

# Madison Food Policy Council

## FOOD ACCESS IMPROVEMENT PROJECT

### MAP and PROGRAMS



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# Project

## FOOD ACCESS IMPROVEMENT

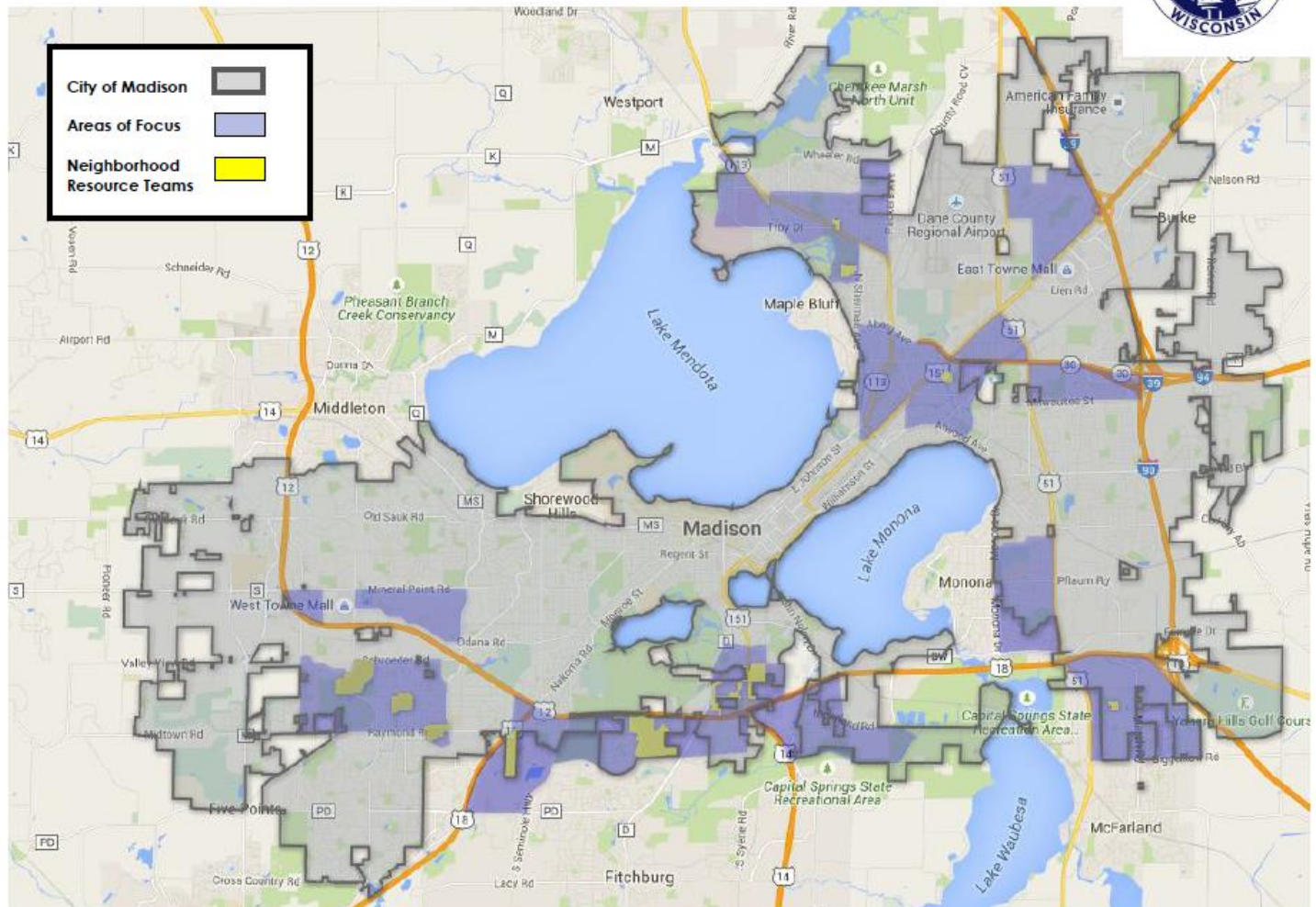
The City of Madison aims to reduce food insecurity for its residents and improve their health. (2014)

The aim was addressed using a Food 'System' approach

- Benefit the population more in need,
- Have the opportunity to make the greatest impact,
- Focus multiple programs in specific geographic areas
  
- Areas of Focus within the city were geographically identified. The first official Food Access Improvement Map (FAIM) was created
  
- Common Council approved the FAIM in Summer 2015

# FOOD ACCESS IMPROVEMENT MAP

City of Madison – Food Access Improvement Map: Areas of Focus (Summer 2015)





