



Framingham ★ Hudson ★ Marlborough

# MetroWest Moves



## MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves conducted a Meeting on  
Friday, October 19, 2012

9:00 a.m. – 11:00 a.m.

Marlborough City Hall

Mayor's Conference Room, 4<sup>th</sup> Floor

140 Main Street

Marlborough, MA 01752

### I. Call to Order

- a. **Meeting convened:** October 19, 2012 at 9:11am
- b. **Members present:** Bob Landry, Amanda Loomis, Sam Wong
- c. **Others in attendance:** Tammy Calise, Elizabeth Costello, Janie Hynson, Amanda Ryder, Kerin Shea, Steve Zepf (Boys and Girls Club), Maria Evora-Rosa (DPH), Rachael Plitch (Shape Up Somerville), Lisa Mendozzi (MetroWest YMCA in Framingham)

### II. Future Strategies

- a. **Walk Audits:** JSI suggests using an Active Neighborhood Checklist to conduct walk audits. There are several ways the audit could be conducted including: drawing a random sample of street segments or specifically looking at the streets around schools or parks. Walk audits typically examine connectivity of sidewalks, graffiti, barriers to strollers, etc. The JSI team could complete walk audits within about one week. JSI could also provide a brief training for community volunteers so that they may participate in the walk audit process.
  - i. Martin Levin (Marlborough) has worked to implement the Walking School Bus in several schools. Martin, the hospital Wellness Committee, or Student Health Advisory Council could provide further information.
  - ii. Following the audits, MetroWest Moves could put in mile marker signs on pedestrian-friendly routes and create walking maps of these routes to connect the three communities. One of the Mass in Motion communities had a stencil and painted the logo on to the streets as mile markers.
  - iii. Hudson is developing a GIS map which identifies 6-8 categories (schools, parks and fields, churches, commercial zones, employers, over age 55 communities, large multiple housing developments). Each one will have a one mile radius (1.5 miles for schools) and is color coded. Being able to visualize where there is overlap and to identify gaps helps Hudson to prioritize Chapter 90 Complete Streets funding. For schools, the federal government requires 1.5 mile radius



for transportation reimbursement. Hudson could determine where to perform walk audits based on highly concentrated overlapping areas on these maps. A lot of Safe Routes to Schools programs target kids who live within 0.5 mile from the school. MetroWest Moves could start by focusing on 0.5 mile radius.

- iv. JSI will reach out to each community and determine how it would work best to conduct walk audits in each community. JSI can provide an in-person presentation to each group of community volunteers. Jeremy already has developed an inventory of all of the sidewalks in Framingham.

### III. Action Plan

#### a. Community Design Standards

- i. Bruce Leish is finishing the Healthy Checklist. He will also include photos (per Amanda and Jay's suggestion) and prepare a PowerPoint presentation. He will present at our next workgroup meeting on November 1<sup>st</sup>.
- ii. We will plan to convene a larger group of stakeholders interested in the community design initiative for an upcoming meeting which will include a presentation from Bruce, and possibly hear from Senator Eldridge, Michelle Ciccolo, and Barry from MAPC. This meeting will likely be held either November 29<sup>th</sup> or December 6<sup>th</sup>.
- iii. JSI will draft a "key invitee" list and share with the workgroup
- iv. JSI will also reach out to key people (i.e., Bruce, Senator Eldridge) to check availability

- b. **Awareness/Media:** JSI has continued to post on Facebook and Twitter. JSI provided an update on website, Facebook, and Twitter statistics. The number of unique users and % of new visits to the website have both increased. MetroWest Moves also gained new Twitter and Facebook followers since the last meeting.

- i. **Outreach:** Amanda Ryder reached out to each of the Chambers of Commerce. She spoke with Sarah Cressy and DJ Collins who are happy to help promote the restaurant initiative and community design strategy. JSI sent them applications and they will be reaching out to restaurants. Amanda left messages for members of the other two Chambers. She also reached out to the Boys and Girls Club and reached Steve Zepf who will be attending today's meeting. She also reached Martin Levin and the MetroWest Medical Center. Tammy spoke with the United Way and discussed their Playground Initiative, food security initiative, and the Born Learning Trail (Natick). The United Way is interested in collaborating on a Born Learning Trail event with MetroWest Moves. The owner of Eagle's Restaurant works closely with the United Way to provide 3,000 meals to families in



MetroWest. JSI has also contacted Parks and Recreation (Trish Powell is very interest, will be speaking with Linda in Hudson next week, will reach out to David Grasso). UMass Memorial in Worcester has creatively used their education money to implement organizational environmental policy change. One possibility is for MetroWest Moves to convene a meeting with Marlborough Hospital, UMass Memorial, and Northborough.

