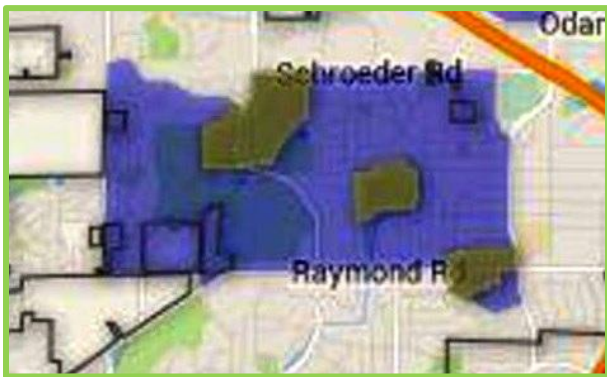




## HEALTHY RETAIL ACCESS PROGRAM

### Area of Focus Profile:

## Elver/Meadowood



### Food Retail Assessment

The only retail outlet providing food access in this area is Walgreens, located in the southeast corner on Raymond Rd. However, this is a convenience store and would not provide enough healthy options for the area's residents. There are retail options near this area, such as Woodman's, Wal-Mart, and Sam's Club. However, these outlets are out of the area of focus, and they are not neighborhood-based. Compounding the issue, there is a lack of food pantry options. Neighborhoods that are served by NRTs are typically areas of higher poverty, and the fact that there are three in this area indicates the need for a comprehensive approach in improving both access and affordability of healthy food.

### Summary

The data for Elver/Meadowood is a combination of neighborhood level, Census tract, and NRT data. The population is likely higher, and the economic indicators, such as the median household income, unemployment, families in poverty, and the access to a vehicle are likely lower than city average, particularly in the NRT areas. There are three NRTs in Elver/Meadowood: Hammersley-Theresa-Bettys Lane, Park Edge-Park Ridge, and Balsam-Russett Road. There are several neighborhood-based initiatives with community and alder involvement that are working to support the community. McKenna Blvd and Raymond Rd are seen as major barriers, and traffic and walkability are also issues.

Neighborhood Indicators	Elver/Meadowood	City of Madison
Population	11,756	232,663
White (%)	68.4	75.6
Black (%)	14.8	7.1
Hispanic (%)	8.1	6.9
Asian (%)	5.3	7.3
Age 17 and under (%)	28.2	17.5
Age 18-64 (%)	60.5	72.9
Age 65 and over (%)	11.0	9.6
Total Households	4,682	102,252
Households with Children (%)	33.1	20.9
Available Transit Service (# sched transit trips/week)	4,193	12,468
Households with a Vehicle (%)	94.9*	87.2
Families in Poverty (%)	5.6*	9.3
Unemployment (%)	6.0*	6.3
Median Household Income	\$71,247*	\$53,464

### Recommendations

Community and neighborhood centers are important assets in this area. The neighborhood initiatives can possibly create space and resources. For example, kitchen space in the Meadowood and the proposed space in Grift's should be utilized in a way to create job training in addition to providing food access. Further engagement and assessment with the community needs to be done to determine what food retail is needed in the area. Public transport could also be assessed to improve neighborhood access and utilization of the larger retail outlets outside of the focus area.