

Fiscal Year 2013 Strategic Plan

*Develop Improve and Protect our Natural Resources*

*Projects*

|  |                         |
|--|-------------------------|
| Develop Harbor Fueling Facility  | <i>Priority Level 1</i> |
| Restore and Repair Bank Along East Chop  | <i>Priority Level 1</i> |
| Develop a Beach Management Plan<br>Include: Facilities Improvements, Services,<br>Beach Nourishment, Encouraging<br>Carry-in/Carry-out, Purchase of a Beach Rake                 | <i>Priority Level 2</i> |
| Study Nitrogen Loading in the Lagoon,<br>Sengenkontakt Pond, Farm Pond and Sunset<br>Lake Watersheds and Develop a Plan to expand<br>Wastewater System to Maintain Water Quality | <i>Priority Level 2</i> |
| Renovate Waterfront Sidewalks and Railings   | <i>Priority Level 2</i> |
| Move Forward with Construction of Fish<br>Pier Project with State Funding  | <i>Priority Level 3</i> |
| Promote the Appreciation of Natural Resources  | <i>Priority Level 3</i> |
| Explore Green Community Status   | <i>Priority Level 3</i> |
| Support Increased Aquaculture  | <i>Priority Level 3</i> |

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# *Affordable Housing*

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## *Projects*

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|   |                         |
|---|-------------------------|
| Promote the Development of Rental Units   | <i>Priority Level 1</i> |
| Explore the Use of the “Donut Hole” Property<br>-Resolve Tax and Title Issues                                 | <i>Priority Level 1</i> |
| Encourage the Use of Existing Housing Stock<br>For the Development of Affordable Housing Units                | <i>Priority Level 1</i> |
| Make Greater Use of the Affordable Housing<br>Trust to Support the Development of Affordable<br>Housing Units | <i>Priority Level 2</i> |
| Conduct Workshops Between the Selectmen<br>And the Affordable Housing Committee                               | <i>Priority Level 2</i> |
| Inventory Resident Homesite Properties<br>and Develop a Plan for these Properties                             | <i>Priority Level 2</i> |

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# *Improve Communications with Local Residents*

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## *Projects*

Pursue Outreach to the Community and Specific Neighborhoods to Share Information and to Encourage Resident Input

*Priority Level 1*

Website Development and Update for Greater Utility in Sharing Information

*Priority Level 1*

Explore the Development of a Town Newsletter or Regular Newspaper Column to Update Local Residents

*Priority Level 1*

Develop a Program to Communicate The Strategic Plan to Local Residents

*Priority Level 2*

Educate Residents on the Sources and Uses of Funds in the Town Budget

*Priority Level 2*

Encourage Presentations at Selectmen's Meetings and Town Meetings to Share Information with the Public

*Priority Level 2*

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# *Cultural Development*

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## *Projects*

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Support and Encourage Town Events

*Priority Level 1*

Promote and Support Culture in our  
Community

*Priority Level 1*

Identify Items of Historic and Cultural  
Significance and Take Steps to Preserve

*Priority Level 1*

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*Stabilize and Improve our Financial  
Condition*

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*Projects*

Add to the Stabilization Fund

*Priority Level 1*

Analyze Areas of the Budget Where  
The Town may Reduce Costs

*Priority Level 1*

Create Free Cash Reserves

*Priority Level 1*

Develop Written Financial Policies  
and Procedures

*Priority Level 1*

Foster a Greater Awareness of the OPEB  
(Other Post-Employment Benefits) Unfunded  
Liability

*Priority Level 2*

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# Organizational Improvements

