



Image 2021

As part of the 2021 Chevron Image Execution Program, your facility will be evaluated on the following items. Once the authorized evaluator has collected data on all of the required elements (list below), the results will be validated and can be viewed on the Retail Excellence website. Please contact your Marketer or Business Consultant with any questions.

Section	Question	Yes	No	N/A
Forecourt				
1	Were all ID/Price signs operational, in good condition, and unobstructed?			
	A: The price sign(s) were free of burned out LED/bulbs and no missing tile digits were present.			
	B: The price sign was clean, not faded, free of rust and damage.			
	C: The price sign was unobstructed by shrubs or trees or other object.			
	D: There were no un-authorized signs attached to the price sign.			
2	Were all landscaped areas, including curbs, walls and fences, well-maintained?			
	A: Landscaped area is free of excessive trash (3 or more large pieces in a 10x10 area).			
	B: The grass/trees/plants were not overgrown and were free of weeds or dead foliage.			
	C: The curbs, retaining walls or fences were properly maintained.			
3	Were all paved areas well-maintained?			
	A: The paved areas were free of large cracks, pot holes and built-up stains.			
	B: The parking lines were maintained.			
	C: The site was free of unauthorized items being stored on the lot.			
	D: There were no unauthorized signs or empty POP frames on the lot.			
	E: The dumpster was free of overflowing trash, and free of large pieces of trash and debris around the enclosure.			
4	Was the canopy, including spanners, well-maintained?			
	A: The canopy fascia and underdecking are not noticeably faded, dirty or damaged.			
	B: The logo on the canopy is installed per brand guidelines and well maintained.			
	C: The canopy columns were free of excessive dirt or rust.			
	D: Spanners were not faded, dirty or damaged.			
	E: Current national Chevron or Texaco promotional materials [POP] were posted.			
5	Were the forecourt amenities available and in good condition?			
	A: Properly-branded waste containers were available and were not visibly dirty or damaged.			
	B: Properly-branded windshield valets were available, in good condition, and they had enough clean water and usable squeegees.			
	C: Paper towel dispenser was available and stocked or cloth towels were available.			
	D: The air and water unit was operational and properly decaled.			

Section	Question	Yes	No	N/A
Forecourt (continued)				
6	Were the pump islands and area surrounding the dispensers well-maintained?			
	A: Dispenser area was free of unauthorized and hand-written signs.			
	B: The bumper poles in the fueling area were free of excessive dirt, rust or paint chips.			
	C: The bumper poles were painted and decaled in accordance with brand standards.			
	D: Planters were free of damage, dirt and were painted white.			
7	Were all dispensers operational?			
	A: No more than 25% of the fueling positions were out of order. Total OOO cannot be more than 5.			
	B: Were out of order dispensers properly bagged? (If only ONE pump is out of order and is properly bagged, you should mark YES.)			
	C: Pin pads, card readers, or screens were functioning and free of dirt.			
8	Were all dispensers appropriately stocked and well-maintained?			
	A: All dispensers were free of noticeable dirt and signs of excessive wear and tear.			
	B: The 3x3 and pump topper frames were clean, in good condition, and contained approved signage.			
	C: The nozzles and splashguards were free of dirt, in good condition and correctly branded per image guidelines.			
	D: Credit card application holders were present at each dispenser and were stocked with current personal credit card applications.			
9	Was all exterior lighting operational and well-maintained?			
	A: Perimeter poles were free of damage, burned out bulbs and dirty lenses.			
	B: The canopy fascia and underdecking lights had no more than one burned out bulb or dirty lens.			
	C: The spanners were internally illuminated.			
	D: No more than one exterior building light was not operational or well-maintained.			

Section	Question	Yes	No	N/A
Backcourt				
10	Was the store exterior well-maintained?			
	A: The building exterior was free of noticeable dirt, damage, rust and large graffiti.			
	B: The building exterior was free of unauthorized/unframed signs, and the POP frame was in good condition.			
	C: No more than 50% of the C-store windows and doors were obstructed by signage, and no more than 3 neon or LED signs were present.			
11	Was the store interior organized and well-maintained?			
	A: The interior store walls, floors, ceiling and vents were free of dirt and damage.			
	B: The interior light fixtures were functioning and maintained.			
	C: Store interior was free of unauthorized, damaged and hand-written signs.			
	D: Store was free of unauthorized use of brand logo (floor mats; ATM; displays, etc. must not have either Chevron or Texaco logo on them).			
	E: Aisles were not obstructed or inaccessible.			
	F: Personal card applications were present at the counter.			
	G: Business card applications were present at the counter.			
12	Were the food and drink areas well-maintained?			
	A: The coffee machine, fountain machine, food counter and microwave areas were free of large spills/stains/dirt.			
	B: The beverage coolers and deli freezers were free of dirt and large stains/spills.			
	C: The shelves and ledges are free of dirt and have 2 or less empty shelves.			
	D: Beverage coolers or deli freezers have less than 2 empty shelves.			
13	Was the restroom well-stocked, clean and operational?			
	A: The restroom door signage was properly decal'd (professional sign - men, women, family, unisex, etc) and free of graffiti that can be painted over.			
	B: The restroom door lock was operational.			
	C: The restroom light fixtures were properly functioning and maintained.			
	D: The restroom walls, floors, ceiling and vents were free of dirt and graffiti.			
	E: The restroom fixtures (sink, mirror, dryer, toilet and urinal etc.) were functional and free of dirt, damage and etched graffiti.			
	F: The restroom trash container was free of dirt and graffiti, and was not overflowing with trash.			
	G: The restroom soap dispenser was functioning properly and the restroom was stocked with toilet paper and paper towels or a functioning hand dryer.			

Section	Question	Yes	No	N/A
Backcourt (continued)				
14	Were the additional buildings (anything other than c-store), if present, clean and well-maintained?			
A: Additional building exterior was free of dirt, damage and rust.				
B: The additional building exterior was free of unauthorized/unframed signs, and POP frame was in good condition.				

Facility Number: (Write in facility number from cover sheet.)

Visit ID: (Write in Visit ID from cover sheet.)

Facility Address:

Time In:

Time Out:

By signing this form I have verified the facility number, facility address, date, times of the evaluation are correct. Once the data has been validated the results can be viewed on the Retail Excellence website. If you have any questions, please contact your Chevron Business Consultant.

Retailer Signature:

Date:

Evaluator Signature:

Date: