

Town of Orleans

19 School Road Orleans Massachusetts 02653-3699
Telephone (508) 240-3700 – Fax (508) 240-3388



COMMUNITY PRESERVATION PROJECT APPLICATION

Submission Date: November 26, 2019

Project Title: Hydration Stations for Outdoor Recreational Facilities in Orleans

Applicant (note if public or private): Orleans Select Board, c/o Town Administrator

Address: 19 School Rd., Orleans, MA 02653

Telephone: 508-240-3700 x 2415

E-mail: jkelly@town.orleans.ma.us

Federal Tax Identification Number (if non-profit):

Contact Person (Name & Telephone): Rick Francolini – Volunteer Project Coordinator – 917-699-8738

Project purpose (Check all that apply):

Open Space Historic Preservation Community Housing Recreation

Project Location/Address: Multiple outdoor recreational facilities throughout town

Community Preservation Funding Request: \$ 48,775

Brief Project Summary, Including Justification of Project Category Checked Above:

This grant will fund the acquisition and installation of 4 hydration stations to be placed in outdoor recreational facilities throughout town.

As per the town of Orleans Community Preservation Plan, this investment will support the needs of residents and visitors of all ages by upgrading existing, outdoor facilities for both passive and active recreation.

Please attach the following information with all applications:

- **Detailed Narrative:** A complete and detailed description of the project including goals and objectives, consistency with Community Preservation Act goals, compatibility with the Orleans Community Preservation Plan and the Orleans Comprehensive Long Range Plan, and relevance to the community and its needs.
- **Action Plan and Timeline:** Note the estimated dates for project commencement and completion and list (with an explanation) all action and steps that will be required for project completion, including any legal requirements or any impediments to implementation.
- **Financial Data:** Provide financial information for the project including total cost, additional revenue sources (public, private, in-kind, volunteer time and services), basis for the fiscal estimates and any other fiscal details currently available. Applicants are encouraged to submit more than one quotation from potential contractors.

GUIDELINES FOR PROJECT SUBMISSION

Please submit **12** paper copies of the application materials to the Community Preservation Committee, c/o Town Administrator, Town of Orleans, 19 School Road, Orleans, MA 02653 by November 27, 2019. **If possible, please also email application materials as a PDF file to msuchenicz2012@gmail.com.**

1. Applications must be received by November 27 to be considered for recommendation at the Annual Town Meeting in May.
2. Funds will be available on July 1st following the Annual Town Meeting.
3. Applicants may include any maps, diagrams, and/or photographs pertaining to the project. Letters of Support for the project from community organizations or other sources may also be submitted (only one copy is necessary).
4. The Community Preservation Committee may require additional (or more detailed) information or further clarification to a submitted application.
5. Prior to submission of funding applications, applicants should review the Community Preservation Act (MGL, Chapter 44B, through the Community Preservation Coalition Web site), the Orleans Community Preservation Plan and the Orleans Community Preservation Bylaw, copies of which are available on the Town Web site at <https://www.town.orleans.ma.us/community-preservation-committee>. Nonprofit organizations applying for historic preservation funds for historic structures should obtain a sample copy of an acceptable historic preservation deed restriction (available at the Town Administrator's office) since this type of document will be required. Applicants other than the Town of Orleans should also obtain a sample copy of the Agreement with the Town of Orleans that all successful nonprofit applicants will be required to sign. Please contact the Chairman or Vice Chairman with any questions.
6. Eligible projects must address one or more of the uses outlined in the Community Preservation Act. The Community Preservation Act, in Sections 2 and 5 (2), defines, by category, the following uses for Community Preservation funds:

Open Space

Acquisition, creation and preservation of land to protect existing water supply/aquifer areas, agricultural and forest land, coastal lands, frontage to inland water bodies, wildlife habitat, nature preserves and scenic vistas.

Community Housing

Acquisition, creation, preservation and support of community housing defined as housing for low and moderate income individuals and families, including low and moderate income senior housing. The Community Preservation Committee is required to recommend, wherever possible, the reuse of existing buildings or construction of new buildings on previously developed sites.

Historic Preservation

Acquisition, restoration, rehabilitation and restoration of historic structures and landscapes that have been determined by the local historic preservation commission to be significant in the history, archeology, architecture or culture of the Town or that are listed on the State Register of Historic Places.

