



TOWN MANAGER

Memo

To: The Select Board
From: David Gardner, Acting Town Manager
Date: July 17, 2019
Re: Town Manager's Report

This report is for the period July 4th through July 17th, 2019

1. Meetings and/or Conferences
 - July 4th- Holiday Town Offices Closed
 - July 8th – Herring Cove Beach Opening Ceremony
 - July 8th – Select Board Meeting
2. Personnel Matters
 - Open Positions:
 - Zoning Enforcement and Code Compliance Officer
 - Human Resources Manager
 - Town Engineer
 - Seasonal Parking Department
 - On-Call Telecommunicators
3. Department Update

This bi-weekly update provides an update of recent town department activity.

Economic Development

Objective: Support and increase the year round population

Marriage Intentions: The Town Clerk's office provides a variety of services to residents, such as genealogy research, voter registration, and the issuance of business certificates. In addition to these items, the Town Clerk's office is where residents and non-residents file their marriage intentions. To date, 47 couples have obtained marriage licenses from the office (*Town Clerk*).

Building Code compliance: The Building Division of the Community Development Office continues to work with business and homeowners in order to bring them into compliance with all local and state regulations. The public is encouraged to contact

the office directly regarding any questions or concerns with building compliance (*Community Development-Building Division*).

Objective: Support efforts to improve the tourism economy to enhance the visitor experience

BroadwayWorld.com(BWW): The Tourism Department had a sponsored content story on the BWW webpage. The article opened with the history of the Birthplace of Modern American Theater and featured today's Provincetown theater productions, Broadway, and award winning performers. It included a timeline with images dating back to 1781, and finished with live theater today. The ad campaign began during the Tony Awards week (one of the highest traffic periods for the site). In addition, a digital campaign was launched with page takeovers surrounding the content with a click through to summer entertainment, which then brought the user to the Provincetown Tourism Office website (*Tourism Department*).

Summer Entertainment Social Media Campaign: The summer entertainment campaign is a series of five carousels on Facebook and albums Instagram highlighting summer entertainment. The ads click through to a landing page on the Provincetown Tourism Office website, listing all the venues in Town with entertainment. It allows the user to choose the show, and brings them directly to the venue's site to purchase tickets. This campaign was very effective last year to promote the variety of shows offered throughout Town (*Tourism Department*).

Tourism Website Development: The Tourism office's website developer, Bellweather, has completed the design sprint. The Website Committee has been meeting with the developer biweekly, and the next Stakeholder meeting is scheduled for July 22nd. The meetings are online presentations via ZOOM with opportunities for Stakeholders to provide feedback during and again after the meeting. The next meeting will be scheduled the week of August 26th, with a scheduled launch date of September 30th, 2019 (*Tourism Department*).

Objective: Support public transportation planning to provide more public transit options and mobility for visitors, workers, and residents

Grace Hall and MPL Parking Lots: The Town will be meeting with the approved contractor, Westcor, later this month to outline the rolls of each Department in the Parking Lot Revenue Control System (PARCS) replacement work. Lot booths have been ordered to meet the project deadlines, and items such as timelines for demolition, construction, installation, and training on the new systems are to be discussed (*Emergency Management and Transportation Coordinator*).

Parking audit: The Transportation Coordinator is working with Flowbird/Parkeon on an audit of all numbered parking spaces in town. Upon completion, the Kiosks will be reprogrammed accordingly to ensure specific spots function as intended. The reprogramming aims to alleviate customer confusion, misuse and extended stays, and

Enforcement Agent bandwidth (*Emergency Management and Transportation Coordinator*).

Housing

Objective: Promote policies and programs that encourage year round housing with income and age, racial and ethnic diversity

Harbor Hill: On June 24th, Special Town Meeting approved the additional funding for the Year Round Market Rate Rental Trust. The contract between the Town and NEI, the approved contractor, has been executed by the Finance Director, with weekly go-to meetings with Town, NEI, and LDA resuming in anticipation of a construction start date of July 22nd. Of the six units in Building #5 that are completed for rental, two are occupied, two have move-ins scheduled (July 23rd and August 1st), and two are unoccupied. For those interested, applications are available on the Town of Provincetown webpage. The on-going rent-up process has transitioned over to the Community Development Partnership (*Housing and Economic Development Division*).

