

**TOWN OF AUBURN**

# **BACK TO BUSINESS TOOLKIT**

Adapting to COVID-19

**MAY 2020**

Town Administration will continue to post updates regarding available business resources.



# DO YOU HAVE QUESTIONS?

Let us help you!

If you own a business and have questions or concerns you can also reach out to:

Shannon Regan

Economic Development Coordinator

104 Central Street

Auburn, MA 01502

508-832-7704

[sregan@town.auburn.ma.us](mailto:sregan@town.auburn.ma.us)

# Massachusetts

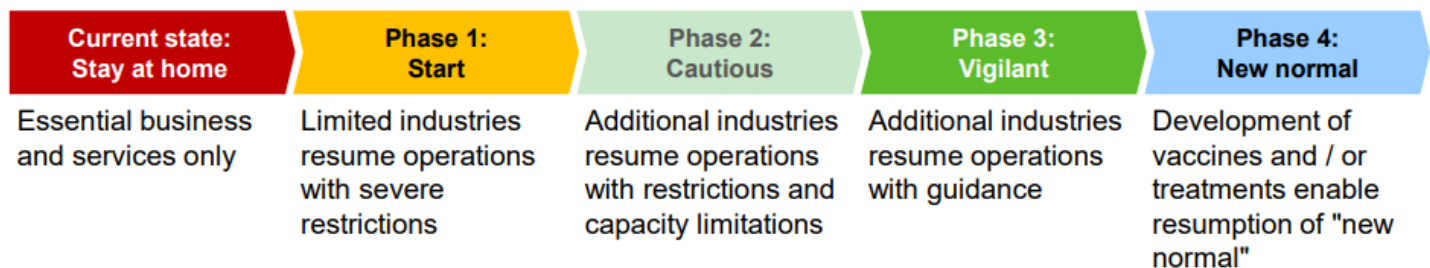
## Reopening

Governor Baker and Lieutenant Governor Karyn Polito released a phased reopening plan for Massachusetts on May 18th. On April 28, Governor Baker formed the Reopening Advisory Board, chaired by Lieutenant Governor Karyn Polito and Secretary of Housing and Economic Development Mike Kennealy, and comprised of representatives from the business community, public health officials, and municipal leaders from across the Commonwealth. There are four phases included in the reopening plan. The goal of this phased reopening plan is to safely allow businesses and services to resume without overwhelming the healthcare system in Massachusetts.

- **Each phase will last a minimum of three weeks and could last longer before moving to the next phase, depending on public health data**
- **If public health data trends are negative, specific industries, regions, and/or the entire Commonwealth may need to return to an earlier phase**
- **The Commonwealth will partner with industries to draft Sector-Specific Protocols in advance of future phases (example: restaurant specific protocols will be drafted in advance of Phase 2)**

**For Additional Details Please Visit:**

<https://www.mass.gov/info-details/reopening-massachusetts>



# General Business Guidance

---

All businesses must meet the Massachusetts Mandatory Workplace Safety Standards prior to reopening. Additional safety protocols and practices will be released for certain businesses such as (restaurants, construction, retail establishments...etc.) as the State moves through the phases of reopening.

- **COVID-19 Control Plan Template:**

- Template that satisfies the written control plan requirement for self-certification

- **Compliance Attestation Poster**

- Poster that customer facing businesses are required to print, sign, and post in an area within the business premise that is visible to workers and visitors

- **Employer and Worker Posters**

- Posters that businesses can print and display within the business premise to describe the rules for maintaining social distancing, hygiene protocols, and cleaning and disinfecting

You can find additional details and templates for general and sector-specific protocols and best practices here: <https://www.mass.gov/info-details/reopening-massachusetts#general-business-guidance->



# Mandatory Workplace Safety

---

All businesses and activities, as they reopen, must meet the following minimum 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 and ensure adequate supplies
- Provide regular sanitization of high touch areas, such as workstations, equipment, screens, doorknobs, restrooms throughout work site

- **Staffing and Operations**

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

- **Cleaning and 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

# Expanding Business Reach

---



Remember to update your business hours, services and contact information on your website, social media pages and physical address.

## Utilize Social Media

Utilize your social media pages to post the services you are offering during the shutdown such as takeout, curbside pickup, virtual appointments...etc.

## Reach Out to Local Chambers of Commerce

Your local Chamber of Commerce can help you connect with services and other members. Additionally, many Chambers of Commerce are advertising specials local businesses are offering during the shutdown. Taking advantage of additional networking and advertising opportunities are essential during this time. [Auburn & Worcester Chamber of Commerce:](#) 508-753-2924

## Update Website

Make sure your website reflects the most updated information regarding your operations during the Covid-19 shutdown. Additionally, many businesses are offering online ordering for delivery or curbside pickup. Your website can serve as a central resource for your customers.

## Reach Out!

If your business has a list of email addresses or phone numbers of your customers you can send routine updates through mass emails or text messages. Specials, change in hours of operation, and / or safety protocols are all important information to share with your customers.

