

FYI SALEM

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From the Mayor's Desk



Dear Salem resident,

Thank you for reading the latest issue of the FYI Salem newsletter!

As you may know, by now two Salem families were displaced by a major fire on Cromwell Street last week. The City has launched a relief effort for them. Donations of gift cards and funds are now being collected to support these individuals as they begin to recover from the fire.

Salem residents are incredibly generous and thoughtful. As soon as word of the fire spread, we began receiving inquiries from people who wanted to help. I hope any resident who is able will consider making a financial donation or dropping off a gift card. One of the qualities that make

Salem such a remarkable community is how we all look out for each other. Please give what you can to help our neighbors from Cromwell Street get back on their feet.

The City has contracted with North Shore Community Action Programs to provide emergency HOME funds to help victims toward the cost of first/last/security for new housing and is working with Lifebridge's Thrift Store to provide clothing and other items.

The most urgent need right now is permanent housing. Funds to help secure new housing would be most welcome and, if you know of available apartments for rent in Salem that might be available, please contact my office at mayor@salem.com and we will share the information with the victims.

Donations may be made at any Salem Five bank branch or online at www.salem.com by clicking on the "Salem Relief Fund" button. Donations may also be mailed to: Salem Relief Fund, c/o Salem Five, 71 Washington Street, Salem MA 01970. If donating at a branch or mailing a donation, please make your check payable to "Salem Relief Fund." Donations are tax

deductible and all donated funds will be divided among the victims to help them secure new housing, pay bills, or purchase food, home goods, and clothing.

In lieu of donating items, those who would like to help the victims recover are encouraged to donate gift cards so the families can have the most flexibility in rebuilding their lives. Gift cards are also far more portable for the victims at this time.

Especially needed are gift cards in any amount for clothing, groceries, meals, home goods and furnishings, and personal care products and toiletries. Gift cards may be dropped off at the Office of the Mayor, Salem City Hall, 93 Washington Street, Mondays-Wednesday 8:00 a.m. to 4:00 p.m., Thursdays 8:00 a.m. to 7:00 p.m., and Fridays 8:00 a.m. to noon.

Thanks once again for taking the time to read the FYI Salem newsletter!

Kim Driscoll
Mayor
City of Salem

Electric Scooters

The City has commenced a pilot program to allow a limited number of electric scooters in Salem through next May. Salem's scooter program is being managed by Zagster, the same company currently managing its bike share program.

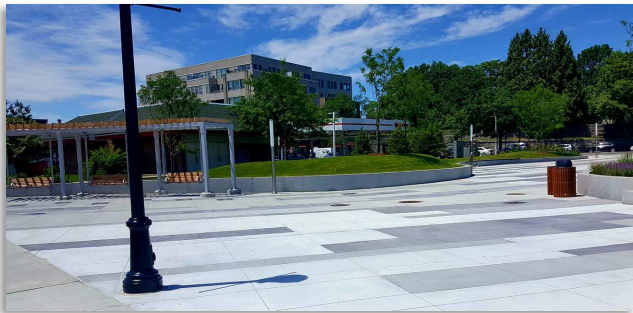
Scooters can be unlocked and parked at a variety of locations designated around the City. Riders must have a driver's license and may not drive on sidewalks. Certain parts of the City are prohibited for scooter use and the scooters will not drive in those locations. The scooters cost \$1 per ride, plus \$0.15 per minute. To find out more, including how to download the app to unlock and ride a scooter, visit <https://www.spin.app/>.



Additional information, including how to get a free helmet from the City of Salem, can be found at <https://www.salem.com/traffic-and-parking-department/files/salem-e-scooter-share-program>.

"Scooters offer a sweat-free way to travel, especially for 'last mile' connections from transit to places of employment, study, or residence," said Mayor Driscoll. "This service can reduce the number of private passenger vehicles on our roadways and improve the availability of parking by encouraging non-car travel in a more expeditious and affordable manner. It provides another important step forward in our efforts to offer residents and visitors options to help them go car-free in Salem. If we're serious about addressing car congestion in Salem, we need to provide alternative options for getting around. In conjunction with our bike share, harbor shuttle, free Salem Trolley rides for residents, Ferry, and MBTA services, we continue to expand access to alternative methods of transportation in Salem."

Naming 289 Derby Street



Salem residents are invited to weigh in on naming the new park at 289 Derby Street. The new park is now open to the public and will host a variety of programs in the months ahead. The space, which was constructed thanks to a state grant, features outdoor seating, swing seats, a boardwalk that connects around most of the South River, and open space for programs and performances. An adjacent private property owner is also advancing plans that will create outdoor dining opportunities that will border onto the park.

"This new public space offers an open connection linking downtown, the Point neighborhood, and our historic waterfront," said Mayor Driscoll. "Whether you visit it for a program or activity, grab a seat to eat your lunch, or just wander through to stroll around the South River, the park is a great new amenity for our community. I invite all Salem residents to provide their feedback on what this new public space should be officially named."

Residents are invited to vote for their preference for naming the new park by visiting <http://www.salem.com/289Derby> by 4:00 p.m. on July 31, 2019. There, they will be able to rank in their order of preference among the following potential names: **289 Derby**, **Charlotte Forten Park**, **Nathaniel Bowditch Park**, **Naumkeag Park**, and **South River Park**.

Age-Friendly Businesses

Five businesses in Salem have completed the process to become Certified Age-Friendly businesses by the Salem for All Ages Task Force. They are the first businesses to become certified by the program since it launched in April. Eastern Bank (Washington Street branch), Hawthorne Hotel, The Merchant Hotel, The Salem Center for Past Life Regression, and Salem Spice/The Branch Olive Oil Company. More information about the Age-Friendly Business certification can be found at <https://salemforallages.org/age-friendly-business/>.

