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Getting Started

Thank you for accepting your visit(s). Chevron U.S.A. Inc. (“Chevron” or the “client”) has asked MaritzCX Research (“MaritzCX”) to help them measure Chevron- and Texaco-branded stations’ compliance to its image standards. Your role is to help us evaluate how well each Chevron/Texaco branded station is maintaining the standards. This is an audit rather than a mystery shop. You must announce your presence to personnel upon your arrival and present the letter of authorization.

Once you have finished reading this document, please go online to review the client requirements at www.MaritzCXmysteryshopping.com. You may not conduct any evaluations until you have reviewed these requirements and have successfully answered the online questions.

Updates For 2015

This evaluation guide is NEW and many of the questions have been updated with more specific criteria. Please review the explanations of the questions carefully.

- **Locations receive Email Notification prior to your visit.** When you are awarded your visit, the client requires you to keep the 5-day Monday—Friday Date window to which you agreed. The marketer or retailer is automatically sent an email with the 5-day range of your planned visit. While the client discourages schedule changes, if you cannot keep your 5-day window call MaritzCX at 1-800-782-4299 immediately to notify of any schedule changes. **Please be aware that stations make arrangements with the expectation that you will be there. A high cancellation rate will result in your removal from the program.**

- **QComment** — Please note any standards that were met, but may warrant attention.
  - See page 53 for more details.

- **Safety Vest Photo Requirement** — You are still required to take a photo at each site showing yourself wearing the orange safety vest.

**REMINDER!** If a location is temporarily out of gas, please evaluate as normal since there is no gas purchase necessary for this program. Note that the location was out of gas in your overall comments and indicate a ‘NO’ response to Q14 for dispensers operational. If a location is under construction/remodeling, but an employee is present and either the fuel or c-store portion of the business is open to the general public, evaluate as normal and note the ongoing remodeling in your overall comments.

**Important Client Requirements**

- **Client Requires all evaluations take place between 6 a.m.—10 p.m. on weekdays, Monday—Friday. No Weekends.**
- **The top of your evaluation form states either daytime or nighttime.** Daytime is considered to be daylight roughly 6am—5pm. Nighttime is considered to be dusk or later 4pm—10pm. The intention of the nighttime visit is to access exterior lighting Q25–Q29.
- **Orange Safety Vest is required to be worn at all times.** This includes while evaluating both interior and exterior. Failure to wear a safety vest will result in removal from the program.
- You are required to wear business casual attire when conducting your evaluation. (Dress casual slacks/skirts, collared knit shirts/blouses, comfortable clean non-scuffed shoes). Do not wear any of the following: t-shirts, sandals, or clothing with any type of corporate logo.
- Reminder, it is okay to give ‘Yes’ (satisfactory) responses if none of the infractions specified in the requirements for the question can be found. Please follow the specified requirements for each question and evaluate any “No” infractions objectively.
- Remember, if you are assigned a visit, the client makes arrangements expecting you will be there. **You may be removed from the program if you cancel your visits.**
Chevron & MaritzCX Safety Statement
Please know that safety is a priority to both Chevron and MaritzCX. You should never put yourself in danger in order to complete an evaluation. If you feel unsafe, leave the location and contact MaritzCX immediately.

In addition, as you are conducting your evaluation, please be aware of your surroundings, including cars, people and obstacles on the lot (i.e. for your own safety do not become so absorbed in your evaluation that you are unaware of your surroundings).

Recommendations / Best Practices
• Bring a flashlight for nighttime evaluations to assist in evaluating elements that are not well-illuminated.
• We realize that some photos taken at night will not be as clear as those you take during the day. Do your best to capture clear photos and check with your camera manufacturer for best settings for low-light.
• Map the location’s address before your visit or use the Station Finder features at www.chevron.com/products/stations/stationfinder or www.texaco.com/stations
• Please attempt to call the site phone number to verify the store hours, but do not reveal yourself as the evaluator at this time.
• If the store hours prohibit you from visiting during nighttime hours (if your visit is designated nighttime), call MaritzCX at 1-800-782-4299.
• If for any reason during the week you discover you will not be able to complete your assignment, you should contact MaritzCX immediately rather than wait until after your 5-day window has expired.

Blackout Dates
You may not conduct an evaluation on any Saturday or Sunday. You may not schedule an evaluation on Federal Holidays. The following 2015 holidays are not permitted:

<table>
<thead>
<tr>
<th>Date</th>
<th>Holiday</th>
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<tr>
<td>Monday, January 19</td>
<td>Birthday of Martin Luther King, Jr.</td>
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<tr>
<td>Monday, February 16</td>
<td>President’s Day</td>
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<tr>
<td>Monday, May 25</td>
<td>Memorial Day</td>
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<tr>
<td>Friday, July 4</td>
<td>Independence Day</td>
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<td>Monday, September 7</td>
<td>Labor Day</td>
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<td>Monday, October 5</td>
<td>Columbus Day</td>
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<td>Thursday, November 26</td>
<td>Thanksgiving Day</td>
</tr>
<tr>
<td>Friday, December 25</td>
<td>Christmas Day</td>
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**The Evaluation Form**
You have been mailed one evaluation form for each location you evaluate. Stapled to the front of the evaluation form is a sheet of paper that has all of the address information. The paper includes additional questions to those already on the evaluation form. It is important that this cover sheet stay attached to the evaluation form throughout the process.

**Leave the back yellow copy with the station personnel after each evaluation.**

You are required to keep all completed evaluation forms for a period of six months after you conduct the evaluations. Please store the evaluation forms with the cover sheet attached so all of the station information is stored with your responses.

**Image Execution Guide**
This document has been provided to assist you in answering each of the audit questions. You must take this guide with you to each of the locations you audit and follow along with the question-by-question requirements when answering the questions.

**Arriving at the Site**
- This is an announced evaluation rather than a mystery shop.
- Park on the lot perimeter away from prime customer traffic flow.
- Make sure you are wearing your orange safety vest.
- Go to the front counter and wait to speak to the manager on duty.
- Introduce yourself and present the Letter of Authorization to the manager (you will need to download and print the Letter of Authorization).
  - Introduce yourself by name and explain that you are at the facility on behalf of Chevron (identify the brand you are visiting) to conduct an Image Execution Evaluation.
  - Present him/her with the Letter of Authorization. The letter is for the station to keep.
  - Explain that you will be observing and taking photos for an hour or less.
  - Confirm the address and facility number of your location.

  - **If the manager has any concerns or hesitates in allowing you to evaluate the site, instruct him/her to call the Retail Marketing Center at 1-877-243-8457, option 1, then option 2. If the manager on duty still refuses to let you evaluate the site, please leave the location, take 2 required photos of the overall site.**

Ask the station personnel to turn on all of the interior and exterior lights, as you will be evaluating whether station lighting is functional. Please allow adequate time for lights to warm up (10-15 minutes). The station personnel may tell you that the lights are on a timer and cannot be turned on manually. If this is the case and you are conducting a daytime evaluation, please answer N/A for any questions asking about the exterior lights Q25—Q29.
Photo Safety
We would like to make sure we do not upset the patrons of the locations we visit, so we are asking you to do your best to exclude customers and customers’ vehicles from your photos. We realize that there are some photos we ask you to take where this would be nearly impossible (photos of the overall facility). In the photos that capture close-ups of particular attributes, we ask that you wait until the immediate vicinity is free from customers and their cars. However, photos are required and must be captured.

If, for any reason, you are approached by a customer who is upset at what you are doing, please let them know why you are there: “I’m an evaluator who has been asked to take photos of this location as part of my evaluation.” If you have inadvertently captured the patron or his/her car in a photo you took we recommend that you offer to delete the photo from your digital camera and allow them to witness you doing this.

Each of the individual sections includes photos of infractions. The photos are meant to be used as examples and do not show all possible infractions.

