

Town of Yarmouth

Per M.G.L.: All town and school boards, committees, commissions, and authorities shall post a notice of every meeting at least 48 hours prior to such meeting, excluding Saturdays, Sundays, and legal holidays. Notice shall contain a listing of topics/agenda that the chair reasonably anticipates will be discussed at the meeting.

Notice of Meeting

Name of committee, board, etc:	Community & Economic Development Committee (CEDC)
Date of Meeting:	July 15, 2019
Time:	4:30 p.m.
Place:	Room A Yarmouth Town Hall 1146 Route 28 South Yarmouth, MA 02664

Agenda

1. Water Resources Advisory Committee Update
2. Tourism Revenue Preservation Fund
 - o Budget Update
 - o Marketing Contract Update
3. Business Community Surveys – Broadband Needs and Municipal Needs
 - o Request for Funding – Business Profile/Broadband Demand Analysis
4. Committee Member Updates
5. Staff Updates
6. Future Agenda Items
 - o GIZ Extension
 - o Redevelopment Authorities
 - o Opportunity Zone Discussion
 - o Collaborative Workspace
 - o Public Art
7. Minutes for Review
 - o June 25, 2019
8. Upcoming Meetings
 - o August 12, 2019
9. Adjourn

YARMOUTH TOWN CLERK

'19JUL11PM1:12 REC

Posted By (Name):	Kyle Pedicini
Signature:	<i>Kyle Pedicini</i>

Copies of documents and other exhibits listed here may be found in the Department of Community Development at Yarmouth Town Hall.



TOWN OF YARMOUTH

1146 ROUTE 28, SOUTH YARMOUTH, MASSACHUSETTS 02664-4492
Telephone (508) 398-2231, Ext. 1277, Fax (508) 398-2365

Department of
Community
Development

To: Community and Economic Development Committee

From: Karen M. Greene, Director *KMG*

Date: July 11, 2019

Re: Demand for Broadband

Following up on recent conversations with Open Cape about improving connectivity for businesses and residents, we have requested a proposal from ctc technology & energy to analyze the broadband needs of Yarmouth businesses. This work would help to determine how and the extent to which local businesses would utilize and benefit from improved connectivity. The work product could be utilized to inform a future survey and/or to help plan for infrastructure improvements that would provide improved connectivity.

This proposal is attached. We respectfully request that Tourism Revenue Preservation Funds be utilized to cover the associated costs – \$8,900.

Cc: Daniel M. Knapik, Town Administrator
Rich Bienvenue, Chief Procurement Officer

July 2, 2019

Ms. Karen M. Greene
Director of Community Development
Town of Yarmouth
1146 Route 28
South Yarmouth, MA 02664
kgreene@yarmouth.ma.us

Subject: Proposal to analyze the broadband needs of Yarmouth businesses

Dear Karen:

As discussed, attached is an updated proposal to assist the Town of Yarmouth in understanding the broadband needs of local businesses. In this proposed engagement, we will profile businesses in Yarmouth with respect to their potential broadband usage and needs. We will prepare a report that provides our analysis and makes observations on potential service gaps. In addition, we will create a draft set of questions that the Town can consider using in a future Town-administered survey of local businesses.

CTC has almost three decades of experience assisting cities, towns and municipal electric utilities with fiber and wireless network designs; broadband plans and business analyses; and related market research, surveys, and needs-assessment tasks. In Massachusetts, our experience ranges from developing the original broadband business plan for Norwood Light to providing utility network designs for the Hingham Municipal Lighting Plant and the Sterling Municipal Light Department. We have engaged with many comparable jurisdictions across the country.

Our reputation rests on our track record of providing **independent guidance**. We have, as a policy, no financial stake in the strategies you choose to adopt. Please do not hesitate to contact me, Joanne Hovis, or Tom Asp if you have any questions about our proposal.

Best Regards,



David Talbot
Senior Researcher and Analyst

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1. Statement of Work

CTC proposes to profile businesses in Yarmouth to evaluate their potential broadband needs, then develop a set of questions that the Town can consider using in a future survey of the businesses to gather more detailed data. We will prepare a report that analyzes the likely demand patterns for broadband services and recommends steps the Town might consider taking to fill broadband service gaps.

Our project approach involves methodical research, rigorous analysis, and regular communication. **CTC will be Yarmouth's independent adviser.** As a matter of policy, we have no financial stake in your decisions.

