

**MEETING MINUTES**

Under the provisions of G.L. c. 30A, MetroWest Moves will conduct an Open Meeting on  
Wednesday, September 24, 2014

2:00 p.m. – 4:00 p.m.

Northborough Town Hall  
1<sup>st</sup> Floor Conference Room B  
63 Main Street  
Northborough, MA 01532

I. **Call to Order**

- a. **Meeting convened:** September 24, 2014 at 2:10 p.m.
- b. **Members present:** Amanda Loomis, Jamie Terry, Sam Wong
- c. **Others in attendance:** Tammy Calise, Michelle Ciccolo, Alex DePalo, Marissa Garofano, Melissa Green, Janie Hynson, Kathy Joubert, Alex Mello, Paula Kaminow, Marianne Iarossi, Evan Pilachowski, Amanda Ryder, Kerin Shea

II. **Upcoming Culture InSight trainings**

- a. The Steering Committee Culture InSight training will take place on Tuesday, September 30<sup>th</sup> from 9:00am-3:00pm at the MetroWest Health Foundation.
- b. A training for municipal department heads will also be scheduled. Steering committee members should respond to the doodle poll that was previously sent out to identify convenient times for this training.

III. **Action Plan**

a. **Community Design Standards**

- The Active Streets/Complete Streets legislation was incorporated into the transportation bond bill. At the Healthy Transportation Compact event, MassDOT announced that they will release the program. Cities and towns can participate and get extra money for complete streets physical/capital improvements (it will probably be a competitive process). MassDOT has not yet written the program guidelines; MAPC and other organizations are providing input to MassDOT. Guidelines are expected to be released by December 2014. This is a statewide program, not just for urban or suburban areas.
- On October 9<sup>th</sup> from 9:00am-10:30am, MAPC will host a session called **“Healthier Communities: Complete Streets Forum”** to share recent policies that MAPC communities have been passing. Visit this link for more information: <http://conta.cc/1vP588x>



Framingham ★ Hudson ★ Marlborough ★ Northborough

# MetroWest Moves



- The Northborough Planning Board is very interested in Complete Streets and has been discussing this during the past year. Kathy Joubert and the Northborough Town Engineer have participated in Complete Streets training and the Planning Board intends to hold additional meetings about complete streets. In Northborough, this issue largely depends on whether the DPW agrees to adopt complete streets policies.
- The Steering Committee decided to create a **newsletter** highlighting what the MetroWest Moves communities did during this past year related to bike and walk/pedestrian improvements and send this newsletter to the DPWs, Board of Selectmen, etc. in each city/town. In the newsletter, we will also share that there has been state legislation passed and show financial impact data from projects across the country. In the CIC application, increased retail sales were noted. The newsletter will be 1 page double-sided. Northborough noted that they have had great success with their newsletter for targeting both residents and students. Each community should send updates about recent complete streets projects (including pictures and descriptions) to the Coordination Team **by Wednesday, October 1<sup>st</sup>**.
- Each town should make a timeline with action points (inc. which type of policy they think fits their town best, who they would want to pass that policy, and when they would like to pass the policy). This information will be useful if the communities jointly apply for the state funding. This should be sent to the Coordination Team **prior to the next meeting**.
- **CIC:** The survey was supposed to be completed last quarter, but first, a focus group was conducted with DPW directors to ensure that the survey was relevant. The focus group was held and the survey was distributed and has been closed. There were 45 responses to the survey and MAPC sent one reminder about the survey. This was a statewide survey so Michelle and Kerin may ask MAPC to send out the survey again to try to gain further responses. Less than half of respondents had pavement management systems. Safe Routes to School scored highly as one of the three most important factors for municipalities. Of the 3 most important inputs that influence where respondents identify where to build sidewalks, 77% said public requests. Framingham had a bike/ped study evening meeting where some of the community input was gathered but Marlborough and Hudson still need to hold these meetings. 11/3 is tentatively scheduled for Marlborough and Hudson's meeting is scheduled for 10/21. At their meeting, Framingham had a map with four quadrants of the town and



Framingham ★ Hudson ★ Marlborough ★ Northborough

# MetroWest Moves



residents were asked to identify where they currently ride (for work or for fun) and where they would like to be able to ride. They distributed multilingual flyers in the libraries and town halls, etc. The CIC work is supposed to be completed by December.