When You Finish the Evaluation
Once you have completed the evaluation form and have taken all of the necessary photos, you should again seek out the employee/manager with whom you spoke upon your arrival. Ensure all your responses are legible. Ask them to sign the bottom of the form. You should sign the form, as well, in the box marked ‘Evaluator Signature.’ Thank them for allowing you to evaluate the facility and leave them the back yellow copy of the evaluation form.

Keep additional conversations with the station personnel to a minimum. Explain that you will be leaving a copy of the evaluation form with them when you are finished. Please provide any clarification requested on the responses. However, if any of your clarifications are questioned, do not get into a debate. Kindly ask them to talk to their marketer or retailer. All results are subject to a quality review process by MaritzCX and will be posted to a website accessible to the marketer or retailer.

Security Code for Debriefing
In order to ensure that the client requirements and quality standards are met, all projects will require a security code to allow you access to debrief shop data. The code is supplied on each evaluation form in a box on the first page under the location’s address (see example below). You must have a printed evaluation form in order to view the security code.

Each security code is unique to the individual wave visit number. You will not be allowed to enter your debrief data without inputting this code.

Note: If a security code has a numeric ‘0’ (zero) or alpha letter ‘O’, please take care to enter these characters precisely as they are NOT interchangeable.
**Order of Assignment Checklist**

1. Read your materials. Login to [www.Maritzmysteryshopping.com](http://www.Maritzmysteryshopping.com) to answer the review requirement questions.

2. Assess if the shop is a Daytime or Nighttime visit type. View your “shopping window” 5-day date range which is the time period to which you selected to complete the visit.

3. Visit the site during your scheduled time:
   - Present the Letter of Authorization to the site attendant upon arrival.
   - Complete the evaluation. Take the overall photos as well as a detailed photo for each NO response.
   - Sign the evaluation form along with the site attendant. Leave the back yellow copy with the station attendant.
   - Complete the Competitive Analysis portion of your visit.

4. Debrief your data and upload your photos. Login to [www.Maritzmysteryshopping.com](http://www.Maritzmysteryshopping.com) within 12 hours from the time of your actual visit. Remember to rename your photos with the Visit ID and question number.

5. Once you have entered your results online, please keep the evaluation and your photos in your files for six months. You must submit an invoice online or via mail within 14 days in order to receive payment per the independent contractor agreement.

**Mail your Invoice to:**

MaritzCX Research  
10895 Grandview, Suite 100  
Overland Park, KS  66210

1-800-782-4299  

Ask for Chevron Image Team
The client requires that you capture the below checklist of standard photos along with photos of each non-compliance/’NO’ response you mark on the evaluation form. Each non-compliance photo should be of the close-up or show the detail of the infraction found. Note: Each of the individual sections includes photos of infractions. The photos are meant to be used as examples and do not show all possible infractions.

If a site is closed when you arrive, you must take at least two required photos as proof of your visit. If a site is temporarily out of gas, please evaluate elements that are present. If a portion of the site is undergoing remodeling please evaluate elements at the present condition provided the facility is doing business with the general public.

Photos must be horizontal. Vertical photos are not acceptable.

= a photo may be required  = a photo is not required

- Complete Site
- Public Restroom #2
- Main ID/Price Sign
- Cashier Area with Cashier
- Fuel Pump
- Overall Store Interior
- Canopy
- Diesel Pump (if diesel is present)
- Building Door/Window
- Detailed Photo for Each ‘NO’ Response

Public Restroom #1  New! Orange Safety Vest Photo of Yourself

Photos should be 640 x 480 pixels. Do not use wide angle lenses.
Each photo should be unique. For example, do not use the same photo for Fuel Pump and Diesel Pump even if the grades of gas are combined on a single pump.

Standard Photos:

1) Complete Site:
Take this photo from a distance so the photo includes:

- Building
- Canopy
- Pumps/Dispensers
- Price Sign
- Overall Lot
- Landscaping
- Service Bay (if present)
- Car Wash (if present)

Try to capture as many of the above elements in the photo as you can. This photo should give us an overall idea of what the station looks like – its size, its condition, etc.
2) Main ID/Price Sign:

This photo should include:
- Fuel prices (in-focus)
- Chevron or Texaco Logo
- Full length of pole to ground level.

Example of Main ID Photo

3) Fuel Pump:

This photo should include:
- One fuel pump island
- Valance or Spanner
- 3’ x 3’ POP/frame
- Pump Topper POP/frame
- Trash Container
- Windshield Valet
- Curb/Area below Pump
- Pump Skirt
- Bumper Poles (if in close proximity to fuel island to capture a detailed enough photo.)

Capture as many of the above elements as possible.

Example of Fuel Island Photo

PLEASE TAKE A PICTURE OF THE FUEL ISLAND THAT APPEARS TO BE THE LEAST MAINTAINED.
4) A Full View of the Canopy:

Please take one photo from a front corner.

Be sure to include:
- Chevron or Texaco brand name
- Chevron or Texaco brand logo
- Canopy Lights
- Canopy Under Decking

5) A Shot of the Building Exterior Doors/Windows:

Please take a shot of the front of the c-store or building structure.

Be sure to include:
- Store name (if present)
- Front doors
- Front windows
- Building structure condition
- Do not include pumps in this photo, this should be a clear view of the storefront.

6) and 7) Photo of the interior of each public restroom:

Take a picture of the interior of each public restroom.

Make sure there are no customers in the restroom when you take these photos. Wait until the restroom is completely unoccupied to take the photos. Please use caution when entering opposite gender restrooms. You must announce yourself and ensure it is free of customers.

Please attempt to include as many elements as possible:
- Sink
- Toilet/urinal
- Mirror
- Trash can
- Dispensers (towel, soap, seat covers, toilet paper)
- If there is an out of order sign, upload a photo of the sign or a photo of door for the restroom photos.
8) Cashier Area w/ Cashier(s):

Please take a picture of the cashier area with the cashier in the photo. If possible, ask the cashier to stand in front of the counter in order to take a full length view of the uniform. If any employee has a uniform infraction, mark NO on Q34.

If the cashier objects to being in the photo, please allow the employee to slip out of the frame. **Note: Main counter/cashier area photo is still required even if the employee does not wish to be in the photo.**

Please include:
- Transaction Counter
- Employee standing in front
- Full length of cashier area
- Point of Sale Merchandise

**Note: If the employee’s uniform is non-compliant take a unique photo for Q34.**

9) Store Interior (For those with a convenience store that you enter. Excludes Kiosk locations):

Capture a view of the store’s interior.

Include as many of these elements as possible:
- A floor to ceiling shot of the main aisle
- Gondola Shelves
- Coolers
- Freezers
- Coffee/Fountain Area

You will not need to capture this photo for any location without a convenience store.

10) Photo of a diesel pump (if diesel is sold at the site):

Diesel can be sold one of two places:
- Under the primary canopy
- Remotely (not underneath the primary canopy)

**Note:** If both branded and unbranded diesel exists, this should be a photo of the branded diesel.

Remember, the photos listed above are required for ALL sites.

**Note:** At each site, you must also take pictures as proof of any NO response you note on your evaluation. These should be close-up or detailed enough to show the infraction.
QPM) The site was free of pornographic material being sold:

Chevron and Texaco-branded sites are not permitted to display or sell magazines, movies, video tapes or similar items that contain total nudity. Risqué videos and magazines are allowable if they do not contain full nudity.

**YES — Allowable**
- Rated ‘R’ DVDs or Videos
- Sports Illustrated Swimsuit Edition
- Maxim Magazine
- Stuff Magazine
- Car “Modeling” Magazines

**No — Prohibited**
- DVDs or Videos with Full Nudity
- Magazines with Full Nudity
- Playboy Magazine
- Penthouse Magazine
- Hustler Magazine

QDP) Site free of drug paraphernalia and/or synthetic marijuana products being sold:

The sale of drug paraphernalia is prohibited. Drug paraphernalia includes: pipes, bongs, hookah pipes, synthetic marijuana, herbal incense and tobacco rolling papers (i.e. Joker or Zig Zag), where no loose tobacco is sold.