Task A: Facilitate a Strategy Session

We will start by conducting a strategy session. During this meeting we will confirm the project's goals and objectives, discuss the Town's perceptions of the broadband needs of local businesses, review any available background data provided by the Town, and share insights from recent and past engagement. We will also discuss existing services available in Yarmouth, including from Comcast and OpenCape.

Prior to the strategy session we will prepare and submit an information request to the Town to assist in identifying and sharing relevant data.

Task B: Profile the Town's Businesses

We will assess local businesses' potential demand for broadband services by profiling the business community; our data source will be a database purchased from our supplier, InfoUSA. We will analyze this data to examine business attributes such as the number of employees and annual telecommunications services spending to highlight potential broadband demand patterns. We can make initial estimates of what types of services local businesses might be interested in purchasing based on the businesses' attributes and our experience evaluating broadband service demand around the country.

Task C: Prepare a Draft Survey Instrument

We will prepare a set of survey questions about local business' use of and needs for broadband services. The survey will include questions designed to elicit responses about what services businesses are receiving now, what prices they are paying, what providers they are using, and what problems or service gaps they may be experiencing. The Town at its discretion can later use the survey as a mailing, an email survey, or other approach to gather additional data on business needs.

Task D: Prepare a Project Report

We will prepare a written report that documents our profile of Town businesses and notes the broadband demands of similar businesses nationwide (based on our experience) and presents considerations that will enable the Town to make informed decisions about potential next steps. The project report will also include the draft survey instrument that the Town can consider using in the future. We will facilitate a final strategy call to discuss the report and review potential next steps and options the Town might consider.

2. Project Cost

CTC proposes to perform the professional services identified in the scope of work above for the flat fee of \$8,900. The flat fee includes travel and other expenses.

We will bill any mutually agreed work outside of the proposed scope at the following hourly rates:

Labor Category	Hourly Rate
President/Chief Technology Officer	\$225
Principal Analyst/Engineer	\$200
Senior Analyst/Engineer	\$175
Staff Analyst/Engineer	\$155
Communications/Engineer Aide	\$80

3. About CTC

Experience and Expertise

CTC offers extensive experience and expertise in all aspects of strategic and business planning, feasibility studies, needs assessment, and network engineering. We have developed broadband business strategy—including market surveys, business plans, engineering analyses, and financial pro formas—for public sector clients nationwide, including the cities of Atlanta, Palo Alto, Raleigh, San Francisco, Santa Cruz, and Seattle.

We currently are engaged with the cities of Cambridge and Boston; in addition, we are currently or were recently engaged with several municipal utilities in Massachusetts, including the Taunton Municipal Lighting Plant, Hingham Municipal Lighting Plant, and Shrewsbury Electric and Cable Operations.

Many of our engagements have focused on low-risk non-profit and public sector strategies to expand existing broadband infrastructure to close the digital divide, promote economic development, enhance the availability of high-bandwidth services to local businesses, and increase broadband competition.

We specialize in helping local governments and municipal utilities develop phased approaches for implementing fiber networks to meet their needs; we are particularly experienced with helping to develop strategies for risk sharing among multiple partners, including, in some cases, for-profit service providers that utilize publicly owned assets. Our goal in these engagements is to develop strategies in which the service provider partner shares the risk of expanding a network to serve the public sector’s broader needs. In these engagements, too, we are vigilant about protecting our public sector clients’ interests and managing their risk with respect to partner financing and operations.

Thought Leadership

In addition to our work directly with clients, CTC principals Joanne Hovis and Andrew Afflerbach are recognized for thought leadership on next-generation broadband issues.

Joanne testified before the U.S. House of Representatives’ Committee on Energy and Commerce, Subcommittee on Communications and Technology, about the critical importance of local participation in broadband planning (January 2018).¹ At a 2017 hearing, “Broadband: Deploying

¹ See <http://www.ctcnet.us/blog/ctc-president-joanne-hovis-testifies-before-u-s-house-of-representatives-subcommittee-on-closing-the-digital-divide-broadband-infrastructure-solutions/>

America’s 21st Century Infrastructure,” she testified on issues related to deployment of next-generation broadband infrastructure in rural communities.²

Joanne and Andrew authored “Gigabit Communities,” an independent white paper on gigabit-facilitation strategies commissioned by Google.³ Joanne also co-authored “The Emerging World of Broadband Public–Private Partnerships: A Business Strategy and Legal Guide” (published by the Benton Foundation).⁴

With the New America Foundation’s Open Technology Institute, Joanne and Andrew co-authored a report on local broadband networks: “The Art of the Possible: An Overview of Public Broadband Options.”⁵ That study was cited in President Obama’s report on public sector fiber networks, “Community-based Broadband Solutions: The Benefits Competition and Choice for Community Development and High Speed Internet Access.”⁶

In addition, Joanne, Andrew, and other CTC staff have authored guides on community fiber development for the Utilities Telecommunications Council and the Tennessee Valley Public Power Association. These and other key documents are available on our website (www.CTCnet.us/library).

