business Guidance; City First Bank; International Council of Shopping Centers; International Spa Association; OSHA; Walmart, Wegmans, and ReOpen Mainstreet.

The Committee also incorporated feedback from online surveys; emails from business owners; and focus groups which included business owners, industry associations, employees and customers. We also gathered insights from DC Ward 5 Councilmember Kenyan R. McDuffie, Chairperson of the DC Council Committee on Business and Economic Development, who participated in several Committee discussions and shared real-time, direct feedback from DC residents, businesses and other constituent groups. The Committee was also guided by DC's Chief Financial Officer Jeffrey DeWitt.

Survey and email respondents include small business and retailers from across the city. The committee was pleased with the diversity of input which truly was representative of all 8 Wards. Survey and email respondents included: Andre Taylor Photography, Plum Good LLC, and Baby Einstein, all Ward 8 businesses; Tenleytown Main Street and Write for You/JB Sweets, both Ward 3 businesses; and Solid State Books and Stan's Men's Clothing, both Ward 6 businesses.

The SBRC also held telephone sessions with groups representing neighborhood businesses. The telephone session participants included: Anacostia Business Improvement District, the DC BID Council, H Street Main Street, representatives from the Board of Barbering and Cosmetology, and groups representing business owners who are hearing and visually impaired.

Finally, the committee reviewed the results of the Mayor's online survey and incorporated suggestions into the report.

STAGING RECOMMENDATIONS

In addition to the report’s primary guidance and universal safeguards (e.g., physical distancing of at least six feet, use of masks in public spaces, stringent sanitation and hygiene practices) the Committee proposes the following guidance for the subsectors listed below.

| SUB-SECTOR | STAGE 1 | STAGE 2 | STAGE 3 |
|---|--|---|---|
| Shopping malls (indoor and outdoor), BIDs and Main Streets | <ul style="list-style-type: none"> Curbside, pickup and delivery allowed Encourage online shopping | <ul style="list-style-type: none"> Continued observation of Stage 1 guidelines Criteria for Shopping Malls/BIDs/Main Streets should be driven by the criteria established for the business operating within those shopping areas | <ul style="list-style-type: none"> Criteria for Shopping Malls/BIDs/Main Streets should be driven by the criteria established for the business operating within those shopping areas |
| Essential retail (i.e. businesses open during the stay-at-home order) | <ul style="list-style-type: none"> Implement PPE and physical distancing policies Allow curbside pickup Implement and follow current mitigation guidelines Encourage online shopping | <ul style="list-style-type: none"> Continued observation of Stage 1 guidelines | <ul style="list-style-type: none"> Continued observation of Stage 1 guidelines |
| Non-essential retail | <ul style="list-style-type: none"> Curbside, pickup and delivery allowed Encourage online shopping | <ul style="list-style-type: none"> Non-essential retailers reopen in-store, with safeguards and capacity limits (5 people per 1,000 sq. ft not to exceed 50% capacity) Allow curbside pickup Encourage online shopping Implement and follow reopening mitigation guidelines | <ul style="list-style-type: none"> Non-essential retailers continue in-store, with safeguards and capacity limits (10 people per 1,000 sq. ft not to exceed 75% capacity) Allow curbside pickup Continue to follow reopening mitigation guidelines |
| Barbershops and hairdressers | <ul style="list-style-type: none"> Personal services allowed by appointment with strong safeguards and physical distancing (5 people per 1,000 sq. ft) | <ul style="list-style-type: none"> Continued observation of Stage 1 guidelines | <ul style="list-style-type: none"> Continued observation of Stage 1 guidelines |

