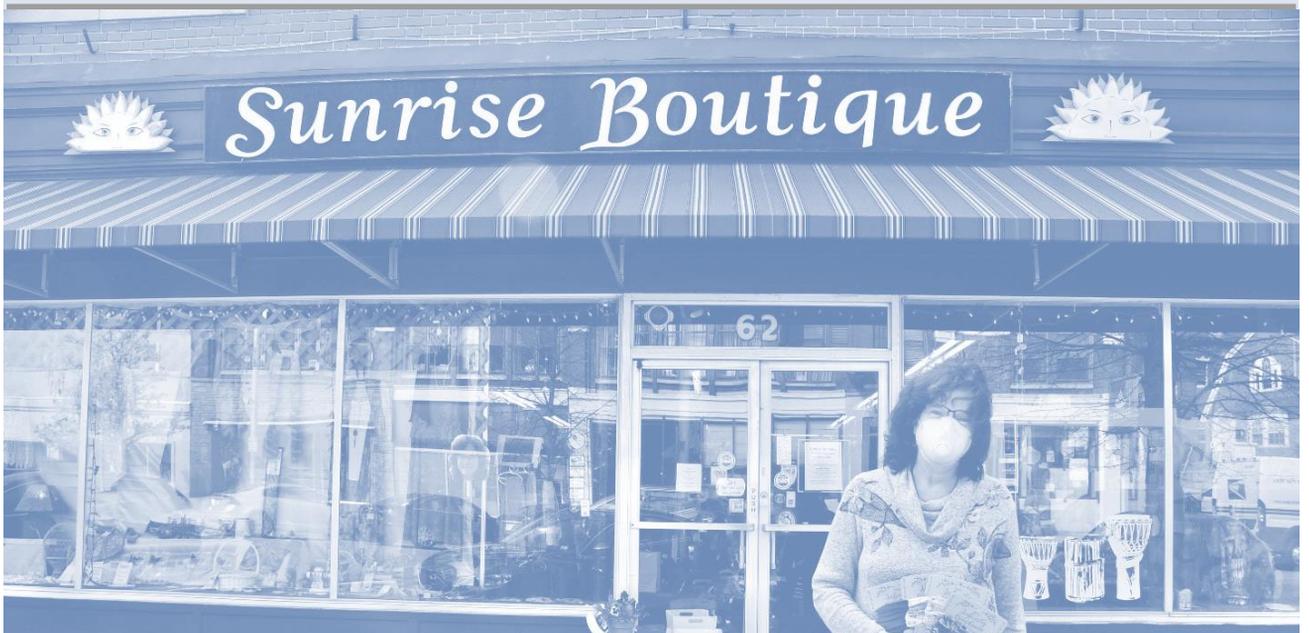


# BACK TO BUSINESS

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Town of Clinton | July 7, 2020 version





# INTRODUCTION

The Town of Clinton is committed to seeing community-based businesses reopen in a safe, responsible manner consistent with guidelines provided by the Commonwealth of Massachusetts. This means modifying the previous standards by which you conducted business, and embracing new standards meant to minimize exposure to COVID-19 for you, your employees, and your customers.

The impact of COVID-19 has been unlike anything we have seen in our lifetime, but with your help and cooperation, we will see this crisis through and emerge the better for it as a community invested in each other's livelihoods.

This Back to Business Guide is a testament to Clinton's resilience and commitment to its community entrepreneurs and business owners, large and small. Through a collaboration with the Edward J. Collins, Jr. Center for Public Management, the Town of Clinton has developed this document as a one-stop shop for all information relevant to state and municipal guidelines and resources for the reopening of the economy in the wake of a historic pandemic.

We are happy to present you with the tools necessary to get your business back on track. Your success is our success, and as a community, we shall persevere and flourish. Please contact us through the Office of Community and Economic Development with your concerns and questions.

