

MARTHA'S VINEYARD



Mass in Motion is dedicated to working with local communities to make the healthy choice the easy choice. Our 33 Mass in Motion Communities, covering 52 cities and towns, have been busy promoting opportunities for people to eat better and move more in the places they live, learn, work, and play. Here is a glimpse of what they accomplished in 2012.



MASS IN MOTION 2012



HEALTHY MARKETS

Six convenience stores in Springfield and Dorchester enrolled in the **Healthy Corner Store** program, which works with local corner stores to offer healthier options such as fresh fruits and vegetables, whole grains, and low fat or fat-free dairy. Nine additional communities have established a Healthy Neighborhood Market Committee to help launch their healthy market efforts in 2013.



HEALTHY DINING RESTAURANTS

110 restaurants in Fall River, Framingham, Great Barrington, Hudson, Lee, Lenox, Malden, Marlborough, Waltham, New Bedford, Northborough, Pittsfield, Somerville, Stockbridge, and Weymouth are enrolled in the **Healthy Dining** program. Participating restaurants offer healthier menu options, including smaller portions, fruit and vegetable substitutions, and healthier drink options.



183
SCHOOLS
in OVER
35
MiM
COMMUNITIES

SPRINGFIELD

SAFE ROUTES TO SCHOOL PROGRAMS

183 schools in over 35 Mass in Motion communities are enrolled in the state's **Safe Routes to School (SRTS)** program, which helps children walk or bike to school safely. Many communities are going beyond this partnership to create safer routes for children to walk or bike everyday. In Springfield, over 120 children now walk to school in a large group – a “walking school bus” every day, while Brockton, Malden, Waltham and Revere have instituted “Walking Wednesdays” for students. Barnstable and Plymouth completed walking audits to identify street improvements to make it safer for students to walk to school.



ANNUAL HIGHLIGHTS



FALL RIVER

MILES OF TRAILS AND NEW WALKING PATHS

Many Mass in Motion communities are helping people be more active and commute to work differently by creating new walking trails and bikeways. The first **1.1 mile section** of a closed 40-mile aqueduct system of hiking, walking and biking trails was opened for public use in Framingham. Fall River's Unified Trail Map of the Southeastern Massachusetts Bioserve was completed and distributed to residents. In Malden, **2.3 miles of walking routes** along the Mystic River were opened up using existing sidewalks and infrastructure.



CLARKSBURG

Brockton created a walking trail at Hillstrom Park, and Malden, Melrose, Wakefield, and Waltham created walking maps with different loops and distances for local paths. With one of the most active Trails Committees in the state, Northborough worked with WalkBoston to create maps for 3 different routes with historical data along the way. Martha's Vineyard also created **walking and biking maps** to mark paths for safe journeys out of the port towns. To help familiarize residents with nearby walking paths, Barnstable launched **"Walk Cape Cod"** to encourage Cape Codders to either walk the entire Cape through existing walking paths in 8 days, or choose to walk the paths of their town on their own.



BROCKTON



MARTHA'S VINEYARD

DESIGNING HEALTHY COMMUNITIES

Gloucester promoted walking and biking through road and sidewalk improvements, an open space plan, and created a new Harborwalk along the water. Salem completed the first half of its **Pedestrian Mall Improvements** plan by removing landscaping beds to improve pedestrian walking areas. Fall River's Community Maintenance Division purchased a second striping machine to increase their ability to complete lane striping and create crosswalks to help cars, bikes and pedestrians travel more safely together. Plymouth, in its quest to adopt



LOWELL

a complete street policy to build roads and neighborhoods that are safe and usable for drivers, bicyclists, and pedestrians, recently created its first Complete Street on Obery Street. Northampton has been recognized as a **Complete Streets City**.



MELROSE

GROWING AND BUYING LOCALLY

Many Mass in Motion communities are teaching residents how to grow their own food, while others are helping people buy and appreciate locally grown produce. Brockton, Fall River, Melrose/Wakefield, North Adams and Revere worked with local farmers markets to accept different forms of payment (such as EBT, food stamps, and debit/credit cards), making these locally grown foods more accessible.

