

SUMMARY OF WORK GROUPS FROM TOWN OF WESTFORD STRATEGIC PLANNING SESSION

Business Collaboration

1. Educate businesses on availability of Westford resources: trails, farmers market, conservation areas, bird tours and the like.
2. Encourage businesses to expand healthy offerings including bike racks, sports leagues, exercise classes, healthy food and a regular structure for community participation (e.g. day of service).
3. Engage business in health of their employees through incentives such as certificates or tax incentives.

Healthy Safe Neighborhoods

1. Establishing a “walkable community” is important, but requires a focus on traffic management (including cross walks, traffic lights), speed control and development of sidewalks, to ensure safety.
2. Vector management, particularly ticks, requires focus, but no one approach will be enough.
3. Tap into existing opportunities to reinforce healthy choices: school lunch offerings, neighborhood block parties, technology and social media.

Community Events

1. Encourage events which allow for, and encourage, intergenerational participation.
2. Tap into existing resources for program location (e.g. EBC) funding (Westford Cultural Council) and promotion (Westford CAT).
3. Establish events that encourage business participation, including “days of service” and charity events.

Walkable Neighborhood/communities

1. Speed control is crucial to the success of a walkable community; lowering and enforcing speed limits is fundamental.
2. Assist in traffic management by encouraging businesses to stagger work hours and through placement of electronic speed signs on high traffic roads.
3. Encourage neighborhood walking through education/reinforcement of walking rules, establishing marked routes, promoting geocaching, and establishing events such as scavenger hunts.
4. Available sidewalks must be maintained: they need to be cleared of snow and kept free of poison ivy.

Litter Control

1. Continue to promote the “carry in/carry out” philosophy of public spaces while ensuring availability of and collection of, appropriate containers.
2. Utilize no-cost/low cost options for litter removal, including neighborhood challenges, Scouts, business volunteering and Dept of Corrections workers.
3. Educate/reinforce some basics: recycling and upcycling education, Westford Pride and proper trash disposal (use of lids).
4. Establish incentive and opportunities to reuse and recycle including deposits on alcohol nips and a “put and take” disposal center.

Healthy Eating

1. Use our schools to establish good habits: ensure and encourage healthy lunch and snack choices and provide horticulture and nutrition classes.
2. Provide a community greenhouse and expand our community garden to multiple locations to allow for increased use and a designated plot for food for the senior center and food pantry.
3. Enlist the support of our local restaurants in a “health eating week” and/or establish a Westford designated “seal of approval” for health meals
4. Provide fun and engaging educational programs, including a Healthy Westford Cookbook, and food preparation demonstrations on Westford CAT or other venues

Business Collaboration

4. Educate businesses on availability of Westford resources: trails, farmers market, conservation areas, bird tours and the like
5. Encourage businesses to expand healthy offerings including bike racks, sports leagues, exercise classes, healthy food and a regular structure for community participation (e.g. day of service)
6. Engage business in health of their employees through incentives such as certificates of participation, tax incentives

<ul style="list-style-type: none"> • Bike racks • Lighting to support use of bikes • Tax incentives to do health projects for town • Support/sponsor sports league • Focus support on special events • Contribute to trail system to businesses-new connections • Sponsor exercise/trash pickups 	<ul style="list-style-type: none"> • Contact WBA for projects • Farmers market • Westford events • Encourage health items on food truck • Businesses to sponsor healthy activities • Businesses to sponsor healthy items
<ul style="list-style-type: none"> • Disability commission- reach out to business for access handicap-parking access • Volunteer • Outdoor exercise for businesses • Boot camps, classes control • Certificates for businesses that take up ideas • Where are conservation areas- share w/ HR departments • Chai tai (Tai chi?) @ the Common • Yoga on beaches • Bird tours, guided tours after work 	
<ul style="list-style-type: none"> • Encourage carpooling • Open space/trail heads to connects • Westfit pool ~ fitness day – open house • Ract 4 education – walk a thon in school with kids • Recess time • Trail maps for the businesses those supply maps – maintain trails • Business sponsors for more greenspace • Reserve properties • Specialized parking for energy con vehicles/bike racks • Bike rentals?/?/ shuttle bikes 	<ul style="list-style-type: none"> • “day of service” for businesses

