



CITY OF NORTHAMPTON
COLLABORATIVE FOR EDUCATIONAL SERVICES
AMHERST
BELCHERTOWN
NORTHAMPTON
WILLIAMSBURG
HILLTOWN REGION OF HAMPSHIRE COUNTY

Scope: Healthy Hampshire's Community Engagement Support of Williamsburg Facilities Master Plan

Background: Healthy Hampshire is a collaboration among local municipal leaders, elected officials, public health departments, planners, local businesses, community-based organizations, and residents. It is part of the Mass in Motion statewide initiative through the Massachusetts Department of Public Health, and is administered by the City of Northampton in partnership with the Collaborative for Educational Services. The mission of Healthy Hampshire is to improve the health of all residents of Hampshire County by working with municipal and community leaders to effect changes to community policies and systems that will promote access to healthy foods and opportunities for physical activity.

Healthy Hampshire has been working with the Town of Williamsburg for four years to improve walkability in the village centers. Most recently, we worked with the Council on Aging (COA) and the Pioneer Valley Planning Commission on engaging seniors to identify healthy aging priorities for the town. We plan to continue working with the COA and seniors on advocating for these priorities while supporting the Facilities Master Plan through community engagement and ensuring that walkability and other health goals are considered as part of the planning process.

The attached scope is proposed for a contract with the Town of Williamsburg to support both the Facilities Master Plan and the continuation of Healthy Hampshire's Healthy Aging Advocacy work.

*Contract amount (paid to Town of Williamsburg to support Marie Westburg's time): **\$3,500***

*Estimated in-kind support from Healthy Hampshire: **\$8,500***

CONTACT:

Caitlin Marquis
Collaborative for Educational Services
97 Hawley Street
Northampton, MA 01060
(413) 588-5562
cmarquis@collaborative.org



Northampton Planning & Sustainability



CITY OF NORTHAMPTON
 COLLABORATIVE FOR EDUCATIONAL SERVICES
 AMHERST
 BELCHERTOWN
 NORTHAMPTON
 WILLIAMSBURG
 HILLTOWN REGION OF HAMPSHIRE COUNTY

Deliverable	Lead	Deadline
The below activities are proposed in support of the Facilities Master Plan:		
Survey		
Develop a survey about key issues with input from Facilities Master Plan Committee (FMPC)	Healthy Hampshire with input from FMPC	8/26/16
Publicize survey	Town of Williamsburg	9/1/16 – 10/31/16
Analyze survey results and produce report	Healthy Hampshire	11/25/16
USDA/SGA Workshop		
Coordinate workshop logistics	Town of Williamsburg	9/30/16
Recruit workshop participants	Town of Williamsburg	9/30/16
Work with USDA/SGA to ensure healthy eating and active living goals are included in workshop	Healthy Hampshire	9/30/16
Focus Groups		
Develop questions and format for two focus groups	Healthy Hampshire with input from FMPC	9/30/16
Plan logistics for two focus groups	Town of Williamsburg	9/30/16
Recruit participants for two focus groups	Town of Williamsburg	9/30/16
Facilitate two focus groups	Healthy Hampshire	10/28/16
Public Forum		
Develop questions and format for one public forum	Healthy Hampshire with input from FMPC	10/28/16
Plan logistics for one public forum	Town of Williamsburg	10/28/16
Recruit participants for one public forum	Town of Williamsburg	10/28/16
Facilitate one public forum	Healthy Hampshire	11/25/16
Report		
Produce report on combined results and feedback from survey, focus groups, and public forum	Healthy Hampshire	12/16/16
The below activities are proposed in support of Healthy Hampshire's healthy aging advocacy work:		
Williamsburg Market Assessment		
Coordinate logistics for community-driven assessment of Williamsburg Market as healthy food access point	Town of Williamsburg	9/30/16
Recruit participants for Williamsburg Market Assessment	Town of Williamsburg	9/30/16
Healthy Aging Advocacy		
Continue to convene the Healthy Aging Advocacy Coalition to identify and advocate for healthy aging priorities	Healthy Hampshire and Town of Williamsburg	6/30/17

CONTACT:

Caitlin Marquis
 Collaborative for Educational Services
 97 Hawley Street
 Northampton, MA 01060
 (413) 588-5562
cmarquis@collaborative.org



Northampton Planning & Sustainability