



BULLETIN #62/2020 MAY 11, 2020

_CORONAVIRUS UPDATE #48

GOV. BAKER ANNOUNCES PRELIMINARY FOUR-PHASE RE-OPENING PLAN

PLAN INCLUDES IMPLEMENTATION OF MANDATORY SAFETY MEASURES FOR ALL BUSINESSES

NADA DEALERSHIP LIFELINE WEBINARS FOR THIS WEEK

MASSACHUSETTS COVID-19 DAILY TRACKER

[This bulletin supplements our previous bulletins #11 and #16 through #61 on this subject matter. These bulletins are intended to be cumulative so we can avoid repeating the same information.]

Gov. Baker: Safety Rules Will Guide Four-Phase Re-Opening Approach - Details TBD, Timeline Affected by Virus Trends

[Courtesy of State House News Service]

Re-opening swaths of public life in Massachusetts will play out across four distinct phases and involve new widespread and mandatory safety regulations for all businesses.

The approach, announced by the Baker administration today, could launch as soon as next week with an initial phase applying to businesses that are best able to limit the type of person-to-person contacts that have fueled the ongoing COVID-19 pandemic.

The broad-stroke [framework](#) that Gov. Charlie Baker and Lt. Gov. Karyn Polito outlined would ease forced shutdowns of non-essential businesses gradually over a timeline yet to be determined, building up to a "new normal" once a vaccine or other treatment for the highly infectious disease is available.

Many details about the process are still in the works and will depend on the recommendations an advisory panel will file in one week and on the trajectory of trends in the state's COVID-19 outbreak. If public health data shows a new spike in cases or increased risks, the administration could order a return to an earlier phase.

"The goal is to begin this process around May 18, but it will be gradual and facts on the grounds will determine if we actually hit that goal," Baker said at a press conference, noting that Massachusetts has been "one of the hardest-hit states. That means we have to be flexible and honest about the fact that the timing and the details of these phases could change depending upon the track the virus takes."



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The virus has taken a huge toll already, causing thousands of deaths, forcing businesses to close and people to make sacrifices, and sending hundreds of thousands of residents into the ranks of the unemployed.

Since its launch on April 28, the re-opening advisory board that Polito and Economic Development Secretary Mike Kennealy are leading has been busy. It has met with 44 industry associations and community coalitions and has received written comments from more than 2,200 organizations or employers.

All employers in Massachusetts will be required to follow a set of safety standards unveiled Monday. Officials hope the stricter requirements -- which cover hygiene, cleaning, social distancing, and business operations -- will lower the risk of coronavirus spread and stave off a potential second surge in cases.

To comply with the [standards](#), every business must ensure customers, employees, and vendors are at least six feet apart "to the greatest extent possible." Employees must wear face coverings or masks and wash their hands frequently, and employers have to ensure disinfection of all shared or frequently touched surfaces "at intervals appropriate to said workplace." [*See the standards listed below.*]

Any workers who display COVID-19-like symptoms should not report to work, the regulations order, and if any employee is diagnosed with the illness, the employer must conduct a round of cleaning and disinfecting.

The administration will also develop additional industry-specific requirements and best practices, likely published in the May 18 report from the panel drafting a roadmap for the phased reopening.

"Part of the reason why the re-opening advisory board felt it was important to establish not just industry-specific guidance, but a set of criteria that we're going to apply to all employers, is so that it becomes, for all intents and purposes, something people think of as standard operating procedure," Baker said.

On the economic front, pressure is growing. The national unemployment rate jumped to 14.7 percent in April, the [largest one-month increase](#) on record, and experts believe Massachusetts has an even higher rate.

Non-essential businesses in Massachusetts have been shuttered since March 23 in an attempt to blunt the spread of the novel Coronavirus. Baker's executive order requiring those closures expires May 18.

Phase one, which the administration titled "Start," could begin on or around that May 18 date. Officials have not yet published a list of what workplaces will get the green light to resume modified operations, and Baker said Monday that those best able to limit face-to-face interaction will be at the top of the list.

"As we move towards a new normal, we all have a lot of work to do," Polito said. "I am



confident that when we re-open, we will do so in a safe manner for all the people of this commonwealth."

It is not clear when the state will move to phases two through four -- broadly dubbed "Cautious," "Vigilant" and "New Normal," respectively -- but Baker and Polito said the transitions will depend on whether key data indicators continue positive trends.