Commitment to Meeting Our Clients’ Needs

We have a robust roster of national and international clients, and our workload reflects that success. As we have proven over the past three decades, however, we are adept at managing our clients’ needs and our staffing levels. We pride ourselves on our track record of completing projects on time, regardless of the size or complexity of the tasks at hand. We commit to providing an exceptional level of service and to meeting your timeline.

² See <http://www.ctcnet.us/blog/ctc-president-joanne-hovis-testifies-before-u-s-house-subcommittee-broadband-deploying-americas-21st-century-infrastructure/>

³ See www.Gigabit-Communities.com. While this work was commissioned and supported by Google, CTC’s analysis was entirely independent and focused on promoting local governments’ needs.

⁴ <https://www.benton.org/sites/default/files/partnerships.pdf>

⁵ <http://www.ctcnet.us/publications/the-art-of-possible-an-overview-of-public-broadband-options/>

⁶ http://www.whitehouse.gov/sites/default/files/docs/community-based_broadband_report_by_executive_office_of_the_president.pdf

4. Project Team

We propose the following key team members—who will be supported, if the project schedule requires us to add resources, by our team of highly qualified staff analysts and engineers.

David Talbot, *Senior Researcher and Analyst*, will serve as Project Manager and will oversee the production of all written project deliverables. He has more than 25 years of experience as a journalist and academic researcher. Prior to joining CTC, Dave was a researcher producing case studies on municipal fiber infrastructure at the Berkman Klein Center for Internet & Society at Harvard University; before that, he was chief correspondent at *MIT Technology Review* magazine, owned by MIT. He is also chair of the Board of Commissioners at the Reading Municipal Light Department in Reading, Massachusetts, giving him practical experience in working within the local government context in Massachusetts.

Tom Asp, MBA, *Principal Engineer and Analyst*, will lead all financial analysis tasks. He has more than 25 years of nationwide experience as an engineer and analyst in communications and public power systems. His experience includes telecommunication system design and evaluation of network feasibility. Tom has developed financial statements and prepared quantitative business plan analyses for municipal and utility clients nationwide. He also has extensive experience presenting to local and state government officials, conducting needs assessment interviews, and facilitating stakeholder sessions.

Joanne Hovis, *CTC's President*, is a nationally recognized authority on the broadband market and community broadband topics—and on the evolving role of government in the provision of communications services to the public. Since 1997, she has directed CTC consulting services related to strategic planning, business modeling, and financial analysis for hundreds of clients nationwide. Joanne has extensive experience conducting market assessments and developing business case and business model scenarios for public sector broadband initiatives. She leads the CTC team that advised the states of Massachusetts, Connecticut, New Mexico, and Kansas, the cities of San Francisco, Seattle, and Washington, D.C., and the statewide broadband networks in Maryland and Pennsylvania.

Charlie Hamm, *GIS Specialist and Staff Engineer*, will develop all necessary maps and data analysis. He works with a range of geographic design programs to enable large-scale network design and construction projects, as well as to illustrate geographic data for feasibility studies.

5. Recent Projects in Massachusetts

CTC is widely recognized for its telecommunications engineering and business analysis and has a 30-year track record of success supporting municipal government clients nationwide. The following brief descriptions highlight three recent CTC projects in Massachusetts. Many other project citations and references are available on request.

Shrewsbury Electric and Cable Operations

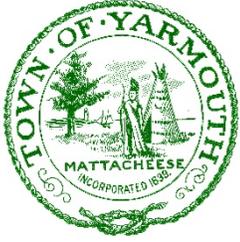
CTC developed a comprehensive technology and business assessment of the range of options available to SELCO for upgrading its existing hybrid fiber-coaxial (HFC) network. As SELCO considered potential investments in new and upgraded infrastructure, we provided strategic guidance in light of the evolution of the market for communications services and the technologies for delivering those services. We performed a range of tasks related to engineering, market assessment, financial modeling, and business plan structuring.