Healthy Safe Neighborhoods

1. Establishing a “walkable community” is important, but requires a focus on traffic management (including cross walks traffic lights), speed control and development of sidewalks, to ensure safety.
2. Vector management, particularly ticks, requires focus, but no one approach will be enough.
3. Tap into existing opportunities to reinforce healthy choices: school lunch offerings, neighborhood block parties, technology and social media

<ul style="list-style-type: none"> • Tap into state allowance for setting speed • Better manage traffic, speed, speak to businesses about traffic and routing • Speed monitoring • Blanchard no designated speed control • Neighborhood parties- speakers, eat health-food (package food, recipes, games? For block parties) • Technology speed control-cameras, moving violations • Review lights on key intersections • One way to Dunstable Road Walkway for Blanchard School (pedestrian safety) 	
<ul style="list-style-type: none"> • Walking bus – neighborhoods • Walk/bike to schools • Checking in on elderly neighbors; use technology to facilitate and promote this in neighborhoods • Walkable neighborhoods • Sidewalks expensive/gravel paths. Issues with ADA compliance • More school presentations • Get people (cannot read) biking and walking • Use social media (younger kids use Instagram) 	<ul style="list-style-type: none"> • Crosswalk visibility and enforcement • Bylaws for clean air • Reduce town-wide speed limits ~25 MPH • Block parties
<ul style="list-style-type: none"> • Opt out of spraying/concerns voiced other options • Encourage bat boxes, tick tubes • Use beaches for promoting beehives, exercise space/volleyball • Education on above for homeowners • Use beaches business owners sponsoring for water sports/crafts • Positive signs bigger rather than negatives (smaller) 	<ul style="list-style-type: none"> • Bike Safety and Driver Awareness • Neighborhood speeding control and school • Bruce Freeman Trail parking • Health School lunches

Community Events

4. Encourage events which allow for, and encourage, intergenerational participation.
5. Tap into existing resources for program location (e.g. EBC) funding (Westford Cultural Council) and promotion (Westford CAT)
6. Establish events that encourage business participation, including “days of service” and charity events.

<ul style="list-style-type: none"> • Simulation of car accidents prior to graduation • Kids and phone use/safety (driving and walking) • Companies volunteer in events – community service day • Event where all can get together for community events • Tick prevention/education • Series on wellness • Bridge gap intergenerational – acorn to oaks <ul style="list-style-type: none"> ○ Little kids to adopt grandparents • Company have charity event-ex. Scavenger hunt and trail 	
<ul style="list-style-type: none"> • Movie night @EBC • Westford cultural council \$ for community events • Use Westford CAT to promote all of these 	<ul style="list-style-type: none"> • Bike Safety and Driver Awareness

Walkable Neighborhood/communities

5. Speed control is crucial to the success of a walkable community; lowering and enforcing speed limits is fundamental.
6. Assist in traffic management by encouraging businesses to stagger work hours and through placement of electronic speed signs on high traffic roads.
7. Encourage neighborhood walking through education/reinforcement of walking rules, establishing marked routes, promoting geocaching, and establishing events such as scavenger hunts.
8. Available sidewalks must be maintained: they need to be cleared of snow and kept free of poison ivy.

