

NAMA VEIA Retail Standards

Description - Retail services include the sale of general merchandise, convenience, and grocery items.

General merchandise stores focus on souvenirs, gifts, and recreational specialty items. Gifts and souvenir items include specialty foods, handicrafts, and thematic merchandise (coffee mugs, stuffed animals, t-shirts, magnets, postcards, etc.). Recreational specialty outlets focus on the sale of equipment and apparel for a particular activity (golf, mountaineering, camping, etc.), and may also rent equipment associated with the activity.

Convenience stores focus on immediately consumable, transient convenience type items. Convenience stores may sell a combination of groceries, gifts, souvenirs, and grab-and-go food items (hot dogs, muffins, sandwiches, soft drinks, etc.). Convenience stores often operate in conjunction with self-service fuel services.

The grocery category specializes in the sale of consumable grocery items. Grocery items include perishable meat, fish, produce, frozen foods, canned and boxed goods, and beverages (including alcohol). Grocery stores may also include some grab-and-go food items.

Stores in each category may operate independently. In most NPS locations, one or more retail categories are provided in the same store. Some standards apply to every category. Some standards cover the same general topic (e.g., aisles), but differentiate requirements for a particular retail type (e.g., aisle width for foot traffic in general merchandise versus shopping carts in grocery stores). Other standards may be specific to only one type of retail and are 'stand-alone' (e.g., produce scales for grocery).

Retail Facility Exterior:

Building Structure - Building exterior is well-maintained and surfaces are treated to protect against deterioration. Roofs, gutters, and downspouts are well-maintained and clear of obstructions. Rooftop ventilation and other systems are well-maintained and operational.

Landscaping/Grounds - Landscaping conforms to park standards and grounds are well-maintained. Noxious weeds and invasive plants are removed in accordance with an approved landscape plan. Appropriate drainage is maintained to keep water from collecting against buildings.

Parking - Adequate parking spaces are provided. Paved parking is well-maintained and spaces are marked. Gravel or dirt parking is graded to remove drainage ruts and holes.

Pathways, Sidewalks, Ramps, Steps, and Stairs - Pathways, sidewalks, ramps, steps, and stairs are unobstructed. Surfaces are well-maintained and free of tripping and slipping hazards. Hand railings are well-maintained and sturdy enough to support visitor use.

Lighting/Illumination - Lighting is adequate and appropriate, and sufficient for safely locating the facilities after dark. Light fixtures are well-maintained and operational. If the park is Night Sky designated, lighting is consistent with International Dark Sky Association requirements.

Public Signs - Public signs are appropriately located, accurate, and well-maintained. Permanent signs are consistent with NPS standards, and were approved prior to installation. Temporary signs are professional in appearance.

Flags - National, state, or park flags are well-maintained and comply with the United States Flag Code. Flags are a minimum size of 3'x 5'. Decorative flags and banners are appropriate and well-maintained.

NAMA VEIA Retail Standards

Site Utilities, Equipment, and Delivery Areas - Service areas are neat and well-maintained. Utilities are hidden from view as much as possible. Delivery areas are screened from public view.

Loading Docks/Delivery Area - Loading docks and delivery areas are neat, well-maintained, and screened from public view.

Trash/Recycling - Sufficient trash containers are conveniently located. Waste does not accumulate in trash containers to the point of overflowing. Refuse is stored in covered, waterproof receptacles in accordance with NPS standards. Market available recyclable products are collected and recycled. Central refuse collection sites are screened from public view.

Retail Public Areas:

Entrance Area - Store entrance and waiting areas are appropriately furnished, clean, and well-maintained.

Windows, Doors, Walls, Ceilings, Floors, and Screens - Floors, walls, and ceilings are clean and well-maintained. Doors, windows, and screens are clean, operational, and fit adequately to exclude rodents and insects. Windows and doors do not have excessive signage.

Aisles - Aisles are sufficiently wide to accommodate two-way foot traffic and carts in grocery areas. Aisles are uncluttered and free from obstructions and tripping hazards. Aisle signs are visible, accurate, and numbered.

Public Restrooms - Restrooms are clean, ventilated, well-illuminated, and well-maintained. Restrooms have hot and cold running water. Toilets, sinks, and urinals are clean, free of stains and chips, and operational. Toilet tissue and disposable towels or hand dryers are available. Soap is provided in bulk dispensers. Women's or unisex restrooms have a covered waste receptacle in every stall. The disposal containers are clean and emptied at least daily. A cleaning inspection log is maintained and posted.

