

Senior Perks Pilot Program

STAFF ANALYSIS AND RECOMMENDATIONS

PROJECT OBJECTIVE

Town Meeting voted favorably for three articles related to a “senior perks program” that would offer free or discounted beach stickers and transfer station access to seniors in Truro:

STM–Article 8 (Select Board–Initiated)

STM–Article 15 (Citizen–Petitioned)

ATM–Article 41 (Citizen–Petitioned)

PROJECT OBJECTIVE

At the July 23, 2024 Select Board meeting, the Board determined by consensus to execute the process identified in STM Article 8 to conduct research and create a pilot program, in accordance with the criteria established in ATM Article 41.

PROGRESS TO DATE

May 4/5, 2024

Town Meeting

Town Meeting voted favorably for three articles related to a “senior perks program” that would offer free or discounted beach stickers and transfer station access. The articles provided for different courses of action.

July 23, 2024

Select Board Direction

Staff presented the three articles approved at the 2023 Special and 2024 Annual Town Meetings related to the Senior Perks program and a proposed path forward. The Select Board agreed with staff’s recommendation.

Summer/Fall 2024

Staff Analysis and Meetings

The staff team met as a full group six times from July through January, with individual staff members working on specific taskings between meetings, and smaller, informal meetings occurring between staff members between the larger group meetings.

Staff members involved included:

- Town Manager
- Assistant Town Manager
- Finance Director
- Principal Assessor
- Accountant
- Public Works Director
- Community Services Director
- Health/ Conservation Agent

March 2025

Analysis Presentation

Staff presents to the Select Board on March 4, 2025. Subject to the Select Board’s direction, staff will present to the Board of Health in March 2025 and will include the appropriate funding mechanism in the 2025 Annual Town Meeting Warrant.

MEETING OBJECTIVES & ACTIONS REQUIRED

- ❑ Staff presents proposed policy changes
- ❑ Staff presents analysis, including program options, potential costs, and funding options
- ❑ Select Board selects an age criteria and the discount amount
- ❑ Select Board forwards its recommendation to the Board of Health for consideration

ELIGIBILITY

To be eligible:

- Senior must have the motor vehicle that will receive the permit registered in their name and registered to a Truro address.
- Permits may not be designated to other individuals.
- One (1) Senior Perks Program permit per household may be issued for the duration of the Pilot Program.
- Staff recommends that the Pilot Program run from May 15, 2025 through May 14, 2026.



Definition of a Senior:

