



Town of Arlington
Office of the Town Manager

Adam W. Chapdelaine
Town Manager

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MEMORANDUM

DATE: September 7, 2018

TO: Board Members

SUBJECT: Appointment to the Community Preservation Commission

This memo is to request the Board's approval of my appointment of Charlie McCabe, Arlington, MA, to the Community Preservation Commission, with a term expiration of 6/30/2021.


Town Manager

Charlie McCabe

Arlington, MA 02474

July 24, 2018

Town Manager Adam Chapdelaine
Town of Arlington
Via email.

Mr. Chapdelaine,

I'm submitting this letter of interest and my resume (attached) as my application for a position on the Community Preservation Act town committee. The Community Preservation Act is a unique opportunity for the Town of Arlington and I'm eager to assist in its implementation and continuing success. I was proud to vote for the Town to become a CPA town and have been thrilled with the investments thus far. CPA is unique in the United States, allowing for public funds to be raised and managed locally for public benefit projects.

I've worked for parks and public spaces non-profits for the last eleven years and have served as a volunteer working on park and public space projects for several decades in Austin, New York City as well as here in the Boston area. I'm well versed in the challenges with funding projects in the public realm as well with the challenges of raising funds for public-private partnerships. I hope to apply my expertise and interest in the decisions that the committee is responsible for, as well as serving as a resource for the Town staff managing the CPA process and projects.

I'm also proud to be a home owner in Arlington since 2013, living here for much of that time, excluding a one-year stint in Brooklyn, NY while I was pursuing a graduate degree. My father was raised in Belmont, I have several aunts that live in Arlington Heights and I grew up in several towns and cities in the greater Boston area.

I should note that the Community Preservation Coalition (CPC), a 501(c)(3) non-profit, does operate out of the same offices in Boston where I work for the Trust for Public Land. That said, my focus in research and analysis on city park systems as well as related funding and benefits of public parks nationwide. Apart from the occasional question from CPC staff as well as social interaction, I am not involved in their day to day activities.

Thank you for this opportunity and if I can answer questions about my interest or my expertise, please do not hesitate to contact me by email or phone.

Yours truly,

Charlie McCabe

Charlie McCabe

Arlington, MA 02474

Profile: Non-profit professional with extensive experience in programming, fundraising, project management and community outreach. 11 years working in parks non-profits, with a focus on urban parks, urban public spaces, trails, programming, events and community outreach. Extensive experience in a Fortune 100 company as a manager, project leader and technical support specialist.

Current: *Director, Center for City Park Excellence, The Trust for Public Land, Boston, MA.*

January 2017-present (non-profit organization)

- Research, report and advocacy for urban public parks across the US. Publish annual reports (City Park Facts) and ranking public park systems (parkscore.tpl.org) in the 100 largest US Cities as well as special reports and research for TPL staff and client organizations.

Work Experience:

Seasonal Horticulturist, Rose Kennedy Greenway Conservancy, Boston, MA.

October 17-November 18, 2016 (non-profit foundation)

- Assisted with daily operation and maintenance activities of the 17-acre organically maintained urban park, including weeding, planting, and assisting with 8 volunteer workdays.

Research and Planning Fellow, New Yorkers for Parks, New York NY.

May to July 2016 (non-profit foundation)

- Assisted in research and reviews of the latest Report Card on Parks.
- Developed physical activity park survey for six parks in the Bronx, using the SOPARC method developed by the RAND Corporation with fellow intern and trained three interns on the methods, working in the parks over the course of a month. Analyzed and reported on data for client, Bronx Community Health Network.

Jane Jacobs at 100 Fellow, Municipal Art Society, New York, NY.

February to May 2016 (non-profit foundation)

- Managed outreach and collaboration efforts to recruit programs, events, exhibitions and tours to celebrate the 100th Anniversary of Jane Jacobs's birthday. Helped scope and test dedicated website for celebration at www.jj100.org. Uploaded and approved events and programs, as well as writing and managing content for blog, social media and more.
- Assisted colleague with outreach, training, website content and logistics/coordination efforts for the annual Jane's Walk Weekend, with over 250 walks/tours through New York City.

Director of Public Programs, Rose Kennedy Greenway Conservancy, Boston, MA.

February 2012 to July 2015 (non-profit foundation)

- Managed 4-person team providing programming, including public events, markets, exercise classes, programs and our food vending program with 30 food trucks and trailers in 2015, Greenway Carousel operation as well as public relations, communications and IT support. Grew program and event count from 225 in 2012 to over 300 in 2014.
- Worked with consultants to provide earned media and PR coverage from January 2013 to February 2015. Worked with part-time communications coordinator to provide web site, social media, and traditional communications coverage as well as photography and video creation from February 2012 to July 2015. (cont'd)

- Attendance (food vending, Wi-Fi, events/programs, and carousel visitation) grew from 372,000 in 2011 to 1,194,000 in 2015. Revenues grew from \$250,000 in 2012 to over \$650,000 in 2014.

