

STRASGLOBAL

COVID-19 Response Plan



STRASGLOBAL
RETAIL RESULTS



StrasGlobal

7 North 5th Street, Temple, TX 76501 | Phone: 512.298.0778 | Email: info@strasglobal.com
www.strasglobal.com

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OUR MISSION:

To make life better – for our team, our customers, and our clients

COVID-19 Objective:

StrasGlobal is going to stay ahead of the COVID-19 situation. If we do more than we need to do, then so be it. The health and safety of our team and customers is of paramount importance.

Our commitment to our community, to our clients and, of course, to our team, is to keep our stores operating. We will only close a store if a) there is a government mandate, b) we cannot staff a store, or c) our client instructs us to close the store.

Our message to our team is to keep safe, we have a plan, and we will make it through this together.

The **StrasGlobal COVID-19 Response Team** (set up on March 14, 2020) consists of the **StrasGlobal Executive Team** and a **Task Force** with members from ownership, training, public relations, and technology. The Response Team meets daily to address the COVID-19 situation and this paper is being constantly updated as the situation develops.

THE STRASGLOBAL COVID-19 **RESPONSE PLAN**

Communications:

- **“Strange Times – A word from our President”** is an email from Roy Strasburger that will go to all store managers three to four times per week updating them on new developments, StrasGlobal actions, and recognizing our team’s efforts.
- The President will put out frequent **60 – 90 second videos** to the team to inform them of actions that we are taking and programs that we are putting into place. A link to these videos will be sent to all store managers. We will post this on our StrasGlobal YouTube channel.
- **Survey** team members and customers about 1) what will make them feel safer in the store, 2) what measures we should be taking, 3) are there specific needs that we can meet or products that we can stock now that other stores are closed.

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- **Push messages** – daily/frequent emails to all stores
 - SMS – acquire cell phone numbers
 - Email – acquire email addresses
 - Email replies go to a dedicated mailbox to be answered
 - We will follow up on messages (through an “open” report) to make sure that they are read and that the information is being conveyed.
- **Knowledge Storage** – We have added a COVID-19 tab to the home page of the StrasGlobal website that contains company generated information as well as CDC and government initiatives. The site does not need to have a secured access. All externally generated information needs to be either issued by the CDC, a government entity, or verified by two news agencies to try to ensure accuracy.
- Create a community site that will contain:
 - A **moderated forum** for all team members to post comments and ask questions. This will be a secured access site. This site is for all team members (store, field, and administrative) so that we can answer questions and try to detect concerns so that we can address them.
 - Create an **anonymous feedback** method for store members to send in thoughts and concerns.
 - Create a repository for **team ideas** and suggestions to fight COVID-19.
- **Daily update** on the number of people who are sick (either tested or waiting to be tested), affected (have someone at home who is infected with COVID-19), cannot get childcare, or do not feel safe about coming into work. We will use an employee call in/absence form so that information will be captured and tabulated in a centralized data base to track trends. We need to keep this information confidential. We may need to inform federal/state/local authorities about illnesses.
- Set up **Slack** for internal purposes to speed communications. (Slack Channel for Directors and COVID-19 Task Force is up and in use as of 3/21).
- **Morale indicator** – one or two question survey to be sent to team members to see how they are feeling and try to judge emotional levels at the store and identify if someone needs help.
- **Professional/third party counseling** – check if insurance company or HR service have someone that team members can call to talk about issues/concerns.
- Ongoing updates to team members about **CDC and government announcements** will be sent through various communication channels.
- Maximize efforts to **hire new people** and implement **online onboarding** (to speed up process and reduce face to face time). If we hear of a local business closing down, contact them to see if their employees are available to hire. Improving online application process to reduce number of people coming to the store and will conduct initial interviews by phone. Phone scripts will be provided to store managers.
- Implement **video conferencing** between store managers and field staff with everyone on the video to promote engagement and gauge non-verbal signals and emotional well-being. This will allow us to visually check in with stores more frequently and will reduce exposure of field and store staff.
- Designate a “**government monitor**” to keep up with federal, state, and local laws and initiatives so that we can stay on top of developments.
- Follow **industry updates and initiatives** from NACS and other industry media.



