

MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves conducted an Open Meeting on
Thursday, February 4, 2016
10:30 a.m. – 12:00 p.m.
Northborough Town Hall
Selectmen's Meeting Room 2nd Floor
63 Main Street
Northborough, MA 01532

I. **Call to Order**

- a. **Meeting convened:** February 4, 2016 at 10:30 a.m.
- b. **Present:** Steph Bacon, Maria Evora-Rosa, Melissa Green, Jack Hunter, Janie Hynson (MetroWest Moves Coordinator), Marianne Iarossi, Kristina Johnson, Kathy Joubert
- c. **By phone:** Barry Keppard and Tim Reardon (MAPC)

II. **Materials Distributed:**

- Project updates sheet (2/1/16)
- Draft MetroWest Moves Active Living/Complete Streets Winter 2016 Newsletter
- New Work Plan Development Resources from DPH/Mass in Motion: RWJF Healthy Food and Physical Activity Strategies, Mass in Motion Strategy Feasibility Grid with instructions, MetroWest Moves poverty and Healthy Dining Initiative maps
- MetroWest Visitors Bureau 2016 Guide featuring the MetroWest Moves Healthy Dining Initiative (p. 32)

III. **MAPC/DPH Biking and Walking Project:**

- a. **Background:** Barry Keppard and Tim Reardon from MAPC joined the meeting by phone to ask for feedback from Steering Committee members about a potential biking and walking project in MetroWest. MAPC is working with DPH on a project to estimate levels of biking and walking before and after municipal changes. For example, changes could include a Complete Streets policy, new sidewalk, or walking program. MAPC is testing a methodology and approach to this work. The project would build on the Complete Streets Prioritization Tool and mapping developed during the CIC project in Framingham, Hudson, and Marlborough (See [MetroWest Moves 7/21/2015 Meeting Minutes](#) for more information). The CS prioritization tool will hopefully be expanded statewide in conjunction with the MassDOT Complete Streets Funding Program prioritization plans. Eventually, they would like to see this as a cloud-based software system that communities can use but in the near term, MAPC is looking at doing the analysis and providing it to



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- communities. MAPC would provide communities with a set of maps and spatial data and communities could engage MAPC to further tailor the analysis (in relation to the Tier 2 MassDOT CS Funding Program process).
- b. **Capturing Bicycle and Pedestrian Counts via Video:** Through the CDC 1422 grant, DPH is trying to evaluate programs/policies/investments targeted to improving physical activity and how these change walking/biking and ultimately, health over time. MAPC asked whether the MetroWest Moves communities would be open to MAPC testing some of this approach in their communities in an effort to create tools for communities to have more data to evaluate community needs. This project would involve conducting counts of bicycle and pedestrian travel by video. There are many ways to measure vehicle travel (including cell phone and GIS data), but there are fewer ways to measure pedestrian and bicycle travel. After reviewing literature, work in other communities, and talking to experts in the field, MAPC believes that the emerging field of video recognition of pedestrian activity is a promising solution. There are a number of different providers and tools that take video data and process it and recognize someone walking vs. biking vs. in a vehicle. This can be scaled up to get pedestrian and bicycle counts across the community. MAPC can either buy and install sensors or use existing video infrastructure (e.g., traffic and surveillance cameras) and connect them to the services that process the data. Using existing video infrastructure has a lot of advantages, but this could be supplemented with adding additional cameras. Communities across the nation have used this technology. The video data is not stored and there is no facial recognition component; it is processed in real-time and then deleted. This has been validated against human counts and MAPC would supplement with human counts on the street to check accuracy, but the counts are all done by the machine. MAPC will share more information and an example of the video service and would welcome any introduction to municipal staff who are responsible for the video cameras.

IV. Community Updates

- a. **Northborough:** Steph Bacon was hired as the new Board of Health Agent. Kathy Joubert is working on the RFP for their new Master Plan. They got the funding last year and hope to hire someone this spring.
- b. **Hudson:** Jack Hunter hired Kristina Johnson in December 2015 as well as a new Conservation Agent/Planner. They are working on a RFP to do a comprehensive re-zoning of the entire Town. Hudson adopted their Complete Streets Policy by the Board of Selectmen in January and submitted it to the CS Funding Program Portal. Jack attended the Complete Streets 101 training and will be applying for the Tier 2 funding. Hudson applied for a downtown initiative grant to improve the business district and is also applying with Marlborough for a CDBG grant. Hudson



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also won a Healthy Aging through Healthy Community Design grant from the Massachusetts Association of Health Boards (MAHB).

- c. **Framingham:** Framingham passed downtown re-zoning in the Fall of 2015 which makes it more walkable, higher density. Every town meeting, they have zoning articles being discussed. Parks and Recreation is opening a new section of the Weston Aqueduct Trail starting from Edgell Road. They are also still working on the bike and pedestrian plan and tying this in with the CS Funding Program. The Livable Community Workshop in 2014 provided a starting point for their priority list and they are continuing this work. They are preparing to apply for the CS Funding Program.