Sterling Municipal Light Department

CTC is developing a network design, cost estimate, and business case for a fiber network to serve the municipal utility and Town government, and to prepare for future business opportunities. This project is nearing completion.

Hingham Municipal Lighting Plant

CTC conducted a needs assessment and developed a fiber optic network design, cost estimate, and business model for serving utility and Town needs. The candidate design included excess fiber capacity for enabling potential future broadband service to business and residential customers.



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Department of
Community
Development

To: Board of Selectmen
From: Kyle Pedicini, Economic Development Coordinator
Date: July 10, 2019
RE: Roadway Banner Project

As you may recall, a 2017 Town Meeting vote amended the Zoning Bylaw to allow the installation of Town owned Roadway Banners on utility or light poles in the public right-of-way in accordance with policies and procedures to be adopted by the Board of Selectmen. This banner project is an important component of the Town's economic development efforts, as it will promote civic pride and add aesthetic value to the Route 28 corridor.

The Community and Economic Development Committee (CEDC) has expanded on the work originally done by the Planning Board to develop the attached Roadway Banner Sign Policy outlining the Board of Selectmen's approval process for banner location and content. This Policy has been reviewed by Town Counsel and is submitted here for your review and approval.

Related, please note that the Community and Economic Development Committee (CEDC) has discussed funding a banner installation at two locations through the Tourism Revenue Preservation Fund. Based on the cost estimates received, the Committee has agreed to revisit the topic in the fall in hopes of securing better pricing. Selectmen approval of the policy as well as the proposed locations will help to facilitate moving forward with this project in an expeditious manner once acceptable pricing is obtained.

For your information, we have attached the following pieces of information that will help to illustrate the banner concept envisioned:

- Roadway Banner Sign Policy
- Roadway Banner Application
- Banner mockup
- Banner location aerial map
- Eversource Banner Attachment License
- Draft application for locations under consideration

We look forward to your feedback and direction.

Cc: CEDC
Planning Board

POLICY TITLE:

ROADWAY BANNER SIGN POLICY

POLICY CODE AND NUMBER:

DATE:

Draft #8 – 7/16/19

This Policy, in conjunction with the Town of Yarmouth Zoning Bylaw provisions for Roadway Banners, provides a mechanism for the installation of Roadway Banners on utility or light poles within the public right-of-way to promote community spirit. The Town entity (Committee, Board, or Department) seeking Roadway Banners (herein called the “Applicant”) must fill out a Roadway Banner Application when applying for installation of Roadway Banners. All Roadway Banners must be approved by the Board of Selectmen. This policy shall be administered and enforced by the Building Department.

A. ROADWAY BANNER SIGNS

1. Location:

- a. Roadway Banners may be erected within public rights-of-way along roadways only with the approval of the Board of Selectmen. The Board of Selectmen reserves the right to limit the location and number of banners to avoid visual distraction, public safety concerns, overcrowding and overuse of banners.
- b. Roadway Banners shall be located so as not to block visual sight lines; or impede or adversely impact vehicular or pedestrian traffic or safety as determined by the Yarmouth Department of Public Works or Yarmouth Police Department.
- c. Prior to submission to the Selectmen of an application for a Roadway Banner an applicant must receive and provide evidence of necessary approvals/permits by any appropriate state or local agencies, private property owners, and/or utility companies.

2. Banner Specifications:

- a. Banners shall be vertical and have a maximum width of 2.5 feet and maximum length of 5 feet.
- b. Banners shall be installed using manufacturer approved rods and metal brackets, and designed for high wind situations.
- c. Only one banner is allowed per support pole.
- d. Banners shall not have attached flagging, pendants or moving/flapping parts, nor shall they be illuminated.
- e. Banner material shall be made of durable, sun and tear resistant material.
- f. Roadway Banners may not be used to advertise private businesses, or include any business names or logos. Upon approval of the Selectmen, the Roadway Banners may include an approved Town of Yarmouth logo, branding symbol, town name, or website address. Banners shall be two-sided.
- g. The Selectmen may impose additional conditions on any approval of a Roadway Banner.

