



COMMITMENT TO EXCELLENCE  
Mystery Shop Program

# Shopper's Guide



# Valero CTE Program Overview

*All guidelines below are based on client requirements and adherence to them is mandatory. This includes all confidentiality requirements as stated in the independent contractor agreement.*

- This is a site audit program, with mystery shop questions designed to check the compliance of specific location criteria.
- **After you complete your purchase, show your Authorization Letter to the cashier/attendant and reveal yourself as the auditor. This applies to both convenience stores and kiosks.**
  - As you reveal yourself as the auditor, please let the manager/employee in charge know that you will be taking several photos while completing your audit checklist.
  - Once you begin your audit, employees should no longer be evaluated on the Customer Service Experience portion of the evaluation.
- Auditing hours: Monday through Sunday, during daylight hours. If the location is operational during that time frame and the sky is well lit.
  - Check the location's operating hours by calling the phone number provided on your evaluation prior to your visit.
  - Audits could be rejected by the client if the sky is not well lit. It is highly suggested that you avoid auditing during storms or close to sunrise or sunset.
  - If you need to use your flash outdoors, there is a possibility that your audit could be rejected.
  - Do not complete audits on any of the following holidays
    - New Year's Eve
    - New Year's Day
    - Easter Sunday
    - Memorial Day
    - Independence Day
    - Labor Day
    - Thanksgiving Day
    - Day after Thanksgiving (Black Friday)
    - Christmas Eve
    - Christmas Day
    - Day after Christmas
  - Do not solicit any non-associated programs to the site personnel.

## Appropriate attire would include:

- Business Casual
  - Dress or casual slacks
  - Collared knit shirts/blouses
  - Comfortable, clean non-scuffed shoes

## Required Materials

- Digital camera (provided by the shopper)
- Reference Guide (this document)
- Authorization Letter
- Current POP examples
- Current Credit Card application examples
- Evaluation

## Terminology

- **Bonnet** - Protective cover or cap over each dispenser
- **Canopy Pan** – Metal, drop-down ceiling underneath the canopy used to house lights and to hide the canopy’s unsightly support structure, electrical wiring, etc.
- **Fascia** – Any horizontal surface which spans across the top of columns, across the top of a wall/building or the sides of the canopy
- **POP** – Point of purchase promotional signage
- **QSR** – A Quick Service Restaurant which is found at a location
- **Valero ITA** – Valero’s consumer credit card application (ITA = Invitation To Apply)

## Types of Store

- **Kiosks** - Evaluate as you would a standard site without entering the kiosk. Do your best to evaluate the interior of the kiosk by looking through the windows at the ceiling, floors, merchandise, etc. and take photos of what you can capture.
- **Marinas** - Sites located on or near a body of water. These should be evaluated as a standard location, with the exception that waste cans are not required at marina locations. Mark Q34 as “N/A”.
- **Unmanned** - Station only accepts payment at the pump and no employee is ever on duty to take the payment. Evaluate the exterior, pumps, fuel islands, restrooms (if available)
- **Service Station** - Site that services vehicles, that also has convenience store items and gas for sale should be evaluated as a standard site.

## Photo Requirements

- Every shop requires certain photos, including Standard Photos, plus photos of non-compliant questions.
- Make sure you are uploading the correct photos for a location.
- Duplication of photos is not acceptable to Maritz and may lead to refusal of compensation and termination.
- You must use a separate photo for each question and all photos must be in 640x480 pixel size and in .jpg format.
- Audits will NOT be accepted without all required photos.
  - A photo is required for any “No” response, in addition to the Standard Photos.
  - Evaluations missing photos, unless corrected within the specified time line, will not be processed, and payment will be denied.
  - **Ensure your photo clearly documents the infraction.**
- Five (5) overall photos are required when reporting a closed location: Overall Site, Canopy, Main ID/Price Sign, Store Front & Any Signage/Proof indicating why there is a closure
  - If no signage is present, take an additional overall photo of the site or store.

## Things to Remember

- Normal wear is considered acceptable, while obvious neglect on things like paved surfaces, fuel dispensers, paint, floors and fixtures is considered non-compliant.
- You should take photos of the worst example of what was dirty or damaged.
- If you can’t find an item at the counter or point of purchase area such as credit card applications, the station employee should be able to assist you in locating them.
- Take weather conditions into consideration.
- Trash and dirt are subjective. Excessive trash is defined as more than a sandwich bag full of trash.
- Approach the evaluation as if you were an average customer. If the average customer would not notice an issue, then it should not be noted.

# Valero CTE Program Overview

- Avoid taking photos of any employee or customer.
  - If you need to take a photo where an employee is conducting work, please wait until they are done, ask them if they could step aside and then take the required photo.

## Special Circumstances

*You could encounter some of the following circumstances during your site evaluation. Listed below are suggestions should any of the following occur:*

- The Station is Unattended.
  - Station only accepts payment at the pump and no employee is ever on duty to take the payment –**AUDIT AS YOU WOULD ANY LOCATION.**
- The Station refuses to let you evaluate and/or take photos after revealing yourself as the auditor.
  - Ask them to contact their Fuel Distributor per the instructions on the Authorization Letter for verification.
  - If the site still refuses, leave the site and debrief as a closed location - refusal.
- The station cannot be located.
  - Use every possible resource available to you to find the location before you leave the area.
    - Call the station number provided to you
    - Look up the phone number by phone book or online directory
    - Look up the address via smart phone map app
  - If the location does exist, you may not be paid for your attempt to audit.
  - Call Maritz for directions or the station's phone number.
- Location is roped off because of a criminal investigation or the electricity is off.
  - Answer QOpen as closed with a full explanation when you debrief. Location appears to be out of business or has changed to a brand other than Valero, Shamrock or Beacon.
  - Answer QOpen as closed with a full explanation of what you found.

