

The Value of HMS for Waterville Main Street

I wanted to note that the value I see in this program was the connection that we made to the local trails folks, ACE Team, and the overall value of walkability as a health indicator for all of downtown. Connecting the amenities and employers of downtown with the trails in proximity makes a big difference in our attractiveness as a destination. It also makes a very effective voting block when, for example, we go before the Planning Board on the Comprehensive Plan, and we are all saying the same message.

Second, the food and fitness incentives for businesses really allowed me a foot in the door to have a tangible impact on how employers treat their employees. As they receive a check, and their employees make a change, the overall perception of Main Street Program's value increases. I can document those employers who take part, and at what level. They have a stake in the outcome, their employees get a perk, and individual behavior will change. Larger employers who have some staff time to devote to this measure have been able to coordinate activities internally, which are most sustainable for them.