



ALLEY USAGE & CURBSIDE BEST PRACTICES

Alley Usage

REMINDER - No parking is allowed in the alleys.

Corning City Code 224-34: No person shall park a vehicle or trailer at any time, whether occupied or not, upon any alley or lane located within the City of Corning, otherwise than temporarily for the purpose of and while actually engaged in loading or unloading merchandise or passengers.

Violators are subject to ticketing.

Also please remember to be courteous to other drivers by pulling to one side or the other when making or picking up deliveries so there's still a path for others to get around you.

Curbside pick best practices for Corning's Gaffer District adapted from the Better Business Bureau guidelines

"When you (safely) provide what they're looking for, you encourage customer loyalty and repeat visits," according to Better Business Bureau (BBB).

- Clear Instructions
 - It is important to have clear instructions on how curbside pickup works. Update online info and educate your employees regarding the pickup procedures ie:
 - Customers should call their order in or order online in advance
 - Customers should NOT park in the alley (it is against city traffic laws and could result in a ticket and or towing if the vehicle is unattended).
 - Customers should call when they arrive for pick up, if an order will be later than originally promised, call the customer and let them know before they arrive.
 - Tell your customer to NOT park their car in the alley and enter the business. The customer should call the business and let them know they have arrived for their pick-up.

- Communication is key for successful curbside pickup, make sure that your online information and your employees understand that **parking in the alley is NOT acceptable and customers will get ticketed if caught**.

- Communicate handoff procedures ahead of time. Will employees hand items directly to consumers, place them in an open trunk or take some other action? If a transaction takes place, how will you exchange funds without also exchanging germs?
- The BBB reminds businesses to make sure websites and social media pages show current store hours, curbside pickup availability and ongoing promotions.
- Follow up with a thank-you. End the transaction with a text message or email that thanks each consumer for their business.
- Prioritize customer service
 - While customer service is always important, the BBB says during the coronavirus pandemic focus needs to be placed on **hassle-free ordering and a fast handoff to customers.**
 - Have a system in place to double-check orders for accuracy. Be transparent to prevent consumer frustration. For example, if you're out of forks and napkins, let customers know ahead of time and apologize for the inconvenience.
 - It's also important to make sure employees are in a good environment. The BBB suggests that if workers are outside to deliver goods, offer protection from sun or inclement weather.
- Live your brand values
 - Consumers want to see brand consistency, whether you're interacting with them online, in the store or through curbside pickup.
 - Use this opportunity to communicate what you stand for. If your brand is about quality, make sure every part of your curbside pickup experience is top notch. If you emphasize diversity, passion or confidence in your branding, demonstrate that to consumers throughout their interaction with your brand.
 - Consider including a coupon or loyalty rewards points to encourage future transactions.