## Assessment

Before you complete your first shop on this project, you are required to correctly answer a set of review questions about the material you have read.

- If you incorrectly answer a question, the website will show you specifically which question you have missed.
- If you incorrectly answer more than 20% of the questions, the website will not display what was missed.
- You will not be able to access the debrief evaluation until you have correctly answered all questions.

**If you have any questions or issues, please call a Maritz associate at 1-800-782-4299.**

# Standard Photos

Every shop requires a set of standard photos. These include:

- 4 Site Photos (see below for examples)
- Gasoline Dispenser
- All Main ID/Price Signs (photo of each main ID/price sign at a location is required)
- Diesel Dispenser
- Alternative Fuel Dispenser
- Purchase Receipt

If the site is branded as Shamrock or Beacon – the required photos remain the same.

## Building Front

This photo will show the front of the building. For best results, fill your viewfinder with as much of the front of the building as necessary to capture the photo.



## Overall Front

This photo will show the full front of the site (not just the building) including the main fuel island canopy, if located at the front of the building. If possible, take photo from the furthest point of the property. Try NOT to take photos from across the street as cars, power lines, etc. interfere. If you must take a photo from across the street, be sure to zoom in on the site.



# Standard Photos

## Overall Left

This photo will show the full left side of the site (not just the building). This photo will capture ALL of the site's features on the left side of the property.



## Overall Right

This photo will show the full right side of the site (not just the building). This photo will capture ALL of the site's features on the right side of the property.



## Overall Restroom

This photo will show the first impression/view upon entering the restroom. DO NOT take a photograph if the restroom is in use. If anyone is in the restroom, wait to take the photograph until the facility is empty.



## Store Entrance

This photo will show the first impression/view upon entering the store from the consumer's perspective. Photo should include check-out counter, if possible. Try to avoid having anyone in the photo.



# Standard Photos

## Gasoline Dispenser Close-Up

This photo is a close-up photo of one of the Gasoline Dispensers typically located under the main fuel island canopy.

- This photo should capture the entire dispenser, from the top of the bonnet to the bottom of the dispenser and island curb.
- It is suggested to fill the viewfinder with the dispenser to capture the desired detail.



## Main ID/Price Signs

A photo of each sign on the site is required. There could be up to 4 different types of ID/Price Signs. Photos must show the ID and Price signs including the entire pole. A sign could also be flush to the ground or have brick surrounding the base.



## Diesel Fuel Dispenser Close-Up

This photo is a close-up picture of a Diesel Dispenser.

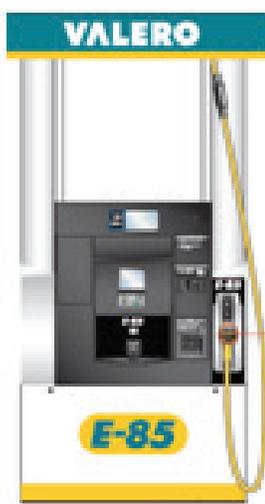
- If there is a stand-alone diesel dispenser please take a close-up of that dispenser to upload with the evaluation.
- This photo should display the entire dispenser from the top of the bonnet (which may or may not be present) to the bottom of the dispenser and island curb.
- If diesel is only dispensed from the main gasoline dispensers a photo is not required.



## Alternative Fuel Dispenser Close-Up

This photo is a close-up picture of an Alternative Fuel Dispenser.

- If there is a stand-alone Alternative Fuel dispenser please take the close-up of that dispenser to upload with the evaluation
- If Alternative Fuels are only dispensed from the main gasoline dispensers, you may upload a photo of that.
- This photo should display the entire dispenser from the top of the bonnet (which may or may not be present) to the bottom of the dispenser and island curb



# Synthetic Drugs

## Synthetic Drugs

Store was free from the sale of synthetic drugs of any kind, including, but not limited to, Bath Salts, Spice, Smacked, Kratom, K1, K2, K3, Potpourri, Herbal Incense, and Plant Food. This applies even if such items may be sold legally in the jurisdiction in which the store is located. If a store is not at this location, check "N/A".

Yes  No  N/A

- UPON COMPLETION OF THE MYSTERY SHOP PORTION, YOU MUST PRESENT YOUR AUTHORIZATION LETTER AND IMMEDIATELY EVALUATE THE SITE FOR SYNTHETIC DRUGS.
  - If synthetic drugs or drug-like substances are located on the premises, take a photo of the synthetic drugs, take an overall photo of the location. Be sure labels, brands and/or names of the packaging are clear in the photo.
  - After photographs have been taken, proceed with the shop as normal.

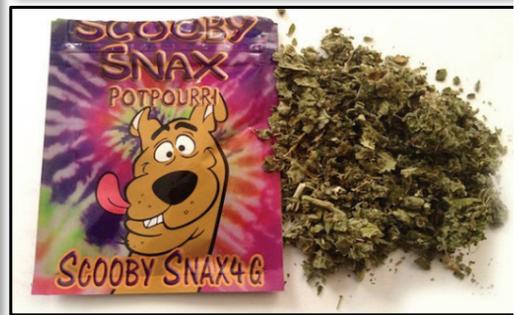
## Synthetic Drug Guidelines

- This list is not inclusive of all types of synthetic drugs, but will provide you a guide by which you can determine if there are any at the site. This should include drug-like substances that may or may not be illegal in the jurisdiction of the site.
  - Labels including the words Kratom, Spice, K1, K2, K3, Bath Salts, Phoria, or images of marijuana plants should be considered synthetic drugs.
  - Incense is NOT considered a synthetic drug.