Asked how long each phase would last, Baker said other states have embarked on similar plans with stages ranging between three and four weeks and that Massachusetts will "probably work off a similar model."

"There isn't going to be a hard and fast on a lot of this," he said. "People are going to want to see what happens, because for everybody, this is a new experience."

Non-emergency child care facilities are required to stay closed until June 29 under Baker's orders, and the availability of those services is essential to support working parents.

"That's going to end up being part of the conversation as well, and that one will absolutely be phased, because there are a lot of issues there that have to get worked through," Baker said Monday when asked about daycares.

Working groups within the Baker administration are focused on next steps on testing and tracing, outdoor recreation, higher education, transportation, and child care. Gov. Baker says those conversations are "crucial" to decision-making on the economic reopening.

Steps toward re-opening come as data shows Massachusetts is trending favorably on some key measures.

The number of patients actively hospitalized for COVID-19 dropped from 3,965 on April 21 to 3,102 on Sunday, according to Department of Public Health <https://www.mass.gov/doc/covid-19-dashboard-may-11-2020/download> published today. New tests are coming back positive less frequently than they were a month ago, with only 9 percent of tests reported Sunday and 11 percent reported today confirming cases.

Overall cases and fatalities are still increasing, though, and the death toll surpassed 5,000 today with another 129 newly reported deaths bringing the total to 5,108.

At his press conference, the governor said he was "incredibly heartened" to see progress in western Massachusetts, which suffered a sharp impact in the outbreak's earlier days, but reiterated the importance of a "sustained trend" before committing to a change in approach.

Tracking COVID-19 infections will play an important role in the transition out of crisis, Baker said, forecasting a "pretty significant growth in testing through the fall." He said he would offer more details on how testing will be deployed, including use of antibody testing, "when the package is fully developed."

"We certainly expect that testing has a major role to play in what happens going forward,"



he said. "The antibody piece has a role to play, too, but I think we would say for what people are saying it can do and how it can fit in, it has work to do."

Gov. Baker's Mandatory Workplace Standards for Re-Opening in Phase One

Here are the mandatory safety measures, as released by the Baker administration, businesses will need to follow if they are allowed to re-open in Phase One:

For 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

For hygiene:

- 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

For staffing and operations:

- Provide training for employees regarding the social distancing and hygiene protocols
- Employees who are displaying COVID19-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

For 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

NADA's Lifeline Series Webinars for This Week

NADA is working around the clock to make sure dealers have the information they need to combat COVID-19 disruptions. Here is next week's schedule:

• **Tuesday, May 12, 1pm-2pm ET:** [*How Digital Retailing Impacts Profitability*](#). NADA Academy instructor Michael Lucki and Roadster chief marketing officer Michelle Denogean will explore the impact of digital retailing on gross profits, staffing and organizational structure.

• **Wednesday, May 13, 1pm-2pm ET:** [*Payment Automation: Your Dealership's Continuity Plan*](#). Pam Cichoke, VP of sales at Nvoicepay, will discuss how payment automation can ensure accurate and timely payments to your suppliers and secure your payment data, security and availability.



- **Thursday, May 14, 1pm-2pm ET:** [*Proactive Recovery: Comprehensive Planning for Reopening Your Dealership*](#). Ian Grace, senior manager of Partner Performance, will share his approach for reopening dealerships, detailing specific and actionable measures you can take now.
- **Friday, May 15, 1pm-2pm ET:** [*The Best Ideas from ATD 20 Groups, Part 2: In Times of COVID-19 Pandemic*](#). ATD 20 Group consultant Ray Grapsy will review best ideas on business development, marketing, sales, parts and service and communications and discuss key short- and long-term strategy initiatives as dealers recover from the economic damage of the pandemic.

Recordings of all webinars in NADA's Lifeline Series are accessible to NADA and ATD members 24/7, free of charge. Click [here](#).

Daily Massachusetts COVID-19 Tracker

The state's COVID-19 Dashboard with up-to-the-date data can be found [here](#).

COVID-19 Safety Products to Help Your Dealership Keep Running

Reynolds and Reynolds, your Association's endorsed provider for dealership documents, has created a new line of products to help keep your employees and customers safe during this pandemic crisis, including face masks, hand sanitizer, desk shields, and social distancing signage. Reynolds is offering these products exclusively to their dealership partners and can be your one-stop shop for safety-related products.

To order such products, contact your Reynolds sales rep, or call (800) 344-0996, or contact them by email at RDS@reyrey.com.