



## Office of the Mayor

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To: Madison Food Policy Council

From: Holly Gamblin, Intern, Healthy Retail Access Program

Re: Food Access Improvement Map: Area Profiles

The Food Access Improvement Map identified eleven different Areas of Focus. While the Food Access Improvement Map looks at factors such as income and distance to grocery, there is a need for a deeper understanding and evaluation of our focus areas. To this end, individual profiles were created for each area comprised of a map, a narrative summary describing general dynamics, demographics, notable characteristics, a food retail assessment identifying the presence or absence of food retail outlets in or near the area, and also recommendations for improving healthy food access based on the assessments and assets of the area.

There is also a table with neighborhood data such as population, demographics, transit service, economic indicators (poverty, unemployment, median household income), and access to a vehicle, as compared to the City of Madison. Several data sources were used to compile these profiles, including the Madison Neighborhood Indicators Project, the U.S. Census, and the Neighborhood Resource Teams.

There were some challenges in acquiring and compiling this data. The Madison Neighborhood Indicators Project was used primarily for the tabled data; however, some areas, notably Owl Creek, Elver-Meadowood, Rimrock, and West Towne, did not have complete neighborhood-level indicator data. Therefore, a combination of Census data and neighborhood indicator data was used, which can skew the data, making it not truly representative of the Area of Focus. However, despite these limitations, this is the most up to date and relevant data available, and measures were taken to ensure that the results were as accurate as possible. It will be valuable to align city efforts based on this data.

These profiles, when approved and finalized, will be placed on the Healthy Retail website for public access. The intent is for them to be used by the residents in the Areas of Focus to inform them of general dynamics, existing assets, and needs related to healthy food access. This information and the general recommendations can inform project proposals within the Healthy Retail Access Program and assist in directing program funds. The deeper understanding of the areas of focus can help the City and residents work together towards projects that have the greatest potential for success.