V. Work Plan

- a. **Current Work Plan Progress (See Project Updates Sheet for more details):**

- **Safe Routes to School:**

- **Northborough:** Zeh School is continuing their SRTS efforts and several other schools in Northborough.
- **Hudson:** A Walking School Bus is being started at Farley Elementary School. On February 26th, the Coordinator, Farley Assistant Principal Rachel Scanlon, and Melissa Green will be meeting with the Hudson Internal Traffic Committee to discuss adding and re-painting two crosswalks along the Walking School Bus route.
- **Framingham:** The Coordinator and Melissa Green are working with Woodrow Wilson Elementary to create a Walking School Bus this spring along Beaver Street. Marissa said the Town of Framingham can share information about this through social media.

- **Complete Streets:**

- **Newsletter:** The Coordinator shared the MetroWest Moves Active Living/Complete Streets Winter 2016 Newsletter which the Steering Committee approved. Steering Committee members should share the newsletter with other municipal staff and anyone else in the communities and let the Coordinator know where/to whom it is distributed.
- **CS Funding Program:** The Coordinator sent out notes from the Complete Streets 101 workshop. If you did not receive those, please let the Coordinator know and they can be resent. The portal opened on February 1st, and the links are included in the project updates sheet. Three out of the four communities now have Complete Streets policies (Framingham – January 2015, Marlborough – October 2015, and Hudson – January 2016).

- **Healthy Dining Initiative:** The Healthy Dining Initiative is featured in the MetroWest Visitors Bureau 2016 Guide which is distributed to



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about 60,000 people through print and online. Let the Coordinator know if you would like copies of the Guide.

b. New Work Plan

- **Timeline:** We will continue working on our current strategies through June 2016 and then in July 2016 we will start a new work plan. However, DPH/Mass in Motion wants us to use this Spring to think strategically about our strategies and decide whether we want to continue or change strategies in the new work plan. Maria (DPH) said we should focus on policy, environmental, and systems change strategies that we expect can be accomplished, will be impactful, and will be sustainable beyond this funding.
- **Mass in Motion Strategy Feasibility/Selection Exercise:**
 - **Background:** The Coordinator attended a Mass in Motion Coordinator's training in which DPH/Mass in Motion shared a Feasibility Grid and other documents to use in assessing the feasibility of different potential healthy eating and physical activity strategies. Feasibility is based on reach to target populations, strength of evidence, estimated time for completion, and impact on disparities. DPH also provided tables from the RWJF of healthy eating and physical activity strategies with evidence of their effectiveness. DPH also provided maps for MetroWest Moves showing poverty across MetroWest as well as poverty in comparison to our Healthy Dining Initiative locations.
 - **Potential New Healthy Eating Strategy:** Steering Committee members began the exercise of completing the feasibility grid, considering a potential new healthy eating strategy. Steph shared an idea about grocery stores offering free fresh fruit for children. The group discussed contacting grocery stores and convenience stores in MetroWest to see if they would offer a similar initiative. In return, MetroWest Moves could offer publicity to these stores. Maria said that some other Mass in Motion communities have focused on the location of healthy foods within stores, such as point of purchase. Potentially, nearby farms could be asked to provide the produce and in return, would receive promotion for their farm within the store, word-of-mouth advertising by customers, and from MetroWest Moves as well.
 - **Next Steps:** Steering Committee members are asked to review the New Work Plan Development Resources from DPH/Mass in Motion: RWJF Healthy Food and Physical Activity Strategies, Mass in Motion Strategy Feasibility Grid with instructions, and MetroWest Moves poverty and healthy dining initiative maps. Please share these with other staff



from your community and send feedback to the Coordinator about potential strategies for MetroWest Moves.

VI. Administrative

- a. **Approval of meeting minutes:** The Steering Committee did not vote on whether the previous meeting minutes can be approved. Approval will be postponed until the next meeting.
- b. **Next meeting date/time:** The next quarterly meeting will be held in May 2016 and a scheduling poll will be distributed to select the date. In between quarterly meetings, the Coordinator will continue to meet with communities individually.
- c. **Review of Tasks/Action Items:**
 - Steering Committee members are asked to distribute the MetroWest Moves Active Living/Complete Streets Winter 2016 Newsletter and let the Coordinator know where/to whom it is distributed. The newsletter is available: <http://metrowestmoves.org/active-living-newsletters/>
 - If you did not receive notes from the Coordinator (sent by email on 1/25/16) from the Complete Streets 101 Workshop, please let the Coordinator know and they can be resent.
 - Let the Coordinator know if you would like copies of the MetroWest Visitors Bureau 2016 Guide (featuring the MetroWest Moves Healthy Dining Initiative) to distribute.
 - Steering Committee members are asked to review the New Work Plan Development Resources from DPH/Mass in Motion: RWJF Healthy Food and Physical Activity Strategies, Mass in Motion Strategy Feasibility Grid with instructions, and MetroWest Moves poverty and healthy dining initiative maps. Please share these with other staff from your community and send feedback to the Coordinator about potential strategies for MetroWest Moves.

VII. **Adjourn:** The meeting adjourned at 12:00 p.m.