



# Memo

To: Select Board

From: Alex B. Morse, Town Manager

Date: April 21, 2022

Re: Department Update Report for the April 25, 2022 Select Board Meeting

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## Administration

- Staff hosted representatives from the USDA at their request, to showcase their support for water and sewer projects in Provincetown over the years. The visit included a tour of the Wastewater Treatment Plant and our Water Treatment Plant.

## Building

- Harry Kemp Way Construction: The work to clear the land in preparation for a three dwelling unit building has begun at the previously undisturbed lot at 46 ½ Harry Kemp Way. As a three unit building, one of the units qualifies under the Inclusionary Bylaw.
- 40 Winslow Street Construction: The new duplex construction continues. The project is providing a Payment in Lieu of \$35,195.00 instead of creating an on-site affordable unit per the allowance of the Inclusionary Bylaw.
- 286 A Bradford Street Construction: 7 of the 8 foundations at the project at 286 A Bradford are constructed and 6 of those foundations are supporting buildings in various stages of construction.
- Kendall Lane Construction: At 3 Kendall Lane, a new foundation is in place to support a new 1 bedroom dwelling that was permitted to replace a previously existing 1 bedroom dwelling.

## Council on Aging/ Human Services

- Older Americans Month: Every May, the Administration for Community Living leads the national observance of Older Americans Month. This year's theme is "Age My Way!". It is an opportunity to realize that aging is an individual process, to acknowledge societal stereotypes of growing older and implicit bias and to celebrate positive aging. The COA staff recognizes and offers our appreciation for the vital contributions older adults make to our community every day.
- Senior Property Tax Work-Off Program: The Town of Provincetown, through the Assessor's Office, offers older adult residents a tax abatement on their real estate

tax bill in exchange for community service work hours to Town Departments, Boards and Committees. Applications and information are available from the Senior Center at the VMCC or by calling the COA at 508-487-7080.

- Nutrition Programs: The Senior Center offers several food programs. Our on-site non-perishable pantry is open to all ages and can be accessed in-person during business hours or through delivery. There are no eligibility or registration requirements. A monthly mobile pantry called “Healthy Meals in Motion” is provided in partnership with the Family Pantry of Cape Cod to income-eligible residents 60+ and families with children. This choice pantry includes dairy products, meats, baked goods and fresh produce as well as non-perishables. In addition, weekly senior lunches are open to residents 60+ years of age. Assistance is also available for SNAP applications (Food Stamps) and other resources. Residents can call 508-487-7080 for more information.

### Finance

- Department Staffing: Interviewing candidates for open Accounting Clerk position and Interim Treasurer, Alex Williams, will be starting as a consultant on 4/22.
- Preparing ST borrowing requirement for bonded capital.
- Audit: In the final stages of the FY21 Audit engagement with CLA. There are no known issues.
- Budget: Preparing FY23 budget creation based on Town Meeting Warrant

### Harbormaster

- Moorings: Renewal mooring permits are coming in at a typical rate with an increase of new mooring applications that will be added to moorings in Provincetown Harbor.
- Kayak Racks on Beaches: By the end of the first day of selling kayak rack permits, 176 out of an available 211 spaces are rented for the season, leaving only 16% of our available kayak rack spaces available for 2022.
- Harbormaster Patrol Boat: Monday, May 2, is the target date for beginning preparations of Marine One, our primary Harbormaster boat for placing it into service by end of week.

### Health

- COVID-19 Testing and Public Outreach: Provincetown Health Department distributed 896 rapid COVID tests to Town Meeting participants, with the recommendation to test 4-5 days following indoor gatherings, or with any onset of symptoms. Folks who test positive, regardless of vaccination status, should isolate for 5 days, inform their healthcare provider to be triaged for needed medical care, and inform any close contacts. With no symptoms or resolved after 5 days, the patient can leave isolation but continue to wear a mask around others for 5 additional days. If there is fever, continue to stay home. For more details see <https://www.cdc.gov/media/releases/2021/s1227-isolation-quarantine-guidance.html> . The Health Department received an additional shipment of rapid tests from MEMA, along with update from the state that our supplies have a 90-

day extension from the printed expiration dates. (iHealth kits stamped 'Use by 2022-06-22' are now valid through September 22, etc.) We continue to offer 2 boxes per individual, 4 per household and 5 boxes per business, and have assisted by fulfilling a special request from Provincetown Film Festival.

- Updated COVID Policies: Just last week, the Centers for Disease Control extended the travel mask mandate through May 3<sup>rd</sup>. The requirement applied to airplanes, trains and other forms of public transportation. Following a Florida federal judge's ruling, Transportation Security Administration will not enforce the mask requirement on public transportation and hubs at this time. Amtrak also announced that they will no longer require masks for passengers and employees. It is unclear if the Justice Department will seek an order halting the ruling and file an appeal. CDC recommends that people continue to wear masks in indoor public transportation settings. At this time, the Massachusetts Department of Public Health webpage for masking guidance has no update regarding these developments posted to <https://www.mass.gov/info-details/covid-19-mask-requirements> , still citing to the 1/29/22 CDC orders for transportation.
- Routine Health Department Operations: Health continues license renewal and new licensing activities with food service establishments, semi-public swimming pools and special purpose pools (hot tubs) opening for the 2022 season. The Health Agent has provided new/transfer licensee pre-application meeting guidance to five new food service operators so far this year, conducted six plan reviews and completed three with pre-operational inspections. Four more are expected to schedule for opening inspections. There are 18 pools and 12 hot tubs due for inspections prior to the end of May.

