

# COVID-19

# RE-OPENING

# TOOLKIT

## 1. Massachusetts Mandatory Self-Certification for Businesses

To re-open, businesses must develop a written COVID-19 Control Plan outlining how its workplace will prevent the spread of COVID-19.

### **Complete the COVID-19 Control Plan Template (Required)**

Businesses may complete a template, available on the [mass.gov/re-opening](https://www.mass.gov/re-opening), to fulfill this requirement. This plan does not need to be submitted to a state agency for approval but must be retained on the premises of the business and be provided in the event of an inspection.

- [COVID-19 Control Plan](#)

### **Complete and Post the Compliance Attestation Poster (Required)**

Businesses are required to sign a poster, attesting that they have completed a COVID-19 control plan, and post it in an area within the business premises that is visible to employees and visitors.

- [Compliance Attestation Poster](#)

### **Post the Employer and Employee Compliance Posters. Post Employees Must Wash Hands Poster (Required)**

Businesses are required to post signs and posters describing the rules for maintaining social distancing, hygiene protocols, cleaning, and disinfecting.

- [Employer Guidance Poster](#)
- [Employee Guidance Poster](#)
- [Employee Handwashing Poster](#)

## 2. Post Workplace Safety Standards for Restaurants and Lodging Poster and Implement Respective Check List

These workplace safety standards for restaurants are posted in advance of the Governor's initiation of Phase 2 to allow restaurants time to prepare to operate in compliance with these mandatory health and safety standards

- [Restaurant MA Safety Standards Poster](#)
- [Restaurants MA COVID-19 Checklist](#)
- [Lodging MA Safety Standards Poster](#)
- [Lodging MA COVID Checklist](#)

## 3. Complete a FoodCode-Pro COVID-19 Health Code Self Inspection and Re-opening Plan \*

FoodCode-Pro COVID-19 Re-opening Action Plan & Self Inspection ensures that you are following local health departments inspections and will allow for a much more seamless transition to on-premises dining. The following COVID-19 Re-opening Action Plan and Self Inspection is a detailed and educational tool to ensure you have hit all the key areas.

- [Introduction](#)
- [Registration](#)
- [Access Re-open Plan](#)
- [Start RAR Inspection](#)
- [View the MRA Webinar Opening Our Restaurants Safely in the COVID-19 Era](#)

## 4. Review the Role of Architecture in Fighting COVID-19 For Best Practices and Ninety Nine Restaurant & Pub Reduced Capacity Re-opening Plans Examples\*

Mass Design Groups Research on Spatial Strategies for Restaurants in Response to COVID-19. The following design strategies guide restaurants in spatial literacy as they work towards re-opening safely, viably, and vibrantly, and position restaurants at the heart of the public realm.

- [The Role of Architecture in Fighting COVID – 19](#)
- [View the MRA Webinar Spatial Strategies for Restaurants](#)
- [Ninety Nine Restaurant & Pub Reduce Capacity Re-opening Example Plan](#)

## 5. Establish Rigorous Protocols and Checklists for Social Distancing, Cleaning, Sanitizing and Disinfecting\*

To follow is a list of key resources:

- [NRA COVID-19 Re-opening Guide](#)
- [ServSafe COVID-19 Precautions Training Videos](#)
- [Ecolab Cleaning and Disinfecting Guidance for Resuming Operations](#)
- [Ecolab Cleaning and Disinfecting Guidance for Hospitality](#)
- [Example – Ninety Nine Restaurant & Pub Health and Safety Ambassador](#)
- [Example – Wahlburgers Ramp Up Opening Process](#)

To Follow are key examples/checklists:

- [Ecolab General Manager Operational Readiness Checklist](#)
- [Ecolab Operational Readiness Checklist](#)
- [Example – Ninety Nine Restaurant & Pub Surface Disinfection Checklist](#)
- [Example – Wahlburgers Server Bar Sanitation Log](#)
- [Example – Wahlburgers Restaurant Restroom Check Log](#)

## 6. Institute a Daily Employee Health Survey Template

For a consistent tracking of employee health, use a daily baseline COVID-19 health questionnaire for your employees to complete before engaging in work for their scheduled shift.

