



Town of Salisbury
5 Beach Road
Salisbury, Massachusetts 01952

Salisbury Unveils 10-Point Pandemic Action Plan

SALISBURY, Ma. (June 18, 2020) – On the heels of a Community Forum held on June 4th to gather feedback from town residents and business owners on how to manage the COVID-19 pandemic through the summer season, the Town of Salisbury is pleased to announce a **10-Point Action Plan** that focuses on enhancing public health and safety in and around Salisbury Beach.

The plan, which **will take effect on July 3**, covers everything from enhanced communication and signage to additional health monitors and new parking rules.

“We are extremely grateful for the input and feedback we received during the forum,” said Salisbury Town Manager Neil Harrington. “It was important and insightful to hear from our year-round and seasonal residents, as well as business owners, before we made any decisions.”

“The difficult circumstances we face amid the COVID-19 pandemic are not easy for any of us. However, the input we received during the forum has been invaluable in forging a way forward. We listened intently and incorporated many of the suggestions offered during the forum in this action plan,” Harrington said.

The 10-Point Action Plan includes the following:

- The Town will establish new Facebook <https://www.facebook.com/townsalisbury> and Twitter <https://twitter.com/TownSalisbury> accounts to make public announcements on a regular basis going forward.
- The Town will designate “Resident Parking Only” spaces in a portion of one of the two beach parking lots. The spaces will be open to any resident of the beach for parking every day and overnight at a cost of \$50 per year. Stickers will be available through the Town Clerk’s office. When those designated spaces reach capacity, the Town will make additional spaces available, as necessary.
- The Town will reduce the capacity of the larger of the two beach parking lots and will post signs indicating such.
- The Town will designate a limited number (4 or 5) of free, short-term, on-street parking spaces close to the Broadway Mall to accommodate drive-up and take-out food service. The Mall itself (also referred to as the “Beach Center”) will remain closed to vehicular traffic.
- The Town will prohibit parking in the lot adjacent to the skate park on Beach Road.

- The Town will hire additional health monitors to remind people in and around the Beach Center of social distancing requirements. The Town will also make periodic public announcements regarding State COVID-19 guidelines.
- The Town will purchase extra trash barrels and place them in close proximity to the beach.
- The Town will purchase and install additional signage to be posted at the Beach Center – in the parking lots, near the parking kiosks and at various beach access points.
- The Town will institute an enhanced cleaning schedule for the public restroom facilities at the beach. Additionally, the Town will post an employee at the public restrooms seven days a week throughout the summer to ensure that people waiting in line to use the restrooms will adhere to social distancing requirements.
- The Town will place reminder markers on the ground every 6 feet next to the parking kiosks to encourage compliance with social distancing.

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