

# CASE STUDY: URBAN EARTH

## COVID-19 RULES AND GUIDELINES

Urban Earth is a small business located in Memphis TN which focuses on the sale of indoor plants, outdoor plants, and plant-care related items. Recently they have decided to re-open their physical store to be able to continue to employ their workers during this precarious time.

## CHALLENGE

Given that we are still living in the middle of a pandemic, reopening the physical store is a dangerous mission. It is our mission to reopen while creating a safe environment both for our workers and customers

## REQUIREMENTS

In order to ensure that this is the safest reopening that can be, we've read through all of the CDC's "Guidance for Businesses and Employers Responding to Coronavirus Disease 2019 (COVID-19) Based on these recommendations we have created the following rules:

- If you are sick with symptoms of COVID-19, stay home
- Employees will not be penalized for the absences and will be paid fully
- All employees and customers must be wearing masks at all times
- All employees and customers must have their temperature taken before entering the store
- All employees and customers must sanitize their hands before entering the store
- No more than ten people will be allowed in the store at the same time
- There should be a minimum of six feet of distance between all individuals
- All people entering the store will use our provided QR code to fill out a digital contact tracing form
- Touchless payment forms will be installed and prioritized over cash and credit cards

## BENEFIT

We know that this is a lot of change and many new rules, but we strongly feel it's what's best to keep both our employees and our customers safe during these trying times. We will continue to update and revise these new rules as we continue to get more information from the CDC or other reliable scientific sources.