- [Example MRA Employee Health Survey](#)

## 7. Begin the Process of Ramping Up Operations \*

- [Example – Chris Muller Restaurant Re-Opening Checklist](#)
- [View the MRA Webinar Common Sense Suggestions for a Restaurants](#)
- [Slides for Common Sense Suggestions](#)
- [View the MRA Webinar Best Practices in Supply Chain Management Heading to Reopening](#)
- [Death & Co Re-opening Playbook](#)

## 8. Engage and Onboard Employees \*

- [View the MRA Webinar Employee Relations: Re-opening & Managing Your Workforce](#)
- [Slides for Employee Relations](#)
- [MRA Offer of Rehire Letter](#)

Temporary Rule: Paid Leave under the Families First Coronavirus Response Act

On April 1, 2020, the U.S. Department of Labor announced new action regarding how American workers and employers will benefit from the protections and relief offered by the Emergency Paid Sick Leave Act and Emergency Family and Medical Leave Expansion Act, both part of the Families First Coronavirus Response Act (FFCRA). The Department's Wage and Hour Division (WHD) posted a temporary rule issuing regulations pursuant to this new law, effective April 1, 2020. For more information, see:

- [Paid Family Leave Under Families First Coronavirus Response Act](#)
- [Employee Paid Sick Leave Law \(Required\)](#)
- [Employee and Employer Summary](#)

## 9. Add a Contactless Menu Option for Your Restaurant

One of the requirements for menus, is applying a contactless alternative. There are many options, but our great partners at Martignetti Companies and at Horizon Beverage have offered to work with you to create a QR code that can be displayed on your table tops that will take your guests directly to your web based menu. The offer is free of charge.

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- [Martignetti Companies No-Touch Digital Menus](#)

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- [Horizon Beverage No-Touch Digital Menus](#)

## 10a. PPE and Sanitizer Providers

Over the course of the past month we have had a multitude of providers of PPE presented to us. Below is a list of some of those options from commercial level to customized with charity involvement:

- [Averill's Sharper Uniforms](#)
- [Smart Source Solutions](#)
- [Your Social Mask](#)
- [Falvey Linen](#)
- [Metropolitan Linen](#)
- [North Star Rental](#)
- [General Linen Services](#)
- [Bluedrop Sanitization Products](#)

## 10b. Covid-19 Cleaning Providers

- [Nano Shield Safety Solutions](#)

## 11. Promote "Monday - Wednesday is the New Saturday"

We will be actively engaging in a campaign to drive customer traffic into the Monday through Wednesday time frames. With capacities limited for the immediate future, getting the most out of every day and every day part is essential. In the following attachment are link to "Monday - Wednesday is the New Saturday" graphics and thoughts on messaging to your guests. Promote through your Social and Traditional media channels to optimize your revenue streams through limited capacity periods.

- [Monday - Wednesday is the New Saturday Campaign](#)

## 12. Off Premise Best Practices

### Revise your takeout menu

- Focus on menu items you can prepare and package easily for drive-thru, pick-up, and takeout. Some restaurants continue to offer their entire menu for takeout. Others are limiting items due to the high cost of maintaining inventory when sales are down.
- Think about menus items that are popular, quick to serve, travel well, and fulfill the needs of homebound families and individuals.
- Create Family Meals Deals, that feed the entire family priced at a value.
- Promote "Monday - Wednesday is the New Saturday"  
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### Enforce food safety training

ServSafe has released two new training videos, free to you, your employees, and the industry, to reinforce safe food handling with a focus on practices to keep food and employees safe during the coronavirus outbreak. Click below to find an overview of these new courses:

- [ServSafe Takeout: COVID-19 Precautions - 10 Minute video](#)
- [ServSafe Delivery: COVID-19 Precautions - 10 Minute video](#)

### Rethink guest interactions

Based on current Coronavirus conditions it is imperative that your off-premise operations build a model that creates distance and minimizes guest contact. Having consistent off premise measures in place and communicating these to your guests will build credibility and trust in these transactions.

- Let people know that you are open for business via social media, balloons, flags, signs, etc.
- Use appropriate staffing levels for projected sales and adjust with history. For drive-up service, designate a parking space curbside or in your parking lot with signage. Some restaurants ask their guests to give a quick honk, while others ask guests to call when they arrive to pick up their orders (ask them for the make and color of the car). The tech-savvy will use location technology to identify guests picking up orders. Work with your local municipality to designate public spaces for curbside pick-up if you need them.

## Rethink payment options

More restaurants are opting for cashless transactions (which are often touchless) through mobile payment apps and credit card readers. If they are willing, guests can pay by giving their credit card over the phone, as well. Do not use payment methods that require a pen signature. Ultimately if you can have the payment completed over the phone, and you have established curbside pickup, you have minimized guest contact significantly.

If you do accept cash transactions, designating a single person to handle transactions, and allowing employees to wear gloves reduces risk. Remember, gloves need to be changed between transactions! Reinforce your strict employee **handwashing** policy in place and sanitize the POS components often.