"I would like to thank these businesses for stepping forward to participate in the Age-Friendly Business certification process," said Mayor Kim Driscoll, who launched the Salem for All Ages initiative. "By signaling that they are open and accessible to customers of all ages and abilities, they are reaffirming our City and our business community's shared commitment to making Salem a place that welcomes all."

An age-friendly business is one in which people of all ages and abilities can comfortably shop, dine, or receive services. These businesses intentionally act to make their spaces and their operations more inclusive for customers and patrons of all ages and abilities. In an age-friendly business, staff are respectful, patient, and well trained to interact with all individuals. These businesses provide resting areas, non-slip flooring, and other physical attributes to ensure all individuals are comfortable in the business. They use universal symbols, clear and readable typefaces, and other features in printed or digital materials. Finally, some age-friendly businesses also offer discounts or special programs specifically for older adults.

Nearly 57% of consumer spending in Massachusetts is by people 50 years old or older, amounting to over \$150 billion each year. Here in Salem, around 8,000 residents are over the age of 60 and that number is expected to climb to 12,000 by 2030. Older adults tend to patronize businesses earlier in the day and are likely to be extremely loyal customers. These benefits extend to Salem's visitors, too; 47% of visitors to Salem included at least one member of their party age 55 or older. In addition, modifications and actions taken to make a business age-friendly have the ancillary benefit of also making them more welcoming to many other individuals, from parents with strollers to individuals with disabilities.

Becoming a certified Age-Friendly Business through Salem for All Ages is a great and free way to connect with these customers. Certified Age-Friendly businesses are listed on the Salem for All Ages website and in the *Salem for All Ages Resource Guide*, which is mailed to every resident in Salem when they turn 65 years old. They also have the opportunity to be featured on the Salem for All Ages social media channels and will receive a special decal that can be placed in the business' window to show that the business is certified as age-friendly. All of these steps will increase the potential customer base and repeat customers, as well as boost customer numbers during the traditionally less busy times of day.

To become a certified Age-Friendly Business in Salem: (1) Complete the application at <https://salemforallages.org/age-friendly-business/>. Only businesses located in Salem may apply. (2) Someone from the Salem for All Ages Task Force will schedule a time to meet with you at your business. There they will go through the Age-Friendly Business checklist available on the website. (3) You or an employee you designate must participate in a 45-minute training on working with older adult customers. Once these three steps are completed you will receive the Salem Age-Friendly Business window decal and your business will be listed on the initiative's website and in the resource guide.



School Updates

Get to Know Interim Superintendent Kathy Smith

Kathleen A. Smith, JD has earned a reputation as a strong leader and advocate for fair funding for all school districts in her five years as Superintendent of the Brockton Public Schools, an era marked by epic Chapter 70 state aid funding challenges. She has collaborated with top, elected state leaders at home and on Beacon Hill while working in concert with community partners to adopt schools and classrooms, and offer in-kind and other services to bridge and fill financial and other gaps for Brockton's close to 17,000 students and more than 2,000 faculty, staff and administrators.

Superintendent Smith earns continual distinction as a speaker both locally and nationally on issues of poverty and Brockton's success at narrowing the achievement gap for students at all levels. She recently received the President's Award from the Massachusetts Association of School Superintendents for her leadership role in spearheading the advocacy effort in a potential Equity in Equity lawsuit against the Commonwealth of Massachusetts.



From her decades of experience, Superintendent Smith brings a unique approach to collaboration, a depth of institutional knowledge of the school district and heartfelt affection for its students and families. Her vision for leading a successful 21st-Century school district includes excellence in instruction and student achievement as a primary objective where she believes all children can learn and every teacher can and must contribute. Superintendent Smith is Co-Chair of the state Urban Superintendent's Network.

Her commitment extends beyond the city's borders, serving on the boards of directors of several worthy organizations including the DJ Dream Fund, the MetroSouth Chamber of Commerce, the Children's Museum in Easton and the Brockton Area Workforce Investment Board. Superintendent Smith is a member of the Massachusetts Bar Association, the Massachusetts Association of School Superintendents, the District Administration Leadership Institute and the National Superintendents Roundtable. Superintendent Smith holds a bachelor's degree in special education and elementary education from Westfield State University, a master's degree in guidance counseling from Bridgewater State University and a juris doctorate from New England Law Boston. In 2016, Superintendent Smith received the Dr. Marilyn White Barry, '58, Graduate Alumni Award from Bridgewater State University, where she is a member of the Class of 1988. The award goes to an alumnus who has demonstrated the qualities of outstanding professional achievement at the state, regional or national level.

In 2018, she was awarded the Massachusetts Parent Teacher Association's Superintendent of the Year as well as the President's Award from the Massachusetts Association of School Superintendents. In 2019, she received the Bobbie D'Alessandro Leadership Award from the Women's Educational Leadership Network of MASS. The award, named for former Cambridge Superintendent Bobbie D'Alessandro, is given to an outstanding woman leader who is a role model for thoughtful and caring leadership, focused on improved student achievement. Smith "embodies boldness, confidence and is student-centered and caring," MASS said.

Superintendent Smith has been employed in the Brockton Public Schools for 42 years, beginning her career as an elementary school special education and Title I teacher, served as a school adjustment counselor, as a Communities and Schools for Career Success entrepreneur, an MCAS manager and Director of Community Schools, and a visiting professor teaching Education and the Law through Fitchburg State University until her appointment as Superintendent, the first woman to hold the position.