# Program



## Healthy Retail Access Program (HRAP)

- The first program to explore having an evaluation plan
- During development of the plan, the need to refine the FAIM emerged



# MAP

## Food Access Improvement Map v.2 & Data Source

### Needs

- Monitoring longitudinally
- Appropriate boundaries

### Response

- Stronger methodology
- Robust datasets

# Food Access Improvement Map v.2 & Data Source

## New Methodology

- ▶ Spatial analysis – conducted in GIS
- ▶ New boundaries – City of Madison only
- ▶ *NRT 2014 boundaries*
- ▶ New scale : Census Block groups- CBG

## New Dataset

- ▶ *USDA 2015- Food Atlas CT - Low Income-Low Access (1 mile)*
- ▶ CBGs within the City boundaries.
- ▶ NIP 2015 – Neighborhood Indicators at the CBG level

*Gray bullet points refer to elements kept from the original methodology*

# Food Access Improvement Map v.2 & Data Source

## New Dataset

- ▶ **NIP 2015** –  
Neighborhood  
Indicators at the  
CBG level

## Data Sources/Providers

- Madison Metropolitan School District
- Public Health Madison & Dane County
- Census/American Community Survey
- UW Extension
- Dane County Human Services
- UW Madison & Edgewood housing offices
- City of Madison:
  - Planning
  - Police
  - Assessor
  - MPO-MTPB
  - Building Inspection
  - Engineering
  - Clerk's Office
  - Metro
  - Fire

# Food Access Improvement Map v.2 New Focus Areas

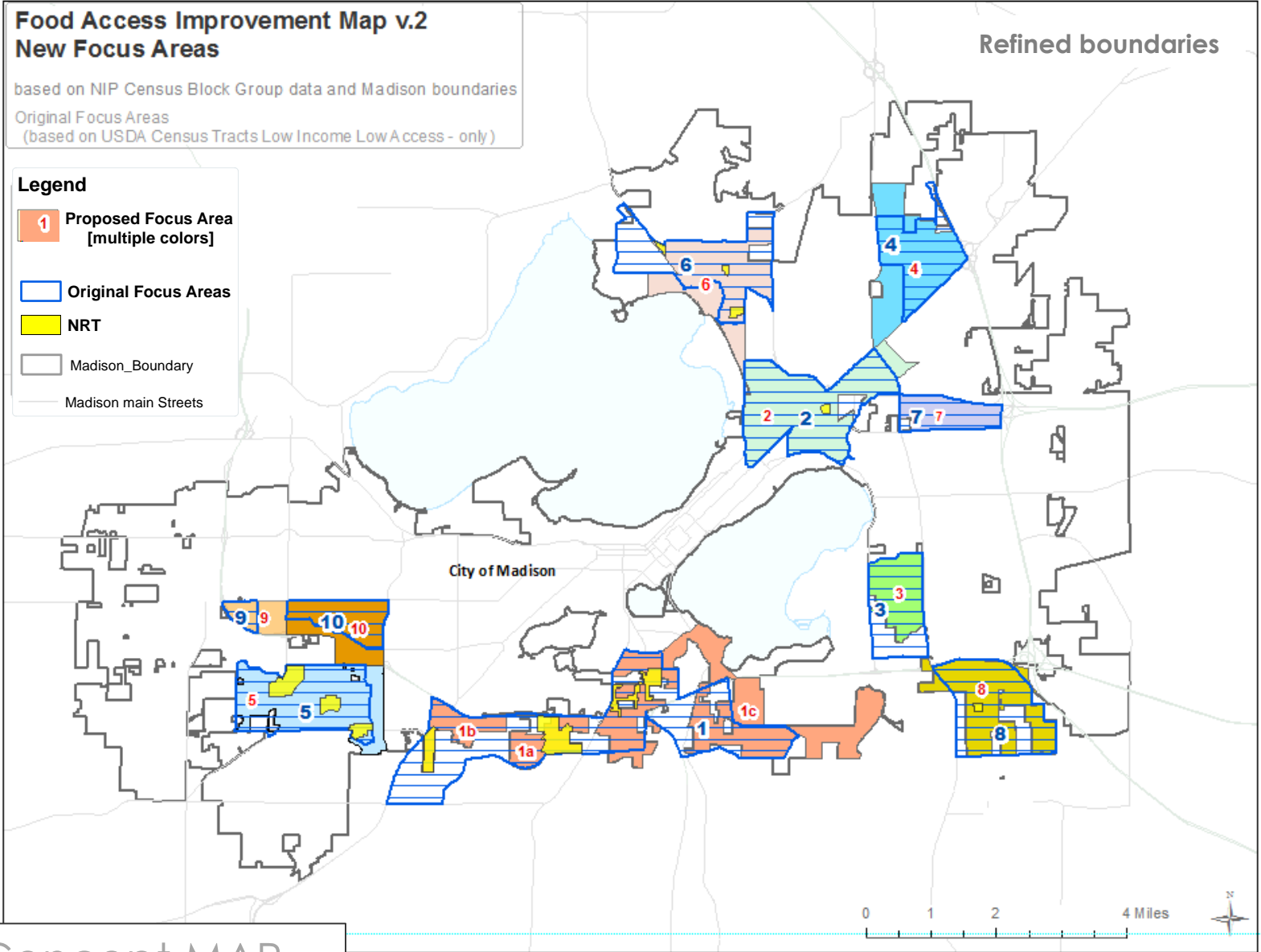
based on NIP Census Block Group data and Madison boundaries