- Herbal Incense and Synthetic marijuana are prohibited. These include but are not limited to: Kratom, Phoenix Incense, Original Premium Blend, Z, Z2, Z12, Z3,K-2, K-2 Blue, Spice, Spice Gold, Mojo, Spark, Yucatan Fire, Solar Flare, and Happy Shaman Herbs.
- Tobacco products such as cigarettes and cigars are permitted for sale.
- Rolling Papers are permitted to be sold if the site sells loose tobacco products (ask an employee if you are unsure). If they sell rolling papers and tobacco mark Yes. If rolling papers are sold and no loose tobacco is sold, then mark No to this question.

Examples above of Herbal Incense
- Phoenix incense
- Original Premium Blend

Examples above of Synthetic Marijuana
- K2
- Black Magic Smoke
- Super Hit Incense Cones
QDieselDecal) Is the approved ‘Ultra Low Sulfur’ decal present on all diesel pumps under the main canopy?

- If diesel is sold at the site, please examine the pumps carefully to look for one of the green, 3” x 4” ULSD decal as pictured below. The decal must be present on the top 2/3 of the dispenser or above the nozzles.

- All Chevron/Texaco locations that sell diesel should have posted the new Ultra Low Sulfur Diesel (ULSD) decals on all their diesel pumps. EPA requirements are that the text be stated exactly as in the example below:

  **YES - Ultra-Low Sulfur Diesel Decal (ULSD)-BOTH decals meet EPA labeling requirements**

  ![Image of ULSD decals]

  **NO - The below three decals do NOT meet EPA requirements**

  ![Image of non-ULSD decals]

  See possible placement areas on pumps for the approved ULSD decal, circled in **red** above.

  - NOTE: The approved ULSD decal is required of highway diesel only. Do **not** evaluate any dispensers not under the main canopy and do **not** evaluate agricultural (off-road) or non-highway diesel for the diesel decal requirement.

  - REMINDER— It is not acceptable for there to be any LSD decals on pumps under the canopy.

  - If you see an infraction on this question, one photo is required.
Q_Filter_1) Did the Site Personnel know what type and/or brand of water/fuel filter device the location has at the pumps?

Note - Many sites are not familiar with the filters being referred to as Water Filters – they are accustomed to calling these Fuel Filters. Therefore, when making the inquiry, if the site is unfamiliar with what you are referring to, please be certain to mention that the Water Filter and Fuel Filter are the same thing.

Q_CSDecal) Was the “new” Customer Service door decal present on the front door of the store?

01 – Yes, the "new" Customer Service decal was present on the door.
02 – No, the "old" Customer Service decal was present on the door.
03 – No, the Customer Service door decal was missing.
Q_CreditDispenser) Was the authorized Credit Card Decal present on the dispenser face of each pump?

01 – Yes, the “current” authorized Credit Card decal was present on the dispensers.
02 – No, an “old” Credit Card decal was present on the dispensers.
03 – No, one or more dispensers was missing the authorized Credit Card decal.

Q_CreditWindow) Was the authorized Credit Card Decal present on the store window or on/near the front door?

01 – Yes, the “current” authorized Credit Card decal was present.
02 – No, an “old” Credit Card decal was present.
03 – No, the Credit Card decal was missing.

Below are examples of authorized Credit Card Decals. Position and sizes may vary by site layout. Decal will be on charcoal gray background with white text, “We welcome all cards with the Chevron and Texaco logos as well as most major credit, ATM/debit and fleet cards”
Q_SafetyVest) Were you able to take a photo of yourself at the site wearing your orange safety vest?

Note: This photo is mandatory, but will NOT be posted online or shared with the client unless it is disputed. The photo uploaded must be unique for each site you visit. We suggest catching your reflection in a restroom mirror or outstretching your arm to obtain this photo.

QSeal_1) Did the dispensers have an intact (non-tampered with) Security Seal present?

1 - Yes, ALL of the dispensers had an intact Security Seal present *(SKIP QSeal_2 and QSeal_3)*
2 - Yes, at least one of the dispensers had an intact Security Seal present
3 - No, NONE of the dispensers had an intact Security Seal present
QSeal_2) Did any of the dispensers have REMNANTS of a Security Seal (indication of a Security Seal that had been tampered with)?

1 – Yes, at least one dispenser had remnants of a Security Seal (photo required)
2 – No, none of the dispensers had remnants of a Security Seal

EXAMPLES of "seal removal" shown below, but may also only have sticky residue left behind:

QSeal_3) You indicated that you observed at least one dispenser had remnants of a Security Seal. Which pump number(s) had indications that a Security Seal had been tampered with?
QMID1) Main ID/Price sign lights operational, free of insects and dirt.

- Ask employee if the Main ID/price sign has the capability to be lit.
- Both prices and logos on the Main ID sign must be fully lit and the internal fixture free of insects/dirt.

If the sign does not have the capability to be lit, cannot be lit due to being on a timer, or lighting cannot be determined during daylight, please mark “N/A”.

Note: External dirt on the surface of the sign is evaluated in QMID2.

QMID2) Main ID/Price sign clean, unobstructed, not faded or cracked, no missing numerals, pole painted and in good condition.

- Main ID signs are adjacent to the street and display the brand logo and prices.
- The Chevron or Texaco logo and prices must not be obstructed by shrubs or trees, and must not be noticeably faded or weathered from a distance of 5 feet or greater.
- Dirt, grease, cracking or fading on the sign that can be seen from a distance of 5 feet or greater warrants a NO response.
- Support posts must be in good condition with no evident signs of rust, damage or chipped/peeling paint.
- The price sign must not have any missing numbers or product panels.
QMID3) No promotions, signs, banners or temporary signs attached to Main ID/Price sign (includes any banners, promotions, “Fuelman”, etc.).

- Permanent signage such as convenience store names and restaurant names are approved so long as they are not temporary in nature. These permanent signs should be clean, not dirty or faded.
- Riders are acceptable and should be either:
  - Chevron: Gray lettering on beige or white lettering on gray.
  - Texaco: White lettering on black.

---

NO—Reader Board attached to PID

NO—Banner attached to PID

NO—Temporary Signs Attached to the ID

NO—Fuelman and Diesel Sign attached to the Main ID
Yard and Lot

Q01) Landscape area free of trash and weeds, neat and well maintained, including grass, flowers and plants:

- The perimeter landscaping must appear to be well maintained.
- Grass, if present, must appear free of weeds, recently mowed, and not overgrown.
- If there are enough weeds present to fill up a gallon sized bag and are noticeable from more than 5 feet away, mark ‘No.’
- Plants must not appear to be dead or dying. Do not mark ‘No’ if seasonal variation has a role in the appearance of the plant.
- There must not be more than enough trash or debris to fill a gallon sized bag in all the landscaped areas combined.
- There must not be any shards of broken glass or broken bottles. Please mark N/A if there is no landscaping at the site (i.e. an open field next to the facility, and/or a lot that is 100% paved with no grassy or mulched areas.)
Q02) Curbs, retaining walls, and fences maintained, paint in good condition if painted (perimeter, pump island, and store front areas):

Please evaluate ANY and ALL curbs including perimeter curbs, pump island curbs, and curbs in front of the store area.

- The curbs and retaining walls must appear clean. Some tire marks and scuffs are acceptable.
- If painted, curbs and retaining walls should have 15 or fewer small chipped areas of paint. If curbs or walls have a natural cement or concrete finish, this is acceptable and you should evaluate based on their condition only.
- Any broken sections of curbs or walls the size of a softball or greater should be marked NO.
- Curbs, retaining walls, and fences are not required but, if present, must be in good condition.
- Perimeter fencing in good condition; if painted, paint must not be peeling.