The Board must determine the age of eligibility associated with the program

ANALYSIS

Age	Sticker Discount	New Sticker Amount	Potential Revenue Lost	Approx. New Sticker Amount- Revenue Neutral		Age	Sticker Discount	New Sticker Amount	Potential Revenue Lost	Approx. New Sticker Amount- Revenue Neutral		Total Revenue Lost if Both Programs Implemented
65	100%	\$ -	\$ (24,960.00)	\$40.50		65	100%	\$ -	\$ (83,200.00)	\$ 173.00		\$ (108,160.00)
	75%	\$ 7.50	\$ (18,720.00)	\$37.00			75%	\$ 22.50	\$ (62,400.00)	\$ 146.00		\$ (81,120.00)
	50%	\$ 15.00	\$ (12,480.00)	\$34.50			50%	\$ 50.00	\$ (41,600.00)	\$ 127.00		\$ (54,080.00)
	25%	\$ 22.50	\$ (6,240.00)	\$32.00			25%	\$ 75.00	\$ (20,800.00)	\$ 112.00		\$ (27,040.00)
67	100%	\$ -	\$ (22,770.00)	\$39.00		67	100%	\$ -	\$ (75,900.00)	\$ 162.00		\$ (98,670.00)
	75%	\$ 7.50	\$ (17,077.50)	\$36.25			75%	\$ 22.50	\$ (56,925.00)	\$ 140.00		\$ (74,002.50)
	50%	\$ 15.00	\$ (11,385.00)	\$34.00			50%	\$ 50.00	\$ (37,950.00)	\$ 124.00		\$ (49,335.00)
	25%	\$ 22.50	\$ (5,692.50)	\$32.00			25%	\$ 75.00	\$ (18,975.00)	\$ 110.50		\$ (24,667.50)
70	100%	\$ -	\$ (18,540.00)	\$37.00		70	100%	\$ -	\$ (61,800.00)	\$ 145.00		\$ (80,340.00)
	75%	\$ 7.50	\$ (13,905.00)	\$35.00			75%	\$ 22.50	\$ (46,350.00)	\$ 131.00		\$ (60,255.00)
	50%	\$ 15.00	\$ (9,270.00)	\$33.00			50%	\$ 50.00	\$ (30,900.00)	\$ 119.00		\$ (40,170.00)
	25%	\$ 22.50	\$ (4,635.00)	\$31.50			25%	\$ 75.00	\$ (15,450.00)	\$ 108.00		\$ (20,085.00)
73	100%	\$ -	\$ (15,120.00)	\$35.50		73	100%	\$ -	\$ (50,400.00)	\$ 134.00		\$ (65,520.00)
	75%	\$ 7.50	\$ (11,340.00)	\$33.75			75%	\$ 22.50	\$ (37,800.00)	\$ 124.00		\$ (49,140.00)
	50%	\$ 15.00	\$ (7,560.00)	\$32.75			50%	\$ 50.00	\$ (25,200.00)	\$ 115.00		\$ (32,760.00)
	25%	\$ 22.50	\$ (3,780.00)	\$31.00			25%	\$ 75.00	\$ (12,600.00)	\$ 107.00		\$ (16,380.00)
75	100%	\$ -	\$ (12,780.00)	\$34.75		75	100%	\$ -	\$ (42,600.00)	\$ 128.00		\$ (55,380.00)
	75%	\$ 7.50	\$ (9,585.00)	\$33.25			75%	\$ 22.50	\$ (31,950.00)	\$ 119.00		\$ (41,535.00)
	50%	\$ 15.00	\$ (6,390.00)	\$32.00			50%	\$ 50.00	\$ (21,300.00)	\$ 112.00		\$ (27,690.00)
	25%	\$ 22.50	\$ (3,195.00)	\$31.00			25%	\$ 75.00	\$ (10,650.00)	\$ 105.50		\$ (13,845.00)
Approx. Senior Households				832		Approx. Senior Households					832	
Resident Beach Stickers Sold				3235		Resident Transfer Permit Stickers Sold					1975	
Resident Beach Sticker(2024) =				\$30.00		Resident Annual Transfer Station Permit(2024) =					\$ 100.00	
Data is from Calendar Year 2024 and Sticker amounts are subject to change.												

POLICY RECOMMENDATION:

Beach Regulations



TOWN OF TRURO

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**RULES AND REGULATIONS FOR BEACH STICKER ELIGIBILITY
FOR TAXPAYERS, RESIDENTS and VISITORS**
Effective April 22, 2008, revised June 2, 2009, revised February 22, 2022

To be eligible for a Resident Beach Sticker, the applicant must be one of the following:

1. A registered voter in the Town of Truro.
2. Listed as a year-round resident on the Town of Truro street listing. If not listed, a copy of a year-round lease or a letter from your landlord is required. Vehicles must be registered in the Town of Truro at that address and driver's license in Massachusetts RMV records must reflect the Truro address as well. In accordance with Massachusetts General Law Chapter 90, Section 28A, within 30 days of an address change you must notify the MA RMV.
3. The spouse or domestic partner of a listed property owner with the same year-round address on a Driver's license, picture ID or Student ID.
4. The dependent of a listed property owner with the same year-round address on a Driver's license, picture ID or Student ID.
5. Property owner of record in the Barnstable County Registry of Deeds.
6. Active military personnel whose home of record is Truro.
7. Non-resident employee of the Town of Truro (limited to one sticker per employee on a vehicle registered in the name of the employee).
8. The owner of record of a property held in trust, owned by an LLC or other legal entity. (Detailed information available through the Beach Office.)