## Select Board

*Sean Kerrigan, Chair*

*John Boisonneau*

*William F. Connolly*

*Edward Devault*

*Matthew Kobus*

## Town Administrator

*Michael J. Ward*

Community & Economic  
Development Director

*Phil Duffy*

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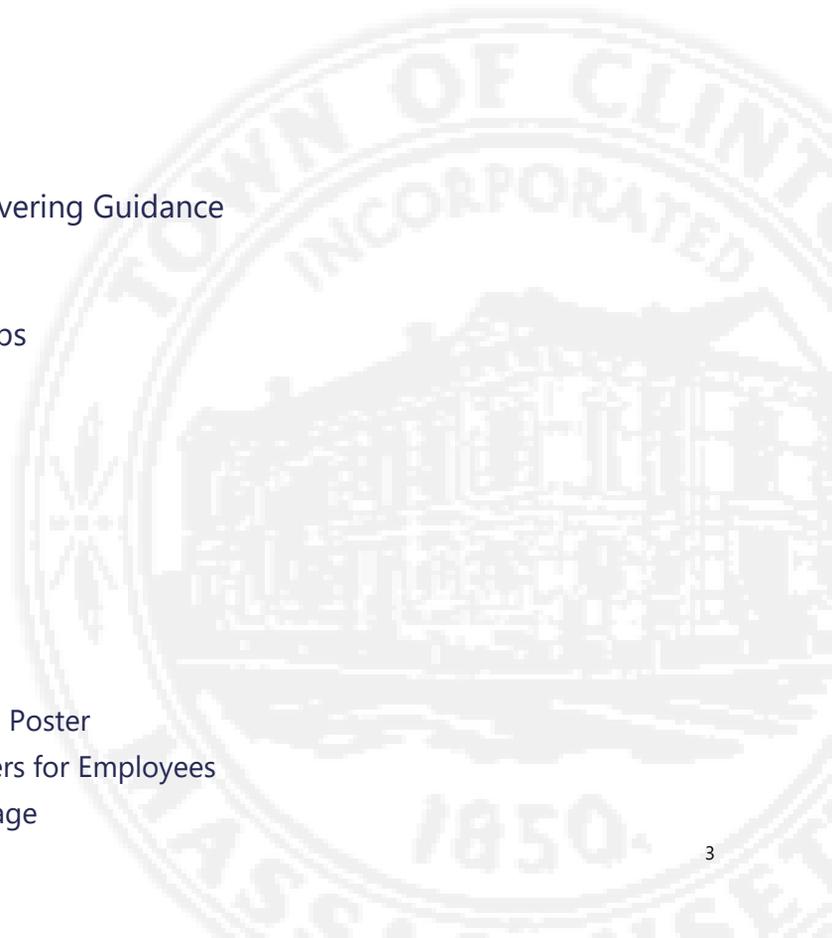
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Workplace Safety Posters for Employees

At Capacity/STOP Signage





## COMMUNITY RESOURCES

### Board of Health (BOH)

The BOH oversees local implementation of the Commonwealth's *Reopening Massachusetts* Plan, and is your local contact for compliance with Mandatory Safety Standards and Sector Specific Guidelines.



Tom Bonci, Health Agent  
[tbonci@clintonma.gov](mailto:tbonci@clintonma.gov)  
978-365-4116



John McNally, Health Agent  
[jmcnally@clintonma.gov](mailto:jmcnally@clintonma.gov)  
978-365-4116

### Community & Economic Development Office (CEDO)

The CEDO is your source for information on resources for business, technical assistance, permitting, use of the public way, and general inquiries.



Phil Duffy, Director  
[pduffy@clintonma.gov](mailto:pduffy@clintonma.gov)  
978-365-4113

### Discover Clinton – Your Community's Business Association

In addition to providing an array of assistance programs, Discover Clinton is your source for community information, events, and networking.

Website: <http://discoverclintonma.com>  
Visit: <http://facebook.com/DiscoverClinton/>

Follow: [#discoverclintonma](https://twitter.com/discoverclintonma)  
Contact: [contact@discoverclintonma.com](mailto:contact@discoverclintonma.com)

# **FINANCIAL ASSISTANCE & UNEMPLOYMENT**

## **CLINTON COVID-19 SMALL BUSINESS RESILIENCY LOAN PROGRAM**



The Clinton COVID-19 Small Business Resiliency Loan Program provides funding of up to \$5,000 to qualified local businesses to address short-term impacts of the 2020 COVID-19 pandemic. Requests for larger amounts may be considered on a case-by-case basis.

## **CLINTON COVID-19 MICRO-ENTERPRISE ASSISTANCE GRANT PROGRAM**



The Clinton COVID-19 Micro-Enterprise Assistance Program provides funding up to \$10,000 to businesses that qualify as Micro-Enterprises under guidelines established by the U.S. Department of Housing and Urban Development (HUD).



Click on the images below to explore the financial assistance programs offered by the North Central Mass Chamber of Commerce, Discover Clinton, and the Commonwealth of Massachusetts. The Commonwealth also provides information about Federal aid.



## **MASS DEPARTMENT OF UNEMPLOYMENT ASSISTANCE**



The COVID-19 pandemic has had a significant impact on Massachusetts workers and businesses. If you need access to unemployment benefits or have questions, please click the link above.