## Print Media

If you want your business to reach even more people you can utilize print media to advertise how your business is adapting to COVID-19.

During a time where human contact is extremely limited it is important to make your business visible through a variety of methods. Thinking of creative ways to increase traffic to your website or social media pages will help keep customers updated and engaged.



# SBA Resource Partners

---

## Massachusetts Small Business Development Center Network:

### **Central Regional Office**

Clark University  
The Carriage House, 125 Woodland Street  
Worcester, MA 01610  
508-793-7615 | Fax: 508-793-8890  
[www.clarku.edu/offices/sbdc](http://www.clarku.edu/offices/sbdc)

### **Berkshire Regional Office**

33 Dunham Mall, Suite 103  
Pittsfield, MA 01201  
413-499-0933 | Fax: 413-499-3005  
[www.msbdc.org/berkshire](http://www.msbdc.org/berkshire)

### **Northeast Regional Office**

**Salem State University**  
121 Loring Avenue, Suite 310  
Salem, MA 01970  
978-542-6343 | Fax: 978-542-6345  
[www.salemstate.edu/sbdc](http://www.salemstate.edu/sbdc)

### **Procurement Technical Assistance Center**

**Scibelli Enterprise Center**  
1 Federal Street, Building 1  
Springfield, MA 01105  
413-545-6303 | Fax: 413-737-2312  
<https://www.massptac.org>

### **Southeast Regional Office**

200 Pocasset Street  
Fall River, MA 02721  
508-673-9783 | Fax: 508-674-1929  
[www.msbdc.org/semass](http://www.msbdc.org/semass)

### **Western Regional Office**

**Scibelli Enterprise Center**  
One Federal Street, Building 101  
Springfield, MA 01105-1160  
413-577-1768 | Fax: 413-737-2312  
[www.msbdc.org/wmass](http://www.msbdc.org/wmass)

## SCORE Chapters:

### **SCORE Boston Chapter**

[boston.score.org](http://boston.score.org)

### **SCORE Worcester Chapter**

[worchester.score.org](http://worchester.score.org)

### **SCORE Northeastern Massachusetts Chapter**

[nemassachusetts.score.org](http://nemassachusetts.score.org)

### **SCORE Southeastern Massachusetts Chapter**

[sema.score.org](http://sema.score.org)

### **SCORE Western Massachusetts Chapter**

[westernmassachusetts.score.org](http://westernmassachusetts.score.org)

### **SCORE Cape Cod Chapter**

[capecod.score.org](http://capecod.score.org)



U.S. Small Business  
Administration

# Additional Resources

---

**Translated Materials:** Paycheck Protection Program related materials in languages other than English. Additional information will be translated and posted periodically, and all documents are being provided for informational purposes only:

<https://www.sba.gov/page/coronavirus-recovery-information-otherlanguages>

## Center for Women & Enterprise (CWE)

Cweonline.org

## Manufacturing Emergency Response Team (M-ERT)

Through MassTech Collaborative, manufacturers may request funding from the Commonwealth to support the expansion of their production capabilities to make PPE and other critical equipment: [masstech.org](https://www.masstech.org)

## Auburn Chamber of Commerce

P.O. Box 508

Auburn, MA 01501

<https://auburnchamberma.org/>

## Worcester Regional Chamber of Commerce

311 Main Street, Suite 200

Worcester, MA 01608

<https://www.worcesterchamber.org/>

## Massachusetts Growth Capital Corporation

Schrafft's City Center,

529 Main Street, Suite 201

Charlestown, MA 02129

<https://www.empoweringsmallbusiness.org/>

## Worcester Business Development Corporation

89 Shrewsbury Street, Suite 300

Worcester, MA 01604

<https://www.thewbdc.com/>

## Retailers Association of Massachusetts

18 Tremont Street Suite 810

Boston, MA 02108

<https://www.retailersma.org/>

## Massachusetts Restaurant Association

160 East Main Street, Suite 2

Westborough, MA 01581

[www.themassrest.org](http://www.themassrest.org)

## Centers for Disease Control and Prevention

Business Resources

<https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers.html>





# Additional Resources Cont.

---

## **Town of Auburn Covid-19 Page**

<https://www.auburnguide.com/669/Coronavirus-Health-Alerts>

## **Massachusetts Office of Business Development**

136 Blackstone Street, 5th floor,

Boston, MA 02109

<https://www.mass.gov/orgs/massachusetts-office-of-business-development>

## **Massachusetts Covid-19 Updates and Resources**

<https://www.mass.gov/info-details/covid-19-updates-and-information>



# THANK YOU

Town Administration would like to sincerely thank all essential personnel and front line workers. Your dedication and sacrifice is commendable and we are truly grateful for your service, especially during the COVID-19 pandemic. We would also like to thank our residents and business community for coming together during this difficult time. The impacts of COVID-19 will continue to affect all of us for some time. Fortunately, we have a resilient and remarkable community that will continue to navigate these uncertain times **together**.