## Non-Compliant Examples



## Non-Compliant Examples



# Customer Service Experience

- Q1, Q2 & Q4 – Evaluating your interaction with an employee during your product purchase
- **Make a \$1 in-store purchase. It is suggested that you only use cash for your purchase.**
  - Reimbursement will be up to and no more than \$1 even if your purchase exceeds \$1.
  - Lottery tickets are not an approved purchase as a receipt is not given with lottery ticket purchase.
  - You will upload a photo of your receipt when invoicing your shop.
  - If the location is a kiosk, if there is no store, or if the location is a service/mechanic station and there are no products to purchase, a \$3 gas purchase **is required**.
  - Any shop submitted without a purchase will not be accepted.
  - NEW JERSEY ONLY: If the location does NOT have a store and Full Service assistance is the only option, a \$3 purchase of gasoline will be permitted.

Customer Service	
<b>Q1</b>	When you approached the cashier to make your purchase, did the cashier smile and extend a friendly greeting? <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Q1a</b>	If Q1 is “No,” explain why (check all that apply). <input type="checkbox"/> Cashier did not smile <input type="checkbox"/> Cashier did not extend a friendly greeting
<b>Q2</b>	Did the cashier say “thank you” upon receiving your payment? <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Q2a</b>	Upon completing your transaction did the cashier extend a friendly closing (“Have a good day,” “See you next time,” “Hurry back,” etc.)? <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Q3</b>	Were Valero Credit Card Invitations-to-Apply (ITAs) and Valero Fleet Services applications are and displayed on sales counter or within view of customers? <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Q3a</b>	If Q3 is “No,” please explain why (check all that apply). <input type="checkbox"/> Valero ITAs were not within view of customers <input type="checkbox"/> ITAs were not current <input type="checkbox"/> ITAs were not available <input type="checkbox"/> Fleet applications were not within view of customers <input type="checkbox"/> Fleet applications were not current <input type="checkbox"/> Fleet applications were not available
<b>Q4</b>	Did the cashier offer a Valero Invitation-to-Apply (ITA) or Fleet Services application? <input type="checkbox"/> Yes <input type="checkbox"/> No

## Important Note

- Q3 – A “Yes” response should be given if the applications are located either on the sales counter OR in view of customers. Applications may be located on the counter, atop a product display, affixed to the wall of the store, etc.
  - If you do not see the Valero ITA or the Valero Fleet Services Applications, ask the attendant if they are available.
  - If they are not visible to the average customer anywhere in the store, the answer to this question should be “No”.
  - A “No” response to Q3 requires a photo of the counter.
  - Valero ITAs and Fleet Service Applications change periodically. Make sure you have downloaded the latest “Applications and Current POP” document from the Maritz website.

<b>Q5</b>	Was the cashier's attire neat and clean? <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Q5a</b>	Did the cashier wear a Valero logoed uniform? <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Q5b</b>	Did the cashier wear a name tag or have his/her name embroidered on shirt? <input type="checkbox"/> Yes <input type="checkbox"/> No

**Important Note**

- Q5 – You will only be evaluating the attire of the cashier who assisted you with your purchase. Do not evaluate any other employees on site.
- Q5a - Apparel must display the Valero, Shamrock or Beacon brand logo which may appear on polo shirts, smocks, aprons, sweatshirts or jackets.
- Q5b – Name tags do not require a logo. Any name tag, with the employee's name is acceptable. Employee's name embroidered on their shirt is also acceptable.
- QOverall Customer Service Experience – Rate your experience as a consumer during your purchase. Base this rating on your responses to Q1, Q2, Q2a and Q5 ONLY.
- QOverall Shopping Experience – Please rate as a consumer. Base your rating on overall evaluation results. Do not take convenience of location or the neighborhood of the site into consideration.

**This concludes the mystery shop portion of the evaluation. UPON COMPLETION OF THE MYSTERY SHOP PORTION, YOU MUST PRESENT YOUR AUTHORIZATION LETTER.**

# In-Store

<b>Q6a</b>	<p>Store is free from the sale of drug paraphernalia including, but not limited to, bongos, drug pipes, bowls, roach clips, grinders, scales, instructional materials, and containers for storing or concealing drugs. (If a store is not at this location, check "N/A").</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> N/A</p>
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## Non-Compliant Examples

### Important Note:

Rolling paper and electronic cigarettes used for tobacco purposes are not considered drug paraphernalia.



<b>Q6b</b>	<p>Store is free from the sale of sexually explicit materials including, but not limited to, magazines, DVDs or CDs depicting full nudity or graphic sexual content. (If a store is not at this location, check "N/A").</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> N/A</p>
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## Non-Compliant Examples

### Important Note:

- Condoms are not considered sexually explicit. Magazines such as Sports Illustrated swimsuit edition, Maxim, etc. are not considered sexually explicit materials.
- Supplements or vitamins that are marketed as sexual enhancement supplements are considered sexually explicit. Brands including, but not limited to, Libi-X, Black Cobra, Black Mamba, PremierZEN, etc. are all considered prohibited.