- Have an **accounting cost designation** for COVID-19 related expenses so that we can track them. This will help if there is future government funding or reimbursement.
- Provide **local health authority** contact information to each store so that they can have direct contact.
- Set up a service to help team members sign up for **government assistance programs**.
- **Signs** (use StrasGlobal colors or CDC posters). All communications need to be simple and clear for the benefit of non-English speakers. Where appropriate, consider printing signs in a second language.
 - Email 8 x11 B&W signs to stores to be printed and posted immediately. Centrally print professional signs and send them out to the stores
 - Remind people about **social distancing**
 - Signs on the front door asking people to **limit number of customers** in the store depending upon number of POS positions
 - **Cleaning time charts** in restrooms showing when the restroom was cleaned
 - Signs in restrooms promoting **hand washing** and giving CDC instructions
 - Signs at the pumps informing about store programs and cleanliness
 - **"Coming Soon"** signs about curbside delivery, home delivery, and senior programs
 - Provide store with "<BLANK SPACE> **Now in Stock**" for front door to tell customers that we have the items for sale
 - **Partnership outreach** signs for the store: "Do you want to partner with us to reach customers? Contact XXX XXX XXXX"
- Provide button/badge for employees to wear printed with sayings ("Better six feet away than six feet under", "No offense but BACK OFF") to encourage social distancing. These can also be sold to customers.
- Provide a **check list** to each store to ensure that all Response items are implemented.
- Client communicates support and encouragement to store team by email, letter, or video.
- "Like" and repost StrasGlobal information on **social media** (Linkedin, website, etc.) to try to share our policies with other retailers as an example.
- **Industry** – share actions and results with rest of industry.

Health and Safety

- Continue promoting good **personal hygiene practices**:
 - **Wash hands** every twenty minutes or after contact with cash, after sneezing, coughing, or nose blowing, after using the restroom, before handling food, after touching contaminated surfaces, or after sharing equipment like a keyboard or POS terminal
 - **Sanitize** all surfaces frequently
 - Maintain a minimum of **six feet distance** from customers and, when possible, other team members
 - Avoid touching your **face**
 - Mandatory watching of RTO **training video** for cleaning and sanitizing
<https://readytrainingonline.com/preventing-illness/>
 - Continue to update health information and send it out to stores



- Provide **personal health packets** – packages that contain gloves, masks, disposable gowns (reports suggest that the COVID -19 virus can stay on fabric for hours meaning that someone's hand can be contaminated by touching the fabric or the virus is carried into a home on the fabric) and hand sanitizers when they are available. Team members are required to use all items while in the store. Items are to be replenished or replaced on a daily or weekly basis as available or according to the certified life span of the item.
- Review all **cleaning programs** and implement enhanced cleaning in rest rooms.
- Confirm that all restrooms have **soap**.
- 18" x 24" **Plexi-glass sneeze guards** for each POS position. The holder/base will be raised six inches off the counter so that cash and small items may be exchanged under it.
- Stores with plexiglass "cages" are allowed to immediately start operating with the cages closed (two sites).
- Research **NanoSeptic** material for door handles and counters (fuel pumps?). (Current research states that the material will kill viruses for 9 to 12 months).
- Provide cleaning **wipes or gloves at the pumps**. The challenge is the customer taking all of them at one time. A short-term solution is to offer paper towels to pick up nozzles with a sign to indicate that gloves are available in the store until we are able to secure the wipes or gloves in the pump area.
- Investigate **full service at the fuel pump** where it is allowed by law.
- Place a **decontamination center** near the front door with sanitizer, wipes, and/or gloves.
 - For people entering the store to encourage disinfecting hands prior to transactions and to use while opening cooler and restroom doors
 - For people leaving the store and wanting to wipe down products
 - Include a sign "Be a good neighbor and take what you need. Please help others"
- Laminated sign (initially use 18" strip of silver duct tape with "Please wait here" written in Sharpie) on floor to indicate **social distancing** for people standing in line at the POS positions, restrooms, outside front door of store and any other place where people queue. Placement is 6 feet apart.
- **Limit the number of people** that can be in the store at any one time based upon 5 customers per POS location. Have a sign on front door – "For your health and safety – only X customers in the store at one time. Please wait outside and observe Social Distancing."
- Each shift has one **designated person** responsible for cleaning and sanitizing all main public "touch spots" including fuel pumps. Frequency will depend upon how busy the store is. Minimum is once per hour.
- Identify team members **over 65** and assign them to shifts or areas of the store where there is less customer interaction. The Director of Training will speak to each individual and address their specific role.
- **No self-service food service** unless food item is packaged.
- All food service condiments are **pre-packaged**.
- Remove ice from **drink promo barrels** to reduce risk of virus transfer from ice/water to cans.
- **No reusable cups**.