Original Focus Areas  
(based on USDA Census Tracts Low Income Low Access - only)

### Legend

- 1** Proposed Focus Area [multiple colors]
- Original Focus Areas
- NRT
- Madison\_Boundary
- Madison main Streets

Refined boundaries



Concept MAP







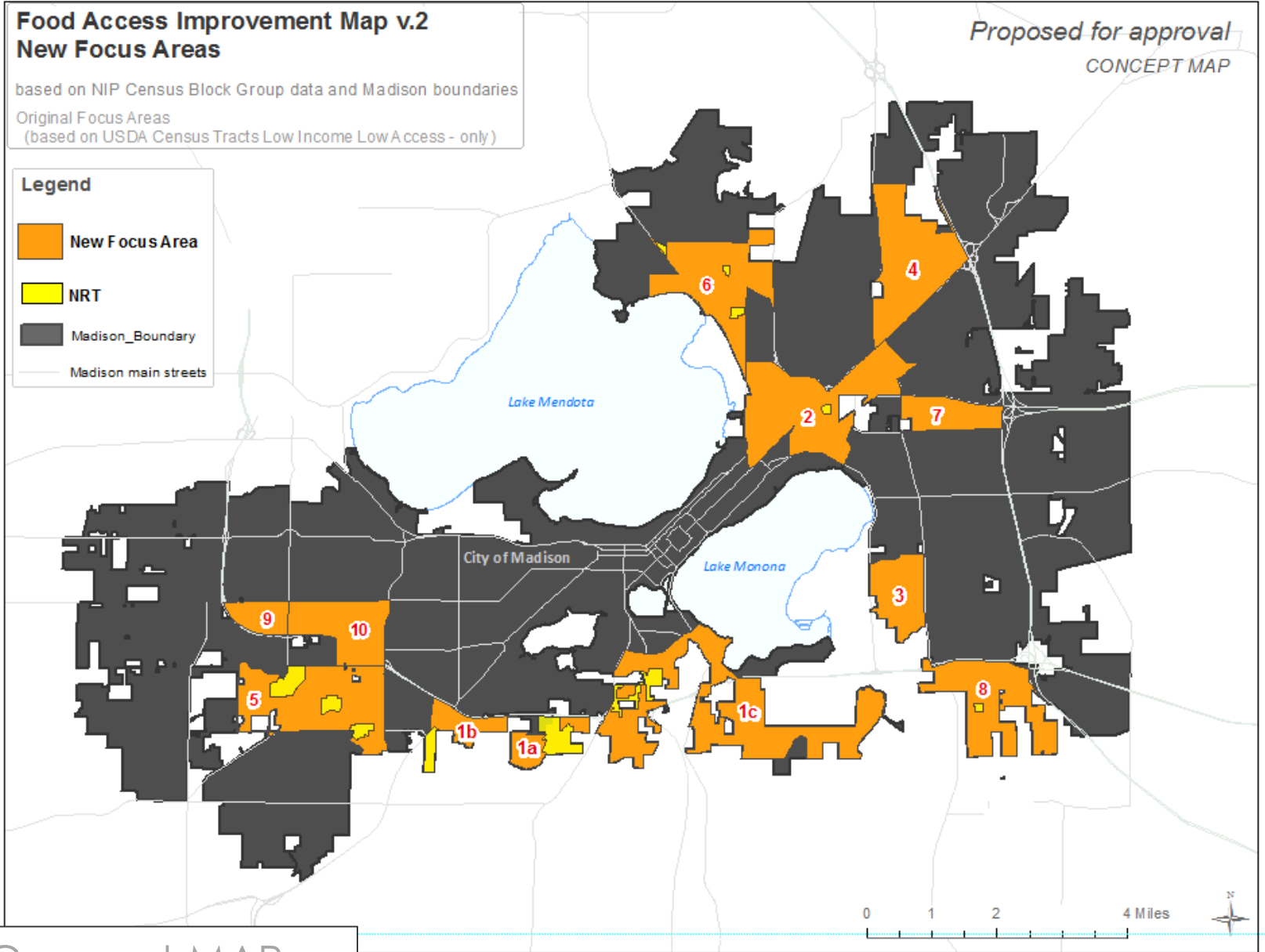
# Food Access Improvement Map v.2 New Focus Areas

*Proposed for approval*  
CONCEPT MAP

based on NIP Census Block Group data and Madison boundaries  
Original Focus Areas  
(based on USDA Census Tracts Low Income Low Access - only)

**Legend**

-  New Focus Area
-  NRT
-  Madison\_Boundary
-  Madison main streets



Concept MAP



# Project



## FOOD ACCESS IMPROVEMENT

To improve food access different strategies were explored and several programs were created :

1. SEED Grants
2. Healthy Retail Access Program
3. Future programs



# Project

## FOOD ACCESS IMPROVEMENT MAP



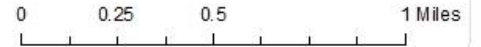
Thank you.

# APPENDIX

# Food Access Improvement Map v.2 New Focus Areas

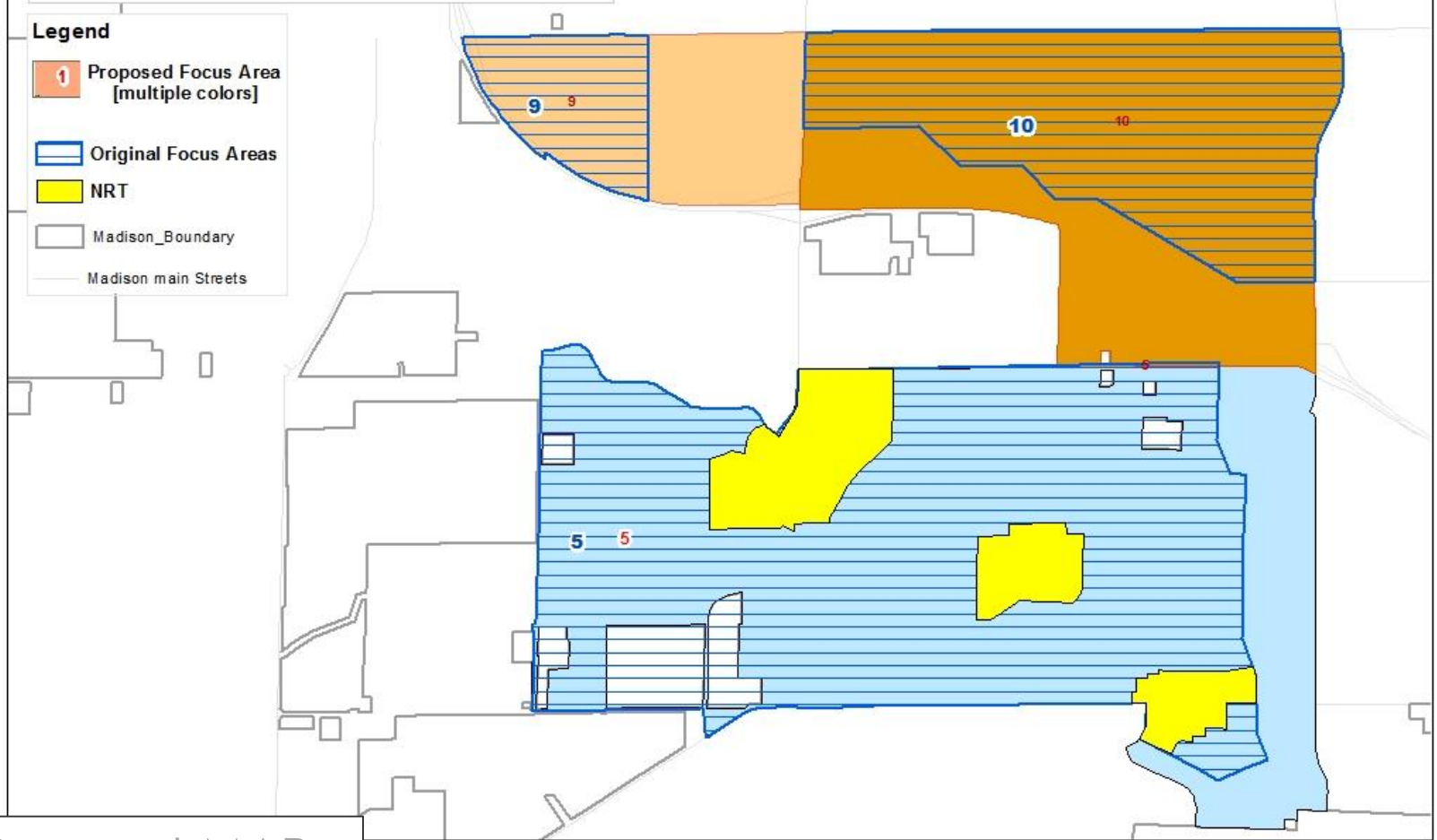
based on NIP Census Block Group data and Madison boundaries  
Original Focus Areas  
(based on USDA Census Tracts Low Income Low Access - only)

