CAPE COD COMMISSION

Barnstable County
FY27 License Plate Grant Application Submission

CARE for the Cape & Islands

CONTACT INFORMATION

Organization Name: CARE for the Cape & Islands
Location: Hyannis, MA
Project Manager Name: Adam Gracia
Project Manager Title: Executive Director
Project Manager Email: adam@careforthecapeandislands.org

PROJECT INFORMATION

Name of Project: Coalition that CARES: Orleans Coastal Stewardship Initiative

Brief Project Description:
CARE recently completed a three-year federal grant focused on reducing the impact of single-use plastic on marine debris while providing sustainable solutions for the tourism and hospitality sectors on Cape Cod.

This culminated in the Orleans Coastal Stewardship Initiative, a comprehensive three-year effort which focuses on water quality, coastal resilience, and sustainable community practices while advancing sustainability throughout the hospitality and tourism sectors.

Through the newly formed Community that CARES Coalition, the Town of Orleans will work alongside nonprofits and local businesses to pursue Ocean Friendly Community designation from the Surfrider Foundation - a first of its kind national model.

How does the project advance one or more 2024 Cape Cod CEDS Key Actions?
The project advances these goals by: supporting year-round community activities and local civic engagement (community outreach, education, and engagement), providing physical and organizational spaces for entrepreneurs and organizations to pilot new ideas (collaborative partnerships to support pilot waste reduction and sustainability programs), connect students and local workers to targeted educational and training programs (on-site sustainability and waste

reduction technical assistance), identifying and supporting growing regional industries to diversify the local economy (business resources that steward a thriving year-round economy while nurturing the Cape and Islands unique habitat), and stewards investments in regional water quality and wastewater management systems (public policy and regulation stewardship).

What economic development needs/priorities will this project address?
Community that CARES is a coalition of Town government, nonprofit partners, business organizations, and residents, formed to coordinate environmental action in Orleans. It's designed as a model: a reusable structure for organizing community-wide initiatives, intended to be replicable both for future Orleans projects and for other communities pursuing similar work.

The Orleans Coastal Stewardship Initiative is the Coalition's first project. It's a coordinated effort to strengthen environmental stewardship, protect water resources, and promote sustainable practices across municipal operations, local businesses, and the broader community.

One of the Initiative's central tasks is pursuing Ocean Friendly Community designation from the Surfrider Foundation. The bid is organized around four core focus areas:

Education and Outreach - increasing awareness and promoting practical, everyday environmental stewardship
Programs and Certifications - engaging businesses and institutions through certification programs
Policies, Bylaws, and Initiatives - strengthening and aligning local regulations and municipal practices
Partnership Development - building a durable, coordinated structure for long-term implementation

Regional and national partners - CARE for the Cape & Islands and the Surfrider Foundation's Cape & Islands Chapter - support this work with technical expertise, program frameworks, and communications tools.

What is the anticipated impact of this project on these economic development needs/priorities? How will this project support Cape Cod's economic resiliency?
The value of this model is its structure more than any single program. Most Cape towns already have committed volunteers, active nonprofits, and business associations working on water quality, waste reduction, and climate resilience, but often in parallel. The coalition gives those efforts a common framework. Partner roles are defined, progress is tracked in one place, and messaging is coordinated. The Town serves as convener and administrative backbone, and CARE brings the regional reach and business engagement tools that let the approach travel.

This work directly advances several 2024 CEDS key actions:

Water quality. Orleans' economy, including fishing, shellfishing, tourism, and recreation, depends on clean ponds, estuaries, and coastal waters. The coalition's outreach on nutrient reduction and water conservation complements the Town's major investment in wastewater infrastructure.

Climate resiliency. The coalition connects residents and businesses to practical steps and to existing energy incentive programs.

Civic engagement. It creates year-round public engagement opportunities across the community.

Piloting ideas. It gives local businesses a structured way to pilot and adopt sustainable practices, with visible recognition through Town and Chamber channels.

Are there any anticipated challenges to implementing the project within the required timeframe of the grant award?
The seasonal nature of the hospitality and tourism industries truncates availability to engage in efforts around sustainability and environmental stewardship. This is due to a lack of capacity during peak seasons, as well as the closure of many businesses during off seasons. While a project can run over the course of a year the bulk of the "physical" labor is done in a far more condensed timeframe. Additionally, waste water restrictions, a lack of regional industrial composting, misinformation/lack of education related to recycling, and a non-standardized/regional policies impact the adoption of sustainable measures such as reusable, compostable, and recyclable products.