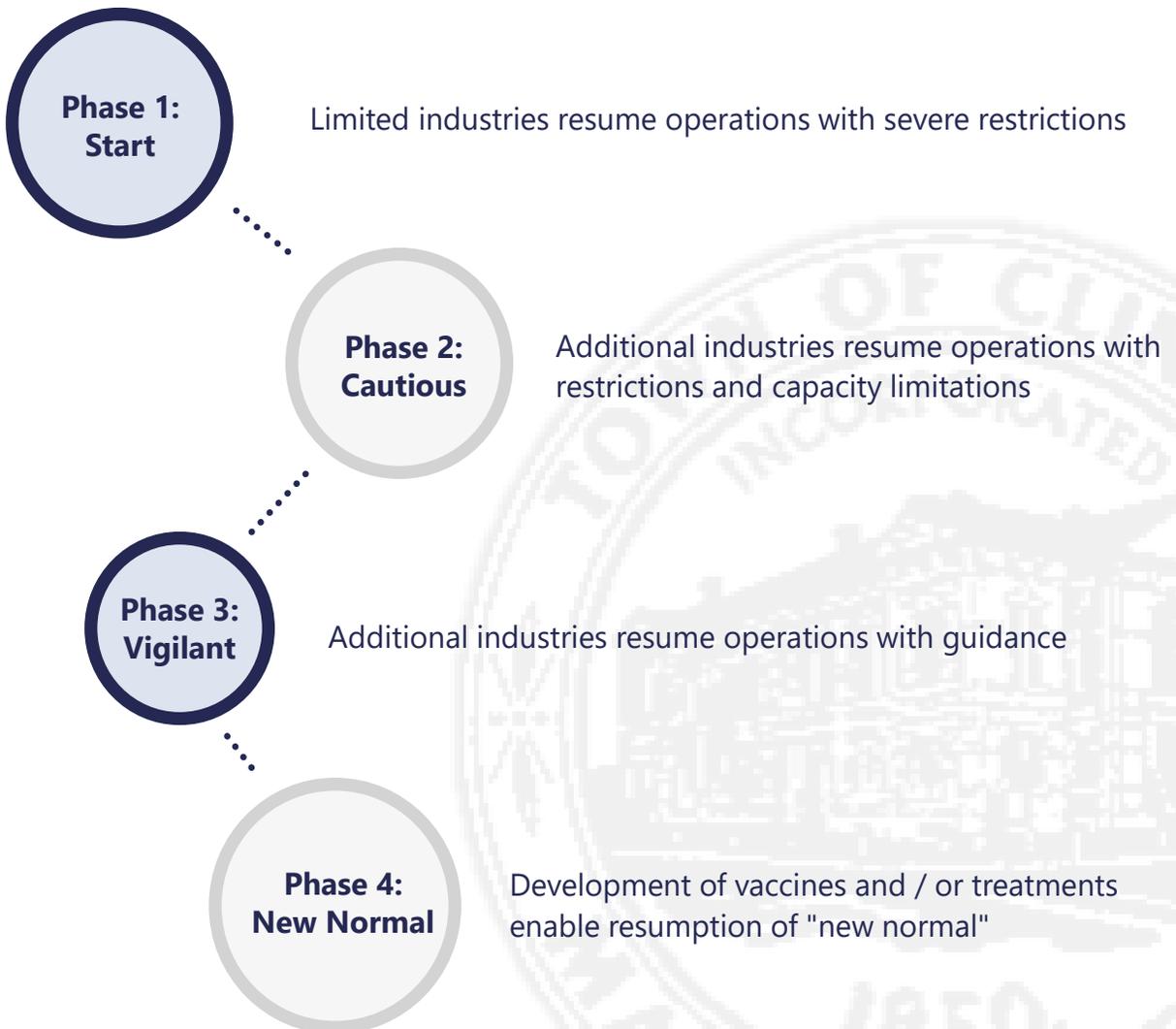
# STATE HUB FOR REOPENING INFORMATION

[FOR THE MOST UP TO DATE INFORMATION, PLEASE CLICK HERE](#)



As Massachusetts has emerged from the stay at home order imposed during the early days of the COVID-19 pandemic, public health metrics developed by the Commonwealth will determine when each phase of reopening begins. If public health metrics indicate an uptick in cases, the Commonwealth may need to return to an earlier phase.

The phases are as follows:



# CHECKLIST PRIOR TO REOPENING

## **ALL BUSINESSES MUST MEET THESE REQUIREMENTS BEFORE REOPENING**

The State has mandated the following safety standards and actions for all businesses. Templates can be found in the Appendix at the end of this Guide.