Recreation

Acquisition, creation, preservation, rehabilitation and restoration of land for active and passive recreational uses, including land for community gardens, trails and noncommercial youth and adult sports and the use of land as a park, playground or athletic field and for preservation and restoration of recreational facilities. (Community Preservation funds cannot be used for a stadium, gymnasium or similar structure or for the acquisition of artificial turf for athletic fields.)

Updated Sept. 18, 2019

Detailed Narrative (see attached **Supplement and Support Letters**)

Goals:

- *Reduce the Town's creation of waste - and the Town's costs for waste removal*
- *Encourage residents and visitors to capitalize on the Town's excellent drinking water*
- *Enhance our recreational facilities for residents and visitors of all ages*

Objectives:

- *Make hydration stations readily available throughout Town thereby providing residents and visitors with a drinking water solution*
- *Educate our residents and visitors with compelling messaging adjacent to the hydration stations*
- *Maximize community impact by installing hydration stations in strategically-chosen, high-traffic locations*

Consistency with Community Preservation Act Goals:

A 2012 amendment to the Community Preservation Act allows for the rehabilitation of existing outdoor recreational facilities. Capital improvements which make the land or the related facilities more functional for the intended recreational use are eligible for funding. The installation of hydration stations will deliver on that goal.

Consistency with the Orleans Community Preservation Plan:

The Orleans Community Preservation Plan for Recreation calls for supporting the needs of residents and visitors of all ages by upgrading existing, outdoor facilities for both passive and active recreation. The installation of hydration stations will deliver on that goal.

Compatibility with the Orleans Comprehensive Long Range Plan:

The Orleans Comprehensive Plan, dated October 2006, features an extensive section on Open Space & Recreation. The implementation program outlined in section 11.5 calls for the installation of drinking water facilities at appropriate recreation areas. Additionally, the Town's 2016 Conservation, Recreation and Open Space Plan also calls for the installation of drinking fountains at recreation areas.

Relevance to the Community and its Needs:

- *In 2019, the residents of Orleans overwhelmingly voted to ban single-use plastic on town property. That ban begins in September of 2020.*
- *Given our proximity to the ocean, the realities of climate change and the negative impact of plastics on both, it's no surprise that the ban was embraced overwhelmingly.*
- *The Town's recent "Pay as You Throw" public hearing was a harsh reminder of our current waste challenges. Waste removal costs are increasing. Recycling markets are challenged. Waste **reduction** is the **best** solution.*
- *Residents and visitors alike are changing their habits – they are modifying buying behavior based upon packaging concerns and they are carrying refillable water bottles.*
- *Orleans is capable of providing a solution thanks to its excellent drinking water and the infrastructure which delivers it.*
- *Community Preservation Funds can be used to enhance our recreational offerings and can jumpstart the funding of this town-wide infrastructure enhancement.*

- *This infrastructure enhancement is well aligned with the priorities of the Town's Recreation Committee and its Bike and Pedestrian Committee - both of whom have provided letters of support.*
- *Nate Sears – Natural Resources Director – “wholeheartedly” supports the proposed Nauset and Skaket Beach locations.*
- *The Eldredge Field location, proposed adjacent to the “playground under construction”, will complement and enhance this previously-funded CPC project.*
- *The proposed Depot Square location will anchor the “Wayfinding” initiative currently underway there. It will become a destination, and gateway, for visitors as they enter downtown Orleans via the Rail Trail.*
- *Additionally, thanks to the recent creation of the Animal Task Force, Orleans is making an effort to become more “dog friendly”. Although it's not within the “charge” of the task force to evaluate initiatives like this one, informal feedback from dog owners in our community has been overwhelmingly positive. A dog fountain will be a welcome component where deemed appropriate.*
- *And finally, Orleans will not be the first to embrace hydration stations. Our neighbors in Brewster and Chatham have initiatives underway. The Cape Cod National Seashore has already led by example and Concord, MA has established what may be the most extensive hydration infrastructure in The Commonwealth. There is plenty to learn from their experience.*

Action Plan and Timeline: estimated dates for project commencement and completion and tasks that will be required for project completion, including any notes on each are shown below:

<i>Task</i>	<i>Estimated Start Date</i>	<i>Estimated Complete Date</i>	<i>Notes</i>
<i>1. Input from Committees/Depts (Rec, B&P, BOWS, TA, DPW, others)</i>	<i>9/1/2019</i>	<i>ongoing</i>	<i>Development of CPC Application informed by stakeholders & leaders</i>
<i>2. Pre-CPC & ATM approval activities</i>	<i>10/23/2019</i>	<i>5/11/2020</i>	<i>Presentation to CPC for approval and do education/outreach in support project in ATM Warrant</i>
<i>3. Finalize design(s), scope, procurement, schedule, based on CPC and ATM approval</i>	<i>5/12/2020</i>	<i>5/29/2020</i>	
<i>4. Pre-install activities</i>	<i>5/12/2020</i>	<i>6/12/2020</i>	<i>Prepare site(s), procure materials, coordinate with available in-house resources</i>
<i>5. Installation(s)</i>	<i>6/15/2020</i>	<i>8/31/2020</i>	<i>Prioritize beach locations</i>
<i>6. Post-install report</i>	<i>9/1/2020</i>	<i>9/30/2020</i>	<i>Lessons learned/recommendations</i>

Financial Data: financial information for the project including total cost, additional revenue sources (public, private, in-kind, volunteer time and services), basis for the fiscal estimates and any other fiscal details currently available are describe below (quotes/estimates are attached):

Assumes 4 hydration stations (proposed at Nauset Beach, Skaket Beach, Depot Square area and Eldredge Field playground area) in this project cost estimate.

<i>Description</i>	<i>Estimated Total</i>	<i>In-Kind/Other Source</i>	<i>CPC Requested Funds</i>
<i>Hydration Stations (4)¹</i>	<i>\$42,300</i>	<i>\$-0-</i>	<i>\$42,300</i>
<i>Mounting pads, meters & connections²</i>	<i>\$6,000</i>	<i>\$-0-</i>	<i>\$6,000</i>
<i>Installation labor & miscellaneous materials³</i>	<i>\$1,440</i>	<i>\$1,440</i>	<i>\$-0-</i>
<i>Acknowledgement/educational decals (4)</i>	<i>\$475</i>		<i>\$475</i>
<i>TOTALS</i>	<i>\$50,215</i>	<i>\$1,440</i>	<i>\$48,775</i>

¹ Sue Brown, Asst. Supt., Water Dept provided cost estimate of \$10,575/unit (x 4 = \$42,300) for proposed Hydration Stations (Note: Make/model subject to revision based on updates that may take place during pending approval period and competitive procurement likely to reduce this estimate).

² Mounting pads, meters & connection cost estimated at \$1,500/unit x 4 = \$6,000.

³ In-Kind estimate of funding for installation by Town of Orleans staff by DPW/Hwy & Water Dept. (assumes 3 hrs x 3 men = 9 man-hrs/unit x \$40/hr x 4 stations = \$1,440).

WASTE AND PLASTIC REDUCTION - MAKING NEWS IN 2019

PepsiCo is Ramping Up Its March Beyond the Plastic Bottle

Today the consumer-packaged goods giant is announcing a new beverage dispenser for the food service sector—a rollout that will attempt to reduce plastic usage by **prompting consumers to fill up their own reusable bottles**.

"We developed it in response to existing consumer behavior—**reusable bottle behavior**," says Scott Finlow, PepsiCo's global chief marketing officer for the food service business. "That's why we feel really good about it."

The move, announced on Earth Day, is part of a broader push by PepsiCo to improve its carbon footprint. The company has led an industry-wide effort to reverse declines in U.S. household recycling and says 25% of its plastic packaging will come from recycled materials by 2025.

The initiatives are in response to a global consumer movement to **cut plastic usage as awareness of its environmental impact has increased—especially plastics' role in polluting the world's oceans**.

Excerpted from: Fortune Magazine: April 20, 2019

SFO's Plastic Water Bottle Ban: What Travelers Need to Know

Starting Aug. 20, San Francisco International Airport will **ban the sale of single-use plastic water bottles**, including in cafes, restaurants and vending machines. It's the first such policy in a major U.S. airport. Here's what travelers need to know:

Where can I get water at the airport?