3. Duration: Duration for which Roadway Banners may be displayed is at the discretion of the Board of Selectmen.

4. **Submission Requirements to Board of Selectmen:**
 - a. Completed Roadway Banner Application form that includes:
 - i. Information on banner design, size, and material.
 - ii. Information on banner hardware to be used.
 - iii. Dates and times banners will be installed, displayed and removed.
 - b. Aerial Map showing the specific location(s) of banners, including pole numbers.
 - c. Written approval to locate banners on utility or light poles from an appropriate State or local agency and/or utility company.
5. **Installation:** The Applicant is responsible for installation of the banners, rods and brackets and any traffic control measures required for their safe installation. The bottom of the banner must be at least 8 feet above the ground.
6. **Maintenance:** The Applicant is responsible for monitoring of the banners and hardware to ensure they remain in good condition and are safely installed, and are responsible for any corrective actions or maintenance of the banners. Banners in poor physical condition shall be replaced or removed by the Applicant.
7. **Removal:** The Applicant is responsible for the removal of all banners, rods and brackets at the end of the allowed duration, or if directed by the Town due to poor maintenance or condition or due to adverse weather conditions. Rods and brackets may remain if additional use is anticipated within four weeks.



QTY - 6



QTY - 6



6724 Joy Rd. East Syracuse, NY 13507
 Toll Free: 877.369.6332
 Fax: 315.432.1948

Yarmouth, MA

EDIT #: 3 DATE: 1-24-19

SIZE: 28" x 60"

