



# FYI SALEM

VOLUME 3, ISSUE 24

NOVEMBER 17, 2017

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## From the Mayor's Desk



November brings all manner of great celebrations in Salem, including Restaurant Week and the start of Holiday Happenings. I want to thank you again for your patience as we managed the incredibly busy October season here in Salem. I hope you will join us for a public "after action" meeting with city staff on November 30 at 5pm in the Salem Five Community Room. If you cannot make it to the meeting, you can also email your feedback on how October and Halloween went to [mayor@salem.com](mailto:mayor@salem.com) and we'll add it into

the public comments we're collecting for review as plan next year's October events and operations.

In this edition of FYI Salem you'll also find some new information about our electrical aggregation program, Salem PowerChoice. This is a program through which the City bulk purchases the electricity supply for all Salem residents and businesses. We're able to leverage the group buying power of all residents and businesses to get a single, stable low electrical supply price. And we're able to specify in the procurement that we want all of the power to come from 100% green sources, which helps lessen our collective carbon footprint.

Now that National Grid Basic Service is out with their winter supply prices, we're pleased to see that PowerChoice participants will be paying

less this winter month compared to Basic Service!

Also in this edition you can read more about two exciting recycling announcements. The first is the return of our popular annual Textile Recycling Drive, on November 18 in Riley Plaza. Second, we were pleased to be awarded a \$30,000 grant to expand our existing recycling efforts in Salem schools.

Lastly, November 25 is—once again—Small Business Saturday. To help encourage folks to come shop downtown and support our local shops and restaurants we're happy to offer free parking at all City lots, garages, and meters from November 23 through November 26. Please come on out and shop local this holiday season!

Kim Driscoll  
Mayor

## Electric Bill Savings

Salem PowerChoice residential program participants are now saving more than two and a half cents per kWh compared with National Grid's Basic Service price. On November 1, National Grid's fixed Basic Service price increased 34%, from 9.432 cents per kWh to 12.673 cents per kWh for residential accounts.



Commercial and industrial fixed Basic Service prices increased as well. However, the Salem PowerChoice program rate remains fixed at 9.965 cents per kWh until June 2019. With the increase in National Grid's Basic Service price, an average Salem household participating in the program could see an electricity bill savings of as much as \$14 per month when compared with National Grid's winter pricing.

"I'm pleased that Salem homeowners participating in the PowerChoice program will realize a savings on their electrical bills this winter," said Mayor Kim Driscoll. "During the colder months especially, it's great to be able to help people save a bit more on their energy costs. Salem PowerChoice not only offers a lower supply price than basic service this winter, we're also able to supply 100% green power through the program, reducing our community's collective carbon footprint by a substantial amount."

Salem PowerChoice is an electricity aggregation, which is a form of group purchasing in which a city or town selects an electricity supplier on behalf of its residents and businesses. By supplying the City with 100% green energy, the program is reducing Salem's carbon footprint at the same time it provides stable electricity supply pricing for Salem residents and businesses. The Salem PowerChoice program provides a City-vetted alternative to National Grid's Basic Service and to other electricity supply offers in the marketplace. Salem PowerChoice offers 3 options: PowerChoice Standard, PowerChoice Plus, and PowerChoice Basic. Salem PowerChoice participants retain the freedom to opt out of the program at any time with no penalty or charge. Those who choose to opt out will be switched to National Grid's Basic Service rate.

More information is available by visiting the program website at <http://masspowerchoice.com/salem> or by calling the program at 1-844-483-5004. To review the makeup of the electricity in the Salem Power Choice program, visit <http://www.salem.com/home/news/salem-powerchoice-energy-mix-disclosure-label>.

## City Phones Upgrade



The City of Salem's telephone system for City Hall and City Hall Annex will be switching to a new voice-over-IP (VOIP) system on Wednesday, Nov. 22, effective at 7:00 a.m. While no disruption is anticipated, there is always a chance of some technical difficulties during a change in service. No telephone numbers will be changing with this system upgrade. Continue to dial the same numbers that you dial now to reach City departments. The new digital VOIP system will offer better connections and more efficiency, at a lower cost to the City, than the old analog telephone system.