<ul style="list-style-type: none"> • State can set speed and set key roads in our community • Sign board in center of town • Staggered work hours (to alleviate traffic) • Reinforce walking rules (bright clothing, walk against traffic etc) 	<ul style="list-style-type: none"> • Parks in neighborhoods • Get to know neighbors thru walking • Trail stewards in neighborhoods • Linking neighborhood thru trails/paths • Crossing guards @ schools • Clearing sidewalks • Walking <p>Litter</p>
	<ul style="list-style-type: none"> • Shovel sidewalks • Encourage walking • Walking challenge • Scavenger hunts • Pokemon Go! • Geocaching • Walking routes in neighborhoods • Bike friendly • Dog friendly • Interconnecting trails:Conservation/owner cooperation • Historic Westford walking tour • Garden tour • Dog Parks (Committee) • Poison Ivy control along roads
	<ul style="list-style-type: none"> • Bike Safety and Driver Awareness

Litter Control

5. Continue to promote the “carry in/carry out” philosophy of public spaces while ensuring availability of and collection of, appropriate containers
6. Utilize no-cost/low cost options for litter removal, including neighborhood challenges, Scouts, business volunteering and Dept of Corrections workers
7. Educate/reinforce some basics: recycling and upcycling education, Westford Pride and proper trash disposal (use of lids)
8. Establish incentive and opportunities to reuse and recycle including deposits on alcohol nips and a “put and take” disposal center

<ul style="list-style-type: none"> • Trash cans at all playgrounds and beaches (with regular pickup) • Bring in/out does not work • Trustee/prison help pick up trash (DOC no money to town) • Neighborhood awards • Pay attention to trail trash pickup 	<ul style="list-style-type: none"> • Pride in neighborhoods • Re-educate families to teach children • Litter control programs in schools <ul style="list-style-type: none"> ○ Recyclables • What are sources of litter • Boy Scout/Girl Scout projects
<ul style="list-style-type: none"> • Volunteer neighborhood clean up • Litter on Old Lowell Rd • Deposit on alcohol nips • Support the trail stewards that pick up litter trash • Invite businesses to volunteer 	<ul style="list-style-type: none"> • Dumpster filling challenge • Public trash barrels • Public recycling barrels • Encourage businesses to recycle • Encourage schools to recycle • “reduce” education • More recycling education • Promote upcycle • Disposal site “put and take”
<ul style="list-style-type: none"> • Carry in carry out signs • Trash pick up <ul style="list-style-type: none"> ○ Westford litter league ○ Spring time support • Patrol & be aware • Just promote the fact that Westford is green 	<ul style="list-style-type: none"> • Increased street sweeping • Proper recycling/lids on trash bins • Incentivize litter clean up & educate <ul style="list-style-type: none"> ○ Roads, playgrounds, commercial areas

Healthy Eating

5. Use our schools to establish good habits: ensure and encourage healthy lunch and snack choices and provide horticulture and nutrition classes.
6. Provide a community greenhouse and expand our community garden to multiple locations to allow for increased use and a designated plot for food for the senior center and food pantry.
7. Enlist the support of our local restaurants in a “health eating week” and/or establish a Westford designated “seal of approval” for health meals
8. Provide fun and engaging educational programs, including a Healthy Westford Cookbook, and food preparation demonstrations on Westford CAT or other venues

	<ul style="list-style-type: none"> • Town approved health meal • Restaurant week of healthy eating • Class@ Roudenbush: eating, cooking • How to collect & distribute food past “sell by” date • Food pantry for still-healthy non-expired • School lunches • Healthy snacks • Info brochures on food/meals
<ul style="list-style-type: none"> • Availability of health foods and education for appropriate eating • Concept of Farm to table • Community garden – in several locations • Education within schools where healthy food comes from. Fresh start – expand to o • Healthy choices w/snacks and meals • Plot that all members take care of food for the food pantry • Support food going to senior center and pantries • Restaurants and markets donate day old food and extras • Farmers market- location expansion. Day hand- hire the farmer with farm plan • Encourage schools to grow food. Greenhouse like Nashoba Tech has • Schools to schools • Greenhouse at community garden for longer season-common • Horticulture as a class at HS • Cut sugar consumption • Remove soda at vending machines 	<ul style="list-style-type: none"> • Reverse psychology • Westford community gardens • Healthy options at restaurants. Get a “seal of approval” • Healthy eating at schools • Promote farmers market <ul style="list-style-type: none"> ○ Bring in local healthy foods ○ Demo health cooking events • Cookoff • Town healthy cookbook • Videos of demos online; Westford CAT cooking: youtube
<ul style="list-style-type: none"> • Fresh start • Community garden expansion • School lunch work • Use of green spaces 	<ul style="list-style-type: none"> • Health School lunches