To be eligible for a Native Beach Access Sticker, the applicant must:

1. Provide a copy of a current and active Tribal Membership Card.

To be eligible for a Non-Resident/ Visitor's Beach Sticker, the applicant must:

1. Be staying in the Town of Truro.
2. Be staying in a rental property whose landlord has complied with the Rental Registration Bylaw. Property owners who rent their properties for 120 days or less, must register said property with the town, then provide a completed application for their guests, who may take said application to the Beach Sticker Office to obtain their sticker.
3. Complete a Non-Resident and Non-Renter Application if a relative or a guest of a Truro resident. The Truro owner at whose property the guest or relative is staying must sign the application.

All applicants for any sticker must present the following documentation:

1. Valid vehicle registration for each vehicle with the applicant as the owner of the vehicle.
2. Lease listing the applicant as the lessee of a leased vehicle.
3. Appropriate written documentation connecting a company owned or leased vehicle to the applicant (i.e. business card or letter of authorization on company letterhead).
4. Applicants presenting Dealer Plates must provide registration of vehicle or documentation connecting that vehicle to the applicant.

The Senior Perks Program is a one-year pilot program offered for the 2025 Beach Season and provides (1) resident beach sticker per household at a reduced price. Eligible applicants must be age 65 or older and have the vehicle registered in their name in Truro at time of purchase. These stickers cannot be transferred or designated and a designation of a resident sticker on the property render applicants ineligible for the Senior Perks sticker.

All applicants for the Senior Perks Program must present the following documentation:

1. Government-issued proof of age (such as driver's license, passport, birth certificate, or other similar public record).
2. Valid vehicle registration registered in the applicant's name and registered to an address in Truro.
3. Completion of a verbal, written, or electronic attestation of the annual household income, in the manner designated.

The Burden of Proof of eligibility is the responsibility of the applicant.

General Eligibility and Requirements for Resident Sticker Eligibility

1. Persons renting commercial property in Truro do not qualify for a Resident Beach Sticker.
2. A resident who is entitled to a Resident Beach Sticker, but who has no vehicle or does not intend to purchase a sticker for his or her own vehicle, may assign one Resident Beach Sticker to another individual. ~The person to whom the sticker is being assigned must be present with the resident to purchase the sticker and must provide vehicle registration and a valid driver's license at the time of purchase. ~This privilege is limited to one Resident Beach Sticker assignment per resident or taxpayer. Once a parking permit has been assigned, the person assigning that sticker is NOT entitled to purchase any further permits during that beach season.
3. In the case of a property with a life tenancy provision, the Resident Beach Sticker shall be issued to the life tenant. Any other Beach Parking Permits issued to the same property shall be issued at the rate of a non-resident.
4. In the case of a property held in trust, Resident Beach Stickers may be issued to property owner of record upon presentation of adequate written documentation of trustee status. ~Beneficiaries of the trust are not deemed owners of the property and as such are not eligible for a Resident Beach Sticker.

Replacement Stickers

Replacement stickers will be issued upon reasonable proof of loss or theft of a sticker, or if the vehicle is traded or sold and plates transferred to a new vehicle. Only one replacement per sticker is permitted in a season. A portion of the original sticker showing the printed number must be presented at the time of the replacement request. There will be a \$5.00 charge for a replacement sticker.

Misuse of Stickers

At all times, the sticker remains the property of the Town of Truro. The person to whom the sticker has been issued (pass holder) has purchased a use privilege, not the sticker and agrees that the sticker may be revoked by removal or other means if it is misused. The pass holder also agrees that the Town of Truro will make the final judgement as to whether a sticker has been misused.

The following shall be considered a misuse of stickers:

1. Sticker registration number does not match the registration owner of the vehicle to which it is attached.
2. Sticker is not permanently affixed to the vehicle except where written permission is issued by the Beach Supervisor.
3. Sticker has been altered, defaced, copied or made unreadable.