Please answer N/A if there are no curbs, retaining walls or fences present anywhere on the site.
Q03) Lot free of trash, weeds, gum:

- The area outside of the fueling pad must appear clean and well-maintained.
- There should be few (10 or less) ground-in chewing gum marks.
- There must not be weeds present on the lot (weeds would likely be growing between any cracks in the asphalt).
- There must not be more than enough trash or debris to fill a plastic sandwich bag in all the lot areas combined.
- There must not be any shards of broken glass or broken bottles.
Q04a) Lot and pump area clean, free of large cracks, pot holes, and excessive oil stains.

- The lot and driveways must be paved, and have an even surface that is free of large potholes, cracks or breaks in the concrete. Any unevenness or alligator cracking in the pavement that could be considered a tripping hazard with a depth of 2 inches or more should receive a NO response. For cracks and alligator cracks, they must pose a tripping hazard and must be wider than 1/2” (in.). Do not mark “No” for hairline cracks.
- This does not include food/drink spills or fresh oil spills. Must be sticky/tacky or build up (stain upon stain).
- If small “stain upon stain” oil stain areas are consistent throughout the lot, please mark NO and take a photo of the worst infraction.

Q04b) Parking lines and handicap area clearly painted and not faded (if lines are present on the lot).

- If present, parking lot lines should be clearly painted and not faded. Customers should be able to easily discern where to park. Lot lines must not be faded to the point where a customer might have trouble seeing the lines.
- If present, handicapped parking spaces must be clearly marked either by signage or by a painted decal on the pavement. However, parking lines and handicapped parking spaces are not required.
Q05) No abandoned or for-sale vehicles on premises and no items being stored around the station:

- A vehicle must be obviously “For Sale” at the location or abandoned in order for this question to be marked NO (i.e., a “For Sale” sign in the window or tires missing.)
- A customer’s vehicle with a “For Sale” sign would not be considered an infraction. Use your best judgment when answering this question.
- In addition, there must not be junk or stored items around the station where customers can see it. For example: crates, shelves, coolers, old signage, or auto parts awaiting disposal.

Note: Q06 has been removed.
Q07) No unauthorized or handwritten signs:

ALL of the items within Q07 (A thru C) must be in compliance to issue a YES response.

✅ A) If present, no unauthorized diesel signs:

The following are approved diesel signs (approved diesel signs are often a panel on the Main ID/Price Sign):

- **Chevron**: Diesel is in a gray or green panel with white lettering.
- **Texaco**: Diesel is in a black or green panel with white lettering.

Unbranded diesel signs are acceptable if not attached to the Main ID/Price Sign. (Evaluated on QMID#3. If attached to the Main ID/Price sign, please mark this on QMID#3)

Example: Fuelman Diesel is approved as long as it is not on the Main ID/Price Sign. (Evaluated on QMID#3. If attached to the Main ID/Price Sign, please mark this on QMID#3)

✅ B) Yard and lot free of A-frame signs and temporary unapproved yard signs. A-frame signs and yard signs are not acceptable anywhere on the yard or lot.

NOTE: Temporary yard signs, such as the cigarette signs pictured below, are not approved.
Q07) No unauthorized signs continued...

C) Signs throughout the lot must be in approved sign frames. Banners are allowed in the lot perimeter. Banners must be in good condition and not attached to the fuel island, spanners, canopy fascia or columns, building exterior, or car wash exterior.

Note: Auto Service Bay banners are approved provided they are in good condition.

Note: Banners are not approved if attached to the primary ID, fuel island, spanners, canopy fascia or columns, building exterior, or car wash exterior.

ALL of the items within Q07 (A thru C) must be in compliance to issue a YES response.
Q08) Dumpster enclosure (or dumpster bin if no enclosure) painted, clean and surrounding area free of debris:

- Sites are not required to have an enclosure around the dumpster. However, if present, the enclosure must have a clean, acceptable appearance. The enclosure doors are not required to be shut.
- The dumpster and surrounding area must appear clean and free of trash or debris outside the container.
- The dumpster enclosure (typically a fence or wall), if made of wood, can have a natural wood finish in lieu of being painted. The finished look (wood stain or paint) must be maintained.
- If there is no enclosure, please evaluate the dumpster and surrounding area’s appearance.

Please mark N/A if there is neither a dumpster enclosure nor dumpster present.

Note: Q09 has been removed.
Q10) Air and water hoses clean and operational with bumper poles painted per standards (and decaled if Chevron).

- Please ask the site attendant to turn on the air unit to see if it is operational. They should be able to provide you with a token or turn it on from an inside control.
- Air and water units are not required to be present. However, if present, air/water units must be clean and operational and must be clean/free of graffiti or damage.
- This question does **NOT** include water faucets on the building that are not for public use.
- If present, bumper poles that surround the units must appear freshly painted with minimal chipping, scratching or dents. (see Q21 Bumper Pole Standards)
- General wear and tear from hoses rubbing against the pole is acceptable and not an infraction.
- If present, the bumper poles must be properly imaged for the brand of the station you are evaluating.

**Chevron:** Poles must be white with gray with a white striped decal on top.

**Texaco:** Poles can be red on top and gray on the bottom. New! Poles can also be white with red stripe decal near top.

Mark N/A if neither an air nor water unit is present.
Pump Island and Canopies

If present, do not evaluate unbranded “truck stop” diesel pumps and canopies for cleanliness items. Unbranded diesel can be identified by the diesel price being posted somewhere other than on the Chevron/Texaco Main ID sign. If the diesel price is posted on the Chevron/Texaco Main ID sign, assume it is branded diesel and evaluate for cleanliness items. A “truck stop” can be defined as an area intended for large commercial transport semi-trailer trucks to refuel and is not located under the primary canopy.

Evaluate branded diesel as well as the main fueling area intended for everyday auto customers.

Q11) Canopy fascia, including wordmarks, Hallmark/Star and decals, clean, not rusted, faded or damaged:

- The canopy fascia over the pumps must be clean with no visible dirt, grease, cobwebs or soot.
- The canopy fascia must be in good condition and undamaged.
- There must be no rust, broken or bent panels, or chipped and faded paint.
- Rust or dirt present, larger than a 1 foot x 1 foot area combined, is considered excessive and should receive a NO response.
- The wordmark (brand name) and Hallmark/STAR T logos on the canopy fascia must be free of rust, not faded or damaged.
- If the wordmark or the Hallmark/STAR T logo is a decal (i.e. not raised lettering or logo) it must not be peeling, faded, or damaged.

Wordmark and Hallmark/Star are not required, however, if present must be maintained and in good condition. If they are not present, evaluate the condition of the fascia only.

If no canopy is present, mark N/A.

NOTE: Canopy fascia lighting is evaluated in Q27.
Q12) Canopy under decking, poles and cladding clean, not rusted, faded, or damaged:

- The canopy under decking, poles and cladding (part of the support columns) must not show signs of rust, fading, or damage.
- Rust or dirt present, larger than a 1 foot x 1 foot area combined, should receive a NO response.
- Light/minimal wear is not an infraction.

NOTE: Canopy lights are evaluated in Q26.

Q13) Spanners clean and in good condition:

Spanners are the equipment at the top of the pump that identify the brand and the pump number.
- All spanner equipment must be clean and undamaged.
- Spanners must appear to have been wiped down recently. Any significant area of dirt that is more than dust should be marked NO.
- Spanners must be free from rust, dents or chipped or faded paint.

NOTE: Spanner lighting is evaluated in Q28.