## Streamline your drive-thru

- Making sure the drive-thru station hand sink is clear and accessible so employees can wash hands often. It should be stocked with soap and paper towels.
- An air curtain keeps temperatures in and insects out, but it is also an added barrier between guest and employee.
- Adding or restocking an undercounter fridge, because some guests are asking for bottled beverages instead of fountain drinks.

## Packaging recommendations

- With more restaurants moving to off-premises, packaging supplies are critical, entrée containers might need to be able to hold the integrity of the food (hot, cold, crisp, etc.), for longer than normal, especially if they're being delivered, due the increase in delivery demand.
- Clear lids: Being able to see the food after it is packed keeps employees from opening to verify what is packed and helps keep orders straight. This also reduces deterioration and contamination risk. Using sticker systems can help identify orders without re-opening packages as well.
- Bags need to be sealed in some way. There are bags that have sticker seals for tamper-proof delivery, or you can use the old faithful stapler to staple the bag shut.

## Communicate with guests

Get your restaurant registered on [www.CarryOurMA.com](http://www.CarryOurMA.com). It had become evident there was no central location where guests could identify who was open for carry out, curbside and delivery. The MRA launched as a centralized platform for restaurants across Massachusetts that are open to serving the public through both carryout and delivery. This new platform allows for each restaurant owner to register and update their own listings with a direct to consumer marketing tool. You can register right on the site and it takes about 5 minutes. Also, let your guests know on your website, social media channels and through emails what your hours, menu and policy will be for takeout, pick-up and drive-thru service.

- **Promote across platforms.** Promote Often. Promote 1-3 Hours before each projected guest meal period.
- **Use both stories and static posts.** Stories have a better chance of being seen in the moment, static posts have a better chance of overall search if you use proper hashtags.
- **Use Hashtags properly.** There are numerous hashtags being used in the current environment, find them all and use as many as possible (you can also hide hashtags in IG stories if you make the text the same color as the background, this will keep your posts from looking like a racecar). Also, think regionally. #Boston, #BostonRestaurants #BostonTakeout put your mind in the mind of the guest if they are searching. Or, think how they will discover you.
- **Promote!** While funds are tight, allocating even a small amount to your social spends will give you a better chance at discovery. It is better to promote daily in small amounts with each new post. Also tag media outlets! They are seeking content and creating lists. Boston.com, Bostonmagazine, @Diningplaybook, etc. Try tagging influencers as well!
- **Be creative!** Do not hide behind a brand. Shoot real video of you and your staff, speak directly to your guests, and motivate with new options and deals if possible. Everyone is feeling the effects of this and a little personality and fiscal ease can go a long way when a guest is deciding.

### 13. Set Up to Sell Product as Groceries

A restaurant's common victualler license permits the sale of food and provisions to the public. In addition to prepared meals, such sales can include meat, fruit, vegetables, and cheese purchased by a restaurant from a supplier in their original packaging for preparation and consumption at home. Other sales may include household items such as toilet paper, paper towels, cleaning supplies and frozen and canned food products.

- A restaurant must follow the same guidelines as it does when selling prepared meals:
- No on-premise seating or gathering, and should enforce or encourage social distancing. This can be achieved by:
  - Call ahead ordering
  - Time windows for pick up
  - Guests calling when in the parking lot or at curbside for pick up
  - An online order system on a restaurant's website
  - Ensure employees practice proper personal hygiene and use gloves
  - Create policies to limit guest interaction such as encouraging credit card payments over the phone or online ordering
- Additionally, restaurants engaging in bulk selling of product to guests shall:
  - Not perform bagging if re-usable checkout bags are used
  - Not charge a fee for recyclable paper bags, compostable bags, or single use plastic bags
  - Any cleaning items should be intended for household, not commercial, use and be in their original containers with directions for use and any manufacturer or supplier's warning
  - Bulk dairy products such as cheese, milk and eggs require refrigeration and must be kept at 41 degrees or lower until they are picked up by the guest
  - Similarly, fresh, or frozen meat should be sold in original packaging or in sealed food grade packaging to prevent contamination

**\* A special thank you for the contributions from our great partners:**

- *Lisa M. Berger, MPH, CP-FS from Relavent Systems, Inc. and Berger Food Safety Consulting.*
- *Caitlin Taylor, Registered Architect and Design Director for Mass Design Group*
- **Ninety Nine Restaurant & Pub**
- **Ecolab**
- **Wahlburgers**
- *Christopher Muller, Ph.D. Principal, Gastronomical Adventures Consulting*
- *Attorney Amy Carlin, a Partner at the Employment Law Firm Morgan, Brown, and Joy*
- **Martignetti Companies**