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| | <ul style="list-style-type: none"> – Rearrange stations to ensure a six-foot minimum space between customers – PPE/masks/gloves – Restroom sanitization on a frequent schedule – Payment via digital platforms encouraged as much as possible | | |
| Nail salons, wax salons and spas | <ul style="list-style-type: none"> – Closed | <ul style="list-style-type: none"> – Personal services allowed by appointment with strong safeguards and physical distancing (5 people per 1,000 sq. ft) – Rearrange stations to ensure a six-foot minimum space between customers – PPE/masks/gloves – Restroom sanitization on a frequent schedule – Payment via digital platforms encouraged as much as possible | <ul style="list-style-type: none"> – Continued observation of Stage 2 guidelines |
| Couriers and messengers | <ul style="list-style-type: none"> – Avoid customer interaction – Notify customers of delivery/pickup changes – Do not share hand-held devices; only delivery person to enter information | <ul style="list-style-type: none"> – Continuation of Stage 1 guidelines | <ul style="list-style-type: none"> – Continuation of Stage 1 guidelines |

RECOMMENDED SAFEGUARDS

The committee also recommends adoption of the sub-sector specific universal safeguards outlined below.

| SECTOR | STAKEHOLDER | ADDITIONAL UNIVERSAL SAFEGUARDS BY SECTOR |
|-------------------------|-------------|--|
| Retail (all subsectors) | Business | Masks for all employees and customers and gloves for employees |

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|---|----------|---|
| | | <p>Hand sanitizer available in areas of contact</p> <p>If available, body scanners for larger stores</p> <p>No food or drink inside store for customers</p> <p>Sanitization measures in place to include charging stations, vending machines, Redbox, etc.</p> <p>Sanitization of carts between customers</p> |
| Personal care services (all subsectors) | Business | <p>Masks for all employees and customers and gloves for employees</p> <p>Restroom sanitization on a frequent schedule</p> <p>Ample signage (see sign recommendations in communications section)</p> <p>Availability of multiple ways to pay, including Auto Pay, mobile apps encouraged</p> |
| Barbershops/hairdressers | Business | <p>Rearrange stations to ensure a 6-ft minimum space between customers</p> <p>Wipe down all equipment at end of use</p> <p>No walk-ins; conduct business by appointment only</p> |
| Nail/ Wax Salons / Spas | Business | <p>Rearrange stations to ensure a 6-foot minimum space between customers</p> <p>Implement flexible worksites, if possible, or flexible schedules</p> <p>Install clear partitions at customer interaction sites</p> <p>Mandate temperature checks before entering the facility</p> <p>Wipe down all equipment at end of use</p> <p>No walk-ins; conduct business by appointment only</p> |
| Couriers and Messengers | Business | <p>Avoid or limit customer interaction, if possible</p> <p>Provide outside drop-off/pick up, if possible</p> <p>Notify customers of delivery/pickup changes</p> <p>Do not share hand-held devices or pens; only delivery person to enter information</p> |

OTHER RECOMMENDATIONS AND ‘BIG IDEAS’

The Committee and its members have identified several additional initiatives and ideas for consideration, which include:

- **Maximize the use of public spaces for curbside services**, outdoor dining, and showcasing of non-food retail

- **Create a Shopping District Ambassador Program** that distributes free health/safety equipment and resources at business points of entry to assist the public in adapting to reopening health/safety compliance
- **Recruit and train DC residents on COVID-19-related services** to offer technical assistance to small businesses
- **Provide ample compliance training** for all stakeholders
- **Assist businesses in migrating to contactless payment systems**
- **Create a small business and retail agreement form**, where the business owner covenants commitment to health/safety protocols and safeguards
- **Develop clear and thoughtful enforcement procedures**
- **Address the underlying structural disparities** that contribute to racial/socioeconomic inequities in DC pre COVID-19, including access to capital and access to markets
- **Establish key programs that support job creation and business expansion**
- **Provide all businesses equitable access to DC government resources**, including procurement opportunities
- **Make PPE available at free or reduced cost to businesses**
- **Provide training in effective PPE use** and other health/safety protocols
- **Increase the availability of testing for business** to help identify risks and reduce the spread of COVID-19