Would the funding be used to support a grant program? Yes / No
No

Which municipality or municipalities are supportive of this project? (Optional)
Orleans, Chatham, Harwich, Yarmouth, Falmouth, Provincetown

SCOPE OF WORK AND TIMELINE

Task 1

Description: Ocean Friendly Restaurants: Sustainability resources for hospitality businesses
Deliverable: Certify 60% of eligible local food service establishments (29/48)
Estimated Completion Date: 10/1/27

Task 2

Description: Ocean Friendly Hotels: Sustainability resources for lodging and accommodations businesses
Deliverable: Certify 60% of eligible lodging and accommodations businesses (6/10)
Estimated Completion Date: 10/1/27

Task 3

Description: Rental Agency Engagement
Deliverable: Engage local seasonal rental agencies to develop sustainability criteria tailored to their role in visitor education and property management.
Estimated Completion Date: 4/1/27

Task 4

Description: Establish a Pilot Program of Consistent Public Engagement
Deliverable: Up to 20 annual events to include water stations, reusable cups, and recycling support at major events such as the Orleans 4th of July Parade, Outermost Fridays, Outermost Music Festival, Orleans Pond Coalition Celebrate Our Waters, Farmer's Markets, and Orleans Firebird Cape Cod Baseball League Games.
Estimated Completion Date: 10/1/27

Task 5:

Description: Retail & Service Business Criteria
Deliverable: Develop criteria for retail and service-based businesses, building on CARE's Businesses that CARE framework and aligning with Ocean Friendly principles.
Estimated Completion Date: 10/1/27

Task 6:

Description: Cooperative Buying
Deliverable: Partners will explore cooperative buying models that reduce costs and simplify compliance for participating businesses.
Estimated Completion Date: 10/1/27

Task 7:

Description: Metrics & Outcomes
Deliverable: Clear metrics will be established to track participation, certification progress, and program impact.

Estimated Completion Date: 10/31/26

Task 8:

Description: Plastic Reduction Bylaws
Deliverable: Evaluate and refine Orleans' existing plastic reduction bylaws drawing from model regulations from neighboring communities.
Estimated Completion Date: 10/31/27

Task 9:

Description: Online Centralized Environmental Information Hub
Deliverable: Developed an online hub/one-stop shop for regional environmental stewardship information and resources for residents and visitors alike.
Estimated Completion Date: 4/1/27

PROJECT PARTNERS

Project Partner 1:

Name: Amanda Converse: Town of Orleans
Title: Economic Development Coordinator + Public Information Officer
Email: aconverse@orleansma.gov
Role/Description: Co-facilitator/lead

Project Partner 2:

Name: Judy Lindah - Orleans Chamber of Commerce
Title: Executive Director
Email: judy@orleanscapecod.org
Role/Description: Business engagement facilitator

FY27 LICENSE PLATE GRANT APPLICATION BUDGET

Please upload this sheet as a PDF as part of your application.

Please fill in all budget categories relevant for your proposed project, including a brief description of the funds requested. The total amount requested should equal the total amount noted in the scope of work. All project expenses are provided on a reimbursement basis.

Category	Amount Requested	Match Amount (optional)	Total Project Cost	Budget Narrative
Personnel/Labor from Staffing Plan)	$38,512.50	$38,512.50	$77,025.00	
Fringe Benefits (from Staffing Plan)	$3,851.25	$3,851.25	$7,702.50	
Travel	$380.00	$380.00	$760.00	milage
Equipment				
Supplies	$3,000.00	$3,000.00	$6,000.00	printing, educational materials, handouts, reusable supplies, event supplies
Contractual/Consulting				
Small Grants Program				
Other				
Total Direct Cost	$45,743.75	$45,743.75	$91,487.50	
Indirect Costs*	4574.38	4574.38	9148.76	
Total	$50,318.13	$50,318.13	$100,636.26	

*Maximum of 15% of project direct cost unless the project applicant has a Negotiated Indirect Cost Rate Agreement.

FY27 LICENSE PLATE GRANT
APPLICATION STAFFING PLAN

Please upload this sheet as a PDF as part of your application.

For each individual participating in this project, please share their name, title, and associated hourly rate, number of hours. In addition, please list the tasks that each staff member/volunteer will participate in. The staffing plan should be uploaded at the end of the application.

Staff Name and Title	**Hourly Rate**	**Number of Hours**	**Total Project Cost**	**Amount Requested**	**Match Amount**
Adam Gracia: Executive Director	$31.25	1300	$40,625.00	$20,312.50	$20,312.50
Avery Akwright: Program Manager	$28.00	1300	$36,400.00	$18,200.00	$18,200.00
Total Personnel		2600	$77,025.00	$38,512.50	$38,512.50
Fringe (enter fringe rate as percent):			10.00%	10.00%	10.00%
TOTAL:			$77,025.10	$38,512.60	$38,512.60