## Housing

- Resources: The Community Development Partnership along with the Homeless Prevention Council have begun the roll out of their Lower Cape Housing and ADU Resource Center which will provide financial incentives, technical assistance to property owners, and support services; visit: <https://www.lowercapehousing.org/adu>
- Homeownership Opportunities: Anticipate one 3-bedroom affordable resale on Hensche Lane [available Nov 1<sup>st</sup>] and two 2-bedroom inclusionary zoning new units on Bradford Street with expected availability late summer and Fall 2022. Sale prices and eligibility amounts to be determined at marketing kick-off this spring/summer. Expect new Area Median Income numbers for 2022 to be the base.
- 3 Jerome Smith/VFW Housing Development: Pursuing 40B permitting technical assistance from MA Housing Partnership.
- Economic Development Grants: The Economic Development Committee voted on 4/13/22 their recommendations for \$79,682 in grants for 13 applicants to be presented to the Select Board on 4/25/22.

## Human Resources

- New Hires: Donna Walker, Diversity, Equity & Inclusion Director (Start Date 5/9/2022)
- Resignations: Jared Aponte, Treasurer/Collector (last day 4/15/22)
- Open Year-Round Positions: Currently the Town is seeking a DPW Director, Assistant Town Manager, Full Time Telecommunicator, Fire Department Secretary/Paramedic, Treasurer/Collector, Assistant Town Accountant, Principal Accounts Clerk, On-Call Secretaries and On-Call Telecommunicators.
- Open Seasonal Positions: Currently the Town is seeking Seasonal Police Community Service Officer, Seasonal Police Officers, Seasonal Highway Department Laborers, Seasonal Transfer Station/Sanitation Laborers, Seasonal Barrels and Grounds Attendants, Seasonal Third Barrel Pick Up Employees, Seasonal Comfort Station Attendants, Seasonal Fire House & Town Hall Public Restroom Attendants, Seasonal Beautification Maintenance Staff, Seasonal Groundskeeper Maintenance Staff, Seasonal Recreation Behavioral Aides, Seasonal Recreation Leaders, Parking Lot Attendants, Seasonal EMT, Seasonal Paramedic, Seasonal Assistant Harbormaster, Seasonal Pier Deck Safety Crew, Seasonal Pier Maintenance Technician, Seasonal Pier Night Watch/Deck Safety Crew.
- Applications and job descriptions for all positions can be found on the Town's website.

## Library

- Moby-Dick Marathon Week of Programming: On Tuesday, April 26 at 6:00pm via Zoom join artist and illustrator Matt Kish, author *Moby-Dick in Pictures: One Drawing for Every Page*, which provides an illustration for each page of Herman Melville's magnum opus. On Wednesday, April 27 at 5:30pm the Library will be showing the documentary, *A Plastic Ocean* that features journalist Craig Leeson, diver Tanya Streeter and an international team of scientists and researchers as they travel to twenty locations around the world over four years to explore the fragile state of our oceans. On Thursday, April 28 at 7pm the Center for Coastal Studies, in collaboration with the Library, will present "We Are All Whalers," a conversation between marine scientist and veterinarian Michael J. Moore and Dr. Stormy Mayo. On Friday, April 29, Town Manager Alex Morse will open the marathon at 10am and the reading will continue until 5pm. On Saturday, April 30, the marathon will continue from 10am to 10pm and will wrap-up on Sunday, May 1 from 10am to 5pm. Please email Brittany at [btaylor@clams.net](mailto:btaylor@clams.net) to sign up to be a reader.

## Licensing

- Licenses: Busy with retail renewals.
- Licensing Board: Licensing Board is discussing noise bylaw waivers and has a work session scheduled with Vehicle for Hire Owners.
- Licensing Department: Reviewing department regulations.

### MacMillan Pier

- Pier Improvements: The Fender Pile replacement and Infrastructure Project will begin mobilization by the end of April and should take 6-8 weeks to complete.
- Whale Watching: The Dolphin Fleet has begun to bring in their vessels. One arrived last week; they come in early to get cleaned up and ready for the season
- Public Restrooms: The restrooms at the end of the Pier typically open once we have seasonal staff and approximately one week before the start of ferry service.
- Ferry Service: The first ferry by Bay State Cruises and Boston Harbor City Cruises will be arriving on Monday May 16<sup>th</sup>. This will be the 50<sup>th</sup> anniversary of the Ferries coming to Provincetown. A small welcoming celebration is being discussed.
- Operations: The office will begin our seasonal second shift once the ferries begin their schedule and currently the office remains open 7 days a week from 8am to 4pm and additional hours as needed to support the needs of the tenants and transients of the Pier. Emergency “on call” numbers are posted and the pier is monitored off hours.