## Projects

|   |                         |
|---|-------------------------|
| Train and Cross-Train Employees;<br>Train Employees in Conflict Resolution and<br>Customer Service; Support Professional<br>Development for Department Heads                    | <i>Priority Level 1</i> |
| Increase our Local Capacity for Planning and<br>Code Enforcement; Increase Staffing Support<br>For Historic District, ZBA, Planning, Building<br>Department and Board of Health | <i>Priority Level 1</i> |
| Organize Periodic and Regular Meetings<br>with Department Heads   | <i>Priority Level 2</i> |
| Review the Organizational Chart for<br>Consolidation to Improve Efficiency and<br>Enhance Accountability for Departments,<br>Boards and Committees                              | <i>Priority Level 2</i> |
| Encourage Community Policing  | <i>Priority Level 2</i> |
| Update and Evenly Enforce all Licensing<br>and Permitting; Computerize all Fees and Fines   | <i>Priority Level 3</i> |
| Examine the Structure of the Finance Committee  | <i>Priority Level 3</i> |
| Continue to Improve Communications and<br>the Relationship with the School Committee  | <i>Priority Level 3</i> |

Prepare Succession Planning for Key Positions

*Priority Level 3*

Work with the Parks Commission to Help  
Restore and Expand Recreation Programs  
Including Lifeguards at the Town Beaches

*Priority Level 3*

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## *Increased Town Planning*

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### *Projects*

Develop a Six-Year Capital Improvement Program

*Priority Level 1*

Update Policies and Procedures for Governing

*Priority Level 1*

Study and Develop Plans for Utilities Management

*Priority Level 2*

Increase Local Capacity for Planning  
i.e. Traffic, Housing, Economic Development  
Historic Preservation, Land Use

*Priority Level 2*

Update the Master Plan

*Priority Level 2*

Advocate for Growth Center Status of  
Central Business District in Martha's Vineyard  
Commission Development of Regional Impact  
Criteria

*Priority Level 3*

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*Increase Civic Pride*

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*Projects*

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Remember "Proud to Be From OB"

*Priority Level 1*

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## *Attention to Infrastructure*

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### *Projects*

Examine All Public Safety Building Needs, Including Location and Facilities; Evaluate Potential to Unite into a Town Campus

*Priority Level 1*

Plan for Maintaining and Investing in Infrastructure, Including Repairing Town Buildings, Improving Roads and Streets, Renovating Waterfront Sidewalks and Railings.

*Priority Level 1*

Encourage and Support the Renovation of Downtown Buildings

*Priority Level 2*

Restore Neighborhood Parks and Recreation Areas and Restore Recreational Programs

*Priority Level 2*

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# *Parking and Transportation Management*

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## *Projects*

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|--|-------------------------|
| Locate Areas for Off-site Parking and a Park and Ride Program and Pursue Funding             | <i>Priority Level 1</i> |
| Facilitate the Construction of the Roundabout At the Blinker Intersection for traffic Safety | <i>Priority Level 1</i> |
| Create a Light-Industrial Parking Site   | <i>Priority Level 2</i> |
| Promote Better Traffic Flow and Provide Parking on Public Ways                               | <i>Priority Level 2</i> |
| Promote Walking in the Town with Better Maps and Signage                                     | <i>Priority Level 2</i> |
| Create More Bicycle Lanes  | <i>Priority Level 3</i> |

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*Examine and Create Revenue Opportunities*

*Projects*

|   |                         |
|---|-------------------------|
| Develop Harbor Fueling Facility   | <i>Priority Level 1</i> |
| Explore Renewable Energy and Conservation Initiatives, Including Proposals Through The Cape and Vineyard Electrical Cooperative | <i>Priority Level 1</i> |
| Sell Certain Town-Owned Properties  | <i>Priority Level 1</i> |
| Investigate a PILOT Program for Tax Exempt Properties   | <i>Priority Level 1</i> |
| Examine Ideas for Cost-Savings in Town Departments  | <i>Priority Level 2</i> |
| Organize Efforts to Pursue Grants and Other Governmental Funding  | <i>Priority Level 2</i> |
| Collect All Fees and Fines to Improve Finances  | <i>Priority Level 2</i> |
| Regionalize Town Services Where Appropriate   | <i>Priority Level 3</i> |
| Determine Additional Sources of Town Revenues   | <i>Priority Level 3</i> |