



MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves will conduct an Open Meeting on
Tuesday, March 11, 2014

9:15 a.m. – 11:00 a.m.

Hudson Town Hall
3rd Floor Conference Room
78 Main Street
Hudson, MA 01749

I. Call to Order

- a. **Meeting convened:** March 11, 2014 at 9:20 a.m.
- b. **Members present:** Sam Wong, Kathy Ekdahl, Roberto Santamaria
- c. **Others in attendance:** Tammy Calise, Michelle Ciccolo, Marianne Iarossi, Amanda Ryder, Kerin Shea, Milagros Abreu, Martin Levins, Terry Curran, Priscilla Ryder, Jamie Terry, Shani Dowd, Andrea Velasquez

II. Future of CTG

- a. **Potential funding sources:**
 - In conversation with MetroWest Health Foundation (who currently match CTG dollars) to see if they will continue funding MetroWest Moves in some manner, however they typically funds in 3-year cycles and they no longer have childhood obesity as a strategic focus area.
 - The group could consider asking legislators to put money in the DPH budget to continue to fund MiM. Jason Lewis and Michelle Ciccolo are on CTG Leadership Team.
 - Another potential funding source is to look at other foundations and their strategic focus areas.
 - This could be an opportunity for the group to re-define their priority focus areas and seek funding sources that target these areas, such as schools, which are not currently a part of the MWM workplan.

III. Action Plan

a. **Smoke-Free Housing**

- Tonight there is a meeting of the MetroWest Landlord Association in Marlborough that will focus on promoting smoke-free housing. Chris Banthin will be presenting and MetroWest Moves has extended the invitation to Marlborough and Northborough landlords to attend

b. **Healthy Dining**

- Latino Health Insurance Program (LHIP) has reached out to 11 restaurants and 4 have completed an application to participate. Feedback from ethnic restaurants LHIP has reached out to is that they



are eager to participate and provide healthier options to patrons. LHIP will continue to reach out to additional restaurants.

- Since presenting at the Marlborough Restaurant Association meeting in January, four new restaurants have expressed interest in participating and one has completed an application and approved meals with the dietician (Vin Bin)
- The Coordination Team reached out to restaurants to receive feedback on participating in Healthy Dining initiative. Based on feedback, we are planning a meeting to be held at Smyle's in Hudson to bring restaurants together to collaborate and share successes/challenges. Other feedback included suggestion to make buttons for servers to wear to promote healthy dining options and more signage to promote the Initiative. JSI will make buttons to read "Ask us about the Healthy Dining Initiative." JSI is also making a poster to go in restaurant break rooms to provide additional information to servers about Initiative, and posters to be posted outside restaurants advertising the HD Initiative/branding it for the community/residents.

c. **Community Design Standards/Complete Streets:**

- **CIC grant:** The CIC application submitted by the group was awarded in the amount of \$75,000. Funds will go to MAPC for GIS-related work and to JSI for administrative work. Hudson is the lead/fiscal agent. The grant will develop a tool to prioritize decision-making on roads/pavement during routine maintenance and upgrades. The tool will be designed to prioritize areas with most walking/biking and high-destination areas. GIS maps will include ½ mile and 2 mile buffer zones around high-destination areas. The communities will conduct an online survey of municipal staff to determine high-priority areas/ranking of factors and public meetings will be held to get public feedback. The tool will be replicable for other cities/towns. The tool will be applied to next year's Road Outlay Plan.
- **DLTA grant:** Michelle has put together an application to be submitted on behalf of MetroWest Moves. Proposes top-down, bottom-up review of policies and operations and an examination of how a complete streets policy would work in each community (i.e., bylaw, policy), as well as what procedures should be changed to support passage of a policy. The goal is to be able to generalize this work to develop a best practices guide that potentially could be used statewide. One proposed activity would be to hold targeted meetings with community leaders to get buy-in and determine how implementation would happen. Roberto said that in Everett, since the policy didn't get buy-in, they implemented Complete Streets guidelines in planning process/planning review. This allowed them to pass a resolution



without assigning money to it. Roberto will share copy of plan review with group.

MAPC's Health Department is a partner in putting the application together. TA valued at approximately \$35,000. Michelle will request letters from each town manager/board of selectmen and potentially DPW director saying that the town is supportive of moving forward with this project. Michelle will send out a draft of the grant application for the group to review.

- **Strategy to support complete streets:** MWM/the Coordination Team could write a letter to each community urging them to support a complete streets policy. The letter could include options communities could take to support complete streets, including what a policy/ordinance might look like, how to garner support, how it could be implemented, etc.
 - **Site-plan review and subdivision regulations:** Hudson is working on site-plan review and subdivision regulations which will include updates to regulations that are supportive of complete streets principles
 - **Communities of Practice:** This group has drafted outline of what it looks like to be a 'complete streets community.' Michelle will share the outline with the group.
 - **New bike lane:** Hudson has identified a road by a school that will be upgraded next year and as part of this upgrade, they will add a bike lane.
- d. **Culture InSight- Partnering for Healthy Communities:**
- **Overview:** Shani Dowd and Andrea Velasquez from Culture InSight came to discuss the technical assistance opportunity MetroWest Moves applied for through Harvard Pilgrim Healthcare Foundation to work towards incorporating cultural competency into our work. Culture InSight works to raise awareness of health disparities and train individuals to consider how they would infuse a health equity lens into the work they are doing. They are providing training and consultation to 4 MiM communities (MetroWest Moves, Somerville, Fall River and Worcester).
 - **Training/technical assistance:** Culture InSight offers a full-day cultural competency training plus consultation time, depending upon need. The MetroWest Moves Steering Committee needs to decide who should receive training (e.g., Steering Committee, other community group, municipal staff). Trainings are designed to be interactive, can accommodate 20-25 in a group. Interested groups/individuals: Framingham Town Manager, Board of Health staff, LHIP staff, try not to have staff in training with immediate supervisors. The group will think of others who may benefit from/be interested in the training. The training could be scheduled mid/late-May and/or September. A big room with



small tables is needed but if MetroWest Moves can't find a space Culture InSight can get a space. Food will be provided by Culture InSight. Culture InSight can work with the Coordination Team to develop a flyer to promote the training.

e. **Successes and challenges:**

- Successes included:
 1. Our healthy dining initiative
 2. The increased collaboration among communities and inter-departmentally (within and across communities)
 3. Our complete streets strategy (have won grants, completed bicycle/pedestrian plan with MAPC, environmental changes have occurred, like Hudson's new bike lanes)
 4. Northborough has reduced childhood BMI and all elementary schools now have recess before lunch
- Challenges included:
 1. Time and capacity of municipal staff
 2. Having 3 different communities working as part of 1 initiative
- Cultural competency challenges included:
 1. Language, specifically capacity for translation services in Town/City Hall
 2. Number of immigrants is increasing so capacity to provide services is limited
 3. Lack of diversity among leadership
 4. Trust is low among immigrants (e.g., to go to municipal buildings, utilize services)

f. **Upcoming meetings:**

- Will invite Girl Scouts to next meeting to present on nutrition project
- Next meeting to be held March 26th 1:00 – 3:00 p.m. in Marlborough

IV. **Adjourn:** The meeting adjourned at 11:15 a.m.