Group Summary-1

Business collaboration ideas

- Bike racks
- Lighting to support use of bikes
- Tax incentives to do health projects for town
- Support/sponsor sports league
- Focus support on special events
- Walkway for Blanchard School (pedestrian safety)
- Contribute to trail system to businesses-new connections
- Sponsor exercise/trash pickups

Healthy safe neighborhoods

- Tap into state allowance for setting speed
- Better manage traffic, speed, speak to businesses about traffic and routing
- Speed monitoring
- Blanchard no designated speed control
- Neighborhood parties- speakers, eat health-food (package food, recipes, games? For block parties)
- Technology speed control-cameras, moving violations
- Review lights on key intersections
- One way to Dunstable Road

Community events desired

- Simulation of car accidents prior to graduation
- Kids and phone use/safety (driving and walking)
- Companies volunteer in events – community service day
- Event where all can get together for community events
- Tick prevention/education
- Series on wellness
- Bridge gap intergenerational – acorn to oaks
 - Little kids to adopt grandparents
- Company have charity event-ex. Scavenger hunt and trail

Walkable neighborhood/communities

- State can set speed and set key roads in our community
- Sign board in center of town
- Staggered work hours (to alleviate traffic)
- Reinforce walking rules (bright clothing, walk against traffic etc)

Litter Control

- Trash cans at all playgrounds and beaches (with regular pickup)
- Bring in/out does not work
- Trustee/prison help pick up trash (DOC no money to town)
- Neighborhood awards
- Pay attention to trail trash pickup

Group Summary – Group # unknown

Walkable Communities

- Parks in neighborhoods
- Get to know neighbors thru walking
- Trail stewards in neighborhoods
- Linking neighborhood thru trails/paths
- Crossing guards @ schools
- Clearing sidewalks
- Walking
- Litter

Litter Prevention/Control

- Pride in neighborhoods
- Re-educate families to teach children
- Litter control programs in schools
 - Recyclables
- What are sources of litter
- Boy Scout/Girl Scout projects

Healthy Eating

- Town approved health meal
- Restaurant week of healthy eating
- Class@ Roudenbush: eating, cooking
- How to collect & distribute food past “sell by” date
- Food pantry for still-healthy non-expired
- School lunches
- Healthy snacks
- Info brochures on food/meals

Business Collaboration

- Contact WBA for projects
- Farmers market
- Westford events
- Encourage health items on food truck
- Businesses to sponsor healthy activities
- Businesses to sponsor healthy items

Group Summary- Group # unknown

Healthy Eating

- Availability of health foods and education for appropriate eating
- Concept of Farm to table
- Community garden – in several locations
- Education within schools where healthy food comes from. Fresh start – expand to o
- Healthy choices w/snacks and meals
- Plot that all members take care of food for the food pantry
- Support food going to senior center and pantries
- Restaurants and markets donate day old food and extras
- Farmers market- location expansion. Day hand- hire the farmer with farm plan
- Encourage schools to grow food. Greenhouse like Nashoba Tech has
- Schools to schools
- Greenhouse at community garden for longer season-common
- Horticulture as a class at HS
- Cut sugar consumption
- Remove soda at vending machines

Business Collaboration

- Disability commission- reach out to business for access handicap-parking access
- Volunteer
- Outdoor exercise for businesses
- Boot camps, classes control
- Certificates for businesses that take up ideas
- Where are conservation areas- share w/ HR departments
- Chai tai (Tai chi?) @ the Common
- Yoga on beaches
- Bird tours, guided tours after work