Staff Name and Title	Tasks/Responsibilities
Adam Gracia: Executive Director	Ocean Friendly Restaurants: Certify 60% of eligible local food service establishments (29/48)
Adam Gracia: Executive Director	Ocean Friendly Hotels: Certify 60% of eligible lodging and accommodations businesses (6/10)
Adam Gracia: Executive Director	Rental Agency Engagement: Engage local seasonal rental agencies to develop sustainability criteria tailored to their role in visitor education and property management.
Adam Gracia: Executive Director	Establish a Pilot Program of Consistent Public Engagement: Up to 20 annual events
Adam Gracia: Executive Director	Retail & Service Business Criteria: Develop criteria for retail and service-based businesses, building on CARE's Businesses that CARE framework and aligning with Ocean Friendly principles.
Adam Gracia: Executive Director	Cooperative Buying: Partners will explore cooperative buying models that reduce costs and simplify compliance for participating businesses.
Adam Gracia: Executive Director	Metrics & Outcomes: Develop clear metrics will be established to track participation, certification progress, and program impact.
Adam Gracia: Executive Director	Plastic Reduction Bylaws: Evaluate and refine Orleans' existing plastic reduction bylaws drawing from model regulations from neighboring communities.
Adam Gracia: Executive Director	Online Centralized Environmental Information Hub: Developed an online hub/one-stop shop for regional environmental stewardship information and resources for residents and visitors alike.
Adam Gracia: Executive Director	Steward model adoption by the Town of Chatham
Adam Gracia: Executive Director	Steward model adoption through CDP facilitated Lower/Outer Cape EDAC Co-hort
Avery Akwright: Program Manager	Ocean Friendly Restaurants: Certify 60% of eligible local food service establishments (29/48)
Avery Akwright: Program Manager	Establish a Pilot Program of Consistent Public Engagement: Up to 20 annual events
Avery Akwright: Program Manager	Metrics & Outcomes: Develop clear metrics will be established to track participation, certification progress, and program impact.
Avery Akwright: Program Manager	Plastic Reduction Bylaws: Evaluate and refine Orleans' existing plastic reduction bylaws drawing from model regulations from neighboring communities.

Avery Akwright: Program Manager	Online Centralized Environmental Information Hub: Developed an online hub/one-stop shop for regional environmental stewardship information and resources for residents and visitors alike.
Avery Akwright: Program Manager	Expand and Professionalize Enviornmental Outreach Efforts
Avery Akwright: Program Manager	Support Creative Engagment Projects
Avery Akwright: Program Manager	Develop a ciriculum and deliver programming related to priority education & outreach topics
Avery Akwright: Program Manager	Develop and disseminate educational materials across digital and print platforms
Avery Akwright: Program Manager	Support recurring public engagement opportunities
Avery Akwright: Program Manager	Coordinate messaging across Town departments, working groups, and nonprofit partners

TOWN OF ORLEANS
Office of the Town Manager
19 School Road | Orleans, MA 02653

Barnstable County Economic Development Council
c/o Cape Cod Commission
3225 Main Street, P.O. Box 226
Barnstable, MA 02630

Re: Partner Letter, CARE for the Cape & Islands, FY27 Cape Cod License Plate Grant

Dear Members of the Council:

The Town of Orleans is proud to partner with CARE for the Cape & Islands on its application to the Cape Cod License Plate Grant Fund for Coalition that CARES: Orleans Coastal Stewardship Initiative. The project will document the Community that CARES Coalition model we built together in Orleans and extend it to other Cape communities.

Over the past year, the Town and CARE have developed the Community that CARES Coalition as co-leads. It is a working partnership that brings together municipal staff, Town boards and committees, local nonprofits, and business organizations around shared environmental and economic goals.

Four working groups, co-facilitated by Town and CARE staff, meet regularly under a shared work plan and the Select Board formalized the Town's commitment with a Statement of Support on June 17, 2026.

The value of this model is its structure more than any single program. Most Cape towns already have committed volunteers, active nonprofits, and business associations working on water quality, waste reduction, and climate resilience, but often in parallel. The coalition gives those efforts a common framework. Partner roles are defined, progress is tracked in one place, and messaging is coordinated. The Town serves as convener and administrative backbone, and CARE brings the regional reach and business engagement tools that let the approach travel.

This work directly advances several 2024 CEDS key actions:

- **Water quality.** Orleans' economy, including fishing, shellfishing, tourism, and recreation, depends on clean ponds, estuaries, and coastal waters. The coalition's outreach on nutrient reduction and water conservation complements the Town's major investment in wastewater infrastructure.

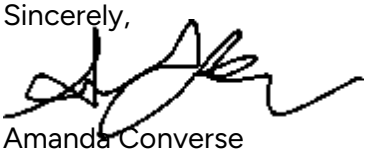
- **Climate resiliency.** The coalition connects residents and businesses to practical steps and to existing energy incentive programs.
- **Civic engagement.** It creates year-round public engagement opportunities across the community.
- **Piloting ideas.** It gives local businesses a structured way to pilot and adopt sustainable practices, with visible recognition through Town and Chamber channels.

As a partner in this project, the Town of Orleans commits to:

- continuing to convene and co-lead the Orleans coalition as the working model for this project
- sharing our governance structure, materials, and lessons learned with participating communities
- making Town staff available for peer exchange with other towns
- contributing an estimated 100 hours of in-kind staff time toward project coordination

We see this project as a practical to build regional capacity for economic and environmental resilience, and we urge the Council's favorable consideration.

Sincerely,



Amanda Converse
Economic Development Coordinator/Public Information Officer