

XYZ Mass in Motion Coalition

Step 2—Brainstorm

Strategy	Activities	Resources Required (human & financial)	Results (Impact/Outcome)	Ideas for Sustainability	Questions
Healthy Markets	<p>Establish healthy markets criteria for participation</p> <p>Identify, build a relationship with and recruit corner stores</p> <p>Publicize/promote healthy corner stores</p>	<p><u>Staff:</u></p> <ul style="list-style-type: none"> – Mass in Motion Coordinator <p><u>Others:</u></p> <ul style="list-style-type: none"> – Youth – Coalition members help establish criteria <p><u>\$5,000:</u></p> <ul style="list-style-type: none"> – Staff time – Youth stipends – Meeting space – Printing 	3 corner stores enrolled in healthy markets		

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Farmer's Markets	<p>Set locations, dates, and vendors.</p> <p>Publicize/promote farmer's and winter markets</p>	<p><u>Staff:</u></p> <ul style="list-style-type: none"> – Mass in Motion Coordinator <p><u>Others:</u></p> <ul style="list-style-type: none"> – Farmer's Market Coordinator from Main Streets Association <p><u>\$1,000:</u></p> <ul style="list-style-type: none"> – Staff time – Printing 	Downtown hosts the farmer's market and winter market.		
	<p>Establish a 2nd farmer's market in a low income neighborhood to increase access for low- income residents.</p>	<p><u>Staff:</u></p> <ul style="list-style-type: none"> – Mass in Motion Coordinator – Outreach Coordinator <p><u>Others:</u></p> <ul style="list-style-type: none"> – Farmer's Market Coordinator from Main Streets Assoc. <p><u>\$5,000:</u></p> <ul style="list-style-type: none"> – Staff time 			



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Healthy Dining	Establish healthy dining criteria for participation Recruit restaurants Publicize restaurants Host a healthy restaurant week	<u>Staff:</u> – Mass in Motion Coordinator – Outreach Coordinator <u>Others:</u> – Restaurant Association <u>\$7,000:</u> – Staff time – Printing – Travel	4 restaurants enrolled in healthy dining. An additional restaurant wants to participate in the healthy restaurant week.		

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School Nutrition	Work with Food Service Director to ensure foods are healthy and sourced from local farms	<u>Staff:</u> – Mass in Motion Coordinator <u>Others:</u> – Food Service Director <u>\$3,000:</u> – Staff time	<p>High school students rarely eat the healthy lunch and often use the vending machines for unhealthy snacks or go to a nearby fast food place or corner store.</p> <p>The food service director is losing money because less students are buying products.</p>		

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Safe Routes to School	Build awareness and participation in the walk to school program for all the elementary schools. Work with the schools to expand their student participation in the walk to school program by creating routes, conducting parent meetings and hosting specific walk to school events	<u>Staff:</u> – Mass in Motion Coordinator – SRTS Coordinator <u>Others:</u> – School Administration – School Wellness Committee – Parent Volunteers – DOT <u>\$6,000:</u> – Staff time	2 elementary schools actively participate in SRTS. 1 middle school has participated in the walk to school days.		
	Implement a walking school bus program for year round travelling to and from school.	<u>Staff:</u> – Mass in Motion Coordinator. – SRTS Coordinator <u>Others:</u> – School Administration – School Wellness Committee – Parent volunteers – DOT <u>\$4,000:</u> – Staff time	Actively engaging the school wellness committees at 3 schools through parent volunteers and coordinators.		

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Built Environment	Develop walking guides and maps to illustrate points of interest within walking distance of downtown (less than 15 minutes away).	<u>Staff:</u> – Mass in Motion Coordinator – Outreach Coordinator <u>Others:</u> – Main Streets Assoc. – Parks and Rec Dept. – Town Bike/Ped Committee <u>\$5,000:</u> – Staff time	Walking maps are very popular with residents		
	Develop policies that support bicycle use (e.g., identify commercial and public spaces where new bike lanes and racks can be placed).	<u>Staff:</u> – Mass in Motion Coordinator – Outreach Coordinator <u>Others:</u> – Main Streets Assoc. – Parks and Rec Dept. – Town Bike/Ped Committee <u>\$6,000:</u> – Staff time	Currently working with the planning department to update the town Master Plan		

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Strategy	Activities	Resources Required (human & financial)	Results (Impact/Outcome)	Ideas for Sustainability	Questions
Parks	Improve maintenance of parks and playgrounds through organized volunteer park clean-ups	<u>Staff:</u> <ul style="list-style-type: none"> – Mass in Motion Coordinator – Outreach Coordinator <u>Others:</u> <ul style="list-style-type: none"> – Youth – Neighborhood Association – Parks and Rec Dept. <u>\$5,000:</u> <ul style="list-style-type: none"> – Staff time – Youth Stipends 	Established an Adopt a Park program in partnership with a neighborhood association for 2 of 6 parks.		
	Increase the use of parks by residents through the development of a parks map.	<u>Staff:</u> <ul style="list-style-type: none"> – Mass in Motion Coordinator – Outreach Coordinator <u>Others:</u> <ul style="list-style-type: none"> – Youth – Neighborhood Association – Parks and Rec Dept. – YMCA <u>\$7,000:</u> <ul style="list-style-type: none"> – Staff time & Youth Stipends – Printing 	Partnered with the Parks and Recreation Dept. to produce a new parks map highlighting recreational opportunities & facilities in the parks (restrooms, picnic areas, or parking).		