Neighborhood health and safety

- Walking bus – neighborhoods
- Walk/bike to schools
- Checking in on elderly neighbors; use technology to facilitate and promote this in neighborhoods
- Volunteer neighborhood clear up
- Litter on Old Lowell Rd
- Deposit on alcohol nips
- Support the trail stewards that pick up litter trash
- Invite businesses to volunteer
- Walkable neighborhoods
- Sidewalks expensive/gravel paths. Issues with ADA compliance
- More school presentations
- Get people (cannot read) biking and walking
- Use social media (younger kids use Instagram)

Advertising

- Boards
- Trail book – 10 amazing trails
 - 1st Saturday of the month
- Cross advertising
- Westford CAT
 - Ads
 - Show monthly
 - Westford Family Fun Fest website and events
 - Web and FB
- T-shirts
 - Website
- Senior newsletter
- Scouts
- WPS Billboard
- Column in Eagle
- Patch
- Cross-post and share on FB
 - FB “event” invitation to share
- Census mailing
- Social media
 - Twitter
 - Instagram
- Farmer’ Market

Group Summary – Group # unknown

Walkable Communities

- Shovel sidewalks
- Encourage walking
- Walking challenge
- Scavenger hunts
- Pokemon Go!
- Geocaching
- Walking routes in neighborhoods
- Bike friendly
- Dog friendly, dog parks (committee)
- Interconnecting trails:Conservation/owner cooperation
- Historic Westford walking tour
- Garden tour
- Poison Ivy control along roads

Litter Prevention and Control

- Dumpster filling challenge
- Public trash barrels
- Public recycling barrels
- Encourage businesses to recycle
- Encourage schools to recycle
- “reduce” education
- More recycling education
- Promote upcycle
- Disposal site “put and take”

Neighborhood health and Safety

- Crosswalk visibility and enforcement
- Bylaws for clean air
- Reduce town-wide speed limits ~25 MPH
- Block parties

Healthy Eating

- Reverse psychology
 - Westford community gardens
 - Healthy options at restaurants. Get a “seal of approval”
 - Healthy eating at schools
 - Promote farmers market
 - Bring in local healthy foods
 - Demo health cooking events
 - Cookoff
 - Town healthy cookbook
 - Videos of demos online; Westford CAT cooking: youtube
-

Group Summary: Group # unknown

Neighborhood Health

- Opt out of spraying/concerns voiced other options
- Encourage bat boxes, tick tubes
- Use beaches for promoting beehives, exercise space/volleyball
- Education on above for homeowners
- Use beaches business owners sponsoring for water sports/crafts
- Positive signs bigger rather than negatives (smaller)

Community event promotions

- Movie night @EBC
- Westford cultural council \$ for community events
- Use Westford CAT to promote all of these

Litter prevention

- Carry in carry out signs
- Trash pick up
 - Westford litter league
 - Spring time support
- Patrol & be aware
- Just promote the fact that Westford is green

Business Collaboration

- Encourage carpooling
- Open space/trail heads to connects
- Westfit pool ~ fitness day – open house
- Ract 4 education – walk a thon in school with kids
- Recess time
- Trail maps for the businesses those supply maps – maintain trails
- Business sponsors for more greenspace
- Reserve properties
- Specialized parking for energy con vehicles/bike racks
- Bike rentals?/?/ shuttle bikes

Healthy Eating (not labeled but seems to be this)

- Fresh start
- Community garden expansion
- School lunch work
- Use of green spaces

Group Summary- Group # unknown

- Bike Safety and Driver Awareness
- Neighborhood speeding control and school
- Increased street sweeping
- Proper recycling/lids on trash bins
- Incentivize litter clean up & educate
 - Roads, playgrounds, commercial areas
- “day of service” for businesses
- Bruce Freeman Trail parking
- Health School lunches