Objective: Increase Community Housing availability

Inclusionary Zoning By-law: During its meeting on July 11th, the Planning Board began discussing changes to the Inclusionary Zoning by-law. These changes will include streamlining the application and review process, clarifying ambiguities, and providing clear direction to developers. The work will occur over the later summer and fall months, with by-law changes ready for the 2020 Annual Town Meeting (*Community Development-Planning Division*).

VFW & 26 Shank Painter Road: Building from the initial public forum held on June 19th, staff has focused their efforts on community outreach. On July 9th, the Town posted an on-line survey (done in the same fashion as the one conducted during the forum by JM Goldson) on the Town Website. This effort is coupled with staff outreach to boards and committees through attendance during regularly scheduled meetings, as well as setting up information stations at Fire station #3 and the Town Library. The intent of this effort is to gather a broader range of community input on the concepts presented during the June 19th forum (*Housing and Economic Development Division*).

Community Connectivity and Communications

Objective: Develop and sustain existing programs and community forums that foster education on issues of public concern

Mental Health and Substance Abuse Case Management Grant: After completion of the public bidding process, the grant for Mental Health and Substance Abuse Case Management services has been awarded to the Homeless Prevention Council (HPC), Inc. The Health Department is working with both Outer Cape Health Services (the group which previously held this grant) and the HPC to ensure a seamless transition. HPC is currently hiring a full time case manager to support Provincetown, as well as a

program schedule that best supports partner departments such as the Police, Library, and Health Departments. In the meantime, case management support is provided to Provincetown by the existing HPC staff (*Community Development-Health Division*).

Substance Abuse Programs: The Health Department continues to offer Health Department-supported programs for people with substance use disorders. The Crystal Free group is offered weekly at the ASGCC Drop-in Center at 148A Commercial Street on Wednesdays at 5:30 pm. Yoga for Recovery, a partner project of the Health and Recreation Departments, runs weekly on Tuesdays at 6:45 pm at the VMCC (*Community Development-Health Division*).

Objective: Use the Town Library as a resource, continue to invite and encourage community engagement through outreach and programing

Volunteers at the Library: The Library is pleased to offer volunteer opportunities to three tax program participants. The volunteers offer their time and expertise to the Library and community through tech assistance, shelving duties, and most recently, in our "greeter" position, to help visitors find our public restroom and the Rose Dorothea Schooner model on the second floor (*Library*).

Library on Instagram: The Library now has over 1,100 followers on Instagram. Promoting the Library and its programs on social media is a key component to outreach and marketing for both residents and visitors (*Library*).

Summer Programming: The July and August programming at the Library includes a range of activities for both adults and children. For those who would like to explore the options which the Library offers, please visit the Provincetown Library's website and click on the Events tab (*Library*).

Built and Natural Environment

Objective: Promote Policies and programs that protect and sustain the natural environment, and our community's way of life

Water Department: The Water Department is performing hydrant maintenance on various hydrants throughout the system, as well as assisting in grounds maintenance at the pumping station/wellfield sites. Water treatment staff will be performing the second round of monthly bacteria sampling through the system next week, as well maintenance at North Union Field well site monitoring well data sensors (*Department of Public Works*).

Environmental Health: The Health Department is working closely with Barnstable County Health & Environment, MA DPH, the Harbormaster's office, DPW, and Conservation Department to understand beach closures and how to mitigate them. There were no Provincetown beach closures during the weeks of either July 1st or July 8th (*Community Development-Health Division*).

Objective: Promote efforts to improve our streetscapes and intersections for safety and convenience of pedestrians, bicycles, and vehicles

Highway Department: The Highway Department staff is focused on routine maintenance such as cutting back vegetation, litter control, beach raking, and street sweeping. There is no scheduled special project to be undertaken so that any issues that may arise will be dealt with on a case by case basis (*Department of Public Works*).