Penalties and Revocation of Stickers:

1. A Parking Control Officer, Police Officer, Special Police Officer, the Beach Supervisor or his/her duly authorized agent may remove stickers for misuse.
2. Persons whose stickers have been removed have seven days to appeal to the Beach Supervisor.

Appeals

Appeals to these Rules and Regulations may be made directly to the Beach Supervisor.



Town
of **Truro**
MASSACHUSETTS

POLICY RECOMMENDATION:

Board of Health Regulations

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Refuse Hauler – Individuals or companies who collect and/or transport refuse from private or commercial sources.

Reusable Goods – items, such as, but not limited to textiles, furniture, books, household items, electronics from an individual that no longer needs or uses it and is redistributed to those who can still find use in the item. The term “Reusable goods” does not apply to refuse, garbage, hazardous materials composted material.

Solid Waste – Waste Materials including garbage and rubbish, exclusive of building, demolition and body wastes. (See refuse)

Unacceptable Waste – Any waste currently not accepted at the transfer station as listed in Article 4.

Yard Waste – Grass clippings, weeds, garden materials, shrub clippings, leaves, pine needles, bark mulch, wood chips and brush less than one inch in diameter.

Article 2 Transfer Station Permits

1) Use of Transfer Station

No person shall enter or dispose of any materials at the Transfer Station unless they are the holder of a valid permit issued in accordance with this Regulation.

License Plate Recognition Software is now being used to monitor use of use of the Transfer Station. Physical stickers will no longer be distributed. Instead, cameras have been installed to read each license plate as vehicles enter the facility. The cameras will take a picture of each license plate and software will compare the plate numbers in the pictures to a listing of authorized users.

2) Eligibility

The following individuals shall be eligible for a Transfer Station Permit:

1. Owners of residential property located in the Town of Truro, as that term is defined herein;
2. Occupants of residential properties located in the Town of Truro, as that term is defined herein;
3. Provided however, that transfer station permits shall only be available for residential addresses with habitable dwelling units that are occupied for at least a portion of the year.

3) Definitions

Owner – for purposes of this Regulation, the term Owner shall refer to the individual listed on the deed or other instrument of ownership on record with the Barnstable County Registry of Deeds for residential properties located in the Town of Truro. If the property is held in trust, only the trustee may be considered an Owner for purposes of this Regulation. Beneficiaries shall not be considered Owners for purposes of this Regulation.

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Occupant – for purposes of this Regulation, the term Occupant shall refer to any individual residing at a residential address in the Town of Truro for any period consisting of two or more consecutive nights, with a lease or the written permission of the Owner or by virtue of being the Owner’s spouse, domestic partner or dependent over the age of eighteen years old.

4) Types of Permits and Eligibility

Annual Permits – shall be valid for a period of one year from date of purchase and shall be available to (1) Owners and/or (2) Occupants, provided that the Occupant is authorized to occupy the premises for a period of at least twelve months out of the year.

Monthly Permits – shall be valid for a period of thirty days from the date of issue and shall be available to (1) Owners and/or (2) Occupants, provided that the Occupant is authorized to occupy the premises for a period of least thirty consecutive days.

Weekly Permits - shall be valid for a period of seven days from the date of issue and shall be available to (1) Owners and/or (2) Occupants, provided that the Occupant is authorized to occupy the premises for a period of up to twenty-nine consecutive days.

Senior Perks Annual Permit – shall be valid for a period of one year from date of purchase and shall be available to (1) Owners and/or (2) Occupants, provided that the Occupant is authorized to occupy the premises for a period of at least twelve months out of the year. Eligible applicants must be age 65 or older and have the vehicle registered in their name in Truro at the time of purchase. The permit cannot be transferred or designated. The Senior Perks Program is a one-year pilot program offered from May 15, 2025 through May 14, 2026 and provides (1) annual permit per household, purchased during the program period, at a reduced price.

