



FYI SALEM

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From the Mayor's Desk



Dear resident,

Salem is getting into the full spirit of October, a festive and family-friendly time of year for both residents and visitors alike to enjoy the season. Today, October 5, we kick off Haunted Happenings with the annual Grand Parade, which steps off from Congress Street at 6:30pm.

Be sure to check www.salem.com for a full listing of road closures, which start at 6pm, and follow @GetThruOctober on Twitter for real-time traffic and parking updates throughout the month.

On Friday, all Salem residents are invited to

come downtown to enjoy Mayor's Night Out, with free parking, discounts and special deals at participating merchants, and our always-popular Trick-or-Treat with the Mayor down the Essex Street Pedestrian Mall, which gets underway at 5:30pm. More details about Mayor's Night Out is in this issue of the FYI Salem newsletter and also at www.salem.com.

Also in this issue of the newsletter you'll find important updates about expanded options for disposing of your bulky trash items, with a dumpster available at the Transfer Station for residents on October weekends.

I'm also very pleased to share an update about a major complete streets grant of \$400,000 we have received to carry out some much-needed improvements to the Loring and Lafayette intersection in South Salem.

I know October can be busy and, at times, challenging for our residents. But we also know how crit-

ically important this season is to our local economy, bringing in \$100 million in local spending at our merchants and businesses and supporting more than 800 local jobs. The City typically nets a profit as well from parking, licensing and other charges that we receive, even after paying for public safety, restrooms, and other logistical costs we incur to manage October activities. Tune in to the latest FYI Salem podcast on iTunes or at <http://www.salem.com/mayors-office/pages/fyi-salem-podcast> to hear my interview with Kate Fox, from Destination Salem, for more about October in Salem.

As we head into Haunted Happenings, I wanted to thank you in advance for your patience and encourage you to come downtown for the parade on October 5 and Mayor's Night Out on October 6, to be a part of the fun and the celebrations!

Kim Driscoll
Mayor
City of Salem

Wicked Bikes



The City of Salem and Zagster are expanding the bike share program for October with the addition of new stations and 18 bikes — including four custom-built “Wicked Bikes” costumed in the spirit of October. The seasonally apt Wicked Bikes feature a deep black cauldron on the front, the business end of a broomstick on the rear rack, wood grain graphics, spooky spokes and motion-activated lights on the wheels. The Wicked Bikes will debut in the Haunted Happenings parade on Thursday, October 5.

Throughout the month of October, riders who post a photo of themselves with the bikes using the hashtag #wickedbikes will receive \$3 in ride credits — and double credit if they are in costume. In addition, riders who post a photo with the hashtag #wickedbikes will be entered into a drawing for a bike accessory prize pack from Salem Cycle valued at more than \$50, a \$50 restaurant gift certificate from Bambolina and a \$50 restaurant gift certificate from Kokeshi. Finally, the photo with the most likes at the end of the month will receive a Zagster t-shirt and a candy-filled water bottle.

“As our bike share continues to grow in use, it will help meet the transportation needs of our vibrant city and provide even more options to help get cars off our roadways,” said Mayor Kim Driscoll.

In addition to a new standard Zagster station located at the City parking lot at the lower level of the MBTA Commuter Rail station, four other temporary hubs are throughout the city for the month. These stations function the same as a standard Zagster station where users can start or end a ride using either the Zagster smartphone app or SMS text messaging. They are located in North Salem at the intersection of North and Orne Streets, South Salem at the Salem State University School of Social Work building at 287 Lafayette Street, and downtown at the Hawthorne Hotel and Visitor Center.

On the last two Saturdays of October (October 21 and 28) between 1:00 p.m. and 4:00 p.m., Zagster representatives will be giving out free candy to trick-or-treaters who stop by the Salem Ferry terminal on Blaney Street.

Since the Salem Zagster Bike Share launched in May, the system has added new stations at Salem State University’s Central Campus, Congress Street, and Salem Willows—in addition to the two downtown stations and another at the Salem Ferry terminal on Blaney Street that were set up at the launch. Over 1,300 rides have taken place, displacing hundreds of car trips from Salem roads, and there are now over 750 members. The Salem Zagster Bike Share is funded by the City of Salem and sponsors Blue Cross Blue Shield of Massachusetts and Salem State University.

For contest rules and more information about the Wicked Bikes, visit bike.zagster.com/wickedbike

Free October Parking

Salem residents with ID park for free on October weekends at the City parking lots at 252 Bridge St, near the MBTA garage, and the Church St west parking lot, in between Federal St and Church St. Proof of residency is required and parking is on a first-come-first served basis. Non-residents may park in the Church St west parking lot for \$20 per day on October weekends.



