



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](#)

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.

Massachusetts Reopening Checklist Prior To Reopening cont.

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.



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.



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

Please Help Keep Martha's Vineyard Safe



Cover
Your Face



Respect
Social Distance



Wash
Your Hands



Stay Home
When Sick

The All Island Business Task Force - For More Information Visit www.mass.gov/covid

[All Island Safety Poster,](#)

8.5 X 11 - PDF

[All Island Safety Poster,](#)

PORTUGUESE 8.5 x 11 - PDF

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



6ft



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 sanitization 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

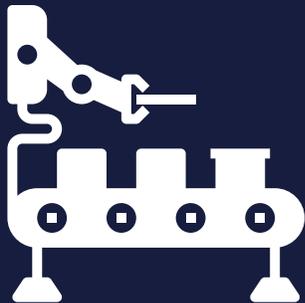
Massachusetts Safety Protocols By Business Sector



PLACES OF WORSHIP



CONSTRUCTION



MANUFACTURING

Massachusetts Safety Protocols By Business Sector



HAIR SALONS AND
BARBERSHOPS



PET GROOMING
SERVICES

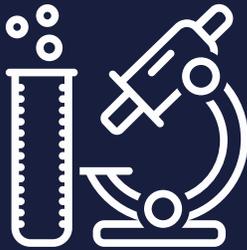


CAR WASHES

Massachusetts Safety Protocols By Business Sector



OFFICE SPACE



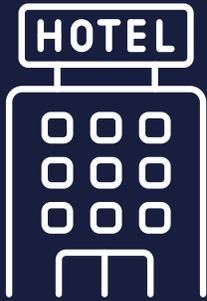
LABORATORIES



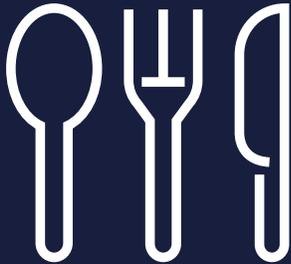
GOLF FACILITIES

lorem ipsum

Massachusetts Safety Protocols By Business Sector



HOTELS & LODGING



RESTURANTS



RETAIL STORES

Massachusetts Safety Protocols By Business Sector



**CLOSE CONTACT
PERSONAL SERVICES**



**CHILDCARE &
SUMMER CAMP**



**OUTDOOR
RECREATION**

Massachusetts Safety Protocols By Business Sector



MUSEUMS, CULTURAL &
HISTORICAL FACILITIES,
AND GUIDED TOURS



INDOOR AND
OUTDOOR EVENTS



FITNESS CENTERS
& HEALTH CLUBS

Face Covering Policy & Posters

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



cdc.gov/coronavirus

[Mask Guidelines](#)

[Edgartown BOH Mask Requirement](#)

[Mandatory Mask Signage](#)



EDGARTOWN'S REOPEN SAFELY COMMITMENT

Presented by the Edgartown Board of Trade in partnership with the Town of Edgartown

To demonstrate our community's commitment to public health, the Edgartown Board of Trade has developed a program that certifies when a business has complied with the state and town provided safety checklist, and has pledged to follow the best practice guidelines.

Businesses can share the Commitment Seal throughout their own platforms, as well as on their establishments front entrance or window. This visual indicator will help reassure customers and guests that additional appropriate protective measures have been taken to safeguard their health.

The goals for this program are:

1. Protect our island community
2. Allow for the safe reopening and continued operation of businesses
3. Establish clear expectations for employees and customers

Take the Pledge!

I pledge that this business has implemented:

- Massachusetts Mandatory Safety Standards for Workplaces
- Massachusetts General Business Guidance | *Information to help businesses meet the self-certification requirement to reopen. All businesses must meet these requirements before reopening.*
 - COVID-19 control plan template
 - Compliance attestation
 - Employer and Worker posters
- Massachusetts Sector-specific protocols and best practices

Name of Business

Email

Signature

Date

Comply, sign, and submit! Please return this form to eboft@hotmail.com when you have implemented all safety standards. The Edgartown Board of Trade will drop off your Reopen Safely Commitment Package within one week.

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 & OUTDOOR MERCHANDISE 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 approach will allow much needed flexibility for businesses this year.

If shops wish to apply for outdoor merchandise they should use the same application and send to the building department & selectman.

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. Town Hall guidance can be found [here](#).

ADD YOUR BUSINESS TO OUR INTERACTIVE MAP

We've created an [interactive map](#) of Town so visitors can easily see how our businesses are operating. Check it out & add your business!

Helpful Links

Additional Resources You May Find Helpful

[SAFETY SIGNAGE & SOCIAL MEDIA GRAPHICS](#)

REOPENING CAPE COD

[HTTPS://WWW.REOPENINGCAPECOD.ORG/](https://www.reopeningcapecod.org/)

**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](https://www.mass.gov/info-details/covid-19-updates-and-information)**

RETAILERS ASSOCIATION OF MASSACHUSETTS

[HTTPS://WWW.RETAILERSMA.ORG/](https://www.retailersma.org/)

MASSACHUSETTS RESTAURANT ASSOCIATION

[HTTPS://WWW.THEMASSREST.ORG/](https://www.themassrest.org/)

U.S. DEPARTMENT OF LABOR OSHA

[HTTPS://WWW.OSHA.GOV/](https://www.osha.gov/)