- Fountain and coffee **cups will be kept behind the counter** and given to customers. This is to prevent customers from handling the cups and not using them (picking up a cup and then replacing it for a different size) or sneezing or coughing on them as the virus can survive on the surface for several hours. Investigate whether there is a reason to ban the sale of fountain drinks and coffee or go to full service.
- All **indoor seating areas closed** off.
- Provide **curbside delivery** to reduce customer interaction in the store (see below).
- Provide **pick up service** to reduce customer interaction in store (see below).
- Provide **lock boxes** to reduce customer interaction in store (see below).
- Investigate use of “**Steamfast**” as handheld steam sanitizer for counter tops.
- Investigate “**Mobile Kleen**” **UV lights** as sanitizers. There is also a restroom model.

Morale

- Conduct a **daily morale check** at store level through surveys and personal calls from supervisors.
- Provide a “**StrasBucks**” **coupon program** for employees to purchase items in the store. StrasBucks will be \$20/employee to show appreciation for their work “on the front line” and help them through difficult times. Issue them to all employees weekly on Tuesday. StrasBucks will have at least a 60-day expiration date.
- Directors will **check in weekly** with those who report to them to gauge morale.

Management

- Continuous communication with **clients** to update them as to store performance, staffing and supply issues, and government assistance programs (i.e. small business loans).
- Management and field supervisors are **not to travel by plane** or public transportation unless given specific approval by the President of the company.
- Stores may only be visited by field management if **no overnight hotel stay** is required.
- Use **contactless external couriers** (such as Task Rabbit or Uber) to pick up and deliver supplies and items when appropriate.
- When **field management visits** a store:
 - Store should be **closed** 15 – 20 minutes for a deep sanitizing
 - Only **one on one meetings**
 - **Social distancing** procedures to be followed for all meetings
- Experiment with management supervision through **video store tours and photos** in order to reduce the personal interaction and the risk of field personnel spreading the virus between stores.



- Issue Essential Business Safe Passage letter (template issued by insurance company) to team members during time of “shelter at home” or quarantine mandates to present to authorities if the team member is stopped while going to or from work.

Sales/Customer Interaction

- **Absolutely no price gouging** or overpricing. Team member are not allowed to sell personal items on our properties at inflated prices. Anyone caught engaging in the unauthorized selling of overpriced items will be terminated immediately. If there is an increase in retail prices over 10% which is due to an increase in our cost, a sign will be posted at the shelf location of the product explaining that the price increase is due to a cost increase and asking the customer to contact the manager with any questions.
- **Any negative or misleading publicity** will be immediately communicated to the President so that action can be taken.
- **Ration essential items.** The emphasis is on providing products to as many people as possible. It may be necessary to keep products behind the counter.
- Signs showing that we have **essential items in stock**.
- **Adjust store operating hours** for deep sanitizing needs and staff availability.
- Display a **photo** and “Hi my name is...” at checkout if cashier is wearing a mask. This will be placed in a transparent plastic sleeve attached to the Plexiglas sneeze guard.
- Sell **preloaded credit cards** so that unbanked customers can shop online (with anyone) and to reduce future cash transactions in the store.
- Create a “How to stay busy and have fun in **quarantine**” **selection of items**: puzzles, playing cards, board games, romantic (wine, chocolate, flowers) bundle, stress relief items (candles, incense, bath salts), books, office supplies, school supplies, chargers, batteries. Ask suppliers to come up with “bundles” using items that they have in stock and would appeal to quarantined people.
- Sell **StrasBucks** as gift cards in denominations of \$1, \$5, \$10, and \$20 to be used in the store (and can be promoted as gifts to people in need).
- Expand **pet and toys categories** for the duration of the crisis.
- **Private shopping** – high risk customers can call ahead, and we will close the store for private shopping at off-peak times.
- **Pick up service**
 - Call, text, or online ordering through Square
 - Pay online or inside
 - Advertise service at store and, online, and other media
- **Curb side service**
 - Call, text, on-site ordering, or online ordering through Square
 - Designated pick up spot with signs