<b>Q7</b>	<p>Merchandise and shelves are clean and free of excessive dust or dirt. (If a store is not at this location, check "N/A").</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> N/A</p>
<b>Q7a</b>	<p>If Q7 is "No," explain why (check all that apply).</p> <p><input type="checkbox"/> Merchandise excessively dusty/dirty</p> <p><input type="checkbox"/> Shelves excessively dusty/dirty</p> <p><input type="checkbox"/> Other</p>

### Non-Compliant Examples



<b>Q8</b>	<p>Aisles are open and clutter-free. Floors are clean with no obvious signs of excessive litter, dirt, spills, stains or surface damage. (If a store is not at this location, check "N/A").</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> N/A</p>
<b>Q8a</b>	<p>If Q8 is "No," explain why (check all that apply).</p> <p><input type="checkbox"/> Aisles were cluttered/obstructed</p> <p><input type="checkbox"/> Floors had excessive litter</p> <p><input type="checkbox"/> Floors were excessively dusty/dirty</p> <p><input type="checkbox"/> Floors had excessive spills</p> <p><input type="checkbox"/> Floors were excessively stained</p> <p><input type="checkbox"/> Floors were excessively damaged</p> <p><input type="checkbox"/> Other</p>

### Non-Compliant Examples



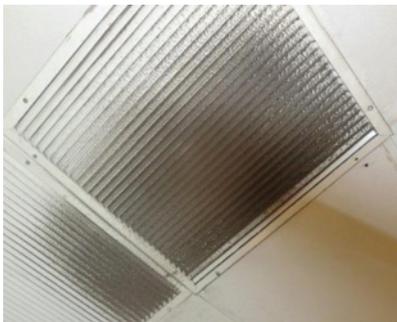
# In-Store

<b>Q9</b>	Ceilings are in good condition with no obvious signs of structural damage, missing panels, excessive water stains, mold, chipped or peeling paint. (If a store is not at this location, check "N/A"). <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
<b>Q9a</b>	If Q9 is "No," explain why (check all that apply). <input type="checkbox"/> Ceilings had obvious signs of structural damage <input type="checkbox"/> Ceilings had missing panels <input type="checkbox"/> Ceilings had excessive water stains/mold <input type="checkbox"/> Ceilings had excessive chipped/peeling paint <input type="checkbox"/> Dirt/Dust residue on vents <input type="checkbox"/> Repairs/remodeling in progress <input type="checkbox"/> Other

## Compliant Examples



## Non-Compliant Examples



<b>Q10</b>	All overhead lights are turned on and in working order. (If a store is not at this location, check "N/A"). <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
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## Non-Compliant Examples

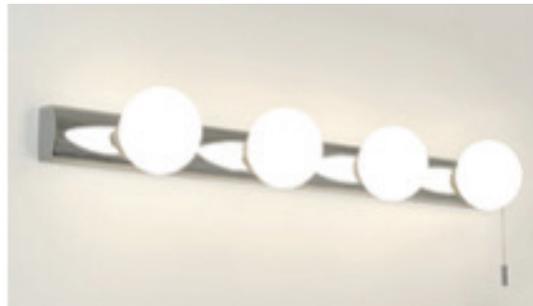


## Important Note

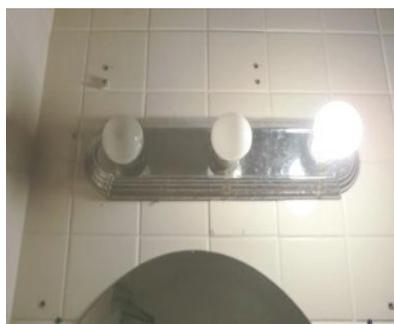
- If the restroom that you would visit is out of order, the other remaining restroom automatically becomes unisex and you should evaluate that restroom.
- If there is signage directing customers to a portable bathroom located on site, evaluate that bathroom.
- If the restrooms are out of order and you are offered the “employee” restroom, DO NOT evaluate the employee restroom.
- If the restroom is out of order and the door is locked, a photo of the restroom door is required even if there is no signage stating the restroom is out of order.
- Q11a - If the public restroom was unavailable to customers due to the key being unavailable, please choose “Restroom unavailable to customers”. A photo is required of the door if it is locked.

<b>Q11</b>	If there is a restroom, is it available to customers? (If restroom does not exist, check N/A and skip Q12-Q15. If restroom was out of order, or unavailable to customers, check No and skip Q12-Q15). <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
<b>Q11a</b>	If Q11 is “No,” explain why (check all that apply). <input type="checkbox"/> Restroom was out-of-order <input type="checkbox"/> Restroom was unavailable to customers <input type="checkbox"/> Other
<b>Q12</b>	Restroom light fixtures are in working order. <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A

## Compliant Examples



## Non-Compliant Examples



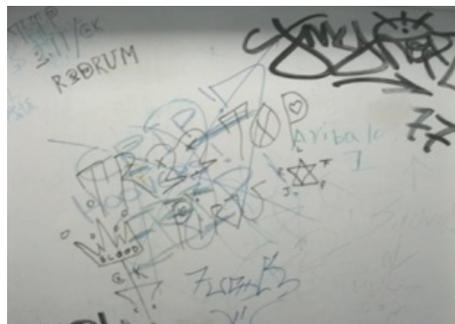
# Restroom

<b>Q13</b>	Overall, restroom floors, walls and mirrors are clean and free of excessive litter, graffiti and obvious signs of damage or other unsightly elements. <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Q13a</b>	If Q13 is No, please explain why (check all that apply). <input type="checkbox"/> Floors were damaged or dirty <input type="checkbox"/> Walls were damaged or dirty <input type="checkbox"/> Mirrors were damaged or dirty <input type="checkbox"/> Trash can overflowing or not available <input type="checkbox"/> Standing water was on the floor <input type="checkbox"/> Graffiti was present <input type="checkbox"/> Other

## Compliant Examples



## Non-Compliant Examples



<b>Q14</b>	Fixtures (sinks, toilets, urinals) are clean, free of excessive damage and operational? <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Q14a</b>	If Q14 is No, please explain why (check all that apply). <input type="checkbox"/> Sinks were damaged or dirty <input type="checkbox"/> Toilets were damaged or dirty <input type="checkbox"/> Urinals were damaged or dirty <input type="checkbox"/> Sinks were not operational <input type="checkbox"/> Toilets were not operational <input type="checkbox"/> Urinals were not operational <input type="checkbox"/> Other