Executive Director, Austin Parks Foundation, Austin TX.

June 2005 to February 2012 (non-profit foundation)

- Managed three-person team providing accounting, membership, communications, marketing, and program management for a variety of direct projects ranging from programming to park improvements
- Established partnership with the Austin City Limits Music Festival, the City of Austin Parks and Recreation Department and the Austin Parks Foundation, resulting in 8.25% of tickets sales donated to the foundation annually. Funds were used to fund over \$3.5 M in improvements to the festival site at Zilker Park as well as fund neighborhood park grants and park improvements citywide. Partnership continues to present in enhanced form.
- Led all social media efforts, including the Foundation blog and Twitter and Facebook updates.
- Promoted the organization through frequent print, television, and radio appearances.
- Grew Foundation budget and revenues from \$174,000 in 2005 to \$812,000 in 2011, including park grants, volunteer events, and fundraising efforts.
- Expanded Adopt-a-Park services from 18 community groups to more than 95 community groups providing start-up support, fiscal services, technical expertise, fundraising and hands-on project management for a wide variety of community groups working on park improvement projects.

Senior Manager, Service & Support Web Sites 1996 – 2004, Apple, Inc., Austin, TX (consumer electronics)

- Managed team ranging from 10 to 22 people providing customer technical support and service web sites. Duties included web site design, management, design, technical content, and interactive (discussion, email) support with staff working in multiple locations in the USA, Europe, and Asia.
- Worked collaboratively with Apple staff in multiple countries to provide technical support content in seven languages: English, Japanese, French, German, Italian, Dutch and Spanish.
- Received Number 1 rating from Consumer Reports for web-based support in 2003 and 2004.

Various Technical Specialist Roles 1988 – 1996, Apple, Inc., Cupertino, CA and Austin, TX (consumer electronics) Additional Roles in Technical Support and Software and hardware sales 1986 – 1988 Bay Area, CA. consumer electronics.

Education:

Master of Science, Urban Placemaking and Management, February 2017. Pratt Institute, Brooklyn, NY.
Bachelor of Arts, History and Political Science (double major), May 1986, Colby College, Waterville, ME.

Volunteer Experience:

- City Parks Alliance. Board Member (April 2011-June 2018) Co-chair, Membership & Development Committee (2013-2017) member, Executive Committee (2015-2017)
- Horticultural and Programs Volunteer, Rose Kennedy Greenway, (August 2016-present) Assistance with large programs (Free Carousel Day) as well as volunteer weeding and planting workdays.
- Zone Horticultural Volunteer, Brooklyn Bridge Park. Worked one half-day each week with park horticulturalist(s) planting, weeding, watering and mulching existing and newly planted park grounds. August-December 2015.
- Volunteer, Thursday Corps, Prospect Park Alliance. Weeding, planting, mulching & clean-up of park locations, working with 20-30 volunteers and staff on a weekly basis. August-November 2015.

- City of Austin Bicycle Advisory Committee (2008-2011). Advised city staff on upcoming bike and pedestrian projects.
- EarthShare. Board Member, representing Texas Affiliate (September 2007-December 2012)
- EarthShare of Texas. Governing Board member (2007-2011) Board Chair (2010-2011)
- Bull Creek Foundation. Volunteer Trail Project Leader (1996-2006) Led efforts to design, build and maintain approximately 5.5 miles of sustainable natural surface hike and bike trails on city park land.

Fun Facts: Active in biking, hiking, trail work, park horticulture and gardening. Love to travel and visit cities and compare public spaces, ability to cycle and walk and enjoy an active urban lifestyle.

OFFICE OF THE SELECT BOARD

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September 28, 2018

Charlie McCabe

Arlington, MA 02474

Re: Appointment: Community Preservation Committee

Dear Mr. McCabe:

As a matter of the standard appointment procedure, the Select Board requests that you attend a meeting of the Select Board at Town Hall, Selectmen's Chambers, 2nd Floor, 730 Massachusetts Avenue, on Wednesday, October 10th (tabled from September 24th) at 7:15 p.m.

It is a requirement of the Select Board that you be present at this meeting. Your presence will give the Board an opportunity to meet and discuss matters with you about the area of activity in which you will be involved.

Please contact this office to confirm the date and time with either Fran or Ashley at the above number.

Thank you.

Very truly yours,
SELECT BOARD

A handwritten signature in cursive script, reading "Marie A. Krepelka".

Marie A. Krepelka
Board Administrator

MAK:fr