Public Signage - Public signs are appropriately located, accurate, and well-maintained. Permanent signs are consistent with NPS standards, and were approved prior to installation. Temporary signs are professional in appearance. Signage is neatly arranged.

Noise Level - Background music and intercom systems are operational. Music is played at an appropriate level for customers and cannot be heard in adjoining areas.

Illumination - Lighting is adequate and appropriate for the retail type. Light fixtures are clean and operational, with no empty sockets or burned-out bulbs.

Ventilation/Climate Control - Public spaces are adequately ventilated and maintained at a temperature consistent with visitor comfort.

Ice/Vending - Ice and vending machines are well-maintained and operational. Machine displays relate to park themes or are generic in nature. Out of service machines have computer-generated signage directing visitors to the closest operational unit. Machines must accept \$1 coins and display applicable notices.

Drinking Fountains - Water fountains are clean and operational. Water bottle filling stations are preferred.

NAMA VEIA Retail Standards

Store Merchandise Shelving and Displays - Shelving and display fixtures are clean, well-maintained, and suitable to the retail type. Shelving has rounded or beveled edges in areas of visitor contact. Displays are secure and adequately balanced.

Fitting Rooms - Fitting rooms have doors, curtains, or other means of assuring privacy; adequate mirrors; clothes hooks; and appropriate seating. Fitting rooms are neat, clean, and well-maintained. Abandoned items are promptly restocked.

Merchandise Carts and Shopping Baskets - A sufficient number of shopping carts, baskets, or bags are provided. Carts and baskets are clean, well-maintained, and well-organized in designated areas.

Produce Section Amenities - Grocery produce sections have clean, operational, and calibrated scales. Produce bag dispensers are well stocked.

Checkout Area - Checkout areas are marked or easily identifiable. Checkout counters and conveyor belts are clean, operational, and well-maintained.

Storage Areas - Storage areas within view of the public are neat and clean, with appropriate access signage. Products are stored to prevent damage or spoilage. Traces of insects, rodents, or other animals are not found in food storage areas. Back-of-house storage areas are neat and clean.

Retail Office - Offices are neat, clean, and well-maintained.

Employee Areas - Employee areas and restrooms are neat, clean, illuminated, and well-maintained.

Safety:

Emergency Lighting/Exit Lights/Emergency Exits - Exit lights are on emergency circuits and in operation at all times. Emergency exits and routes are marked and unobstructed.

Fire Extinguishers - Fire extinguishers are accessible, signed, and correctly located, with operating instructions and current inspection tags.

Smoke Detectors - Operational single-station, hard-wired smoke detectors are present and in compliance with NFPA standards. Battery-operated detectors are tested monthly and batteries are replaced at least yearly.

Fire Alarms and Pull Boxes - Fire alarms and pull boxes are visible and accessible.

First Aid Kit - A first aid kit is available, stocked, marked, and staff can easily locate the kit.

Animal Pest Exclusion - Facilities are inspected for animal pest (rodent, bat, and other animal pest) access according to the park-approved program schedule, and animal exclusion is implemented.

Security Cameras - Security cameras are discreet and professionally installed.

Shelving and Display Safety - Products in customer areas are shelved, displayed, or stored so they are not creating falling or tripping hazards. Products that present safety risks are placed out of children's reach. Out of reach merchandise has appropriate staff assistance signage. Products that present security concerns are stored or displayed in areas that are monitored or controlled by operator staff.

Perishable Food Storage, Preparation, and Service Areas:

NAMA VEIA Retail Standards

Food Preparation Area - Food preparation areas (meat and fish handling, produce sorting and packing, deli, grab-and-go prep) are clean and neat. A cleaning inspection log is posted and completed. Traces of insects, rodents, or other animals are not found in the food preparation areas.

Hand Washing Stations - Hand washing sinks are available in the grocery and grab-and-go food preparation areas. Sinks are operational and well-maintained, with hot and cold running water, soap, and towels or hand driers.

Health Inspection Certificates - Current health inspection certificates are displayed in food preparation areas and self-service counters, in accordance with state or local codes.

