

RRP Rubric for Proposed Project

We did not make a SME Request for this recommendation

Project Title	Providing ADA accessible public restrooms to increase foot traffic and economic activity in the downtowns.
Origin	RRP Advisory Committee
Location/Census Tract	Manchester-by-the-Sea Downtown and Essex Downtown
Budget & Sources of Funding	Medium budget (\$50K - \$200K)
Timeframe	Short term - Planning and Implementation within 2 years
Risks	<p>Low Risk -</p> <ul style="list-style-type: none"> • Consensus on locations of the restrooms • Town approvals (materials, design, etc.) • Adequacy of funding for construction, management & maintenance.
Key Performance Indicators	<ul style="list-style-type: none"> • Increased number of visitors of all age groups (particularly kids and aged people) and their time spent in the downtowns • Decreased requests from non-customers to use restrooms in businesses • Increased number of pedestrians and bicyclists • Perception of the convenience and cleanliness of public restrooms
Partners & Resources	Town of Essex, Town of Manchester-by-the-Sea, DPWs/Highway Departments, business owners, Essex Merchants Group, Essex Economic Development Committee, Manchester Downtown Improvement Committee, Manchester Historic District Commission, Cape Ann Chamber of Commerce, Essex Shipbuilding Museum, community members
Diagnostic/ COVID-19 Impacts	<p>Essex</p> <p>Essex's downtown currently has a public bathroom at the Town Hall. The Essex Shipbuilding Museum reports that they function as a de facto visitor center and likely has</p>

associated restroom use. Both locations have limited hours and neither is open in the evening. The Town Hall is open Monday-Thursday 7:30AM-3:30PM. The Shipbuilding Museum was closed through much of the pandemic but has recently reopened Thursday-Sunday, 10AM-3PM. Many visitors to downtown Essex come to patronize a single business and can usually use a restroom at that establishment. However, business owners and stakeholders who participated in the RRP planning process, identified a need for downtown Essex to become more of an integrated destination where visitors take advantage of access to natural resources and stroll between cultural institutions, and multiple businesses. Public restrooms would help bring that vision to reality. In addition, public restrooms can be an attraction on their own. Many potential customers pass through downtown Essex on the Scenic Byway. Well publicized public restrooms could give travelers another reason to stop downtown.

Manchester-by-the-Sea

Manchester-by-the-Sea currently has one public restroom in the Town Hall, recently installed temporary public restrooms, and two businesses make their restrooms available for public use. Business owners and town residents who participated in public outreach for the RRP program said that a lack of public restrooms was a drag on the downtown. A large number of visitors to Manchester-by-the-Sea during the summer come for Singing Beach. Public restrooms would enable them to enjoy their visit to downtown more. Further, the town has an aging population. Expanded permanent public restrooms will enable residents and visitors of all ages and abilities to more comfortably spend time in downtown Manchester.

<p>Action Item</p>	<p>Public outreach for the RRP program revealed there is a strong need for public restrooms in the downtowns. Adding more public restrooms would encourage pedestrian activity around downtown and boost sales revenue for local businesses. It would allow people of all ages and abilities to access the downtowns and stroll or linger in the area for a longer time. This is particularly important for customers who do not live in the immediate vicinity of the downtowns- -crucial customers for expanding revenues. Key Actions:</p> <ul style="list-style-type: none"> • Identify suitable locations for public restrooms, including existing underutilized restrooms • Identify necessary facilities improvements and estimate the required budget • Obtain funding • Design the project • Obtain permits • Install the restrooms • Publicize the restrooms and coordinate with wayfinding mapping and signage • Ongoing maintenance • Improvements, as needed
<p>Process</p>	<ul style="list-style-type: none"> • Planning & Design <ul style="list-style-type: none"> ○ Identify businesses and other downtown properties that can make their restrooms available for public use ○ Enhance the existing restrooms with signage that depicts the location and hours of restrooms, lighting, and ADA-accessibility. ○ Identify the party responsible and budget for bathroom maintenance ○ Identifying locations to install new restrooms. ○ Engage businesses, residents, DPW and maintenance staff in the restroom design. ○ Develop schematic and final designs and cost estimates ○ Develop a project schedule ○ Obtain land and/or access easements, if needed ○ Undertake procurement for construction • Installation <ul style="list-style-type: none"> ○ Oversee construction

	<ul style="list-style-type: none">● Cleaning and Monitoring<ul style="list-style-type: none">○ Regularly clean and supply the restrooms○ Track restroom use and solicit feedback about the cleanliness and convenience of the restrooms.
--	---



For more information, contact:

Emmy Hahn / MDI/LRRP Program Coordinator Elizabeth.Hahn@state.ma.us

Charles Sanderson / MDI/LRRP Program Assistant Coordinator Charles.sanderson@state.ma.us