

XYZ Mass in Motion Coalition

Step 1—Analyze

STRATEGIES	ACTIVITIES	RESULTS
Healthy Markets	Establish healthy markets criteria for participation Identify, build a relationship with and recruit corner stores Publicize/promote healthy corner stores	3 corner stores enrolled in healthy markets
Farmer's Markets	Set locations, dates, and vendors. Publicize/promote farmer's and winter markets	Downtown hosts the farmer's market and winter market.
	Establish a 2 nd farmer's market in a low income neighborhood to increase access for low- income residents.	Started to establish relationship with a community group in the north section of town who want to have an ethnically diverse farmers market.
Healthy Dining	Establish healthy dining criteria for participation Recruit restaurants Publicize restaurants Host a healthy restaurant week	4 restaurants enrolled in healthy dining. An additional restaurant wants to participate in the healthy restaurant week.
School Nutrition	Work with Food Service Director to ensure foods are healthy and sourced from local farms	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. The food service director is losing money because less students are buying products.



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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	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.	Actively engaging the school wellness committees at 3 schools through parent volunteers and coordinators.
Built Environment	Develop walking guides and maps to illustrate points of interest within walking distance of downtown (less than 15 minutes away).	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).	Currently working with the planning department to update the town Master Plan
Parks	Improve maintenance of parks and playgrounds through organized volunteer park clean-ups	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.	Partnered with the Parks and Recreation Dept. to produce a new parks map highlighting recreational opportunities and facilities within the parks such as restrooms, picnic areas, or parking.