### **FOLLOW THE RULES**

*Massachusetts Mandatory Workplace Safety Standards – See pg. 8 for more detail*

*Massachusetts Safety Protocols by Business Sector – See pg. 9 for more detail*



### **MAKE A 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.*



### **COMMUNICATE INFORMATION**

*Compliance Attestation Poster– All businesses must print, sign, and post a compliance attestation poster in an area that is visible to workers and visitors.*

*Employee & Worker Posters– All businesses must print and display two posters to describe the rules for maintaining social distancing, hygiene protocols, and cleaning/disinfecting.*



**[CLICK HERE TO ACCESS STATE TEMPLATES IN NON-ENGLISH LANGUAGES](#)**

# MANDATORY SAFETY STANDARDS FOR BUSINESSES

## 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 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

# MANDATORY STATE REQUIREMENTS BY SECTOR



**[CLICK HERE TO VISIT THE STATE'S WEBSITE TO DETERMINE WHETHER YOUR BUSINESS WILL BE SUBJECT TO ADDITIONAL SECTOR-SPECIFIC SAFETY PROTOCOLS](#)**



**RESTAURANTS**



**RETAIL**



**CLOSE CONTACT  
PERSONAL SERVICES**



Click the icons above to access protocols for these specific business sectors





## PPE VENDOR LIST

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According to the Commonwealth of Massachusetts, employers must:

- ✓ Require masks and coverings for all employees
- ✓ Provide handwashing supplies and capabilities
- ✓ Sanitize high touch areas, such as workstations, equipment, screens, doorknobs, and restrooms throughout work site

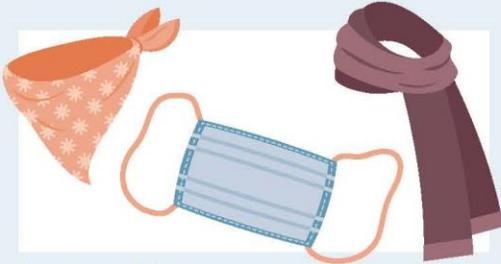


**[CLICK HERE TO FIND A LIST OF VENDORS OFFERING RELEVANT HYGIENIC AND PROTECTIVE SUPPLIES FOR THE WORKPLACE](#)**

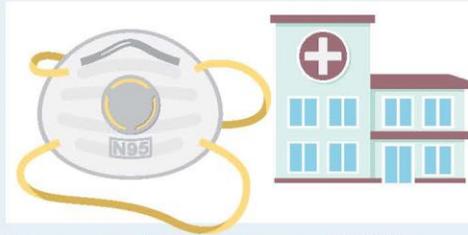
# MASSACHUSETTS FACE COVERING GUIDANCE

## Stop the Spread of Germs

### Using a Face Covering Effectively



**Use anything** that covers your nose and mouth.



**Leave surgical masks and N95's** for healthcare workers.



**Masks should fit snugly**, be secured with ties or ear straps, and not restrict breathing.



**Face coverings** should be multiple layers.



**Your mask or face covering** should be able to be machine washed and dried.



**Only touch the ties or ear straps**, not the front, and wash your hands after handling.

For more, visit: [www.mass.gov/CoverYourFace](http://www.mass.gov/CoverYourFace)

 Massachusetts Department of Public Health

5/8/2020

# BACK TO BUSINESS PRO TIPS

## WELCOME EMPLOYEES BACK TO WORK



Develop a plan. Update HR and operating policies and procedures prior to reopening. Seek advice of a lawyer or accountant, if needed.



Communicate with employees about your COVID response plan, updated policies and procedures, and expectations prior to returning to work.



Purchase personal protective equipment (PPE) for your employees and educate them on safety requirements, cleaning protocols, and crowd control.

## ENGAGE CUSTOMERS & ENHANCE CUSTOMER SERVICE



Engage customers through **EMAIL** and on **SOCIAL MEDIA**



Use **PRINT MEDIA** such as press releases and the Clinton Item to reach customers



Make sure that your **GOOGLE BUSINESS PROFILE** is up to date



Update your **WEBSITE** and your **STOREFRONT** to show that you are safely open and ready for business



Encourage **POSITIVE REVIEWS** or other social media buzz such as **LIKES** and **FOLLOWS**

## HELPFUL LINKS

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- ✓ [Town of Clinton](#)
- ✓ [Discover Clinton](#)
- ✓ [Nashoba Valley Chamber of Commerce](#)
- ✓ [North Central Massachusetts Chamber of Commerce](#)
- ✓ [North Central Massachusetts Development Corporation](#)
- ✓ [Massachusetts COVID-19 Updates & Information](#)
- ✓ [Massachusetts Restaurant Association](#)
- ✓ [Retailers Association of Massachusetts](#)
- ✓ [CDC Business Resources](#)
- ✓ [Families First Coronavirus Act](#)
- ✓ [US Department of Labor \(OSHA\)](#)
- ✓ [US Department of the Treasury](#)
- ✓ [US Small Business Administration](#)