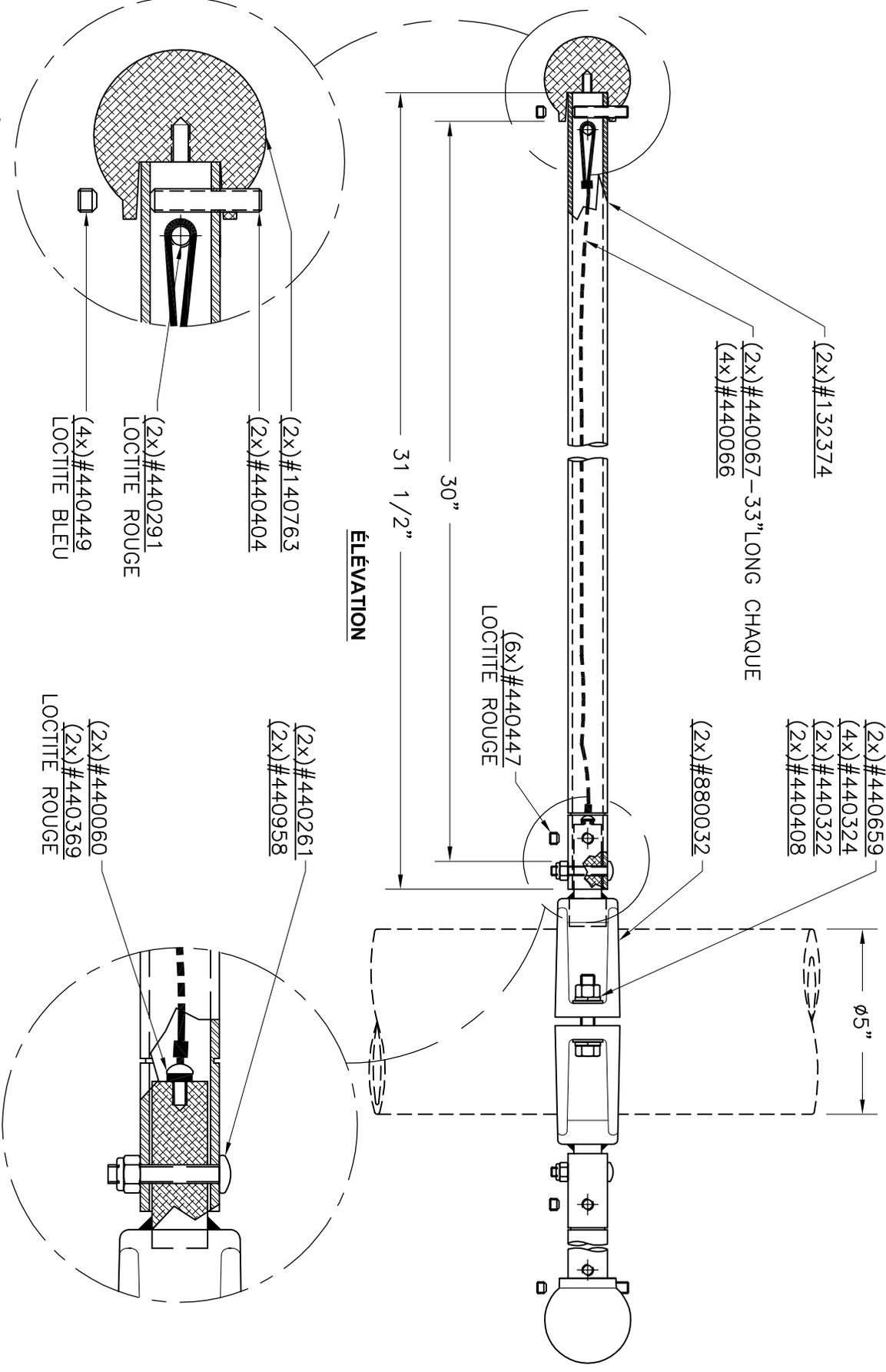
FABRIC: MAINSTREET

INKS: DIGITAL

POCKETS: STANDARD 3.25"

TAKE NOTHING FOR GRANTED,
 PLEASE CHECK PROOF CAREFULLY.
 Illustrations are a reasonable representation
 of ink colors on banner fabrics. All monitors
 display differently, therefore a free color match
 sample is available upon request. We are not
 responsible for any errors after approval.

APPROVAL SIGNATURE



(2x) #132374

(2x) #440067 - 33" LONG CHAQUE
 (4x) #440066

(2x) #440659
 (4x) #440324
 (2x) #440322
 (2x) #440408

(2x) #880032

(6x) #440447
 LOCTITE ROUGE

ÉLEVATION

30"
 31 1/2"

Ø5"

(2x) #140763
 (2x) #440404

(2x) #440291
 LOCTITE ROUGE

(4x) #440449
 LOCTITE BLEU

DÉTAIL A

(2x) #440261
 (2x) #440958

(2x) #440060
 (2x) #440369
 LOCTITE ROUGE

DÉTAIL B

BAB3530AP/D1
 PORTE-BANN AMOVIBLE BREAKAWAY - FUT 5"Ø
 LISTE DES COMPOSANTES

Revision

Piece #:	880183	# Page:	1
Ech/Sc:	1=4	Designer:	L. VALDIVESO
Date:	25 AVRIL 2016	Note:	

4 Corners Area Banner Poles

Write a description for your map.

Legend

-  7-Eleven
-  CVS Pharmacy | Photo
-  Feature 1
-  Higgins Crowell Road, West Yarmouth



Chamber of Commerce Area

Write a description for your map.

Legend

-  Feature 1
-  Yarmouth Chamber of Commerce



Banner Attachment License

At the request of the Town of Yarmouth (the "Town"), NSTAR Electric Company d/b/a Eversource Energy (the "Company") hereby grants permission to the Town to affix decorative banners, 28" x 60" in size on eleven (11) utility poles (one banner per pole), located on or along the following poles in Yarmouth, Massachusetts:

In the 'Four Corners Area':

- 37-242
- 37-241
- 240 S
- 37-239
- Unknown pole number (on the corner of Route 28 and North Main Street)

In the area around the Yarmouth Chamber of Commerce:

- 37-79S
- 37-79
- 206-1A
- 206-1
- 37-81
- 37-82

In consideration of such permission, the Town hereby releases, discharges, and, to the extent permitted by law, will defend and hold harmless the Company from all actions, suits, claims, damages, losses, costs and liability whatsoever that the Company may hereafter incur or suffer, whether sounding in tort or otherwise, and that arise out of, or result from any actions related to the affixing, maintenance, presence, or removal of such banners by the Town, or on its behalf, or by reason of the proximity of such postings to the facilities of other parties attached to such utility poles.

Such banner attachments shall be permitted from July 2019 until June 2024, and shall thereafter be removed from the utility poles and properly disposed by the Town. The Company makes no representation or warranty as to the suitability of the poles for such attachments, or the condition of the poles, or any attachments thereto. This permission shall in no way affect or diminish the Company's right and ability to use its poles in the normal course of its business.

Executed as a sealed instrument by duly authorized representatives as of the _____ day of _____ 2019.