- ii. **Promotion/Awareness:** Elizabeth Costello shared ideas related to communication such as tabling at community events with signage/materials. MetroWest Moves is working to clearly identify its key value proposition to the public, and what is being offered/provided to the public. MetroWest Moves will begin to share success stories from each community to increase awareness. MetroWest Moves will highlight approved Healthy Restaurants which are also involved in the community. Other possibilities are to tie in the United Way and their Food Security initiative or to do a story about the MetroWest Boys and Girls Club and healthy vending.
- iii. **Promotional materials:** The postcards from Crown Trophy are coming in today.

## c. Healthy Restaurant Initiative

- i. **Applications:** The dietician has approved two restaurants: The Old School House Pub & Restaurant and Stevie's Eatery. The dietician is currently working several other restaurants. JSI also received verbal commitment from several other restaurants.
- ii. **Outreach:** JSI resent translated applications/letters to seven Portuguese restaurants in Framingham. Today, JSI has four appointments (visits and calls) to speak with restaurant managers. Sam Wong will reach out to the Fang. JSI will ask Ethan Mascoop for the new owner's information at 4's Sports Club in Framingham which recently changed ownership. Holli Andrews and Amanda Loomis will be visiting Framingham restaurants on Monday 10/22. Kerin Shea made several phone calls to additional restaurants in Hudson.
- iii. **Highlighting healthy menu items:** Shape Up Somerville started with table tents but they disappeared and were expensive to replace. They ended up using menu inserts which have been well received by the restaurants. Rather than using table tents, JSI shared several versions of flyers which could be posted in the restaurant or inserted into menus to highlight healthy menu options. Shape Up Somerville currently has about 50 restaurants. They do not have an application as they just go and speak



with restaurant owners directly. Shape Up Somerville also considered creating decals to stick next to the menu choices on a larger menu board. They distributed postcards to restaurants which included information about the program, nutritional guidelines, and contact information. These postcards could also be shared with inspectors.

- d. **Vending Policies:** Steve Zepf (Boys and Girls Club), Maria Evora-Rosa (DPH), Rachael Plitch (Shape Up Somerville) and Lisa Mendozzi (MetroWest YMCA in Framingham) attended the meeting to discuss vending. MetroWest Moves shared about challenges related to the vending initiative. DPH does the licensing and permitting, but communities are supposed to be in charge of contracts; however, MetroWest Moves has found that contracts typically are not in place, although Next Generation seems to be the vendor in Hudson and Framingham and Coca Cola seems to be the vendor in Marlborough.
  - i. **School Vending:** Tammy attended the Framingham BOH meeting. The chair of the BOH and the chair of the School Wellness Committee are interested in working on school vending in the high schools across the Framingham school district. They will be going with JSI to a school committee meeting and developing a plan to move this initiative forward.
  - ii. **Current initiatives and lessons learned:**
    1. **Shape Up Somerville's** vending project has been going on for several years. They attempted to use the A-list guidelines and realized that these options are almost nonexistent. They compromised a little bit on the nutritional guidelines with their selected vendor. Vendors were disappointed about the volume of sales. Another issue has been that they have a national vendor who has had difficulty finding a local distributor. In the interim, Shape Up Somerville has removed/ not restocked some of the vending machines so excitement is building among employees who are requesting when the healthy items will be coming.
    2. **MetroWest YMCA's** vending initiatives began about 10 years ago. They as well as the Worcester YMCAs experienced pushback from the vendor and from staff but this diminished over time. They do not have any soda in their machines. They currently use American Food Vending in Woburn.
    3. **DPH** is considering working with local BOH's to implement vending policies and regulations on a community-by community basis. In June, they held a training with BPHC.



