About This Report

The Madison Neighborhood Indicators project seeks to quantify and represent visually the diverse and changing social conditions in Madison neighborhoods. The project staff has endeavored to provide up to date neighborhood level characteristics each year, bringing together data from a variety of sources and compiling them into suite of variables used to generate neighborhood level reports. It is our hope that these reports will provide insight into some key attributes of each neighborhood; attributes that can help to identify and highlight the presence of neighborhoods' assets and help guide their development when they are lacking.

The project is also an attempt to "democratize," or make readily available, data that have already been collected but might otherwise remain difficult to use and access. In recent years, developments in mapping technology and administrative record-keeping have made it possible to evaluate and monitor conditions on a temporal and geographic scale that is relevant to residents, organizers and planners. These data are no substitute for the lived experience of residents within these neighborhoods but, nonetheless, provide a means of measuring discrete attributes of the neighborhoods that data users often regard as important when making comparisons.

Madison Alder Tim Bruer first proposed the development of a Neighborhood Indicators system in 2007. With the support of the Mayor's office and the City Council, a 2008 pilot study provided sample data for five Madison neighborhoods as a test of the feasibility and utility of a broader citywide undertaking that would include Madison Planning districts, and neighborhood associations and census block Groups. Currently the project is proceeding with a full scale implementation that began in 2008. City staff members have managed the project's development in collaboration with the University of Wisconsin Applied Population Laboratory working under contract with the City.

The project's development has been an exploratory and iterative process wherein the project staff consulted with data managers, area specialists, residents, and external entities. The thrust of the effort has been to develop indicators that were consistent with the expressed needs of data users, while being available at the requisite temporal and spatial scale. Still, the neighborhood indicators project remains a work in progress. As we move forward, the steering group continues its effort to refine the acquisition, presentation, and distribution of neighborhood level data and to improve the overall quality and utility of indicator data. This 2010 Madison Neighborhood Indicators report, the neighborhood summary reports, and the website referred to herein are available for public consideration, and the project steering group welcomes your feedback.

More information about APL and its involvement with this
report is available at the addresses listed below:

Applied Population Laboratory
University of Wisconsin-Madison
1450 Linden Drive, Room 350
Madison, WI 53706
http://www.apl.wisc.edu/

2010 Executive Summary

Developments:

- Two new indicator items were added in 2010. Both are reflective of concerns related to housing affordability and the current recession. Assisted housing units, which include a variety of assistance forms are now tabulated at all geographic scales and will be updated biennially because changes in this item tend to happen slowly. Property foreclosures, tabulated annually, were also added to the list of items.
- The website now features a user friendly graphing tool that allows for side by side comparison of multiple geographies across time.
- Also new to the website is a geography lookup that allows users to select their address and be directed to the corresponding planning district or neighborhood association profile report.
- Several planning districts (PDs) underwent very significant boundary changes, most notably East Washington and Cherokee. The Truax Field Planning District is included this year for the first time. Several neighborhood associations also experienced very significant boundary changes, including Berkley Oaks, Marquette, and Schenk-Atwood-Starkweather-Yahara Neighborhood Associations. These changes are best illustrated using the web mapping tool referred to below.

Basic Area and Population Data:

- Please refer to the descriptive statistics in this report and the maps in Appendix C, to get a sense of the wide variation across Madison in residents' age, race and ethnicity, and household characteristics. Demographic data including poverty and income are sourced from Nielson Claritas, a third party provider. They are estimates only and are presented in the reports as context to the substantive indicators described below.

Community Action and Involvement:

- The youth opportunity index remained stable for the city as a whole.
- Voter turnout is not included as a 2010 indicator.

