

MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves conducted a Meeting on
Friday, September 14, 2012

11:00 a.m. – 1:00 p.m.

Marlborough City Hall

140 Main Street, Committee Meeting Room 1st Floor,
Marlborough, MA 01752

I. Call to Order

- a. **Meeting Convened:** September 14th, 2012 at 11:12am
- b. **Members Present:** Bob Landry, Amanda Loomis, Ethan Mascoop, Sam Wong
- c. **Others in Attendance:** Dana Baarsvik, Trish Bernard, Tammy Calise, Michelle Ciccolo, Jay Grande, Janie Hynson, Bruce Leish, Priscilla Ryder, Kerin Shea

II. Action Plan

a. Community Design Standards

- i. Michelle Ciccolo (Hudson) shared ideas for a Complete Streets Active Living Community Certification Program. This program would incorporate a number of goals in the following areas: policy changes, planning for active living infrastructure, public input, funding changes and mechanisms for funding, procedural changes, Safe Routes to School, transit, and Active Living Zones (ALZ). Michelle recommended that MetroWest Moves implement a pilot project which would incorporate many of these ideas. Communities may want to consider implementing two to four in each category.
- ii. MA DOT and DHCD have held Complete Streets trainings and Mark Fenton spoke about Complete Streets at the MetroWest Moves Kick-Off. Michelle likes the green communities program concept and there are a number of other programs that the state has rolled out statewide. MAPC is starting to discuss this in their legislative committee.
- iii. Connectivity of subdivisions is more challenging. Some towns do not do this at all while others are doing well on connectivity. Should move toward writing this into regulations as mandatory. Framingham by-laws specify that you have to evaluate the level of service for bicyclists and walkers. Framingham has a 3% offsite mitigation requirement. There is a lot of resistance to speed tables. Marlborough and Hudson do not have committees.



- iv. The Active Living Zone (ALZ) does not really apply to these communities (zones where you have evaluated the sidewalks, ensured walkability or bike-ability). Bruce Leish explained that this all comes down to good design and providing effective visual cues for motorists. To educate motorists, Michelle suggests branding to ensure consistency across the communities. ALZ would be the most difficult to implement within these communities unless the work group thinks that it could be branded across the three communities. Michelle suggests having a staffing structure or committee look at issues around sustainability and livability. Currently, street design suffers as a result of lack of structure and silos which work across purposes.
 - v. Review of Town Bi-Laws by MAPC: Bruce Leish has briefly reviewed the town bi-laws. He is a landscape architect and works for MAPC. MAPC released “Boston Region Pedestrian Transportation Plan” which discusses ways to make streets more pedestrian and bicycle friendly. Bruce will develop a checklist for the three communities including aspects to consider when developing policies. Jay Grande requested model design guidelines with visuals. Every community should do their subdivision and site plan regulations (this may be a Year 2 or 3 goal). For now, Bruce will put together basic guidelines/checklist/criteria within the next month which will include a few sample illustrations. Once that is completed, he will present this information to the work group to consider next steps.
- b. **Awareness/Media:** JSI shared a sample of the Twitter and Facebook pages. There are currently 13 Facebook followers and 18 Twitter followers. The work group can submit events on the website under “Events”.
- i. **Events:** Information about the Framingham Farm Pond Day (October) and Pumpkin Fest in Hudson will be added to the website. Amanda Loomis will talk to Holly about reserving a MetroWest Moves table at the Framingham Farm Pond Day.
 - ii. **Promotional materials:** A QR code will be added to the flyer. One-page flyers and/or tri-fold brochures will be distributed at events.
- c. **Healthy Restaurant Initiative**
- i. **Plaques and window clings:** JSI shared a sample plaque with the work group. The group is interested in having the plaques be more generic so that they could be utilized for other initiatives in addition to the healthy restaurant initiative. The work group would like for the plaques to look like more of an award.



- ii. **Enforcement:** The work group discussed the issue of how to enforce criteria such as unresolved violations, serving alcohol to minors, etc. Challenges exist between regulatory vs. voluntary agreements and reconciling arbitrary guidelines. A disclaimer will be added to the website “Every restaurant in town undergoes an annual inspection. The Healthy Initiative is separate from the regulatory program which is ongoing and pertains to...” and an updated list of participating restaurants will be available on the website. Another option would be to add a QR code to the cling which would link to the Healthy Eating page of the website where there would be a feature for consumers to provide feedback about the restaurants. The work group decided to remove the initial bullet points on the application.

- d. **Vending Policies:** JSI has reached out to Next Generation, the company that services the vending machines in all three communities.

III. Administrative

- a. **Approval of Meeting Minutes:** The voting members approved the meeting minutes from August 30, 2012.

- b. **Town Updates**
 - i. **Michelle Ciccolo:** Marlborough and Hudson are collaborating on a joint CDBG/CDF2 (Community Development Block Grant). Marlborough is encouraged to select a street where they can upgrade a sidewalk. This has gone to the CDA (Marlborough Community Development Authority) for discussion and there will be a series of public hearings this fall to define the selection. The grant application will most likely go in mid-December. Grant opportunities which MAPC is involved with will be available within about two months in an interactive map. This will be demonstrated to the executive committee next week and Michelle will share the link to the map when available.

- c. **Next Meeting Date/Time:** Friday, September 21st at 1pm in Framingham at the MetroWest Health Foundation – 161 Worcester Road, Suite 202, Framingham.

IV. Adjourn

The meeting adjourned on September 14th, 2012 at 1:15pm.