Back to Business
A Toolkit For The Phased Reopening Of Edgartown
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Massachusetts Reopening

The Governor's office has released details on the four phased plan that Massachusetts will follow to reopen the state.

Reopening Massachusetts Report

Detailed Industry Reopening Plan

Governor's Press Conference - May 18th
This recorded press conference includes a full explanation of the announcements released today.
Massachusetts Reopening Checklist Prior To Reopening

All Businesses Must Meet These Requirements Before Reopening

Businesses operating to provide Essential Services, as defined in the Governor’s March 23, 2020 Executive Order, updated on March 31, April 28 and May 15, may remain open and have until May 25, 2020 to comply with these mandatory safety standards.

MASSACHUSETTS MANDATORY WORKPLACE SAFETY STANDARDS

ALL BUSINESSES must meet the Mandatory Workplace Safety Standards. Businesses that are currently operating must be compliant by May 25th businesses that are will need to be compliant when the reopen.

MASSACHUSETTS SAFETY PROTOCOL REQUIREMENTS BY BUSINESS SECTOR

The Baker-Polito administration has developed Sector-Specific Protocols and best practices so that each industry reopens as safely as possible. Businesses in Phase 1 can find those guidelines now. If you fall into another phase guidance should be available to you soon.
COMPLIANCE ATTESTATION POSTER

Print, sign and post this [compliance attestation poster](#) in an area that is visible to workers and visitors.

MAKE A PLAN - COVID-19 CONTROL PLAN

All businesses must develop a written plan outlining how its workplace will comply with the mandatory safety standards for operation. Control plans do not need to be submitted for approval but must be kept on premise and made available in the case of an inspection or outbreak. [COVID-19 control plan template](#)

EMPLOYER & WORKER POSTERS

Posters that businesses can print and display within the business premises to describe the rules for maintaining social distancing, hygiene protocols, and cleaning and disinfecting ([Worker Poster](#) and [Employer Poster](#))
Back to Business Pro-Tips
Welcoming Employees Back To Work

PLAN AHEAD

Develop a COVID response plan and update company policies prior to employees returning to work. Purchase personal protective equipment (PPE) for your business.

PROFESSIONAL CONSULTATION

Speak with a professional advisor or attorney to help you understand HR related matters including on-boarding furloughed employees, refusals to return to work, policies for sick or quarantined employees.

COMMUNICATE

Communicate with employees in advance and in writing about updated policies, procedures and expectations prior to returning to work.

EDUCATE AND TRAIN

Provide education materials and training to employees on safety requirements, protocols, company procedures and customer service.
Back to Business Pro-Tips

Customer Service & Expanding Customer Reach

UPDATE BUSINESS HOURS, SERVICES, AND CONTACT INFORMATION ACROSS ALL COMMUNICATION TYPES

PHONE
Consider adding additional phone lines to ensure customers can connect to your business over the phone. Google voice is a great resource for this.

GOOGLE
Update your Google Business Profile to reflect your current business hours, services, and contact information.

WEBSITE
Update and simplify your website content to help customers find what they need and understand how your business is adapting to COVID.

SOCIAL MEDIA
Keep posts illustrative and simple. Consider a "behind the scenes" view to expand interest, humanize your business, and expand your reach.

EMAIL
E-mail customers to let them know about your current hours of operation, services, COVID plan and customer protocols.

UPDATE STOREFRONTS
It's time to refresh your front door. Update signage to reflect current business hours, customer protocols and COVID information. Consider updating window displays to create renewed interest even with physical distance requirements.

POSITIVE REVIEWS
Support other Edgartown business by writing a positive online review, recommend them to a family member or friend, "following" them on social media or "liking" a post to help you broaden their reach. We are all in this together.
PPE vendor list for businesses

List of vendors offering relevant hygienic and protective supplies for the workplace and includes MA state contract vendors that Massachusetts has historically purchased from.

This list also includes MA based local manufacturers that have pivoted to producing hygienic or protective supplies as part of the M-ERT process.
# Massachusetts Mandatory Workplace Safety Standards

## Social Distancing

- All persons, including employees, customers, and vendors should remain at least six feet apart to the greatest extent possible, both inside and outside workplaces.
- Establish protocols to ensure that employees can practice adequate social distancing.
- Provide signage for safe social distancing.
- Require face coverings or masks for all employees.

## Hygiene Protocols

- Provide hand washing capabilities throughout the workplace.
- Ensure frequent hand washing by employees and adequate supplies to do so.
- Provide regular sanitation of high touch areas, such as workstations, equipment, screens, doorknobs, restrooms throughout work site.

## Staffing & Operations

- Provide training for employees regarding the social distancing and hygiene protocols.
- Employees who are displaying COVID-19-like symptoms do not report to work.
- Establish a plan for employees getting ill from COVID-19 at work, and a return-to-work plan.

## Cleaning & Disinfecting

- Establish and maintain cleaning protocols specific to the business.
- When an active employee is diagnosed with COVID-19, cleaning and disinfecting must be performed.
- Disinfection of all common surfaces must take place at intervals appropriate to said workplace.
Massachusetts Safety Protocols By Business Sector

- Places of Worship
- Construction
- Manufacturing
Massachusetts Safety Protocols By Business Sector

- Hair Salons and Barbershops
- Pet Grooming Services
- Car Washes
Massachusetts Safety Protocols By Business Sector

Additional Buttons To Be Added As Guidance Becomes Available
Face Covering Do’s and Don’ts:

**DO:**
- Make sure you can breathe through it
- Wear it whenever going out in public
- Make sure it covers your nose and mouth
- Wash after using

**DON’T:**
- Use if under two years old
- Use surgical masks or other PPE intended for healthcare workers

Mask Guidelines

Info About Cloth Face Coverings, CDC
We’ve Got Your Back
Edgartown Initiatives To Help Our Business Community

SIGNAGE SUPPORT

Town Hall and the Board of Trade are working together to provide any business that needs support with signage. Please find the links for signage and social media assets [here](#). We will continue to add to this folder throughout the season. We have posters in English & Portuguese.

TEMPORARY SIGN PERMITS

In an effort to streamline approvals for Temporary Signage needed to facilitate & promote contactless services the building department is having the Building Inspector review individual [applications](#). Traditional signage will still go to the sign committee but this streamlined approached will allow much needed flexibility for businesses this year. Please apply for any & all additional signage - Given this leniency please note that unapproved signs will not be tolerated in any form.

TEMPORARY STREETS, SIDEWALKS, & PARKING REUSE

The Town of Edgartown is eager to rethink how our public spaces, streets, sidewalks, and public parking can be repurposed to help businesses maintain viability and ensure safety for customers. Please fill out this [form](#) to help us understand your businesses needs.

TELL US WHAT YOU NEED

Submit any additional concerns or suggestions for Town & The Edgartown Board of Trade and or join us on Wednesday June 3rd for a zoom listening session.
Helpful Links

Additional Resources You May Find Helpful

CDC GUIDELINE ON IMPLEMENTING OPENING UP AMERICA AGAIN FRAMEWORK – DOCUMENTS & FLOW CHARTS

STATE OF MASSACHUSETTS
HTTPS://WWW.MASS.GOV/INFO-DETAILS/COVID-19-UPDATES-AND-INFORMATION

RETAILERS ASSOCIATION OF MASSACHUSETTS
HTTPS://WWW.RETAILERSMA.ORG/

MASSACHUSETTS RESTAURANT ASSOCIATION
HTTPS://WWW.THEMASSREST.ORG/

U.S. DEPARTMENT OF LABOR OSHA
HTTPS://WWW.OSHA.GOV/