Housing Quality and Availability:

- The total number of community pride violations continued to decline significantly across the City from 4,662 in 2009 to under 4,400 in 2010. The highest violation counts among planning districts were on the isthmus and in the Greentree Planning District.
- Foreclosure counts were highest in Madison's peripheral PDs, particularly those in the southwest.
- Assisted Housing is dispersed throughout the city, though there are 15 PDs with less than 10 units with some form of assistance. Conversely, Capitol Square, Greentree and Wingra Park PDs all contained more than 400 assisted units.
- Planning districts showed wide variation in the value of single family owner occupied residences. Two PDs had mean values of over $400,000, while 17 had mean values under $200,000. The mean single family owner occupied housing unit value declined citywide by over $4,000 between 2009 and 2010.

- The lowest owner occupancy rates were among Isthmus and campus area PDs. Owner occupancy rates of over 70% prevailed in the several near west PDs and in some east of Lake Monona.

Public Safety:
- 2009 Counts of *Crimes Against Persons* and *Crimes Against Property* continued citywide declines observed in the previous year. *Crimes Against Society* also declined in 2009 reversing a slight increase seen in the previous year. Geographic differences across PDs in each of the three types of calls can be discerned from the maps in Appendix C. Differences between PD counts are dependent, in part, on georeferencing accuracy (See *Data Quality* below).
- The number of Automobile Crashes and Calls for EMS/Fire service both declined from the prior year's tally, reversing a previously upward trend in each case. Crashes have especially poor georeferencing success rates (48%), so changes in counts at the PD and neighborhood levels should be interpreted with caution.

Health and Family Well Being:
- Citywide Kindergarten preparedness is just under 65% which represents a slight decline from the previous year. The number of PDs with Kindergarten Readiness levels of over 80% slipped from 19 to 16. The number of PDs with less than 40% readiness remained constant at six. Citywide the number of students in households with parents who have less than a high school diploma continued to decline. These data should be interpreted with caution as they are not available for all students.
- The number of PDs with over 75% of MMSD student households qualifying for Free and Reduced Lunch grew last year from seven to 11. Citywide the percentage of students qualifying for free and reduced lunch, grow from 43.1% to 45.5%.
- The percent of births from 2006-2008 that met the *Appropriate Care* criteria (See Data Definitions) remained constant at 85%. Geographic variation in prenatal care was less than most other indicators; only three PDs had rates of under 75% and the number of PDs with *Appropriate Care* rates of over 90% grew from 9 to 14. Nine PDs had rates below 80%.
- PDs ranged from just under 91% Full or Near Term Births to 100%. The citywide rate of Full and Near Term Births did not change significantly between the 2006-2008 interval and the previous three year interval.

Economic Vitality Indicators:
- Estimated median household income for Madison increased slightly. PD median incomes ranged from about $18,000 in student residential areas near campus to $109,000.
- Unemployment and Poverty rates were similarly disparate across PDs. Citywide estimated unemployment grew from 4.7% to 5.3% and the number of families in poverty grew to 3,157 with an increase of nearly 500 families.
- The number of PD families that received Medical Assistance (MA), Food Stamps or W-2 assistance in 2009 ranged from one to 410. Citywide the total number of families receiving assistance increased from 6,191 in 2009 to 8,135 in 2010. Note that MA has steadily expanded

over time due to Healthy Start, Badger Care and Badger Care Plus. This growth is a product of both rising numbers of low-income families and expanded financial eligibility limits.
- Of the 58 PDs, 45 had at least 3 out of 5 basic goods and services (Hospitals, Pharmacies, Banking, Groceries, and Childcare) within a ¼ mile distance of the PD geography.

Transportation Indicators:
- The share of a PD land area within ¼ mile of a bus stop, referred to as Transit Stop Access, ranged from below 10% in the most outlying PDs to over 90% in more central PDs. Available Transit Service, which reflects the number of bus trips to an area is also new and generally indicates concentration of services in PDs nearer to downtown.   Citywide the over 350 trips per week were added bringing the total to 12,365.
- Only three PDs had household vehicle access rates below 70%, all of them downtown. The number of PDs with own vehicle access rates over 95% or higher increased from 28 to 34.
- Thirteen PDs near the periphery had Bike Path Access rates below 10%. Access rates were over 75% for 16 PDs, all of which lie inside the beltline. The citywide access rate increased by one percentage point to 54%.
- PD Pavement Condition ratings ranged from 4.5 to 8.6. The citywide average increased from 6.7 to 6.8.