### Compliant Examples



### Non-Compliant Examples



<b>Q15</b>	Restroom is stocked with toilet paper, soap, or hand sanitizer. Paper towels are available or hand dryers are operational. <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Q15a</b>	If Q15 is No, please explain why (check all that apply). <input type="checkbox"/> Toilet paper was not available <input type="checkbox"/> Soap or hand sanitizer was not available <input type="checkbox"/> Paper towels were not available <input type="checkbox"/> Electric hand dryer was out-of-order <input type="checkbox"/> Other

# Building

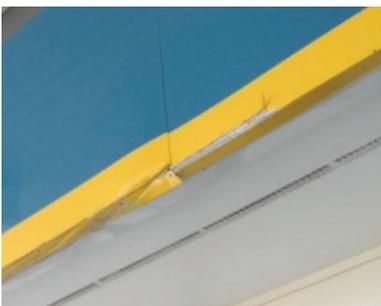
<b>Q16</b>	Fascia is intact, clean and well maintained with no obvious signs of structural damage, such as missing sections, large dents or gouges. (If fascia does not exist, check "N/A"). <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
<b>Q16a</b>	If Q16 is No, please explain why (check all that apply). <input type="checkbox"/> Fascia was dirty <input type="checkbox"/> Fascia was missing sections <input type="checkbox"/> Fascia had large dents <input type="checkbox"/> Fascia had large gouges/holes <input type="checkbox"/> Other

## Non-Compliant Examples



<b>Q17</b>	Fascia graphics are clean and well maintained with no obvious signs of damage such as large scratches, cracks or peeling. (If fascia or fascia graphics do not exist, check "N/A"). <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
<b>Q17a</b>	If Q17 is No, please explain why (check all that apply). <input type="checkbox"/> Fascia graphics were dirty <input type="checkbox"/> Fascia graphics had large scratches <input type="checkbox"/> Fascia graphics had large cracks, holes or were peeling <input type="checkbox"/> Fascia had missing letters <input type="checkbox"/> Other

## Non-Compliant Examples



<b>Q18</b>	<p>Exterior walls, doors and window glass within view of customers are clean and well maintained with no obvious signs of structural damage, graffiti or excessively chipped or peeling paint.</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No</p>
<b>Q18a</b>	<p>If Q18 is No, please explain why (check all that apply).</p> <p><input type="checkbox"/> Walls were dirty  <input type="checkbox"/> Walls had structural damage  <input type="checkbox"/> Walls had graffiti  <input type="checkbox"/> Walls had excessively chipped/peeling paint  <input type="checkbox"/> Door or window glass cracked or broken  <input type="checkbox"/> Other</p>

**Compliant Example**



**Non-Compliant Examples**



<b>Q19</b>	<p>Lights on building are free from obvious signs of broken fixtures. (If lights on building do not exist, check "N/A").</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> N/A</p>
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**Non-Compliant Examples**



**Important Note:**

- Do NOT take off for lights which are not lit. This question is evaluating obvious signs of broken fixtures only.
- Do NOT ask employees to turn lights on as they may be on timers.

# Building

<b>Q20</b>	Sidewalks surrounding building are free of excessive litter, large spills, stains or other unsightly elements. (If sidewalks do not exist, check "N/A"). <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
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## Important Note

Excessive litter is defined as more than a sandwich bag full.

## Non-Compliant Examples

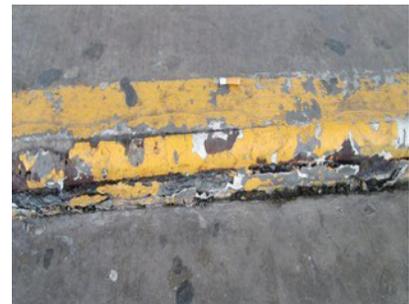


<b>Q21</b>	Curbs and bollards surrounding building are clean and well maintained with no obvious signs of structural damage or paint that was excessively chipped, peeling or faded. (If curbs and bollards don't exist, check "N/A"). <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
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## Compliant Examples



## Non-Compliant Examples



<b>Q22</b>	Landscape and paved areas are free of excessive litter, weeds, or other unsightly elements. Landscape is well maintained including grass, bushes, trees and other plants. <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Q22a</b>	If Q22 is No, please explain why (check all that apply). <input type="checkbox"/> There was excessive litter <input type="checkbox"/> Overgrown weeds in landscape/paved areas <input type="checkbox"/> Grass was overgrown <input type="checkbox"/> Trees/plants/shrubs were overgrown <input type="checkbox"/> Overgrown weeds within grassy area <input type="checkbox"/> Plants appeared to be dead or dying <input type="checkbox"/> Other

### Important Note

- Excessive litter is defined as more than a sandwich bag full.
- During winter months do not consider dormant grass or plants as dead or dying .

### Non-Compliant Examples



<b>Q23</b>	Approaches to drive and drive surfaces, including pads under canopies and parking areas, are in good condition with no obvious signs of large potholes, damaged curbs or excessive dirt or oil. <input type="checkbox"/> Yes <input type="checkbox"/> No
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### Compliant Example



### Important Note

- Check all drive surfaces and parking areas on all 3 sides of the building
- Large pothole is defined as larger than a 3 ring binder

### Non-Compliant Examples



# Exterior

<b>Q24</b>	If parking spaces have been striped and handicapped parking marked, the striping and handicapped markings are well maintained and visible to customers. (If parking spaces and handicapped parking have not been striped or marked, check "N/A"). <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
<b>Q24a</b>	If Q24 is No, please explain why (check all that apply). <input type="checkbox"/> Parking space stripes were excessively faded <input type="checkbox"/> Handicap markings were excessively faded <input type="checkbox"/> Other

## Important Note

Check all drive surfaces and parking areas on all 3 sides of the building when evaluating striped parking spaces.

## Compliant Examples



## Non-Compliant Examples



<b>Q25</b>	Area lighting is free from broken light fixtures. (If area lighting does not exist, check "NA"). <input type="checkbox"/> Yes <input type="checkbox"/> No
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## Non-Compliant Examples



## Important Note:

- Do NOT take off for lights which are not lit. This question is evaluating obvious signs of broken fixtures only.
- Do NOT ask employees to turn lights on as they may be on timers.

<p><b>Q26</b></p>	<p>ID/price sign complexes and, if applicable, high rise signs branded with Valero, Shamrock or Beacon are clean and well maintained with no obvious signs of damage to sign faces, sign frames or poles. (If ID/price signs don't exist mark "N/A" and skip Q27).</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> N/A</p>
<p><b>Q26a</b></p>	<p>If Q26 is No, please explain why (check all that apply).</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Sign complexes not branded with Valero, Shamrock or Beacon</li> <li><input type="checkbox"/> Sign complexes had obvious damage to sign faces</li> <li><input type="checkbox"/> Sign complexes had obvious damage to frames/poles</li> <li><input type="checkbox"/> High rise signs had obvious damage to sign faces</li> <li><input type="checkbox"/> High rise signs had obvious damage to frames/poles</li> <li><input type="checkbox"/> Graffiti visible on price signs or poles</li> <li><input type="checkbox"/> Other</li> </ul>

## Compliant Examples

### Important Note

Check all ID/price signs on the property.



## Non-Compliant Examples



# Signs

<b>Q27</b>	Paint on ID/price sign poles/frames is clean and well maintained with no obvious signs of excessive chipping, peeling or fading. (If ID/price signs don't exist, mark N/A.) <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
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## Compliant Examples



## Non-Compliant Examples



<b>Q28</b>	Fuel product names and legitimate fuel prices are clearly posted with no missing letters or numbers. No temporary signage present. If ID/price signs don't exist, mark N/A <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
<b>Q28a</b>	If Q28 is No, please explain why (check all that apply). <input type="checkbox"/> Fuel product names had missing letters <input type="checkbox"/> Fuel prices had missing numbers <input type="checkbox"/> Temporary signage was present <input type="checkbox"/> Other

**Important Note**

- Posted fuel price must be a legitimate price. "0.00" is not acceptable.
- Temporary signage includes pole wraps or any POP that has been attached to the ID/price sign pole.

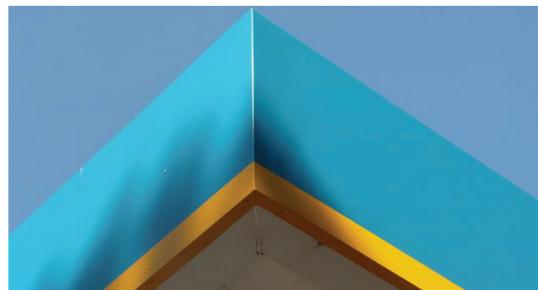
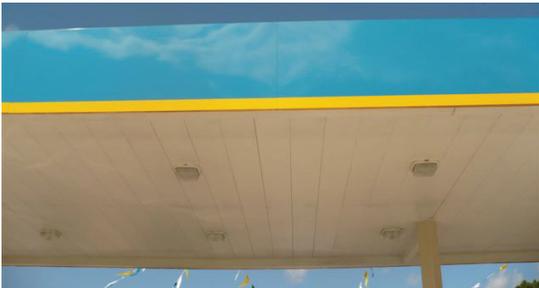
**Non-Compliant Examples**



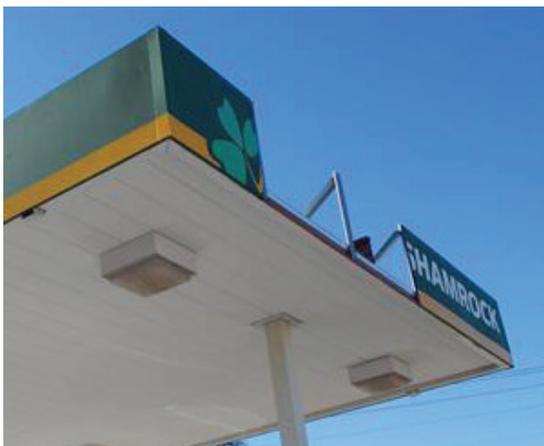
# Fuel Islands

<b>Q29</b>	Canopy fascias are intact, clean and well maintained with no obvious signs of structural damage such as missing sections, large dents or gouges. (If canopy does not exist, check "N/A") <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
<b>Q29a</b>	If Q29 is No, please explain why (check all that apply). <input type="checkbox"/> Canopy fascia was dirty <input type="checkbox"/> Canopy fascia was missing section(s) <input type="checkbox"/> Canopy fascia had large dents or gouges <input type="checkbox"/> Other

## Compliant Examples



## Non-Compliant Examples



<p><b>Q30</b></p>	<p>Canopy fascia graphics are clean and well maintained with no obvious signs of damage such as large cracks or peeling graphics. No temporary signage present. (If canopy or graphics do not exist, check "N/A".)</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> N/A</p>
<p><b>Q30a</b></p>	<p>If Q30 is No, please explain why (check all that apply).</p> <p><input type="checkbox"/> Canopy fascia graphics were dirty  <input type="checkbox"/> Canopy fascia graphics had large cracks  <input type="checkbox"/> Canopy fascia graphics were peeling  <input type="checkbox"/> Temporary signage present  <input type="checkbox"/> Other</p>