NSTAR ELECTRIC COMPANY
d/b/a Eversource Energy

TOWN OF YARMOUTH

By: _____

By: _____

Name: _____

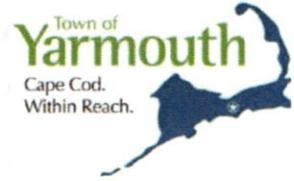
Name: _____

Title: _____

Title: _____



Town of Yarmouth Roadway Banner Sign Application



Applicant Information

Applicant: Community and Economic Development Committee (CEDC) Date: 7/1/19
c/o Kyle Pedicini, Economic Development Coordinator

Affiliation or Group: Town of Yarmouth CEDC

Mailing Address: 1146 Route 28 Apartment/Unit #
Street Address

South Yarmouth MA 02664
City State ZIP Code

Phone: 508 398 2231 x1653 Email: KPedicini@yarmouth.ma.us

Banner Information

Purpose of Banners: To promote civic pride and improve # of Banners: 11
Route 28 aesthetics

Banner Material Composition: Sunbrella material, 28" x 60"
Please attach a mockup of the banners, with sizes, design, and materials specified

Installation Information

Install Date: _____ Removal Date: _____

Location of Proposed Banners*:	Location	Pole Number	Pole owner
	Four Corners Area	37-239	Eversource
	Four Corners Area	37-241	
	Four Corners Area	37-242	
	Four Corners Area	2405	

Four Corners Area	unknown	Everbowle
Rt. 28 / Higgins Crowell Rd.	37-79	
Rt. 28 / Higgins Crowell Rd.	37-79S	
Rt. 28 / Higgins Crowell Rd.	37-81	
Rt. 28 / Higgins Crowell Rd.	37-82	
Rt. 28 / Higgins Crowell Rd.	206-1	
Rt. 28 / Higgins Crowell Rd.	206-1A	

*Please attach an aerial map showing pole locations & identify who owns each pole

*Please note that the bottom of all the banners must be at least 8 feet above the ground as per section 5 of the Yarmouth Civic Banner Policy. The Building Department reserves the right to remove any banners that are not in compliance with this policy.

Agreement & Signature

I have carefully read the Town of Yarmouth's policy on banners and fully understand. I accept responsibility for compliance with all parts of the policy, including mounting, removal, and maintenance of the banners and hardware according to the policy and this application.

Name of Applicant: Kyle Pedzini

Applicant Signature:  Date: 7/1/19

Internal Use Only

Yarmouth Police Approval: _____ Date: _____

DPW Approval of Location: _____ Date: _____

Building Department Approval: _____ Date: _____



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Traffic Update



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Weather Update



Click to view

Summer



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Vineyard "Take Back the Tap" Initiative Seeks Help from Businesses

July 14, 2019

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OAK BLUFFS – The Vineyard Conservation Society is launching the next leg of its "Take Back the Tap" initiative on the island.

The initiative is a series of projects and educational programs designed to reduce the waste associated with bottled water.

VCS is asking local businesses, stores and restaurants to make it easier for the public to fill up reusable bottles for free. Actions include keeping a pitcher of water on the counter to installing a water bottle refill station.

Businesses interested in participating but are unsure about what action would work best can contact VCS at 508-693-9588. Participants would also be added to the organization's MV Tap Map.

Offering the security of a six-month fixed rate with no contract

Locally administered renewable electricity supply

Go Renewable Today! ▶

CAPECOD.COM POLL

Sponsored By

With summer in full swing, what do you think is the best way to prevent shark attacks? *

- Reduce the seal population
- Flyovers and close beaches when sharks are spotted
- Smart technology such as smart buoys or audio deterrents
- More public awareness
- You know, I'm just not sure



Submit

[View results](#)



VCS started the “Taking Back the Tap Initiative” after its campaign to ban single-use plastic bags.

The issue of disposable bottle waste presents a different challenge than disposable bags. The plastic bags could be easily replaced with alternatives that are better for the environment and more efficient at getting groceries and other items home.

“Take Back the Tap” aims to decrease the demand for bottled water. The organization says research shows that the biggest factors motivating people to purchase bottled water are quality and convenience.

VCS says the issue of convenience poses the greatest challenge to reducing the demand.

Filed Under: [Local News](#), [NewsCenter](#)

Tagged With: [Martha's Vineyard](#)



About Brian Merchant

Brian Merchant grew up in Central Massachusetts and now lives in South Dennis on the Cape. He has been part of the news team in the CapeCod.com New Center since the spring of 2014. He studied radio broadcasting at the University of Tennessee.

So many choices for every style.