# School Recycling Grant



On America Recycles Day, November 15, the Baker-Polito Administration announced a series of grant awards through the Department of Environmental Protection's Sustainable Materials Recovery Program. The City of Salem was awarded \$30,000 to expand its recycling efforts in the Salem Public Schools.

"My thanks to Governor Baker, Lieutenant Governor Polito, and the team at MassDEP for awarding Salem with this recycling grant and to our own staff who worked on the application for it," said Salem Mayor Kim Driscoll, who also chairs the Salem School Committee.

"By broadening and enhancing our recycling operations in our public school buildings, we will not only reduce the amount of solid waste our city generates, we can help instill in our students a stronger appreciation for the importance of recycling."

The Green Communities Act requires that a portion of the proceeds from the sale of Waste Energy Certificates (WECs) be directed to recycling programs approved by MassDEP. The WEC payments received by MassDEP are deposited into the SMRP Expendable Trust, which is used to fund grants, technical assistance and education to help communities, businesses and institutions increase recycling and reduce waste. The SMRP program has provided more than \$28 million for recycling program since 2010.

## Textiles Recycling Drive

In honor of America Recycles Day, celebrated annually on November 15, SalemRecycles is partnering with Recycle That, LLC to host the City of Salem's 7th Clothing and Household Textiles Recycling Drive on Saturday, November 18, 8am to 3pm at Riley Plaza.

"The annual textile recycling drive is a great way for residents to get rid of those unneeded textiles and also a great way for residents to help the City reduce our trash tonnage by diverting more materials to recycling," said Salem Mayor Kim Driscoll. "I hope everyone looking to dispose of old clothing or textiles will bring it to Riley Plaza on Saturday so it can be repurposed or recycled."



Fittingly celebrated the Saturday before Thanksgiving, the textile recycling drive has grown each year with residents arriving by car, truck, bicycle, and even by foot.

Clean and dry textiles of all kinds and in various states of "usability" are welcome such as old stained t-shirts, sweaters needing buttons to belts in need of buckles, towels, curtains, and bedspreads. Items will either be restored and re-sold, or, repurposed, or recycled.

For a complete list of all acceptable pieces for donation, please visit [www.salem.com/recycling](http://www.salem.com/recycling). Additional information on environmentally friendly programs and recycling initiatives can be found at [www.facebook.com/SalemRecycles/](http://www.facebook.com/SalemRecycles/) and [www.greensalem.com](http://www.greensalem.com).

# Public Halloween Meeting



The City of Salem will hold a public "after action" review of Haunted Happenings and Halloween 2017 on Thursday, November 30, 5:00 p.m. to 6:00 p.m. at the Salem Five Community Room, 210 Essex Street.

Residents, business owners, and others are invited to attend and offer their feedback on October 2017 to Mayor Kim Driscoll and other City officials, including public safety, traffic and parking, and public works staff. Those who are un-

## Small Business Saturday

Mayor Kim Driscoll has announced the City of Salem's participation in the eighth annual Small Business Saturday. Falling between Black Friday and Cyber Monday, Small Business Saturday is a day to celebrate and support the small, independently-owned businesses that help boost local economies across the country.

"As the holiday season approaches, I hope all Salem residents will shop local first and support our small businesses," said Mayor Driscoll. "I am pleased to once again participate in Small Business Saturday and celebrate our local small businesses throughout Salem."



Small Business Saturday was created in 2010 in response to small business owners' most pressing need: more customers. Since inception, Small Business Saturday has served as the ceremonial kickoff to the busy holiday shopping season for small, independently-owned businesses. Last year more than 95 million consumers shopped at small businesses on Small Business Saturday.



In recognizing the importance of supporting independent businesses in Salem, Mayor Driscoll has issued a proclamation designating Saturday, November 25, as Small Business Saturday in Salem. In addition, the City will offer free parking at all City garages, parking lots, and meters from November 23 through November 26, to help encourage downtown shopping.

Salem's small businesses can access toolkits and other resources to participate in Small Business Saturday at: [www.ShopSmall.com](http://www.ShopSmall.com).