Buildings & Grounds: The Building and Grounds Department is focused on general seasonal maintenance, as well as the repair and repainting of public benches throughout town. Several projects are scheduled to commence over the next two weeks. The VMCC projects which include generator replacement, roof coating project, and the COA kitchen fan installation are waiting on contractor start dates. The completion of the preliminary work for the server room fire suppression system at the Library is also slated to begin later on this summer. Bids for the exterior painting of the Town Hall and the standby generator for the Library and Firehouse #4 are in the draft stages (*Department of Public Works*).

Objective: Establish and execute a plan for the First Landing Park and Native American Memorial

First Pilgrims Park: The Community Development and Public Works departments have begun preliminary design and cost estimating for the 2020 improvements to First Pilgrims Park. Town staff hopes to have concept options for review by early fall (*Community Development-Planning Division*).

Bas Relief: The restoration of the granite structure surrounding the Cyrus Dallin bronze tablet continues and is expected to be complete later this month. Phase 2, which includes the re-aligning the sidewalks due to encroachment issues, landscaping, and other site improvements such as benches, trash cans, and bike racks, will commence after Labor Day (*Housing and Economic Development Division*).

Emergency Planning and Management

Objective: Propose zoning and other regulatory bylaws to improve public safety and emergency preparedness

Keeping History Above Water Conference: The Town Planner, Environmental Planner, and Building Commissioner attended the Keeping History Above Water conference on Nantucket on June 27th. The conference provided significant information on technologies and practices being used to develop short-term design guidelines and long-term plans for how to deal with sea level rise in historic districts (*Community Development-Planning Division*).

Climate Change Planning and Resilience

Objectives: Become certified as Municipal Vulnerability Preparedness community and pursue MVP action grant funding to implement mitigation measures identified in the MVP Community Resilience Building process

Resilient Provincetown (Municipal Vulnerability Preparedness Plan): The Town has completed the Municipal Vulnerability Planning process, and the Environmental Planner has worked with Woodard & Curran to complete and submit to EOEEA the Summary of Findings report. The Town's designation as an MVP Community will be forthcoming. The Environmental Planner will make a presentation to the Select Board about the Summary of Findings during a regularly scheduled meeting this summer (*Community Development-Conservation Division*).

Government, Operations, and Finance

Government and Operations

Objective: Implement policies and programs that support year-round culture and economy

Maps: The MIS Department has been busy coordinating structure and parcel updates to the Town's maps. This involves collaboration between the Assessor's office, the Finance office, and PeopleGIS, where the Town's maps are hosted online. This process is repeated several times a year to keep up with the many changes that take place throughout the community (*Management Information Systems Department*).

Objective: Support efforts to achieve educational excellence and increase student population

School: During the summer months, MIS evaluates the equipment that gets used throughout the school year. This includes staff computers, as well as the student Chromebooks that are used as part of the one-to-one program. In addition to this, network improvements are being made to the preschool area at the VMCC (*Management Information Systems Department*).

Finance

Objective: Pursue initiatives that properly allocate revenues and expenses to support and increase the year-round population

Cape and Islands Water Protection Fund (WPF): On June 26th, the Finance Director attended the WPF Management Board meeting. An update by Dana Ackerman from the Department of Revenue was provided. Ms. Ackerman explained that intermediate companies such as Home Away and Airbnb will be required to provide the registration number of the rental operator to the State, and that Town's may request a list of registered operators. Additionally, the WPF will be providing each Town with a breakdown of the new 2.75% excise tax. By-laws for the Management Board have been drafted, and will be reviewed by the Board's officers (*Finance Director*).

Objective: Create and implement a long term plan for revenue from short term rental and marijuana taxes

Short Term Rental Tax: During the week of July 8th, the Finance Director attended the Cape & Islands Assessors' Meeting, which included an update from the Department of Labor Standards. The Department of Revenue has announced that they will be providing communities with (1) A list of registered short term rental operators which will be available mid-August 2019 and (2) A break out of the traditional hotel/motel and short term rental reimbursements online, with the local aid distribution information (*Finance Director*).