## APPENDIX: TEMPLATES

The following pages include State templates for:

- ✓ COVID-19 Control Plan
- ✓ Compliance Attestation Poster
- ✓ Workplace Safety Posters for Employers
- ✓ At Capacity/STOP Signage



**[CLICK HERE TO ACCESS STATE TEMPLATES IN NON-ENGLISH LANGUAGES](#)**





## TEMPLATE (I/II)

# COVID-19 Control plan

All businesses in the state of MA must develop a written control plan outlining how its workplace will comply with the mandatory safety standards for operation in the COVID-19 reopening period. This template may be filled out to meet that requirement. 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.

All individually listed businesses must complete a control plan, even if the business is part of a larger corporation or entity.

### BUSINESS INFORMATION | please provide the following information

Business name: \_\_\_\_\_  Check if part of a larger corporation

Address: \_\_\_\_\_

Contact information (Owner/Manager): \_\_\_\_\_

Contact information (HR representative), if applicable: \_\_\_\_\_

Number of workers on-site: \_\_\_\_\_

### SOCIAL DISTANCING | check the boxes to certify that you have:

- Ensured that all persons, including employees, customers, and vendors remain at least six feet apart to the greatest extent possible, both inside and outside workplaces
- Established protocols to ensure that employees can practice adequate social distancing
- Posted signage for safe social distancing
- Required face coverings or masks for all employees
- Implemented additional procedures. Please describe them here: \_\_\_\_\_  
\_\_\_\_\_

### HYGIENE PROTOCOLS | check the boxes to certify that you have:

- Provided hand washing capabilities throughout the workplace
- Ensured frequent hand washing by employees and provided adequate supplies to do so
- Provided regular sanitization of high touch areas, such as workstations, equipment, screens, doorknobs, restrooms throughout work site
- Implemented additional procedures. Please describe them here: \_\_\_\_\_  
\_\_\_\_\_



## TEMPLATE (II/II)

# COVID-19 Control plan

All businesses in the state of MA must develop a written control plan outlining how its workplace will comply with the mandatory safety standards for operation in the COVID-19 reopening period. This template may be filled out to meet that requirement. 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.

All individually listed businesses must complete a control plan, even if the business is part of a larger corporation or entity.

### **STAFFING & OPERATIONS** check the boxes to certify that you have: \_\_\_\_\_

- Provided training for employees regarding the social distancing and hygiene protocols
- Ensured employees who are displaying COVID-19-like symptoms do not report to work
- Established a plan for employees getting ill from COVID-19 at work, and a return-to-work plan
- Implemented additional procedures. Please describe them here: \_\_\_\_\_  
\_\_\_\_\_

### **CLEANING & DISINFECTING** check the boxes to certify that you have: \_\_\_\_\_

- Established and maintained cleaning protocols specific to the business
- Ensured that when an active employee is diagnosed with COVID-19, cleaning and disinfecting is performed
- Prepared to disinfect all common surfaces at intervals appropriate to said workplace
- Implemented additional procedures. Please describe them here: \_\_\_\_\_  
\_\_\_\_\_

# Important



In order to reopen your business, please complete and sign the following checklist once you have completed your COVID-19 Control Plan template

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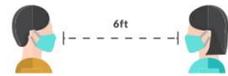
The following poster should be displayed in an area within the business premises that is visible to employees and visitors. Thank you for your efforts to get back to business while keeping Massachusetts safe

# Welcome



Please know that we take our responsibility to keep Massachusetts safe very seriously. Be assured we have taken the following steps to comply with state mandatory safety standards for workplaces:

Workers are wearing face coverings and we've put social distancing measures in place



We provide hand washing capabilities and we are regularly sanitizing high-touch areas



Our staff has received training regarding social distancing and hygiene protocols



We have established thorough cleaning and disinfecting protocols



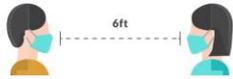
We ask you to do your part as well by wearing your face mask and maintaining social distance. Thanks—and we hope to see you again soon.

\_\_\_\_\_  
Signature

# Mandatory safety standards for workplaces



## 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



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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

**MAXIMUM  
CAPACITY REACHED**



---

**PLEASE WAIT FOR  
SIGN TO BE TURNED  
OR SOMEONE TO EXIT**