The Museum Place and South Harbor garages are \$20 per day on October weekends, cash only. The MBTA's garage in Salem is \$5 for the first 14 hours and \$12 for each additional day.

Complete Streets Grant



The City of Salem has received a \$400,000 complete streets grant to upgrade the Loring Avenue/ Lafayette Street/West Avenue intersection, including new bicycle lanes, pedestrian ramps, crosswalks, a curb extension, and new traffic signal and pedestrian signal equipment.

"I am pleased that our application for this grant was successful and I'm grateful to the Baker administration for their support for important upgrades such as those that will be funded by this grant award," said Mayor Kim Driscoll. "Salem is committed to upgrading our streets, sidewalks, and off-street trails to ensure they are safe and accessible by users of all modes of transit and of all abilities. Whether you walk, bike, or drive, Salem's roads should meet your needs."

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Bulky Trash Options

The City of Salem is again expanding the bulky trash item collection options available to residents and landlords. For the month of October, a bulky item disposal dumpster will be available for use at the Salem Transfer Station on Swampscott Road, Saturdays from 7 a.m. to 3 p.m. and Sundays from 9 a.m. to 5 p.m. Proof of residency or property ownership is required and you will be asked to sign in. There is a limit of two items per person, per weekend. Construction debris will not be accepted.



As always, Salem residents can schedule two bulky items for collection by Waste Management at a time. Bulky items will continue to be collected on your recycling collection week only. To schedule a bulky item collection, you must call Waste Management at 800-972-4545 at least 48 hours in advance of your scheduled recycling pick up. For additional information or if you have questions, please call the [City of Salem Recycling & Trash Office](#) at 978-619-5673.

Mayor's Night Out

Mayor Kimberley Driscoll, in partnership with Salem's local attractions, museums, and downtown merchants, is pleased to announce that this Halloween's "Mayors Night Out" will take place on Friday, Oct. 6. Beginning at 3pm participating museums and attractions will open free of charge to Salem residents. Residents must provide a photo identification showing proof of Salem residency to gain free admission. Students may use a school identification card, bus pass, or a Salem Public Library card.

The Museum Place Mall Garage and the South Harbor Garage will offer free parking to Salem residents after 4pm (proof of residency required when you exit the garages).



"Mayor's Night Out and Trick or Treating has become a great tradition for Salem residents," said Mayor Driscoll. "October is a busy time for our businesses and this is their way to say thank you to our residents, offering a day that lets our locals enjoy this festive season in their own community. Salem's many small businesses have really embraced this program and are offering several new specials and events this Friday. I hope everyone will come downtown on Friday and take part!"

New this year, Salem Historical Tours & Haunted Footsteps Ghost Tours is offering a free tour to residents at 7:30 p.m. The tour will be approximately one hour and will touch upon seaport, Revolutionary, and witch trials history, with a ghost story thrown in also. Call [978.745.0666](tel:978.745.0666) or email thesalemhistoricaltours@gmail.com to reserve in advance. Open to the first 50 Salem residents (proof of residency required).

Other merchant specials include: Victoria Station/Vic's Boat House at Pickering Wharf is offering a free chocolate mousse desert with your meal if you mention 'Mayor's Night Out'; The Jolie Tea Company at 105 Essex St. will hold a tea tasting from 2pm-5pm, serving tea and sweets for free; Notch Brewery on Derby St. is offering free skeeball game for kids, with the purchase of an adult beverage from 3pm to 7:30pm and the Salem Arts Association is hosting a free exhibit "Cheers to our Volunteers" and "Faint of Art" at 211 Bridge St. They will be serving refreshments and a buffet of snacks from 5pm to 8pm. Salem's newest restaurant, Ledger, at 125 Washington St, is getting a jump on Mayor's Night Out with a Thursday night parade dinner special where children that enjoy a healthy entrée, dessert and drink from the kids' menu will receive a complimentary *Parade Survival Bag* with all the gear you need to enjoy the festivities!

Mayor's Night Out Trick or Treat is great fun for Salem kids and participating merchants look forward to welcoming costumed trick or treaters on Friday evening. Trick-or-treating begins at the fountain by the Museum Place Mall at 5:30 p.m. and continues down the Pedestrian Mall and around the shops in the Museum Place Mall. Families can venture on their own and visit other participating businesses elsewhere across the downtown. This year several businesses are also joining in on the fun on Derby Street and at Pickering Wharf.

Check www.salem.com/news for the complete listing of participating businesses. Costumes are encouraged! Trick or Treat bags will be provided by MAGIC 106.7. Once again, the Salem law firm of Mazow | McCullough, PC will be distributing safety flasher lights to help keep little trick or treaters safe and seen, especially during neighborhood trick or treating on October 31st.