Texaco pumps may have lit spanners if location has been re-imaged. Older Texaco image has valances which are simply extensions of the pump. Mark N/A if you are at an older imaged Texaco-branded location or if no spanners are present.
Q14) All dispensers operational, includes ALL grades of gasoline and diesel if present (visual inspection):

- No more than ONE side of a dispenser may be out of order. All other dispensers must be fully operational for customer use per visual inspection. If only ONE pump is out of order and is properly bagged, you should mark YES.
- If TWO or more pumps are out of order, you should mark NO and report which pump dispenser numbers were out of order (in addition to the standard photo).
- A plastic or paper sack over the nozzles or out-of-order signage would indicate that a pump is not operational. If no indication is present, assume the pump is operational.
- Even if professional ‘Out-of-Order’ signage is present on more than one pump, please mark NO and take a photo of each pump that is not operational. Exception to this rule would be if a technician is on-site during your visit actively repairing the broken pump. If pump is being actively repaired, mark Yes.

- If only “FastPay” is out of order, but otherwise the pump is functional, mark YES.

NOTE: Branded and unbranded diesel dispensers, which are located alongside or behind the station, must be evaluated unless it is clearly a “Truck Stop” refueling area.

YES — All pumps operational

YES — Only One (1) Pump Out of Order, Properly Indicated

NO — Out of Order Pumps are Not Properly Indicated
Q15) All dispensers (including PIN pad) clean, not faded, no missing or damaged decals:

- Dispensers must be clean and free of grease, dirt, soot and/or graffiti.
- Octane decals must be present and intact/not peeling.
- Mark NO if it is obvious decals are missing (remnants of a decal are present) or if it is obvious by looking at other pumps that decals on a certain pump have been removed.
- Pump skirt decals must be well maintained, not faded or damaged.
- Any Chevron or Texaco logo decal on the dispensers must be well maintained, not faded or torn.
- Pump numbers are not required, but if present should be in good condition; not worn or faded.

⚠️ At Texaco sites, the condition of the valance (the top of the pump) should be evaluated as part of this question. The valance must be clean and maintained.

Remember to check all pumps!
Q16) No unauthorized or handwritten signs/decals on dispensers, spanners, POP, trash valets, bumper poles, or canopy poles:

- Decals must be limited to octane, payment decals, or state-issued inspection/warning decals.
- Handwritten signs are not permitted anywhere on or under the canopy.
- ‘Out-of-Order’ signs are acceptable if professionally produced with a computer printer and do not need to be framed.
- POP attached to the fuel hose (Hose Squawker) is not approved.
- Any other signs attached underneath the canopy must be in the approved frames, shown below.

Q17) 3’ x 3’ and/or pump topper frames clean and in good condition, with clean, current Point of Purchase signage:

- Point-of-Purchase (POP) signage is any type of promotional advertising.
- All POP materials on top of the dispensers (pump toppers) AND/OR the 3’x 3’ materials adjacent to the pumps must be professionally produced and in good condition (not torn, faded, or dirty).
- Either type of frame, if present, must be in good condition (frame not rusty or damaged) with a POP (promotional ad) insert in good condition inside the frame in order to receive a YES response.

Mark NO if POP frames exist but POP inserts are not present in frames. Mark NO if frames or inserts are not in good condition.

Mark N/A if there are no POP frames at the pumps (neither 3’x3’ nor pump toppers).
Q18) Approved trash valets/containers (all on site) clean, painted, not overflowing, with no Chevron/Texaco logo present:

- All trash containers throughout must not be overflowing with trash and must appear well-maintained.
- Storefront trash containers do not need to meet the same color requirements as the pump island trash containers, provided they are professional, have a clean exterior, and are not overflowing.
- Stone finished and other professional trash containers are approved around the store exterior.
- A barrel or a bucket is an unapproved container.
- The Chevron/Texaco logo must not appear on the trash container (small logo on windshield valet is approved).

Chevron: Trash containers must be gray or gray with a white decal wrap. The white decal wrap on the bottom portion should be clean and not torn/peeling.
Texaco: Trash containers must be black or black with a red decal wrap. Can be Silver on top with a red decal wrap.
Q19) Approved windshield valets, clean water, with squeegees and paper towels:

- **Approved image of windshield valets are:**
  - **Chevron:** Gray or blue valets.
  - **Texaco:** Black or charcoal gray valets.

- Windshield valets must be present and made available to customers.
- Unapproved valets include buckets or barrels. However, in states where there is freezing weather, it is acceptable for locations to have a bucket of water and squeegees available inside the store.
- Each valet must have enough **water** to wet the squeegee. The water must not be dirty to the point that it is gray. Water must not be frozen.
- At least one **squeegee** must exist on each side of the pump island. However, do **not** mark NO if it is apparent a customer may have moved a squeegee to a different windshield unit (i.e. multiple squeegees present in one valet, but another is absent of squeegees.) If all squeegees are missing (for high crime areas) ask employee inside. If employee is able to provide a squeegee upon request, mark Yes.
- Each valet must have **paper towels**. Note: If no paper towels are visible reach into the dispenser as towels tend to become jammed.
- The units themselves must be clean without scuffed or scratched paint or decals. (Limit your response to the area around the windshield washing supplies if windshield valets are combined with the trash valets.)
- **Mark N/A if the facility does not have windshield valets for customer use due to being a full-service facility.**
Q20) Nozzle covers and splashguards (if present) color coded and clean. Diesel nozzle covers and splashguards green:

- The nozzle cover is the plastic covering on the handle that dispenses fuel.
- The splashguard is any equipment attached to the end of the nozzle that prevents gas and gas fumes from escaping while fuel is being dispensed. Splashguards are NOT required. However, if present, they should be clean, in good condition, and the same color as the nozzle cover.

**Approved nozzle/splashguard colors:**

- **Chevron:** Red (regular), White (plus), Blue (supreme) OR Black (all grades) is acceptable. A mix of color coded and black is NOT acceptable.
- **Texaco:** Black (all grades) is acceptable.
- **Branded Diesel:** Must always have a GREEN nozzle.

- The nozzle cover must have the approved color schemes listed above. Unbranded diesel nozzle covers do not have to be green, but must still be evaluated for cleanliness. Unbranded diesel can be identified if the diesel price is not on the Main ID/Price Sign and is not sold under the Chevron/Texaco branded canopy. The nozzle covers and splashguards for both brands should be clean and free of dirt, grease or soot.
- Do not evaluate agricultural (off-road) diesel or racing fuel nozzles.
- Over-sized nozzle covers with space for POP are not the approved style for either brand.
Q21) Bumper poles painted per image standard, rust free, in good condition (and decaled if Chevron):

- The poles around the pump islands should be free of scratches or wear and tear.
- Only two (2) bumper poles that are damaged, show rust, or chipped paint of the width of two index fingers or more is acceptable. If more than two (2) bumper poles are damaged, mark “NO”.
- If a bumper pole CAP is missing resulting in a sharp edge, mark NO.
- If present, the bumper poles should be properly painted in accordance with the standards of the brand of the station you are evaluating.
- Storefront bumper poles need not be evaluated for color/brand image standards if the store is not branded. Unbranded stores should still have bumper poles evaluated for rust and condition of paint. Examples of branded stores are “Extra-Mile”, “Food Mart” and “Star Mart.”

**Bumper pole image standards:**

**For Chevron, bumper poles are white on the bottom with a gray and white striped decal on the top.**

**For Texaco, bumper poles are silver/gray on the bottom with a red top. New! Texaco can have white with red striped decal near top.**

**IF BUMPER POLES ARE NOT PRESENT NEAR THE PUMPS, MARK N/A.**

**Properly imaged Chevron bumper pole (gray and white diagonal decal on top/white on bottom)**

**Properly imaged Texaco bollard (red on top/gray on bottom)**

**NO— Chipped Bumper Pole**

**NO— Rusty Bumper Poles**

**YES— For Texaco**

**YES— For Chevron**

**YES— For Chevron Bollards can be all white, all gray or decaled with the gray and white diagonal stripes.**
Q22) Planters (and dish) clean, in good condition, filled with well-maintained flowers:

- If present, planters on and around the pump island should be clean and maintained. If painted, paint should be free of scratches or wear and tear.
- Planters should always be free of weeds, dead plants and trash/cigarettes.
- Due to seasonal variations, if there is nothing growing in the planters during a season in which plants/flowers would not be expected, answer N/A.