## b. Schools

- **Safe Routes to School survey updates:** The surveys will be conducted in Hudson and Northborough schools. The Framingham superintendent said that they would only permit survey distribution in Framingham schools if Question #5 (“How many vehicles do you have in your household?”) is removed from the survey. If this question is removed, this data could potentially be extrapolated by contacting the assessor’s office to look at excise taxes that are paid. Melissa Green (SRTS coordinator) will contact the Framingham superintendent to discuss the survey further and to try to learn more about their reasoning for wanting question #5 removed. Amanda Loomis will also be seeing the superintendent next Wednesday 10/1 and will also discuss the survey.
- **Walking Wednesdays:** Tammy and Janie participated in Walking Wednesday today at Richer Elementary School.

## c. Healthy Dining Initiative

- **Restaurant Networking Event:** The event was held on Monday, September 15<sup>th</sup> from 9:30 – 11:00 a.m., at 10 Technology Drive in Hudson, MA 01749. Four restaurants participated in the event. A video of the event/presentations will be posted on the website and sent to the cable stations. A list of participating restaurants will be included in the video.
- **Healthy Bites DVDs:** Marianne will reach out to Cheryl Tully Stoll (Framingham selectwoman) about sponsoring the Healthy Bites DVDs to be shown on cable television.
- Adam Gilroy (videographer in Hudson) or Kathy (Northborough) may be interested in interviewing participating restaurants for another restaurant video.
- The Coordination Team will send out a list of restaurants with their contact information to the Steering Committee so that Steering Committee members can assist in visiting the restaurants to check whether they are adequately promoting their approved healthy menu items. Promotional materials that should be posted in each restaurant include: menu inserts or table tents, posters, buttons, window clings, and plaques.

- Healthy dining restaurant materials/resources can be distributed during Prevention and Wellness Trust Fund sessions early next year.

d. **Awareness/Media:**

- **Press releases:** First, the Coordination team will send out the DPH-provided press release (announcing the new funding award) and then will send out the second press release about Northborough joining MetroWest Moves a couple of weeks later.
- The coordination team shared a **Social Media report** for July 3<sup>rd</sup>, 2014-September 23<sup>rd</sup>, 2014.
- **Northborough newsletter:** The group discussed options for continuing the Northborough newsletter in light of funding cuts. Northborough has an e-backpack that the newsletter might be able to be posted/distributed through. Perhaps a local printer would donate the printing costs and/or the newsletter may be promoted more online.

e. **Events:**

- **Community Conversation: Raising Healthy Teens Event (10/28) hosted by State Representative Kate Hogan at Hudson High School:** The tasting portion of the event will no longer be able to be funded. Sam and the Coordination Team will speak with the Hudson restaurants who were interested in participating.

IV. **Action Items**

- Steering committee members should respond to the doodle poll that was previously sent out to identify convenient times for the Culture InSight training for municipal department heads.
- Each community should send updates about recent complete streets projects (including pictures and descriptions) for the newsletter to the Coordination Team **by Wednesday, October 1<sup>st</sup>**.
- Each town should make a timeline with action points (inc. which type of policy they think fits their town best, who they would want to pass that policy, and when they would like to pass the policy). This information will be useful if the communities jointly apply for the state funding. This should be sent to the Coordination Team **prior to the next meeting**.
- Melissa Green (SRTS coordinator) and Amanda Loomis will speak with the Framingham superintendent about the Safe Routes to School survey.
- The Coordination Team will send out a list of restaurants with their contact information to the Steering Committee so that Steering Committee members can assist in visiting the restaurants to check whether they are adequately promoting their approved healthy menu items. Promotional



materials that should be posted in each restaurant include: menu inserts or table tents, posters, buttons, window clings, and plaques.

V. **Administration**

- a. **Approval of meeting minutes:** The Steering Committee did not vote on whether the meeting minutes from August 18, 2014 can be approved. This will be postponed until the next meeting.
- b. **Next meeting date/time:** The Coordination Team will send out a Doodle to schedule the next meeting.

VI. **Adjourn:** The meeting adjourned at 4:00 p.m.