Food Refrigeration and Heating/Cooking Equipment - Equipment in storage and food preparation areas and display cases are clean, operational, and well-maintained. Thermometers are present, calibrated, and accurate.

Self-Service Equipment - Self-serve equipment (soft drinks, hot drinks, ice cream) is clean and operational. Self-serve refrigeration units with glass doors are maintained so customers can clearly see products.

Self-Service Counters - Counters are clean and well-maintained. Self-service condiment and utensil stations have adequate selections and are clean, neat, and well-stocked. Eating utensils are recyclable, compostable, or bio-degradable if possible. Styrofoam is prohibited. Trash and recycling receptacles are marked, clean, and located at or near the self-service area.

Services:

Hours of Operation - Facilities and services are operated and provided in accordance with posted hours of operation. Hours of operation are prominently displayed at each facility and visible from the facility's exterior.

Payment Methods - Credit cards are honored and include MasterCard, Visa, American Express, and Discover. Debit cards and other payment methods (travelers' checks, personal checks, and gift cards) are accepted at the operator's discretion or at the direction of the Service.

Required Notices - Notices stating that the operation is an authorized service include information on how to address comments to the park and are posted at every point of sale, in accordance with the operating requirements.

Checkout Services - Environmentally preferred bags (paper, compostable plastic) are provided. A 'bag on request' policy is implemented. Grocery bagging and loading services are provided if applicable.

Merchandise Shipping - Packing and shipping services are available in accordance with the operating requirements and the park-approved merchandise plan. Packing materials are environmentally preferable.

Return/Exchange Policy - A return or exchange policy is implemented for damaged or expired merchandise accidentally sold.

NAMA VEIA Retail Standards

ATM Machines - ATM machines are signed, stocked, operational, and well-maintained. Machines are appropriately located and do not obstruct visitor foot traffic. ATM signage is park-themed or generic. Brand information is only visible when at the machine.

Park Orientation Material - Park-specific materials are available (brochures, park maps, newsletters, and special notices). Additional information is available about the area (local businesses, places of interest, highways, airports, restaurants, etc.).

Lost and Found - Items found are logged and secured in a designated location. Records are maintained and procedures established to ensure prompt, accurate responses to visitor inquiries.

Merchandise Selection, Condition, and Labeling:

General Merchandise - Items offered for sale are consistent with the park-approved merchandise plan. Gifts and souvenir merchandise reflect park themes. Specialized retail (camping, boating, climbing, skiing, golf, tennis, etc.) items are consistent with the recreational activity. Grocery and convenience items provide an adequate selection that address common visitor needs. Items are available at a range of prices within categories.

Unacceptable Merchandise - Sale of the following items is not permitted:

- Items that persons of normal taste or sensitivity might consider obscene, offensive, or profane
- Items that reflect a lack of concern for the environment or culture
- Items that do not relate to identified park themes
- Archeological specimens or objects of American Indian origin over 100 years old, regardless of origin
- Biological objects, including items such as plants (including seeds) and animals (including vertebrates and invertebrates). This includes merchandise or novelty items containing whole biological specimens (e.g., scorpions, butterflies, snakes, coral, etc.) or parts of biological specimens (teeth, claws, antlers, seashells, feathers, seeds, etc.). Exception: Handicrafts and other retail items containing non-living biological materials, such as decorative feathers, seeds, nuts or flowers embedded or affixed to the item, provided they are from legally authorized sources and labeled as originating from outside the park, are permissible.
- Animal skins or parts of animals obtained illegally or from threatened or endangered species
- Minerals, rocks, and stones without at least one face or surface of the item planed and polished to distinguish it from the natural state
- Toy firearms
- Items that may, by their nature, encourage violation of NPS regulations (collecting kits, birdseed, wildflower or plant seeds, etc.)
- Styrofoam (coolers, other)

Note: Exceptions to unacceptable merchandise (seeds, toy firearms, geodes, etc.) must be documented in the merchandise plans, and approved by the park.

Thematic and Environmentally Preferable Products - Items of interpretive value and general value in natural and cultural resource education and environmentally preferable products are featured in accordance with the operating requirements and the park-approved merchandise plan. These products may include reused or recycled content, less toxic materials, materials that are locally sourced, or organically grown from certified sources. These products are displayed and tagged, or labeled to distinguish them from other products to promote awareness and sales. Local or organic grocery items

NAMA VEIA Retail Standards

are marked and displayed separately from similar products that are not local or organic. Grocery items are obtained from certified sources.