### MIS

- WasteWorks. MIS is working with the DPW to implement a new waste management system. WasteWorks will offer flexible reporting tools and integrated billing options that will provide timely and accurate data about Transfer Station usage. The implementation includes the deployment of a new server that will create a secure connection to Transfer Station equipment.
- Desktop Refresh. MIS is preparing for the annual Spring desktop replacement cycle. A batch of new computers will be prepped and deployed centrally, after which the physical replacement will be coordinated with each affected staff member. We hope to have this process completed by the end of June.

### Planning

- Local Comprehensive Planning Committee: The Committee is compiling the final draft plan and anticipates presenting this to the Select Board at its May 23, 2022 Public Meeting. All components are available for review and comment on the LCP Committee’s website: <https://www.provincetown-ma.gov/1001/Local-Comprehensive-Plan-Update>
- Historic District Commission: The Commission has an architectural elements reference guide to assist applicants and homeowners with understanding more about the exterior architectural features that are important to a building and the district.
- Planning Board: The Planning Board commenced discussion of a form-based code overlay district for the Shank Painter Road corridor in anticipation of upcoming Transportation Improvement Program (TIP) roadway planning.

## Public Works

- Summer Restroom Schedule:
  - MPL Restrooms  
Will open 7 days a week starting Sunday May 15<sup>th</sup> from 8am to 10pm.
  - Town Hall Restrooms  
Will be open 7 days a week starting Sunday May 15<sup>th</sup>.
  - M-Th & S-Sun: 9am to 5pm. Fri: 9am to noon.  
Fire House 2
  - Will be open 5 days a week starting Monday May 16<sup>th</sup>.  
M-F: 9am to 5pm. S-Su: closed.
- Spring Cleanup: DPW crews are all hands on deck prepping our community for the coming tourism season. Flushing water mains, sweeping streets, line painting, building repairs, and stormwater clean-outs are just a few of our tasks over the next several weeks.
- Tree Planting: DPW has assisted volunteers from the non-profit group “Trees Provincetown” in planting 11 new trees this Spring. The new trees can be found at the VMCC facility, several parking lots, and at a housing authority property on Pearl Street.

## School

- Vacation: Students and staff are enjoying a well-deserved break this week.
- Transition: Superintendent Suzanne Scallion has resigned effective at the end of the school year after a 45-year career teaching, coaching, and administrative work.
- Testing: MCAS is underway and our students have completed the Language Arts portion of the tests.

## Tourism

- Digital Media Marketing: During the first quarter of 2022 ending March 31<sup>st</sup> we delivered 524,000 digital display ad impressions with a CTR (click through rate) of .07% exceeding the travel and hospitality industry average CTR of .05%. SEM (search engine marketing) key word search impressions reached 148,121 with 19,080 clicks resulting in a CTR of 12.88% compared to the GOOGLE average of 3.17% and the travel and hospitality industry average of 4.68%. Wow!
- Social Media Advertising: During the first quarter of 2022 ending March 31<sup>st</sup> we delivered 71,980 impressions on Facebook and Instagram. We reached 49,912 people with a CTR of 5.69% exceeding the social media and travel and hospitality averages of .90%. Wow!
- Organic Social Media: The social media focus this spring has been on Instagram. Drew Wander recently created two reels to get the attention of the users. The first few days after the reels were published we reached 18,082 people with 19,467 plays, 1,585 likes, 240 shares and 46 saves. Awesome! This media form will be expanded upon as a channel to reach the audience.

- Commercial/Promotional Video: For the first quarter of 2022 ending March 31<sup>st</sup> the YouTube views totaled 136,606 with 98,354 partial views and 38,252 complete views for a 28% completion rate. An interesting statistic is 19,730 people completed the 60 second video and 19,864 people completed the 30 second video; therefore, it shows the production quality is able to keep the viewer's attention as well as the abbreviated version even one year after the original release of the video. Additionally, the 30 second video is running mid-real on VH1 RuPaul's Drag Race this season throughout New England reaching millions of viewers.
- Art Thief Film: Completion of the 1916 Films LLC (Arthur Egeli) film Art Thief, a theory on the Isabella Stewart Gardner Museum heist, was interrupted due to the lead character testing positive for COVID. The filming in Town was originally scheduled from March 23<sup>rd</sup> – April 19<sup>th</sup>. Filming will resume April 26<sup>th</sup> and will be completed on April 29<sup>th</sup>.
- Gucci Fashion Shoot: The producer of a Gucci Fashion Shoot has applied to film in Town. The shoot will take place throughout Cape Cod from Woods Hole to Provincetown. The basecamp for the shoot will be in Provincetown at a hotel to be finalized. The project is tentatively schedule for May 5<sup>th</sup> – 9<sup>th</sup> with shooting in Town on May 6<sup>th</sup>.