Mark N/A if there are no planters present at this site.

![Yes—Maintained Planter](image1)

![No—Cigarettes in Planter](image2)

Q23) Were credit card application holders present at each dispenser and stocked with current personal credit card applications?

- If NO, a photo is required showing either an empty credit card application holder at a dispenser, or if holders are not present, a photo showing that holders were not at the pumps.
- You are required to report any pump numbers that do not meet this standard.
- SEE DOWNLOADABLE UPDATE LETTER FOR CURRENT APPLICATION PHOTOS.

Q24) ALL dispenser pay points and screens functional, with clearly visible text/instructions and have pin pads that contain fully functional buttons with legible identifying features (text, numerals, etc.).

- No pay point/screen/pin pad may be out of order.
- Out of order signage indicating that payment cannot be completed at the pump, or tape over the pay point would indicate that the pay point, screen, or pin pad is out of order.
- Even if professional ‘Out of Order’ signage is present on one or more pay points indicating that payment cannot be made at the pump, please mark as ‘NO’ and take a photo of a pay point that is not operational. Exception to this rule would be if a technician is on-site during your visit actively repairing the broken pay point, screen, or pin pad. If it is actively being repaired by a technician, mark ‘Yes’.

If no, please list which pump numbers had nonfunctional pay-points/pin pads/screens: ________
Request that the site employee turn on all exterior lights at the beginning of the evaluation. During daytime, mark N/A if any of the lighting cannot be determined due to bright sunlight. Mark N/A if lights cannot be turned on due to being on a timer or light sensor. Allow at least 10 minutes for lights to warm up. Please come back to evaluate and photograph lighting at the end of the evaluation if lights have not warmed up by the time you reach this section of the evaluation.

Q25) Perimeter yard lights operational, free of insects and dirt:

- All perimeter lights must be operational.
- Perimeter light fixtures must be free of insects and dirt.

If there are no perimeter lights present or they cannot be lit due to being on a timer or lighting cannot be determined during daylight, mark N/A.
Q26) Canopy down lighting operational, free of insects and dirt:

- One light out under the canopy is allowable, please mark Yes. However, indicate ‘one light out’ in your comments on the form so the employee is aware.
- If two or more lights are non-operational, please mark NO.
- Canopy light fixtures must be free of insects and dirt.

If there are no canopy lights present or they cannot be lit due to being on a timer or lighting cannot be determined during daylight, mark N/A. Allow adequate time for lights to warm up.

Q27) Canopy fascia lights operational, free of insects and dirt:

- All raised lighting (wordmark & Hallmark/Star) on the canopy fascia must be operational.
- Canopy fascia light fixtures must be free of insects and dirt.

If the canopy lettering on the fascia is a decal (not raised), or if lettering cannot be lit due to being on a timer, or lighting cannot be determined during daylight, mark N/A.
Q28) Spanner lights operational, free of insects and dirt:

- Ask the site attendant if the spanners have the capability to be lit (not all spanners have lighting capabilities).
- All spanner lights must be operational and internal fixture free of insects and dirt.

Please mark N/A if no spanners are present, do not have the capability to be lit, or lighting cannot be determined during daylight.

Note: External dirt is evaluated in Q13.

Q29) Building exterior lights operational, free of insects and dirt:

- Lighting along the exterior of the building must be operational.
- Up to one (1) light may be out on the exterior of the building.
- If two (2) or more exterior lights are out of order, you should mark NO and must report where the lights were out of order (in addition to the standard photo).
- Building exterior lighting must be free of insects and dirt.

Please mark N/A if no building exterior lights are present, lights cannot be lit due to being on a timer, or lighting cannot be determined during daylight.
Q30) Exterior clean, paint in good condition, no graffiti:

- The paint on the building exterior must be in good condition.
- There must not be chipping, peeling or other wear and tear visible.
- There must be no graffiti visible.

Q31) Exterior promotional displays and POP current, in approved frames, good condition and no unauthorized signs:

- All POP and promotional advertisements on the building exterior (excluding window signage, which is evaluated in Q33) must be professionally produced, and in good condition.

Chevron: Must be in a 3’x 3’ frame.
Texaco: Must be in a 30” x 40” frame.

- Empty POP frames are not acceptable.
- POP materials and other advertisements must not be obviously out of date (i.e., Super Bowl promotion in June).
- The POP insert is acceptable if it appears professionally produced and current.
- Banners attached to the building are unauthorized.

If there is no exterior POP or other promotional materials, please mark N/A.
A kiosk is a small building location that a customer does NOT enter. Only the attendant is inside the building to collect money. NOTE: A service station/garage is not considered a kiosk. You must evaluate the elements that are present. If you visit a kiosk location, answer N/A to questions 32, 33, and 35 through 41. You must evaluate the attendant’s uniform for a kiosk location in Q34.

**Q32) Interior clean, floors clean, paint in good condition, no graffiti, ceiling vents clean:**

- The paint inside the store must be in good condition.
- The walls must not be chipping, peeling or have other wear and tear visible.
- There must be no graffiti visible and ceiling vents must be free of dust and dirt.
- The floors must appear well-maintained and free of dirt or grime (taking into account the weather conditions – i.e., if it’s snowing, the floor is going to be dirtier than on a dry day).
- Note: Actual floor MATS are evaluated in Q36.

Please mark N/A if this is a kiosk.

**Q33) Windows and doors (exterior/interior) clean, free of clutter, signs in good condition, no unauthorized signs:**

- The windows and doors must be free of dirt and clearly visible streaks and smudges.
- The windows and doors must not be cluttered and must provide a clear view of the pumps from the site attendant’s view.
- No more than 50% of the window/door area may be obstructed with signage.
- There must be no more than 3 neon signs in the windows.
- The windows should only have professionally produced signage. Only one photo-copied or computer generated sign is permitted if in good condition and not displaying old info.
- Use of clear tape for posting professional signs on the windows/doors is approved.
Q34) Employees in approved, clean uniform with well-groomed appearance and approved name badge visible:

Uniform
- Clean and free of wrinkles, tears, holes and missing buttons.
- **All uniforms must feature a collared shirt with Chevron/Texaco or store’s trade name logo. Collar Exceptions:** See Chevron/Texaco ladies twin sets on page 43.
- Jeans and t-shirts are never acceptable.
- Full button-down shirts must be tucked in. Smocks (aprons) do not need to be tucked.
- Full button-down shirts should be buttoned up to at least mid-chest level.
- Pants and shorts must be worn on the hip or waist.
- Logos on uniform shirts must be crisp and clear, not faded or damaged.
- All uniforms, outerwear and caps must display a Chevron, Texaco, or store’s trade name/logo. Caps must be worn front facing, i.e., bill forward.
- A safety vest may be worn over an approved uniform shirt or jacket.

Uniform examples:
- Uniforms may be either Chevron, Texaco, or have the store’s Trade Name/logo.