Made in USA and Handcrafted Products - Items handcrafted and made or finished in the USA are featured in accordance with the operating requirements and the park-approved merchandise plan. These products are prominently displayed and are clearly tagged or labeled as made or finished in the USA. Locally crafted and sourced items are preferred.

Employee or Local Resident Merchandise - Products not normally sold to visitors (school supplies, tools, cleaning supplies, and groceries) are available for employees or local residents at the discretion of the superintendent. Items are stocked less prominently in a designated area.

Internet Sales - Online sales are tracked and approved by the park. No park merchandise plan items are sold exclusively online.

Merchandise Layout - Merchandise is arranged in a neat and organized manner throughout the retail area. Item labels face the customer. Displays highlighting featured merchandise and other promotions are appropriate and professional in appearance. Promotions are current.

Merchandise Supply - An adequate supply and appropriate selection of product types and sizes is available.

Perishable Items Condition - Perishable items including meat, fish, produce, and prepared grab-and-go foods are unspoiled and not discolored. Perishable items are not sold past the manufacturers' sell-by date.

Merchandise Condition - Items are of appropriate quality, in good condition, neat, undamaged, and rotated on a regular basis. Boxes, cans, and other packaging are in adequate condition. Outdated merchandise, where spoilage is not a concern, is properly labeled and separated from in-date merchandise, and is sold at a discounted rate.

General Merchandise Labeling - Merchandise is properly labeled with price and point of origin. Price labels do not conceal the point of origin or manufacturer identification. Use of bar-code tags, stickers, grease pencils, stringed price tags, or other methods are approved by the park. Identical items may be marked by display area, rather than individually.

Natural Product Labeling - Items made from natural products are labeled to disclose that the products were obtained from authorized sources outside the park, and not from rare, threatened, or endangered species.

Inventory Management:

Deliveries - Delivery vehicles and schedules do not disrupt business operations during peak customer hours. Deliveries are screened from public view.

Sales Tracking - An electronic point of sale system (POS) is utilized to provide timely and accurate checkout services and to support reporting systems. A merchandise inventory management system is operational and adequate to maintain sufficient inventory and to track sales for determining gross receipts.

NAMA VEIA Retail Standards

Loss Prevention - An appropriate loss prevention program is implemented that does not cause unnecessary inconvenience to customers. Programs may include tagging mechanisms or other devices for higher value items.

Personnel:

Customer Service - Customers are greeted by staff. Employees are knowledgeable about the merchandise available.

Staffing Levels - Facilities and services are sufficiently staffed to prevent avoidable delays in service.

Employee Attitude - Employees project a friendly and helpful attitude, and are capable and willing to answer customer questions (about both job and general park information). Employees are proactive in solving issues, ensuring customer satisfaction, and anticipating customer needs.

Employee Appearance - Employees wear a uniform or name tag identifying them as operator staff. Uniforms are commensurate with the type of service provided and approved by the park. Employees present a neat, clean, and professional appearance.

Employee Training Programs - An active training program for employees in the development of necessary skills and procedures is implemented. Training emphasizes work performance and, as appropriate to the position, covers requirements such as technical training, emergency response, cleanliness, employee attitude, NPS philosophy and policy. All training is documented.

Accessibility standards specific to retail:

Accessible aisles are at least 36" wide and have no abrupt vertical level changes greater than ¼."

Dispensers or operational controls are mounted no higher than 54" above the floor.

Queue line areas are at least 36" wide (minimum 42" wide if U-turns are required).

Sales and service counters are accessible to the extent possible, OR staff is trained in facilitating transactions in front of counters.

Dressing rooms are on an accessible route. Turning space is not required in a curtained dressing room at least 32" wide. A full length mirror (at least 18" wide by 54" high) is mounted for viewing from a seated position as well as standing.

When greeting a guest, each staff member should verbally identify themselves and state their position.

When accepting money from a disabled guest, staff should verbally identify currency, give credit cards to the customer in their hand, and identify where a signature is required by using a metal or plastic bar.

All employees should be trained to use sensitive language when servicing guests with a disability.

NAMA VEIA Retail Standards

Assistance for individuals with a disability is provided to guests upon request. This may include:

- Reading documents
- Giving verbal directions
- Providing other specialized services