5) Limitations

1. The number of permits that may be issued and active for a particular household or household held in a trust at any time shall be limited to three annual (including the one Senior Perks Annual Permit per eligible household) and one weekly or monthly at a time.
2. Permits shall only be issued upon presentation of proof of eligibility and payment of the applicable fee.
3. Annual permits shall only be issued to Owners and to Occupants whose vehicle registration shows the address for which the permit is issued; or the name on the vehicle registration corresponds with the Truro address as noted on the deed or lease.
4. Only the vehicles associated with the permit shall be allowed to enter the Transfer Station. If a permit holder will be using an alternative vehicle for any portion of a permit period, the permit may be transferred to the alternative vehicle, provided appropriate documentation (such as a copy of a lease) is provided.
5. Permits may not be transferred to any other person or entity. If the permit holder ceases to qualify, the permit will be revoked.
6. Any permit may be revoked. The Owner or Occupant may appeal to the BOH for any violation of the Transfer Station Rules and Regulations or any other provision of law relative to the use of the Transfer Station.



Town
of **Truro**
MASSACHUSETTS

POLICY RECOMMENDATION:

Board of Health Regulations

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7. All waste brought to the Transfer Station shall originate within the Town of Truro and shall be related solely to the use of the property for which the permit is issued. Evidence of dumping any waste from other municipalities shall be a violation of these regulations, and is a ticketing offense under the non-criminal violation provisions stated in Section1, article 3.2.

6) **Required Documentation**

1. If a property owner, ownership will be confirmed through the records of the Board of Assessors.
2. If an Occupant, an original written lease or other form of written authorization with Owner's signature shall be presented with the application (designation form will be provided).
3. Vehicle Registration for each vehicle that will be used with the permit. If the vehicle is not registered to the applicant, sufficient proof of the applicant's authorization to use the vehicle shall be presented.

4. Driver's License.

For Senior Perks Annual Permit:

In addition to the above, applicants for the Senior Perks Program must present the following documentation:

1. Government-issued proof of age (such as driver's license, passport, birth certificate, or other similar public record).
2. Valid vehicle registration registered in the applicant's name and registered to an address in Truro.
3. Completion of a verbal, written, or electronic attestation of the annual household income, in the manner designated.

7) **Fees**



- | | |
|--|--------------------|
| 1. Annual Permit | \$100.00 |
| 2. Senior Perks Annual Permit | \$XX.00 |
| 3. Monthly Permit | \$50.00 |
| 4. Weekly Permit | \$25.00 |



FUNDING OPTIONS

Free Cash Transfer

Staff's recommended funding mechanism for the pilot program

Best funding mechanism for a one-time expenditure

Free cash was also used to fund the Childcare Voucher Program before it became permanent through an override

General Override

Permanent increase to the tax levy

Recommended for permanent programs

Staff does not recommend an override for this program until more data can be captured

Fee Increase

Raising fees across the Board to cover the discount provided for Senior Perks program

Impact targets users of program, specifically, rather than entire tax base

One-year fee increase for the Pilot Program may create public confusion if program is not continued

Raising fees across the Board only to discount for the Program may not result in the individual savings intended from the program

Staff does not recommend a fee increase to offset program until more data can be collected



IMPLEMENTATION

- To collect data on socioeconomic data associated with the program, a one question household income survey can be required to participate
- TownHall24/7, online permit vendor: add this permit option with household income survey question and create a staff verification requirement
- The Beach Office and Town Hall: request proof of eligibility and ask applicants to complete the household income survey discretely on paper, and then enter it into TownHall24/7



NEXT STEPS

Staff will present the Pilot Program recommendations to the Board of Health for its feedback



Staff will prepare a warrant article to fund the program. Warrant article will be presented to Finance Committee, Select Board and Board of Health for votes to recommend



Town Counsel will review Regulation changes and respective Boards will approve and set fees, pending Town Meeting funding approval



Pilot Program implementation and data collection will run from May 15, 2025 to May 14, 2026



Data collection will inform a potential permanent program and permanent funding mechanism recommendation