**Example Trade Name:**
- The Pantry
- Circle K
- King Fuels

**Note:** Not limited to just these names.

<table>
<thead>
<tr>
<th></th>
<th><strong>Chevron</strong></th>
<th><strong>Texaco</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pants or shorts:</td>
<td>navy, khaki or black</td>
<td>black or khaki</td>
</tr>
<tr>
<td>Collared shirts:</td>
<td>navy, dusty blue, khaki, denim, white, or light blue</td>
<td>red, moss, black, denim, white, or light blue</td>
</tr>
<tr>
<td>V-neck sweater:</td>
<td>navy</td>
<td>black</td>
</tr>
<tr>
<td>Sweater twin set:</td>
<td>navy/khaki</td>
<td>red/black</td>
</tr>
<tr>
<td>Smock:</td>
<td>denim</td>
<td>black or denim</td>
</tr>
<tr>
<td>Pullover wind shirt:</td>
<td>navy</td>
<td>black</td>
</tr>
<tr>
<td>Bib-style apron:</td>
<td>navy</td>
<td>black</td>
</tr>
<tr>
<td>Outerwear jackets and rainwear:</td>
<td>navy</td>
<td>black</td>
</tr>
<tr>
<td>Baseball caps and visors:</td>
<td>navy or khaki</td>
<td>black or red</td>
</tr>
<tr>
<td>Knit cap:</td>
<td>navy</td>
<td>black</td>
</tr>
</tbody>
</table>
Q34) Employee Uniform continued...

Name Badge - All Customer Service Representatives must wear an authorized name badge:

- A name badge can be a pin or embroidery on the uniform shirt.
- Name badge/embroidery should be worn on the right hand side of the chest.
- A name badge may display the word ‘Trainee’ on it.
- A temporary name badge made with a label maker is acceptable.
- The name badge cannot be handwritten.
- Name badge logos must be clear, not faded, cracked or peeling.

Collar Exceptions:
- Ladies twin sets, pictured below, do not need to have a collar.

NOTE: Name badge must also be present.

YES—Name Badge Must be Worn

YES - Approved Ladies Twin Sets
Q36) Interior signage in good condition, free of dust and no handwritten signs, no Chevron/Texaco logo on floor mats:

- All signage inside of the convenience store must be in good condition, free of excessive dirt, grease or dust and professionally produced.
- There must be no handwritten signs, which include no handwritten prices on displays.
- NOTE: If restaurant area present, handwritten specials on a dry erase board are acceptable.
- The floor mats must appear well-maintained and free of dirt or grime (taking into account the weather conditions – i.e., if it’s snowing, the floor mats are going to be dirtier than on a dry day).
- Floor mats MUST NOT have either Chevron or Texaco logo on them.

Please mark N/A if this is a kiosk.

Q37) All aisles free of clutter and open to allow easy access:

- The aisles must be free of obstacles that one would have to navigate around.
- The store must not appear to simply be ‘storing’ the items on the sales floor, but ‘displaying’ them in a way that’s appealing to customers (i.e. boxes cut open to make product visible).
- Cardboard boxes must not be left in a customer area.
- If boxes are actively being restocked onto the shelves during your visit, do not mark NO.

Please mark N/A if this is a kiosk.

Note: Q38 has been removed.
Q39) Coffee, fountain, ready-made food areas and microwave equipment clean, and fully stocked:

- Coffee and fountain equipment must be clean, operational and ALL products available.
- For fountain drinks, at least two cup sizes must be made available with lids.
- The counter surrounding the equipment must be clean and free of excessive spills, trash and debris.
- Assume all products are available and all equipment is operational unless you see an ‘out-of-order’ sign.

Mark N/A if there is no coffee, fountain, or ready-made food area at this site or if this is a kiosk.

Q40) Coolers (frames, glass, sills) clean, free of dirt, spills, streaks and fully stocked:

- Each cooler should appear recently cleaned and stocked.
- The doors and shelves should be free of dirt, spills and fingerprints.
- There should be no more than two empty shelves and few large gaps between products throughout the displays.

Please mark N/A if this is a kiosk.

Q41) Gondola shelves, ledges, and displays free of dirt and fully stocked:

- Display racks throughout the store must appear clean and free of dirt, dust or spills.
- There must not be an entire empty shelf or large gaps between products.

Please mark N/A if this is a kiosk.
Q42) Were credit card application holders present in the counter area and stocked with current **personal** and **business** credit card applications?

- If NO, a photo is required showing either an empty credit card application holder at the counter, or if holders are not present, a photo showing that holders were not at the counter.
- SEE DOWNLOADABLE UPDATE LETTER FOR CURRENT APPLICATION PHOTOS.
You are required to inspect all public restrooms present on the site: men's, women's and unisex. Please wait for the restrooms to be unoccupied before inspecting them. If there are no public restrooms available on site, mark N/A to the following questions. If one restroom is under repair or temporarily out-of-order, inspect the restroom that is available, however, please note the restroom that is out-of-order in your overall comments. Take a photo of the out-of-order restroom(s) sign. It is not necessary for you to enter a restroom that is out-of-order.

If public restrooms exist on site, but none are available for customer use, please answer Q43, but mark the remaining restroom questions ‘NO’ and indicate the restrooms were out of order. If ALL restrooms are being remodeled rather than out-of-order, please mark NA to all restroom questions.

If co-branded with McDonalds, mark NA. If co-branded with another fast food establishment, please evaluate as normal. If the employee says the restrooms are the fast food establishment’s responsibility, then evaluate as normal and note this in your overall comments.

**Q43) Doors properly decaled (i.e., men, women, unisex) and door locks operational:**

- If decal missing, take a photo of the door.
- Determine whether customers could easily identify if the restroom is for men, women or both genders by the professionally produced decals/signage (no handwritten signs) on or outside the door.
- Inspect all locks in all of the restrooms to ensure that all pertinent locks are operating properly.

Mark N/A if there is not a public restroom at this site.

**Q44) All light fixtures clean and operational:**

- Inspect all public restrooms and ensure that all of the light fixtures are clean and in working order.
- Light bulbs must not be burned out.

Mark N/A if there is not a public restroom at this site.
Q45) Doors, floors, walls, ceiling, vents free of dirt and graffiti, no paper lying on floor:

- Inspect all restrooms to see that all doors, floors, walls, ceiling and vents are free of excessive dirt, dust, soot and graffiti.
- Additionally, there must not be more than 4 pieces of trash or paper lying on the floor.
- Restroom must not be used as storage for supplies or cleaning supplies left out visibly. Air freshener okay.

Mark N/A if there is not a public restroom at this site.

Q46) Mirror polished and free of streaks, not cracked, scratched or broken:

If a mirror is present, it must appear clean (free of dirt, dust, fingerprints, graffiti) and must be in good repair (not cracked, scratched or broken). One scratch is acceptable, provided it is less than 3 inches long.

Mark N/A if there is not a public restroom at this site or if there are no mirrors.

Q47) Sinks free of dirt, countertops clean and free of excessive standing water:

- All sinks in the restroom must appear clean and be functional, not damaged.
- The countertops must be clean and dry with no excessive dirt or standing water.
- Do not mark ‘NO’ due to hard water stains if the sink is otherwise clean.

Mark N/A if there is not a public restroom at this site.

Q48) Toilet, urinal, stall doors and partitions free of dirt and graffiti, toilet/urinal operational:

- The toilet(s) and/or urinal(s), stall doors, and partitions must be clean and functional. There must not be excessive dirt, grime, buildup, damage or graffiti on any of these items.
- Do not mark ‘NO’ due to hard water stains if the toilet/urinal is otherwise clean.
- The toilets and urinals must be operational.

Mark N/A if there is not a public restroom at this site.
Q49) Trash containers clean and not overflowing:

- Trash cans in the restroom must not be overflowing with trash.
- Trash units must appear clean and free of excessive dirt, dust or graffiti.

Mark N/A if there is not a public restroom at this site.