Pack an empty water bottle to fill up at SFO's more than 100 hydration stations, which dispense filtered water for free. Alternatively, look for water in non-plastic bottles at airport shops. For example Hudson News, which sells convenience items at SFO, said it plans to "begin selling beverages in glass bottles and aluminum cans" Aug. 20.

Why did SFO do this?

Five years ago, the city of San Francisco passed an ordinance **banning the sale of plastic water bottles on city-owned property** like SFO. The move is also part of the airport's plan to reduce carbon emissions and landfill waste by 2021.

Excerpted from: San Francisco Chronicle: August 20, 2019

Living a Low-Waste Life Offers a Business Opportunity

Recent changes in the Chinese recycling industry have upended the way America deals with waste. China had processed US recyclables for decades but is now rejecting "foreign garbage" as part of a broader national antipollution campaign. The decision has reverberated in municipalities across the United States, forcing Massachusetts authorities to place new restrictions on materials they accept curbside in recycling bins. In so doing, it's also forced more consumers to reconsider the amount of waste they create.

Julia Wilson, who tracks corporate sustainability efforts for the Nielsen research firm, **says 73 percent of consumers are looking to shift their consumption habits to reduce their environmental impact**, and she predicts that they'll spend \$150 billion on sustainable goods by 2021. **Young consumers in particular lack the brand loyalty of their parents**, she said, meaning they're **willing to make purchase decisions that align with their values**. And that presents an opportunity.

"It opens the door for new entrepreneurs and upstart products and brands who are thinking about things differently," she said.

Excerpted from: Boston Globe: August 12, 2019

Cape Cod National Seashore – Climate Friendly Parks – Current Status

The Cape Cod National Seashore kicked off hydration station installations in 2015. Six outdoor stations and two indoor stations have been installed thus far. Four more priority locations have been identified and there is a desire to install units at trailheads where water is available. Highlights they shared are follows:

“The response is very positive. **So many people are now bringing their water bottles** so it's a real convenience item for them. The water bottle fillers are accessible height and easier to fill.”

“The outdoor units are stainless steel and vandal-resistant, and include a drinking fountain, water bottle filling station, and are ADA compliant.”

“They are very popular at the ocean beaches and at visitor centers for hikes in the hot sun.”

“In just two seasons, our Province Lands Visitor Center filling station alone helped eliminate over 35,000 disposable plastic bottle waste!”

“Consider getting a model with a dog bowl at the bottom and you'll have even more happy customers!”

CCNS WATER BOTTLE REFILL STATION MESSAGING - NATE SEARS IS REQUESTING USE OF THIS SIGNAGE FOR ORLEANS

Cape Cod National Seashore

National Park Service
U.S. Department of the Interior

Refill Your Water Bottle Here!

Support the National Park Service Climate Friendly Parks program by using this water bottle filling station! Using a refillable water bottle is better for the environment and your wallet. By eliminating the use of single-serving plastic water bottles, you are creating less waste and reducing the amount of energy used to produce and dispose of the bottle. You are also saving money, because this filling station is free!

Are you thinking about buying a single-serving plastic water bottle?
Consider this:

- Americans buy 28 billion single-serving water bottles every year.
- Manufacturing them requires the equivalent of over 17 million barrels of oil, enough to fuel a million cars for a year.
- Fewer than 20% are recycled - some become marine debris.

CLIMATE FRIENDLY PARKS

Why should Orleans install hydration stations?

In 2019, the residents of Orleans overwhelmingly voted to ban single-use plastic on town property. That ban begins in September of 2020.

Given our proximity to the ocean, the realities of climate change and the negative impact of plastics on both, it's no surprise that the ban was embraced overwhelmingly.

Towns are taking action and residents are responding with support. Last weekend's first "plastic-free" Oysterfest in Wellfleet is a great case in point.

Our recent "Pay as You Throw" public hearing was a harsh reminder of our current waste challenges. Waste removal costs are increasing. Recycling markets are challenged. Waste **reduction** is the **best** solution.

Residents and visitors alike are changing their habits – they are modifying buying behavior based upon packaging concerns and they are carrying refillable water bottles.

Orleans is capable of providing a solution thanks to its excellent drinking water and the infrastructure which delivers it.

