



Town of Orleans

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COMMUNITY PRESERVATION PROJECT APPLICATION

Submission Date: November 27, 2019

Project Title: Town of Orleans Bike and Pedestrian Committee [Community](#) Education Project

Applicant (note if public or private): Town of Orleans Bike and Pedestrian Committee - Public

Address: 19 School Street, Orleans, MA 02653

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Federal Tax Identification Number (if non-profit): n/a

Contact Person (Name & Telephone): Alice Thomason Van Oot, Chair of the Bike and Pedestrian Committee
508 255 1528

Project purpose (Check all that apply):

Open Space Historic Preservation Community Housing Recreation

Project Location/Address: n/a

Community Preservation Funding Request: TBD

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

The stated recreation goal in the Orleans Comprehensive Plan, and included in the Orleans Community Preservation Plan, is “to provide, improve, and where needed, expand opportunities, programs, and facilities for passive and active recreation during all seasons to support the needs of residents and visitors of all ages”. [This goal dovetails nicely with the Bike and Pedestrian Committee’s charge: “to preserve, promote and enhance the safety of cyclists and pedestrians in Town”. The Committee believes that safe cycling and pedestrian opportunities are important to maintaining a “liveable community” and that both activities provide healthy recreational opportunities as well as being a means of local transportation.](#)

The Town of Orleans Bike and Pedestrian Committee - formed originally in 1995 and re-formed in 2017 by the Board of Selectman - is eager to contribute to this stated goal. Because we are a Committee that is relatively unknown even to year-round residents, we believe we would be more effective [in implementing our mission and purpose](#) if we launch a printed education campaign that would consist of two publications.

First, we envision a marketing card [that we can distribute hand-out](#) when introducing our Committee and its charges to residents and visitors alike. We have already identified a need for this type of communication as we meet with other Town stakeholders regarding the Town’s Complete Streets Project. This card would promote our Committee as an additional resource for receiving community input on ways that the Town could better support the recreational needs of pedestrians and bicyclists.

Second, we need an updated bicycle brochure. Currently there is an outdated bicycle brochure on the Committee’s Town of Orleans web site. One of our charges is to “*promote safety education and outreach of the community*”. We believe we

will be more effective in accomplishing this charge if we not only post an updated brochure on our web site, but also print and distribute paper brochures, as done by nearby towns. An updated brochure will encourage safe use of bicycles on bike trails, bike lanes and appropriate roads, thus making the most of our existing recreational assets.

Therefore, we are making a funding request of \$800.00 for the printing of both marketing cards and bicycling brochures.

Please attach the following information with all applications:

- **DETAILED NARRATIVE:**

Our proposed project is simple and straightforward. We are requesting that the CPC be our source of funding for 2,500 printed bicycle brochures and 2,500 printed postcards. One of the members of our Committee has worked on the design of these two publications and Committee members have drafted the messages to the target audiences. [A draft copy of the proposed brochure is included with this application.](#)

Our goal is to establish The Town of Orleans Bike and Pedestrian Committee as promoting opportunities for outdoor recreation for people of different ages and abilities, while preserving the essential village character of Orleans that residents and visitors cherish.

Our objectives are to:

- Make residents and visitors aware of the Town's commitment to providing safer, more accessible and comfortable means of travel between home, school, work, recreation and retail destinations for all travel modes – walking, biking, transit, and motorized vehicles - and for people of all ages and abilities;
- Identify existing bike trails, designated on-road bike lanes, as well as safe routes on access and scenic roads;
- Provide guidance on the suitability of these trails, lanes and routes based on biking ability; and
- Educate bicyclists on Massachusetts rules of the road applicable to them.

We plan wide distribution of our marketing card within and outside Orleans. Within Orleans we plan distribution to: other Town Committees, the Chamber of [Commerce](#), Snow Library, schools, churches and non-profit organizations. Outside of Orleans we plan distribution to groups with whom we are already partnering, such as bike and pedestrian committees in nearby towns ([we are part of an informal Elbow of the Cape group that includes Chatham, Harwich, Brewster and Orleans](#)) and appropriate Cape Cod and state groups focused on promoting passive and active recreation. [We plan to distribute the safety brochure to families at the elementary and middle schools; doctor's offices; real estate offices and other public places.](#)

Our goal and objectives are consistent with the Orleans Comprehensive Plan, the Orleans Community Preservation Plan and the 2016 update of the Town's Conservation, Recreation and Open Space (CROS) Plan as stated below.

Orleans Comprehensive Plan

The Vision Statement is that by 2020:

“Orleans will be a family vacation destination with ready access to its open spaces, recreational facilities, and beaches.”

One of the transportation goals is:

“To establish and maintain a multi-modal transportation system for present and future year-round and seasonal needs. This system should be safe, convenient, accessible, effective, economical”.

Policies to meet this transportation goal include the following:

“Transportation and circulation improvements should be consistent with the town character and accomplish the visibility and access of local merchants and encourage pedestrian and bicycle activity and give clear directions”.

Under the implementation program section, OS10 assigned to the Parks and Beaches Department and listed as requiring minimal resources was:

“Provide and maintain a brochure, including a map that describes the recreational features of all pocket parks, beaches, town landings, hiking areas, bike paths and all other recreational facilities”.

Orleans Community Preservation Plan

The Orleans Community Preservation Plan states that:

“The Community Preservation Act defines Recreational use as active or passive recreational use including, but not limited to, the use of land for community gardens, trails, and non-commercial youth and adult sports, and the use of land as a park, playground or athletic field”.

Conservation, Recreation and Open Space (CROS) Plan

The 2016 update of the Town’s “Conservation, Recreation and Open Space (CROS) Plan – which was based on Town surveys conducted in 1999 and 2005 as well as additional input from citizens, identified a list of recreational needs, one of which was bike trails.

In conclusion, we believe our education project is both affordable and achievable project and will help promote goals the Town of Orleans seeks to achieve. It is a modest start to fostering the essential character of Orleans as a tourist destination with extensive recreation opportunities, beyond its beaches. It will help promote the picturesque quality of the town and that special sense of place that year-round residents, summer residents and visitors cherish. It will hopefully draw more tourists thereby boosting the economy. It will help make the most of the Town’s existing recreational assets. It will encourage use of bicycles on safe routes to reduce congestion, conserve energy and improve air quality, especially in the summer months. It will improve transportation options for the most vulnerable segments of the Orleans population who rely on bicycles for their transportation needs. It will make our access and scenic roads more available to experienced bicyclists. It will compliment other initiatives to highlight Orleans historic sites.

- **ACTION PLAN AND TIMELINE:**

As stated earlier, our education project is simple and straightforward. Our action plan is feasible, practical, of advantageous cost/benefit value, and can be implemented expeditiously within budget.

As regards the bicycling brochure, we are not attempting to produce a comprehensive brochure as cited in the Orleans Comprehensive Plan under OS10 in the Implementation Program. Our brochure is specifically targeted to describe recreational opportunities for bicyclists. We have updated the bicycle brochure and had it reviewed by the Police Department to ensure compliance with Massachusetts bicycle rules of the road. Upon receipt of the funding, we will deliver the attached draft brochure to a local printer and expect to have it available for the second half of the 2020 calendar year. We will then post it on our section of the Town’s web site. We know of no legal requirements or any impediments to implementation.

- **FINANCIAL DATA:** Attached please find two cost estimates from potential printing companies. We find the Sir Speedy cost estimates to be the more reasonable of the two. We requested funds from the Town of Orleans,

but were told by the Town Manager that none were available. We have not identified any other additional revenue sources for these printings.