New Bedford launched the **Victory Park Children's Garden** project where children learn about vegetables, gardening, food safety and how to create healthy snacks. Northborough, Fitchburg and Franklin have community gardens where residents come together to build, grow and maintain a garden, growing fruits & vegetables for the city and/or town. Gloucester's **community garden program** recently grew to 70 gardeners, and now has over 20 new plots. Fall River, Somerville, and Worcester are the first Mass in Motion communities to establish mobile vegetable trucks, which sell fruits and veggies directly from the road. These mobile veggie markets increase availability and access to affordable fresh and local produce – especially for low income residents, and in Worcester the **veggie-mobiles** are expanding their reach to college campuses in the city.



FALL RIVER



CAMBRIDGE

**580
NEW
HUBWAY
MEMBERS**



MARTHA'S
VINEYARD

Island
**ISLAND
GROWN**

MAKING ROOM FOR MORE BIKES

This past summer, Cambridge and Somerville promoted use of the new **Hubway** stations, which support a bike share program for residents to rent bikes inexpensively for a short period of time. Since July 2012, there have been over **580 new Hubway members** in Cambridge and Somerville.

Over 40 students participated in Fall River's **Recycle a Bicycle** program, which enables young people and adults to fix up old bicycles and then adopt them as their own. All students received helmets and bicycle safety instruction, and were taught bicycle mechanics as a part of Applied Physics in school.

Many other communities are working with city/town planners to ensure that bike lanes are included when streets are improved or re-paved. While they wait for the opportunity to build these real bike lanes, Gloucester, Somerville and Weymouth have installed bike sharrows – a lane sharing mark which is placed in the center of a travel lane to let drivers know that a bicyclist can use the full lane.



HEALTHY STUDENTS, HEALTHY SCHOOLS

Fall River expanded its **Soda-Free Summer Challenge** to an all-year program, which encourages children to pledge to reduce or eliminate their consumption of sugary drinks. Gloucester now has four schools with gardens and garden curriculums that help students learn about growing food and experience the excitement of eating their own food. Northborough has school gardens in all four elementary schools, and one garden at the high school. Additional **school gardens** are in Amherst, Fitchburg, Holyoke, Northampton, Salem, Springfield and Williamsburg.



Farm to School initiatives are active in Amherst, Belchertown, Cambridge, Franklin County, Martha's Vineyard, Waltham and Williamsburg, which means they are purchasing and featuring fresh, local foods as meals and snacks. Martha's Vineyard brought all seven public schools into a partnership with the eat-healthy cooperative **Island Grown Food Initiative**. The Partnership connects island farmers and school cafeterias to increase the amount of locally grown foods used in school meals and in classrooms.



PUMPING UP OUR PARKS

Creating new (and improving old) parks is one of the best ways to provide kids, families and adults a safe place to be active outdoors. **Adopt-a-park** programs are popping up all over the state, where



volunteers clean up existing parks to make them safer and more inviting for families to visit. These adopt-a-park programs are now up and running in 9 Fall River parks,

16 Fitchburg parks, and 4 parks in Revere. Additionally, playground equipment replacements and basketball court improvements were completed in 3 Fall River parks, and the City also held its 3rd City Wide Park Cleanup in April.

In the Southeast area, New Bedford became a Let's Move! City through their Parks and Recreation Department, and Fall River completed the reconstruction of playgrounds and park improvements in three different parks.

In Springfield, a Park Ranger program was developed with the YMCA and the Springfield Parks and Recreation Department.

Fitchburg completed **park safety audits** and work is underway to improve park safety and to improve walkability to neighborhood parks. In addition, Fitchburg is working with the Fitchburg Housing Authority to transform an open field into a safe play place for the youth and family living in the public housing development. Fitchburg is also making strides to improve the food available from vendors in their parks, as the Fitchburg Parks Department has approved guidelines for healthy vending.