**Compliant Examples**



**Non-Compliant Examples**



# Fuel Islands

<p><b>Q31</b></p>	<p>Canopy columns are clean and well maintained with no obvious signs of structural damage, dirt, graffiti, excessive rust, or paint that is excessively chipped, peeling or faded. (If canopy does not exist, check "N/A").</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> N/A</p>
<p><b>Q31a</b></p>	<p>If Q31 is No, please explain why (check all that apply).</p> <p><input type="checkbox"/> Canopy columns were damaged</p> <p><input type="checkbox"/> Canopy columns were dirty</p> <p><input type="checkbox"/> Canopy columns had excessive rust</p> <p><input type="checkbox"/> Canopy columns had paint which was excessively chipped, peeling or faded</p> <p><input type="checkbox"/> Pump numbers were damaged</p> <p><input type="checkbox"/> Other</p>

## Compliant Example



## Non-Compliant Examples



<b>Q32</b>	<p>Curbs and bollards surrounding fuel islands are clean and well maintained with no obvious signs of structural damage, or paint that is excessively chipped, peeling or faded. (If curbs or bollards don't exist, check "N/A").</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> N/A</p>
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**Compliant Example**



**Non-Compliant Examples**



# Fuel Islands

<b>Q33</b>	Lights under canopy are in good condition, clean and well maintained. (If canopy does not exist, check "N/A"). <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
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## Compliant Example



### Important Note:

- Evaluate the condition of the lights only (i.e. broken, hanging or missing). The lights may not be lit during daylight hours
- Do NOT ask employees to turn lights on as they may be on timers

## Non-Compliant Examples



<b>Q34</b>	Waste cans are present on each fuel island and are clean and well maintained and not overflowing. Each is stocked with paper towels, squeegee and clean windshield liquid. <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Q34a</b>	If Q34 is No, please explain why (check all that apply). <input type="checkbox"/> Waste can not available at each fuel island <input type="checkbox"/> Waste can was overflowing <input type="checkbox"/> Waste can was excessively dirty <input type="checkbox"/> Waste can was damaged <input type="checkbox"/> Windshield wash liquid was dirty or not available <input type="checkbox"/> Squeegee was missing or not in usable condition <input type="checkbox"/> No paper towels available <input type="checkbox"/> Other

### Compliant Examples

#### Important Note:

- If the windshield washing station has a pre-printed sign stating that the windshield washing amenities are located inside or available upon request, do NOT count off.
- To receive a “Yes,” paper towels, squeegee and clean windshield liquid (or pre-printed sign referenced above) must be present at each fuel island.



### Non-Compliant Examples



# Fuel Dispensers

<b>Q35</b>	Canopy decking is clean and well maintained with no obvious signs of peeling paint, rust or cobwebs. (If canopy does not exist, check "NA"). <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
<b>Q35a</b>	If Q35 is No, please explain why (check all that apply). <input type="checkbox"/> Canopy decking was dirty <input type="checkbox"/> Canopy decking had peeling paint or rust <input type="checkbox"/> Other

## Compliant Example



## Non-Compliant Examples



<b>Q36</b>	<p>All dispenser fronts, tops and sides are in good condition with no obvious signs of large dents, gouges or other structural damage.</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No</p>
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### Non-Compliant Examples



<b>Q37</b>	<p>All dispenser fronts, tops and sides are clean, well maintained and free of excessive dirt, oily residue or stains.</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No</p>
<b>Q37a</b>	<p>If Q37 is No, please explain why (check all that apply).</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Dispensers were excessively dirty</li> <li><input type="checkbox"/> Dispensers had excessive oily residue</li> <li><input type="checkbox"/> Dispensers had excessive stains</li> <li><input type="checkbox"/> Other</li> </ul>

### Important Note

Evaluate the cleanliness of the dispensers only. If any graffiti is present it should be evaluated in Q39.

### Non-Compliant Examples



# Fuel Dispensers

<b>Q38</b>	Fuel nozzles, including nozzle covers, are clean, well maintained and free of excessive dirt, oily residue or stains. If fuel pump is inoperable there is a pre-printed "Out of Order" sign present. <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Q38a</b>	If Q38 is No, please explain why (check all that apply). <input type="checkbox"/> Fuel nozzles/covers were excessively dirty <input type="checkbox"/> Fuel nozzles/covers had excessive oily residue <input type="checkbox"/> Fuel nozzles/covers had excessive stains <input type="checkbox"/> Fuel nozzles/covers were damaged <input type="checkbox"/> Fuel pump was out of order, but only hand-written signage, or bag tied on nozzle was present. <input type="checkbox"/> Other

## Compliant Example



### Important Note

Any fuel nozzles that are out of order should have professionally printed signage, as pictured to the left.