MOST POPULAR ARTICLES



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[Orleans Selectmen Scale Back Dog Restriction](#)



[A Beginners Guide to Clamming on the Cape](#)



[Cape Cod Municipal Police Academy Welcomes First Class](#)



[7 of the Cape's Best Hiking Spots](#)



[Falmouth Hazardous Waste Collection to Take Place Saturday](#)

From The CapeCod.com NewsCenter



Habitat for Humanity Cape Cod to Dedicate Two New Dennis Homes



Sandwich Officials End Free Parking at Beach Parking Lot

Cape Cod Municipal Police Academy Welcomes First Class

[Best Beaches for Kids on the Cape](#)

TUESDAY, JULY 16th, 6PM

“First People and Early Settlers of Old Yarmouth.” Join **Todd Kelley**, 12th generation descendant of early Yarmouth settler David O’Killia “the Irishman” and Wampanoag and Nipmuc descendant **Marcus Hendricks** for a talk and slide show presentation about the nature of Cape Cod and the culture of First People and early settlers of Yarmouth. Consider the insight and wisdom of community from the perspective of traditional values directly related to the land itself. Come away with a greater understanding and conviction for the deeper meanings of sense of place belonging that is Cape Cod today. At the **New Church in Yarmouth Port. FREE.** Funded by the Mid-Cape Cultural Council.

On xx, on a motion by xx, seconded by xx, the committee voted xx to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE MEETING OF June 25, 2019

The Yarmouth Community & Economic Development Committee held a Business Meeting at 4:30 p.m. on Monday, June 25, 2019 at the Yarmouth Town Hall, Room A, located at 1146 Route 28, South Yarmouth, MA.

Committee Members Present: Jack McCormack, Ken Smith, Peter Smith, Stephen O'Neil

Staff: Kyle Pedicini, Economic Development Coordinator

The meeting was opened by Peter Smith at 4:33 pm

1. Tourism Revenue Preservation Fund

Kyle Pedicini, Economic Development Coordinator, presented a request for funding for a banner installation project. He explained that the cost to implement the project in the 1st year would be \$13,205.21 and the project would cost \$5,390.00 annually going forward. Committee members felt that the community benefit might not equal the cost of the project and agreed to postpone it until after the Bass River Bridge renovations were completed. The Committee did indicate that they would be amenable to revisiting the topic again in the fall, when the banner installation might not be as expensive.

Vote: On a motion from Ken Smith, seconded by Stephen O'Neil, the Committee voted to postpone the banner project until after the Bass River Bridge renovations were completed, by a vote of 4-0.

2. Committee Member Updates

Jack McCormack updated the Committee on recent Cape Cod Commission business. He explained that Bourne has recently expanded their Growth Incentive Zone. The Committee agreed to examine the issue of extending Yarmouth's Growth Incentive Zone at a future meeting.

3. Staff Updates

Kyle Pedicini updated the Committee on various items. He explained that there was a Water Resources Planning Update meeting last night (6/24) at the Cultural Center of Cape Cod. Various civic groups were updated on the Town's wastewater planning efforts and there was an overall positive reception to the plans presented. The Committee was also updated on their recent fencing project and Mr. Pedicini indicated that the opening in a section of the Route 6A Common fencing has been restored. It was also explained that the Town's Facilities Department will be refurbishing the old rails and posts from the old

On xx, on a motion by xx, seconded by xx, the committee voted xx to approve these minutes.

section of fencing that was removed for re-use to replace the remaining sections of the fence with. The Committee was also given an update on the Town's recent attendance to the Massachusetts Opportunity Zone Academy where town staff learned about which strategies the Town can employ to attract smart growth development in Yarmouth. Finally, the Committee was also updated on a collaborative workspace grant, which the Town will be applying for to potentially utilize at the Bridgewater State Cape Cod building.

4. Minutes for Review

The Committee reviewed draft minutes from their meeting on June 10, 2019.

Vote: On a motion from Stephen O'Neil, seconded by Ken Smith, the Committee approved the minutes for June 10, 2019 by a vote of 4-0.

5. Upcoming Meetings

Committee members agreed to cancel their next scheduled meeting on July 8th and re-schedule the meeting for July 15th, 2019.

6. Adjourn

On a motion from Jack McCormack, seconded by Stephen O'Neil, the Committee voted 4-0 to adjourn at 5:10 pm.

7. Documents provided:

- a. Agenda for the meeting
- b. TRPF Budget Update
- c. Banner Pricing Information
- d. Town of Yarmouth Facebook Post Information
- e. Draft Minutes from CEDC meeting on June 10, 2019

Respectfully Submitted,
Kyle Pedicini, Community Development Office