- What are staffing requirements
- Interaction protocol (how do we deliver products to customer and accept payment in a safe manner?)
- Advertise service at store, online, and other media
- **Lock boxes outside store**
 - Provide secure boxes outside store
 - Each door has a code lock that can be changed with each order
 - Call, text, or online ordering through Square
 - Advertise service at store, online, and other media
- **Home delivery**
 - Call, text, or online ordering through Square
 - Determine how we are going to deliver (Doordash, Instacart, UberEats, Postmates, StrasGlobal drivers)
 - Interaction protocol (how do we deliver products to customer and accept payment in a safe manner?)
 - Advertise service at store, online, and other media

Outreach

- Free fountain drinks and coffee for **first responders** (as usual) and **medical personnel** either in uniform or with ID.
- **Seniors**
 - Provide **discount** on store purchases
 - Signs to go to **front of the line** to reduce their time in the store (provide staff assistance)
 - Promote **curb-side delivery** through local charity/associations.
 - Promote **home delivery** through local charity/associations
 - Reserve senior “**essential bags**” (toilet paper, hand sanitizer, milk, bread, etc.) on a first come/first serve basis - charged at retail (i.e. Not a giveaway)
 - Provide simple **prepared meals** from kitchens
 - Include **StrasBucks** as give away
- Communicate to all **local assistance networks** that we have curbside and delivery services available.
- Look for other “at risk” groups who need help.
- Use an outdoor “snap frame” as a **community billboard** to show latest COVID-19 information, associations offering assistance, business cards of people providing services, promoting our programs for housebound and contact avoidance.
- Investigate use of **digital signage** to communicate COVID-19 and community assistance information inside the store or in store window.



- Cross promote with **charities and churches** (put a flier for local assistance groups with all orders) who can assist vulnerable people. Help customers get in touch with government assistance programs.
- Contact with Meals-on-Wheels type of associations to use our **excess food** and to tell their clients about our delivery services (where applicable).
- Contact local **Small Business bureaus** and local business digital networking organizations, service clubs (Rotary, Kiwanis, etc.), Chamber of Commerce to see if we can offer assistance or act as an information conduit.

Partnerships

- **Local restaurants**
 - **Re-sell** prepared food (health laws permitting).
 - Use restaurant's **excess inventory** or order through their supply chain.
 - **Share delivery** services if they are self-delivering.
 - **Hire staff** that they have been laid off or furloughed.
 - Use their **advertising media** to promote selling their food in our stores.
- Work with **other entities** (florists, bakeries, pet shops, toy shops, laundry, bookstores, etc.) in a similar way to restaurants.
- Advertise **partnership opportunities** online, in-store, media (radio, etc.), Alignable, Next Door, and LinkedIn.
- **Local charities** (identifying people who need to use delivery service, etc.).

Worst case scenario

- If the outbreak becomes substantially worse, if the stores become chronically understaffed, or if customers are not allowed in the store, move to operating only on a **curb side or delivery basis**. Fuel pumps will remain open.
- If the store must be closed completely, follow company protocols.

Immediate Purchases

- | | | |
|------------------------------------|-----------------|--------------------------------|
| • Duct tape | • NanoSeptic | • Plexiglass for sneeze guards |
| • Gloves, masks and gowns/aprons | • Banners | • Lock boxes |
| • Sanitizer and wipes | • Snap Frames | • Tablets for mobile payment |
| • Signs for various communications | • Digital Signs | |



ABOUT STRASGLOBAL

OUR MISSION:

To make life better – for our team, our customers, and our clients

For 35 years StrasGlobal has been the choice of global oil brands, distressed assets managers, real estate lenders and private investors seeking a complete, turn-key retail management solution from the most experienced team in the industry. Our “plug-and-play” or customized solutions work for 1 store or 100 stores.

For more information contact:



Roy Strasburger, President StrasGlobal

roy@strasglobal.com

7 North Fifth St Temple, TX USA 76501

512-970-3488

<https://www.strasglobal.com/>

The team members who contributed to this report were:

StrasGlobal Task Force

Roy Strasburger - President
Eva Strasburger – Director of Strategy
Angelica Krott – Director of Technology
Myra Kressner – Strategy Consultant
Terresa Burdick – Director of Training

StrasGlobal Executive Team

Perry Kilgo – Chief Operations Officer
Wendy Woods – Director of Operations
Dee Madison – Director of Accounting
Gary Gabriel – District Manager
Caleb Hill – District Manager
Steve Herron – District Manager

Contributors

Selina Strasburger
Chantal Strasburger
Lorelei Strasburger
Danielle Strasburger
Ian Wilson
Nicholas Titus