Focus Areas 5 - 9 - 10



### Legend

- Proposed Focus Area [multiple colors]
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- Madison main Streets



Concept MAP

### Focus Areas 3 - 8

## Food Access Improvement Map v.2 New Focus Areas






based on NIP Census Block Group data and Madison boundaries

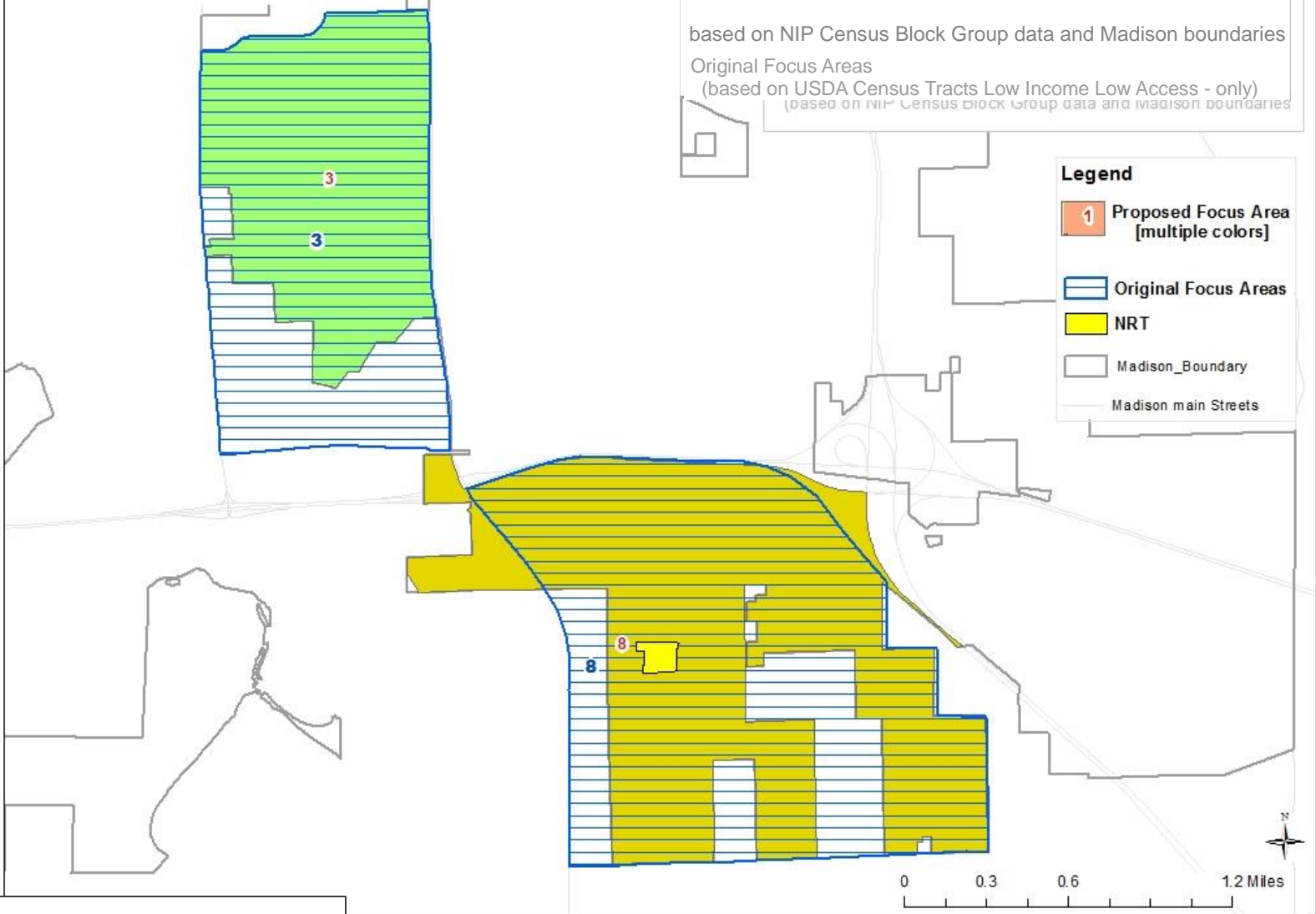
Original Focus Areas

(based on USDA Census Tracts Low Income Low Access - only)