Conservation & Sustainability Indicators:
- The five year average residential water use averages for PDs ranged from 72 to 242 gallons per day per dwelling unit. Low usage PDs tended to have smaller lots and more multifamily residences. The citywide average was 142 gallons per day per dwelling unit which was a 7 gallon per day reduction from last year's average.

Corrections and Updates:
- The neighborhood indicator system is a work in progress. In three years of data production we have found ways to make our indicator tabulations more accurate and reliable. Notes regarding data revisions and year to year inconsistencies will appear on the "definitions" link of the website.

City of **MADISON**

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Neighborhood Indicators

City of Ma

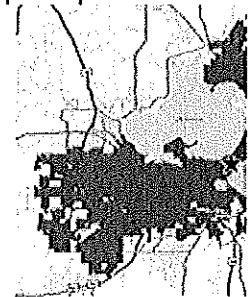## Madison Neighborhood Associations

City of Madison

Madison Planning Districts

Select a Planning District

Year

2010

City of Madison 2010

Basic Area & Population Profile	Value	Map	Chart
Significant boundary change	NO	definition	
Acres	49,836	map	chart
Housing units	105,338	map	chart
Total population	226,705	map	chart
Age 4 and Under	5.3%	map	chart
Age 17 and Under	17.9%	map	chart
Age 65 and Over	10.0%	map	chart
White	76.8%	map	chart
African american	6.1%	map	chart
Asian	7.6%	map	chart
Other races or multiracial	2.9%	map	chart
Hispanic/Latino (of any race)	6.7%	map	chart
Total households	97,932	map	chart
Family households	45,926	map	chart
Families with Children	21.1%	map	chart
Female headed households with children	4.8%	map	chart

Indicators	Value	Map	Chart
Community Action and Involvement			
Voter turn-out	n/a	map	chart
Youth opportunity index	1.6	map	chart
Housing Quality and Availability			
Community pride violations	4,362	map	chart
Property foreclosures	534	map	chart

Assisted housing units	6,211	map	chart
Average house value	$242,962	map	chart
Square foot value of housing	$131	map	chart
Owner occupied homes	52.4%	map	chart
Median year built	1971	map	chart

Public Safety

Crimes against persons	2,281	map	chart
Crimes against Property	9,679	map	chart
Crimes against society	9,743	map	chart
Crashes	12,598	map	chart
Calls for EMS/fire service	22,999	map	chart

Health and Family Well-Being

Kindergarten preparedness	64.9%	map	chart
Parent education: no HS diploma / G.E.D.	7.6%	map	chart
Parent education: college graduate	50.7%	map	chart
High student mobility	8.6%	map	chart
Economically disadvantaged students	45.5%	map	chart
Infant health: term or near term	97.8%	map	chart
Maternal health: appropriate care	85.4%	map	chart

Economic Vitality Indicators

Median household income	$54,242	map	chart
Families in poverty	3,157	map	chart
Unemployed	5.3%	map	chart
Families who received medical assistance, food stamps or W-2	8,135	map	chart
Basic goods & services (hospitals, pharmacies, banking, groceries, childcare)	H,P,B,G,C	map	chart

Transportation Indicators

Transit stop access	60.5%	map	chart
Available Transit Service	12,365	map	chart
Households with a vehicle	89.5%	map	chart
Bike path access	54.0%	map	chart
Pavement condition	6.8	map	chart

Conservation & Sustainability

Average residential water use	142	map	chart

Madison Neighborhood Indicators Project, Last updated December 2010