They were previously unaware of the Randolph Sheppard Act where blind vendors have precedent over vending contracts. Due to anti-lobbying provisions, DPH is concerned about the risk of losing federal funds. It is also challenging to measure current community impact and vending has a lot of different definitions (e.g. vending machines, concession stands, cafeterias, etc.) MetroWest Moves asked whether DPH could implement statewide guidelines (e.g. vending in municipal buildings) or provide guidance on vendors.

4. **Other success stories:** Some places offer discounts on the healthier items and have not seen a reduction in overall profits.

iii. **Potential next steps:**

1. MetroWest Moves could use the **MetroWest Boys and Girls Club** as a model and then follow at the municipal level based on this model. Another idea would be to host a free taste test for the kids at the Boys and Girls Club. JSI will arrange a meeting with Next Generation and the Boys and Girls Club.
  2. **Potential vendors:** JSI will look for further information about Fresh Vending.
  3. **Parks and Recreation vending:** Shape Up Somerville mentioned a group in Chicago which experienced success with vending in the parks. MetroWest Moves could collaborate with Park and Recreation on vending.
  4. **Engaging youth:** Junior Leadership groups, Boys and Girls Club, students and school community service groups, National Honor Societies could be asked to take the lead on vending initiatives (e.g. run taste tests). Fall River has a Youth Bill of Rights and Somerville's teen empowerment group holds community conversations. In both cities, they always have youth representation at city council meetings. Marlborough has a youth commission which has not been active but could potentially be engaged in this initiative.
- e. **Tobacco Strategy:** As part of the new contract, MetroWest Moves will begin to address tobacco and this will be added to the work group agenda from now on. Sam Wong has been working successfully with the Housing Authority and they have agreed to move forward with campus-wide smoke-free



housing in Section 8 public housing. On 11/1, they will have the first tenant meeting. Northborough and Southcoast Hospitals Group have implemented policies to only hire smoke-free employees.

#### IV. Administrative

- a. **Approval of Meeting Minutes:** The voting members approved the meeting minutes from October 4<sup>th</sup>, 2012.
- b. **Completion of work group timesheet:** Work group members and guests recorded the amount of time that they have worked on each strategy.
- c. **Town Updates:**
  - i. **Marlborough:** The grand opening of the Lake Williams Walkway took place yesterday. This walkway was a collaborative effort by an Eagle Scout, DPW commission and employees. It is about half way completed and serves as a passive walkway around the lake. Priscilla Ryder can provide further information and MetroWest Moves will share relevant media about the event through social media.
  - ii. **Framingham:** The Master Plan was presented at town meeting this week and town officials were asked to review and respond. See MetroWest Daily News article from Thursday for more information. At each town meeting, they will present progress. The master plan is not a closed document and there will be editing rights. MetroWest Moves will help to promote Chapter 3-5 which specifically address health.
  - iii. **Hudson:** Hudson is working to form a new tobacco control district. The size of the proposed district continues to expand and will probably include 9-10 communities. Hudson is also working on a community survey which is a requirement for Community Development Block Grants. The survey is open to the public until 10/26 at which point it will be compiled for public hearing on 10/30. The results for their Master Plan Survey are also available on the town's website.
- d. **Review of Tasks:**
  - JSI will connect with each community to discuss walk audit options.
  - Plan for late November/early December community design meeting
  - Work group members will continue to call and visit restaurants and other potential community partners.
  - Begin to engage youth organizations across the three communities in vending initiatives



Framingham ★ Hudson ★ Marlborough

# MetroWest Moves



- Identify success stories and promote Healthy Restaurant partners that are also involved in community service.
  - Rachael Plitch will share Shape Up Somerville's vending RFP.
  - JSI will arrange a meeting between Next Generation and the Boys and Girls Clubs.
- e. **Next Meeting Date/Time:** Thursday, November 1<sup>st</sup> from 10am-12pm at the Hudson Town Hall – 78 Main Street, Hudson, MA, 01749. During this meeting, Bruce Leish (MAPC) will present the healthy checklist. Barry Keppard and Fitchburg will also be invited to discuss community design.

## V. Adjourn

The meeting adjourned on October 19<sup>th</sup>, 2012 at 11:30am.