(based on NIP Census Block Group data and Madison boundaries)

### Legend

-  Proposed Focus Area [multiple colors]
-  Original Focus Areas
-  NRT
-  Madison\_Boundary
-  Madison main Streets



Concept MAP

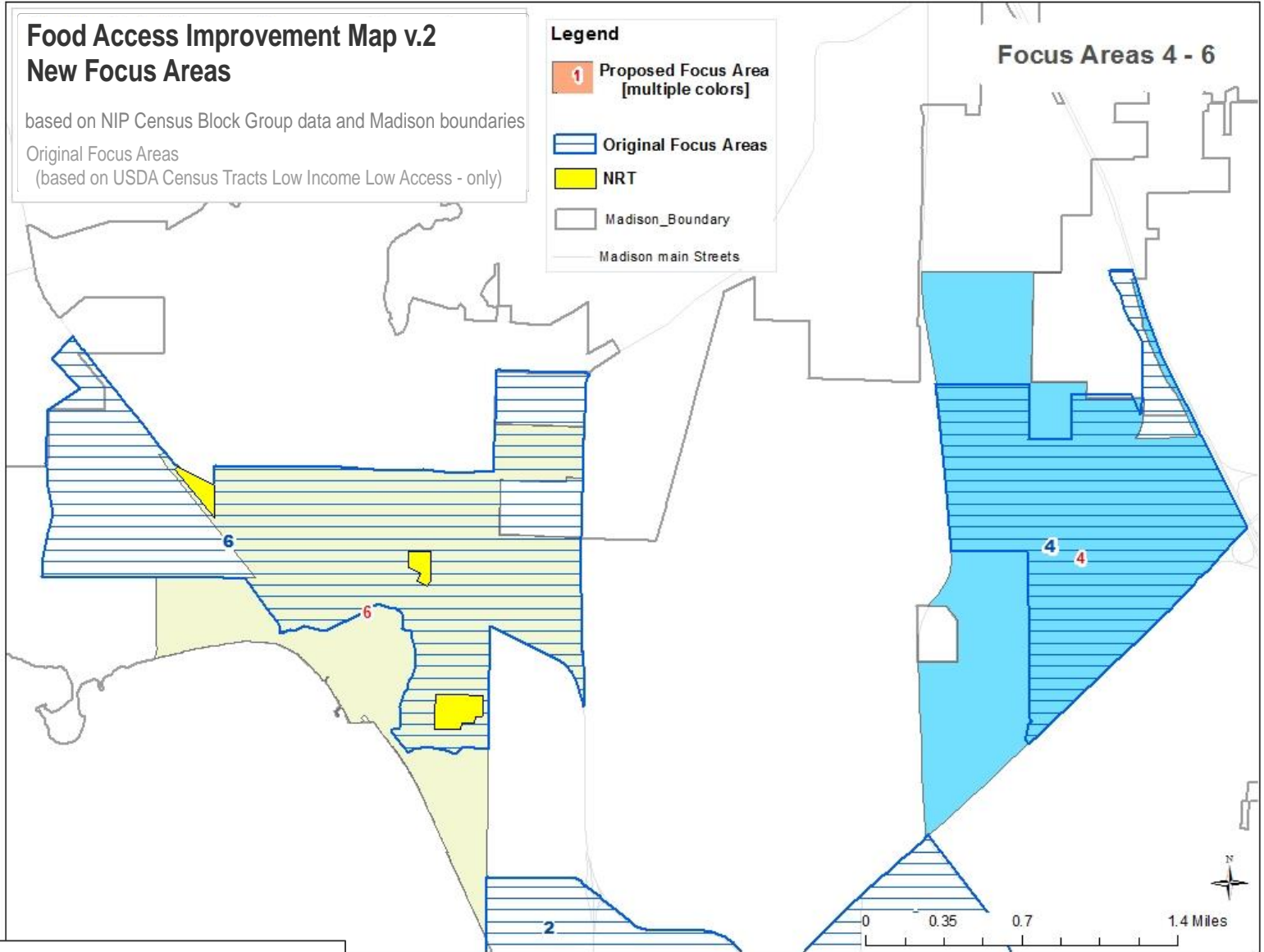
### Food Access Improvement Map v.2 New Focus Areas

based on NIP Census Block Group data and Madison boundaries  
Original Focus Areas  
(based on USDA Census Tracts Low Income Low Access - only)

**Legend**

- 1 Proposed Focus Area [multiple colors]
- Original Focus Areas
- NRT
- Madison\_Boundary
- Madison main Streets

