



Framingham ★ Hudson ★ Marlborough

# MetroWest Moves



## MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves will conduct an Open Meeting on  
**Monday, August 18, 2014**

**1:00 p.m. – 3:00 p.m.**

Hudson Town Hall

3<sup>rd</sup> Floor Conference Room

78 Main Street

Hudson, MA 01749

### I. Call to Order

- a. **Meeting convened:** August 18, 2014 at 1:00 p.m.
- b. **Members present:** Roberto Santamaria, Sam Wong
- c. **Others in attendance:** Milagros Abreu, Rose Illanos-Almeida, Michelle Ciccolo, Terry Curran, Jenny Gormley, Marianne Iarossi, Michael O'Brien, Ana Bessy Ramirez, Karen Rice, Amanda Ryder, Priscilla Ryder, Jason Webster.
- d. Amanda Ryder updated partners in attendance that MetroWest Moves and Building a Healthy Northborough will be joined effective October 1, 2014. A draft press release for this announcement was shared with the Steering Committee.

### II. Safe Routes to School

- a. Amanda and Janie recently spoke with Mellssa Green, Safe Routes to School (SRTS) coordinator for the MetroWest region. Melissa provided background information on participating schools in Framingham, Hudson, Marlborough, and Northborough, best practices for developing SRTS programs, as well as evaluation methods to assess the progress of SRTS programs.
- b. Partners suggested establishing partnerships with school staff to serve as SRTS leaders to ensure sustainability of each program. Other potential partnerships include hosting walks with elected officials to raise awareness of these initiatives. Martin Levins can be contacted for best practices and lessons learned from implementing SRTS in Marlborough.
- c. Melissa suggested administering the survey on an ongoing basis, beginning in either fall or spring. Data received from this survey will help support discussions on bike and pedestrian priorities at the spring 2014 CIC meeting. It is important for each community to highlight the timeline in collecting this data. Amanda Ryder informed members in attendance that SRTS and JSI can help with data entry of paper versions of the survey, however, electronic submission is recommended.
- d. Schools interested in administering the survey in fall 2014 include all 3 Hudson elementary schools. The Hudson Public School District recently



changed its bus routes, so there are more students biking and walking to school. To ensure that Hudson parents/guardians feel supported, Jenny Gormley suggested drafting an information page about what the Hudson Public School system does to support student walking and biking in comparison to what is required by the state. Partners suggested including the survey in hard copy at Parents Night so that the survey can then be provided in Spanish, Portuguese, Chinese, Mandarin, etc.

### III. Culture InSight Training

- a. 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).
- b. Tammy recently met with Shani Dowd to discuss 3 available trainings for MetroWest Moves. 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.
- c. Partners in attendance recommended scheduling the full-day training for members of the Steering Committee in late September 2014, so that they may better inform the agendas for abbreviated trainings.
- d. Partners in attendance suggested scheduling an abbreviated training for community leaders and school staff in early November 2014.

### IV. Action Plan

#### a. Healthy Dining Initiative

- The Latino Health Insurance Program (LHIP) has reached out to 8 restaurants and 4 have completed an application to participate. Three of these restaurants have since been approved and the coordination team is developing promotional materials for these new healthy dining items. These materials include menu inserts, table tents, plaques, and window clings. The coordination team recently developed two posters, customized for each restaurant: 1) one to post on the front door of each restaurant, and 2) another to hang in employee break rooms, so that staff can continue to learn about and be reminded of the healthy dining options offered at their establishment.
- The remaining restaurant is currently working with the dietitian to see which meals qualify and/or what modifications need to be made so that they fall under the healthy dining requirements.



Partners suggested working with the Brazilian radio station to raise awareness of these newly approved restaurants in Framingham. A press release will also be distributed to media once the promotional materials have been finalized and delivered to the new restaurants.

b. **Restaurant Networking Event**

- MetroWest Moves is working with Smyles to host a Restaurant Networking Event to share best practices on promoting restaurants via social media, working with vendors to include healthy menu items, and other methods of marketing restaurants in low-cost, effective ways.
- The event will be held on Monday, September 15<sup>th</sup> from 9:30 – 11:00 a.m., at 10 Technology Drive in Hudson, MA 01749.

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. JSI attended the most recent CIC meeting.
  1. The team is finishing the first quarter of this grant cycle. A survey was developed after receiving comprehensive feedback from stakeholders and interviewing key partners to ensure that the survey asks the most appropriate questions.
  2. On September 4<sup>th</sup> from 6:30 – 9:00 pm, the Livable Communities Workshop will present a kick-off meeting for the Town of Framingham's Bike and Pedestrian Plan. This meeting will include discussions on necessary improvements for existing facilities, the current need for new bike and pedestrian trails, as well as the locations of new Town of Framingham trails, paths, and bike racks. The overall goal of the meeting is to help the Town of Framingham advance its bike and pedestrian community.
- **DLTA grant:** Michelle reported that MetroWest Moves has been funded for the DLTA grant.
- **Strategy to support complete streets:** MWM/the Coordination Team discussed working to promote a by-law on complete street design standards.

V. **Action Items**

- a. Michelle Ciccolo suggested including more specific language in the press release announcing that Northborough will be joining MetroWest Moves



that highlights MetroWest Moves receiving more funding for Mass in Motion initiatives. The Coordination Team will work on updating language in the press release.

- b. The Coordination Team will facilitate a meeting between Melissa Green and interested school leaders from each district.
- c. The Coordination Team will create an information page on the Safe Routes survey and connect it to upcoming strategic plans and funding opportunities.
- d. The Coordination Team will reach out to school principals and superintendents to receive permission to hand-out the SRTS surveys. This communication will also help confirm which schools are interested in working on SRTS initiatives.
- e. The Coordination Team will develop an outline for schools that are interested in administering a fall or spring survey. This outline will include a recommended timeline for collecting data, best practices for increasing the response rate through different methods, incentives, etc. The Coordination Team will share this with the Steering Committee for feedback.
- f. The Coordination Team will resend the outlines/agenda for each of the Culture InSight trainings to be reviewed by Steering Committee members.
- g. Michelle Ciccolo recommended writing a news article and/or press release on the recently approved restaurants. The Coordination Team will draft the press release.
- h. The Coordination Team will share the Restaurant Networking Event invitation with the Steering Committee and reach out to local media to report on the event.

## VI. Administration

- a. **Approval of meeting minutes:** The Steering Committee voted to approve the meeting minutes from July 3, 2014.
- b. **Next meeting date/time:** The Coordination Team will send out a Doodle to schedule the next meeting.

VII. **Adjourn:** The meeting adjourned at 3:00 p.m.