![NO—Trash Overflowing](image1)
![NO—Graffiti on Trash Can](image2)

Q50) Paper towels, soap, toilet paper, seat covers stocked; hand dryers operational:

- Soap dispensers should contain soap and should be clean and functional.
- Seat covers are NOT a requirement, but if a dispenser for seat covers is present, it should be stocked, clean and functional.
- The restroom must have paper towels or a hand dryer. If they have paper towels, the dispenser must be stocked, clean and well-maintained. If they have a hand dryer, it must be functional, clean and well-maintained.
- Restrooms that have both a hand dryer and a paper towel dispenser, mark YES as long as either the hand dryer is working OR the paper towels are stocked. All supply dispensers must not be damaged.
- Extra cleaning supplies must not be stored on the floor in view of the customer. Cleaning supplies stored under an enclosed vanity are allowed.
- **If any supply is not stocked, take a photo.**

Mark N/A if there is not a public restroom at this site.

![NO—Toilet Paper Dispenser Broken](image3)
![NO—Toilet Paper Dispenser Empty and Damaged](image4)
Automotive Service Bays and Car Wash

Note: If the site says the car wash or service bay is under separate ownership, mark N/A.

51) Automotive Service Bay exterior/interior paint in good condition, with bays, bay doors, walls and ceiling clean, neat and organized:

The paint on the interior and exterior of the service bay walls should be in good condition with no excessive chipped, peeling or faded paint. The doors of the service bay must not have excessive dirt, soot, or oil. Assume the door is operational unless otherwise indicated with an ‘Out-of-Order’ sign. The service bays should appear to have some semblance of order to them. Tools should either appear to be in use (or recently used) or organized in some way. There should not be excessive clutter in the bays.

Mark N/A if there is no service bay at this site or if you are not able to gain access to the service bay.

Q52) Car Wash exterior/interior paint, in good condition, clean, with no unauthorized:

The paint on the interior and exterior of the car wash walls should be in good condition with no excessive chipped, peeling or faded paint. There should be no unauthorized or handwritten signs present. If interior lighting of the car wash can be safely observed without fully entering the car wash, please evaluate. If the car wash has multiple lights, one light out in the car wash interior is allowable, please mark YES. If two or more lights are non-operational, please mark NO.

Mark N/A if there is no car wash at this site.

If a car wash has permanently closed, the exterior should still be in good condition. If the doors are open, there should be no visible trash or debris inside. Interior lights need not be operational.
Q53) Car wash keypad and bumper poles painted and in good condition:

There should be a keypad surrounded by protective bumper poles outside of the car wash where the customer enters the unit. Please ensure that the keypad unit is free of excessive dirt and grease and in good condition (i.e. decals are not peeling off the unit, all applicable instructions are legible, etc.) A “No Cash” decal is approved provided it is professionally produced, not faded or peeling. The bumper poles should appear free of excessive scratching or wear and tear. There should not be excessive visible rust on the bumper poles. If present, the bumper poles should have the proper paint in accordance with the standards of the brand of the station you are evaluating.

Mark N/A if there is no car wash at this site or there were neither bumper poles nor a keypad present outside of the unit.

If a car wash has permanently closed, the keypad should be removed vs. placing an out-of-order sign. The bumper poles should be maintained if they continue to exist. If the car wash is permanently closed and neither the keypad nor bumper poles are in violation, mark N/A.

Car Wash bumper poles may have bumper pole covers. If a location has these in place and they appear free of excessive scratching or wear and tear, you should mark YES on this question.

Chevron: Poles must be white with gray with a white striped decal on top.

Texaco: Poles can be red on top and gray on the bottom. New! Poles can also be white with red stripe decal near top.
Q54) Car wash operational (visual inspection):

If there is no ‘Out-of-Order’ sign or other visible indicator that the unit is not functioning, assume that it is operational.

Mark N/A if there is no car wash at this site or if closed due to weather conditions. Please note the car wash closure due to weather conditions in your overall comments.

If a car wash has been permanently closed, mark N/A provided the following steps have been taken: There is no car wash signage, directional arrows/striping on pavement has been removed, the keypad machine has been removed, and any branding/logos have been removed.

Q55) Vacuum operational (visual inspection); trash container clean, not over-flowing:

If there is no ‘Out-of-Order’ sign or other visible indicator that the unit is not functioning, assume that it is operational. Trash cans (if present) next to the vacuum should be well-maintained and not over-flowing with trash.

Mark N/A if there is no vacuum equipment at this site.
The Competitive Analysis portion of the evaluation has been REMOVED for 2015.

**Store Type**

- **C-store** - This store type is defined as **not** being underneath the main canopy. A c-store will have a variety of convenience items for sale.

- **Island Marketer/Maxi-Mart** - This store type is situated under the main canopy. This type of location is usually in the middle of the canopy with fuel dispensers on either side. This type of building can be entered on either side by the customer.

- **Kiosk** - A small building in which an attendant is present to collect payment and may or may not have a small selection of convenience items. A kiosk **cannot** be entered by a customer.

- **Snack Shop (Automotive Service Bay)** - This store type is usually associated with locations that are primarily Automotive Service Bays. This store type will usually have a very limited number of snacks as the main operation is the Automotive Service Bay.
QComment) Please note any standards that were met, but may warrant attention.

Chevron wishes to be proactive with standards and values your input. If you noticed a standard that was met, but saw something that needs attention, please indicate what you saw.

Note – This is reserved only for standards that were met, but where you see there is something worth noting.

- For example, the standard on Q01 requires If there are enough weeds present to fill up a gallon sized bag and are noticeable from more than 5 feet away, mark ‘No.’ If a station was compliant on this standard, but had noticeable pieces of trash (close to filling a gallon bag); that is the kind of information worth noting.

Any comments left here should be concise and to the point. Subjective opinions should not be noted – only facts on what you saw.

You are not required to report any additional information here. If you do not have something to report on this question, please leave this blank.

EXAMPLE:

QComment – Please note any standards that were met, but may warrant attention.

Q01 – There were 4 cigarettes in the mulch.
Q40 – The cooler had two gaps next to the Pepsi.
**PHOTO CHECKLIST**

**Before you leave the Chevron/Texaco gas station, do you have . . . ?**

10 Standard Location Photos:

- □ Overall Site
- □ Main ID/Price Sign
- □ Fuel Pump
- □ Canopy
- □ Building Exterior / (Windows and Front Door Area)
- □ Public Restroom #1
- □ Public Restroom #2
- □ Cashier Area with Cashier
- □ Overall Store Interior
- □ Diesel Pump (if diesel is present)  
  **Note:** Must be unique photo from Regular Fuel Pump

Standard Self Photo:

- □ Orange Safety Vest Photo of Yourself

A detailed photo for each ‘NO’ response:

- □ Count of ‘NO’ responses on the evaluation form = ________.
- □ Verified that I have a photo for each ‘NO’ response

If for any reason, you could not complete the audit, 2 photos are required as proof of your visit to the facility:

- □ Photo #1 Overall Closed Facility Photo
- □ Photo #2 Other Closed Facility Photo of Choice (i.e. if there is a closed sign or other evidence that the facility is closed, please take a photo).
IMPORTANT!

Visit the online download page regularly, and at least on a WEEKLY basis, for updates.

This page is a very useful tool, and provides the following:

- Additional photos to assist you in evaluating the standards
- Important Updates and Reminders
- Overall Photo Checklist
- Letters of Authorization

Remember, extensions are not allowed on this project. You should be 100% committed to completing the visits within your designated week. The station is notified in advance once you accept your designated week. The station makes arrangements with the expectation that you will be there.

You should attempt to complete your visit by Thursday of your designated week, rather than waiting until Friday.

In the event you are unable to complete your visit, you must contact MaritzCX NO LATER than the Thursday of the week your visit is scheduled. This will enable MaritzCX to contact the location and inform them in time that you are unable to complete your visit.

Visits cancelled on a Friday or later are considered “after the fact” cancellations (no-shows) and can result in your immediate removal from the program.

Any evaluator with a cancellation rate of more than 5% of their scheduled visits is subject to review and may be removed from the program permanently.

Please do NOT accept an assignment unless you are confident you will complete it during your scheduled week.