Focus Areas 4 - 6








Concept MAP

# Food Access Improvement Map v.2 New Focus Areas

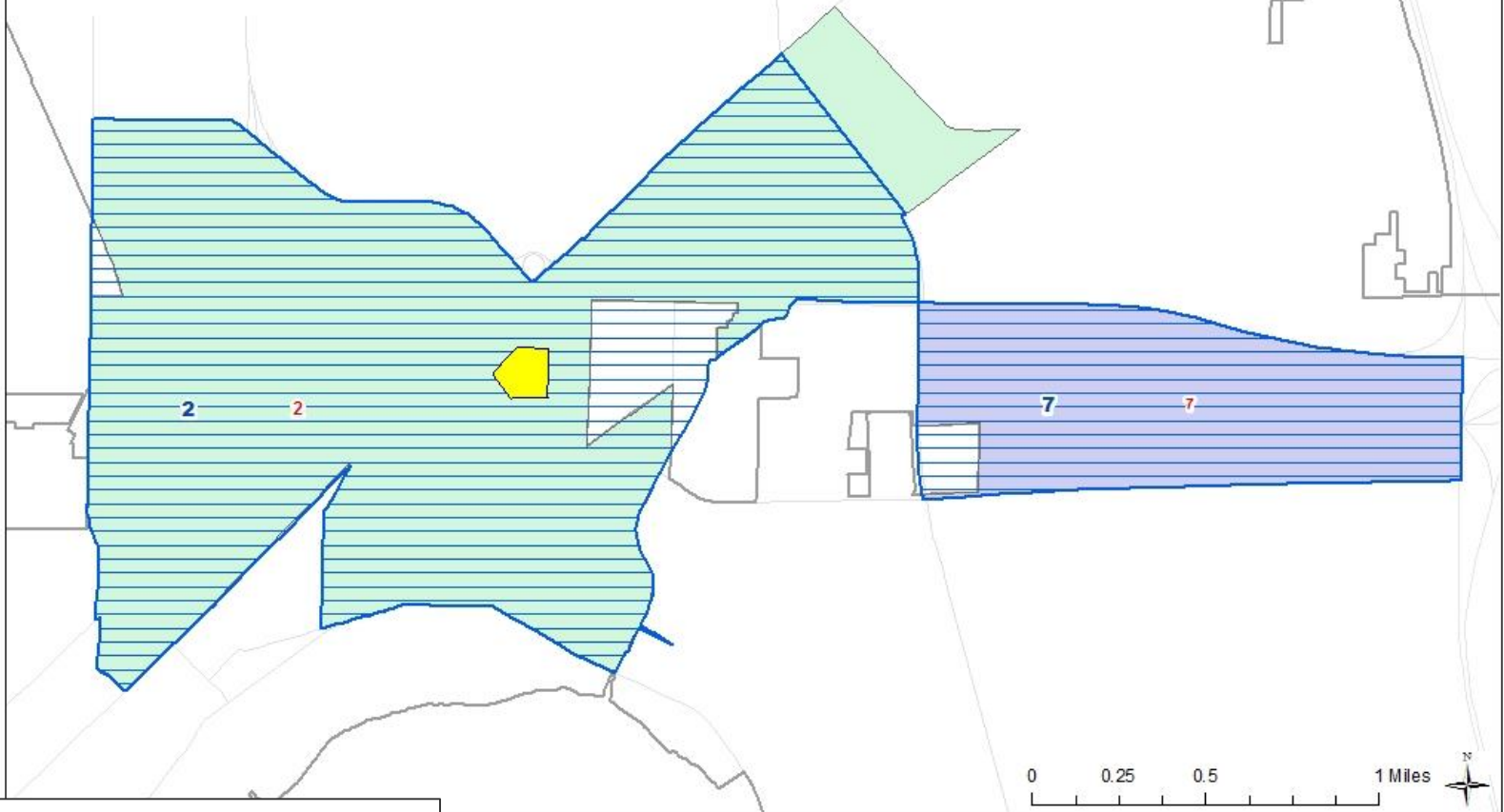
based on NIP Census Block Group data and Madison boundaries

Original Focus Areas  
(based on USDA Census Tracts Low Income Low Access - only)

**Legend**

-  Proposed Focus Area [multiple colors]
-  Original Focus Areas
-  NRT
-  Madison\_Boundary
-  Madison main Streets