We are hardly the first – and there is also no good rationale for lagging behind. Our neighbors in Brewster and Chatham have hydration station initiatives underway. The Cape Cod National Seashore has already led by example and communities such as Concord, MA have established the gold standard. There is plenty to learn from their experience.

Community Preservation Funds can be used to enhance our recreational offerings and can jumpstart the funding of this town-wide infrastructure enhancement.

Many Orleans stakeholders have been contacted and responses have been overwhelmingly favorable. Formal support will be established as the application process evolves.

They are excellent "wayfinding" enhancements - dovetailing beautifully with the town's current priority.

The Town's 2006 comprehensive plan calls for more water fountains. This is our opportunity to deliver on that vision.

Why hydration stations versus an old fashioned "water fountain"?

Based upon extensive input from the Cape Cod National Seashore, Sustainable Practices of Barnstable County and the Massachusetts towns of Brewster, Chatham, Vineyard Haven and Concord, here is why hydration stations are worth the incremental investment:

They provide a stronger call to action for usage

They feature user-friendly functionality making them more likely to be used

They are an educational reminder, especially with appropriate signage, of the importance of reducing waste

They send a message to residents and visitors alike that Orleans takes its commitment to the environment seriously

They can accommodate multiple users simultaneously in highly-trafficked locations

From a bottle-filling perspective, they are more sanitary since there is no contact with the filling apparatus

They are ADA compliant

They can safely hydrate our canine population without compromising the health of our humans

They are built to last and are only marginally more expensive than the installation of a "fountain only" unit

They represent a contemporary, forward-looking infrastructure enhancement to the town overall

***One Hydration Station Option Being Considered
Outdoor Bottle-Filling Station, Drinking Fountain, Dog Fountain***



***One Hydration Station Option Being Considered
Outdoor Bottle-Filling Station, Drinking Fountain***



***One Hydration Station Option Being Considered
Outdoor Wall Mounted – Potentially for Skaket Beach***



Acknowledgement/Educational Decals

Final Verbiage TBD





TOWN OF ORLEANS

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ORLEANS BIKE AND PEDESTRIAN COMMITTEE

Community Preservation Committee,
c/o Town Administrator, Town of Orleans
19 School Road
Orleans, MA 02653

Dear Committee Members:

I'm writing in support of the grant application submitted by the Orleans Board of Selectmen requesting funds to provide hydration stations at several strategic locations in town.

On October 22, 2019, the Bike and Pedestrian Committee voted to unanimously support this meaningful effort intended to encourage residents and visitors to abandon single use plastic bottles for hydration during recreational activities and in general will promote best health and environmental practice throughout Orleans.

Staying hydrated throughout the day and especially during recreation is essential for good health. Currently there is a trend to use single use bottles, which will eventually end up in the trash and expose the user to BPA, a harmful chemical that has been linked to cancer. By encouraging the use of reusable water bottles, a hydration station quenches the users thirst and prevents bottles from littering, ending up in our landfills or worse ending up in our waterways.

We urge you to support this initiative on behalf of residents and visitors who choose Orleans for recreation, relaxation and to enjoy a healthy life style.

Sincerely,
Alice Thomason Van Oot, Chair

Dear Community Preservation Committee Members,

We are writing in support of the application for hydration stations (Project Title: Hydration Stations for Outdoor Recreational Facilities in Orleans).

I am the chair of the Recreation Advisory Committee, writing on behalf of our seven-member committee and the recreation director, Alan Harrison. We met on November 21, 2019 and discussed the proposal being presented to you. We send unanimous support of placing hydration stations around Orleans.

Our charge has been to advise on the recreation needs of Orleans. We note that "water at recreation sites" has been a recurring item requested in town surveys. Our own participation with our families in Orleans recreation leads us to identify some sites. Organized recreation occurs in two major regions in Orleans:

- #1. The playing fields, track, skateboard park and courts and playground. These sites extend to the left, right and behind the school administration building on Eldredge Parkway.
- #2. The tennis courts near the elementary school and the whole region of playing fields and playground are also heavily used recreation sites by Orleans citizens.

We on the Recreation Advisory Committee support the addition of these areas to the hydration station proposal.

Thank you for your work on behalf of Orleans.

Respectfully,

Anne Sigsbee
Chair Recreation Advisory Committee
annesigsbee@gmail.com