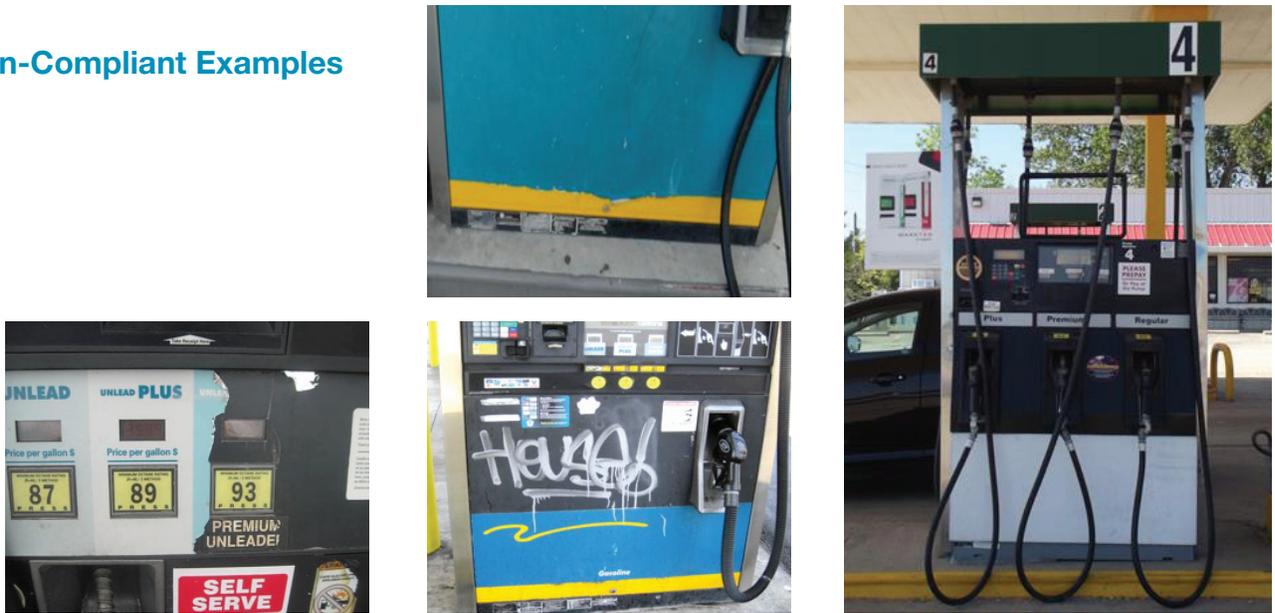
- Grocery/trash bags tied around out-of-order nozzles should receive a No.

## Non-Compliant Examples



<p><b>Q39</b></p>	<p>Overall, dispenser and bonnet graphics are clean and well maintained with no obvious signs of damage, graffiti or decals that are excessively faded, cracked or peeling. Valero, Shamrock or Beacon branding present on dispenser.</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No</p>
<p><b>Q39a</b></p>	<p>If Q39 is No, please explain why (check all that apply).</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Dispenser graphic/decals were excessively faded</li> <li><input type="checkbox"/> Dispenser graphic/decals were excessively cracked or peeling</li> <li><input type="checkbox"/> Graffiti was present</li> <li><input type="checkbox"/> Branding was missing</li> <li><input type="checkbox"/> Bonnet graphic/decals were excessively faded</li> <li><input type="checkbox"/> Bonnet graphic/decals were excessively cracked or peeling</li> <li><input type="checkbox"/> Other</li> </ul>

**Non-Compliant Examples**



<p><b>Q40</b></p>	<p>Top Tier Decals are present, clean and well maintained on all dispenser fronts.</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No</p>
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**Compliant Examples**



**Important Note:**

Top Tier Decals may also be present in other areas of the site, such as the entrance door. To receive credit the decals must be present on every dispenser.

# Fuel Dispensers

<b>Q41</b>	Dispensers are free of handwritten signs or notices. <input type="checkbox"/> Yes <input type="checkbox"/> No
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## Non-Compliant Examples



<b>Q42</b>	Valero POP features current quarterly promotion and is in good condition. <input type="checkbox"/> Yes <input type="checkbox"/> No
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## Compliant Example



## Important Note

The above is an example only. Valero POP will change periodically, usually on a quarterly basis. Please make sure you have downloaded the latest "Applications and Current POP" document from the Maritz website.

# Post-Shop & Safety

## Debriefing

Results of the shop should be debriefed within 12 hours. Any data submitted more than 12 hours after the completed shop may be subject to rejection and non-payment per the Independent Contractor Agreement.

- To debrief, enter the “Security Code” found below the site address on the pack label.
- All shops 24 hours overdue are subject to removal. Payment will be denied even the shop was conducted, as the shop is not completed until Maritz receives the data.

## Invoicing

After debriefing shop(s), complete an online invoice for payment.

- The invoice submission page is accessed from the “My Current Shops” page.
- Payment cannot be processed until the shop is ready to be provided to the client.
- You will be notified by email if there are any issues and should follow the steps outlined to continue the process.
- If you have any questions regarding an invoice, please have the Visit ID number available when you call.
- Please keep your evaluation, and copies of any other materials for six months for reference.
- Upload a copy of the receipt to the online invoice at the end of the invoice by clicking “Submit Receipt(s)”.

## Safety

Please know that shopper safety is the primary concern of Maritz Research. If you visit a location where you feel uncomfortable or unsafe, we do not want you to put yourself in danger in order to complete the shop. If you visit a location where you feel unsafe, please contact Maritz Research immediately. We will either find another contractor who would feel more comfortable conducting the shop or will assess what you might need from us in order to complete the shop. This assessment will be done on a case-by-case basis.

## Photo Safety

Please do not upset the patrons of the locations being shopped. Do your best to exclude customers and customer’s cars from your photos. We realize that there are some photos that we ask you to take that this would be nearly impossible. In the photos that capture close-ups of particular attributes, you should wait until the immediate vicinity is free from customers and their cars.

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 am a mystery shopper who has been asked to take photos of this location as part of my evaluation.” If you inadvertently capture patrons or their cars in a photo, we recommend that you delete the photo from your digital camera and allow them to witness you doing this.

## Contact Information

Please check our website [www.maritzmysteryshopping.com](http://www.maritzmysteryshopping.com) for answers to any questions you may have. We have a list of Frequently Asked Questions to help you complete your assignment.

### **Maritz Research Support: 1-800-782-4299**

Monday – Thursday	8:00 a.m. – 8:30 p.m. CST
Friday	8:00 a.m. – 5:30 p.m. CST
Saturday	10:00 a.m. – 4:30 p.m. CST