## Focus Areas 2 - 7



Concept MAP



## Food Access Improvement Map v.2 New Focus Areas






based on NIP Census Block Group data and Madison boundaries

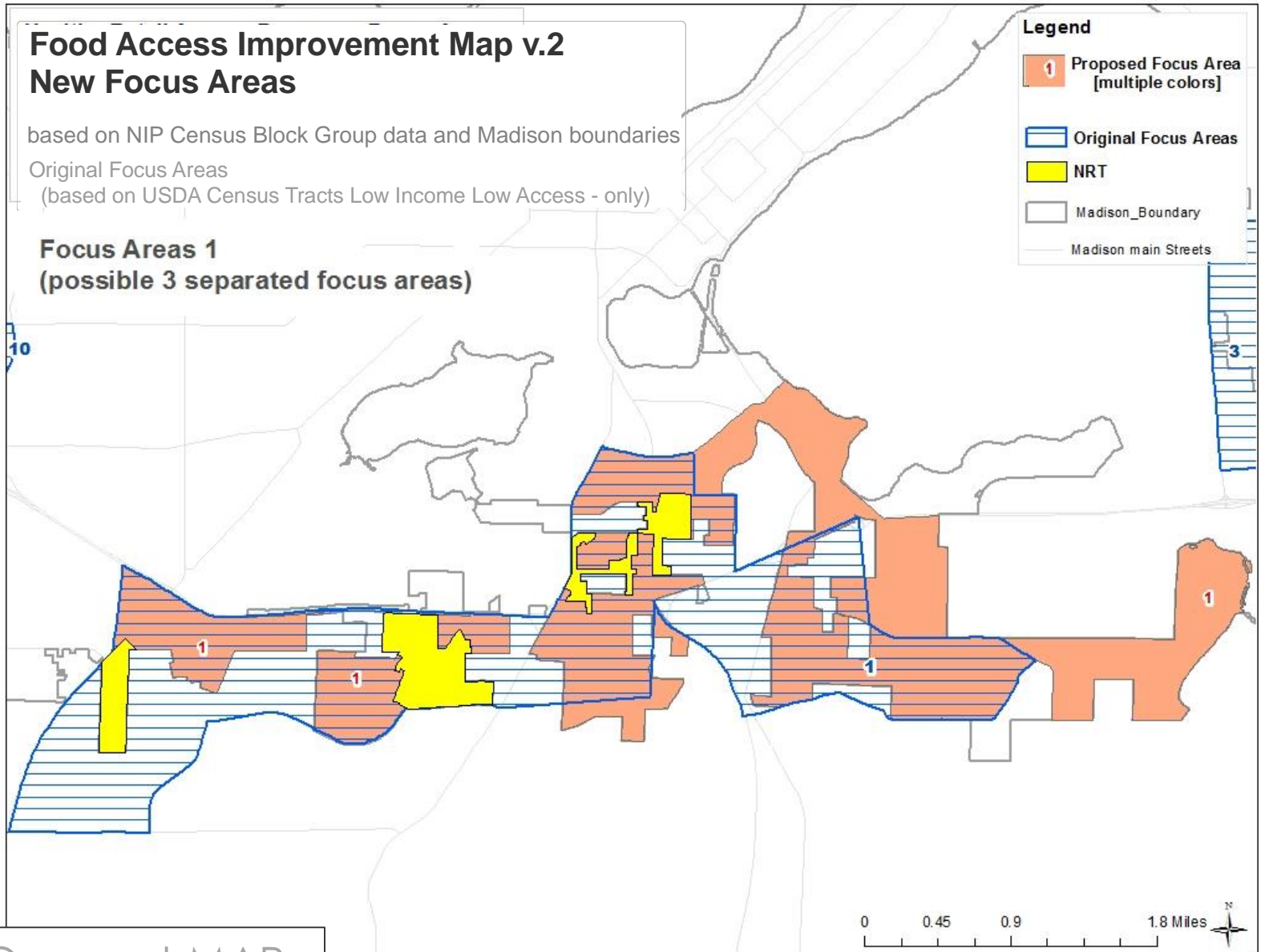
Original Focus Areas

(based on USDA Census Tracts Low Income Low Access - only)

**Focus Areas 1**  
(possible 3 separated focus areas)

### Legend

-  Proposed Focus Area [multiple colors]
-  Original Focus Areas
-  NRT
-  Madison\_Boundary
-  Madison main Streets



Concept MAP

Ideas for the Future:

Slide 18

- ▶ Municipal food initiatives would benefit from identifying a range of ways **to document and evaluate their work in order to demonstrate successful processes for social change** as well as food system and other municipal/regional impacts.

-- MacRae, Donahue. *Municipal food policy entrepreneurs*, 2013.

Slide 19

- ▶ Integration into City's Comprehensive Plan

[http://www.seattle.gov/Documents/Departments/OSE/Seattle\\_food\\_comp\\_plan\\_FINAL\\_082012.pdf](http://www.seattle.gov/Documents/Departments/OSE/Seattle_food_comp_plan_FINAL_082012.pdf)