

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

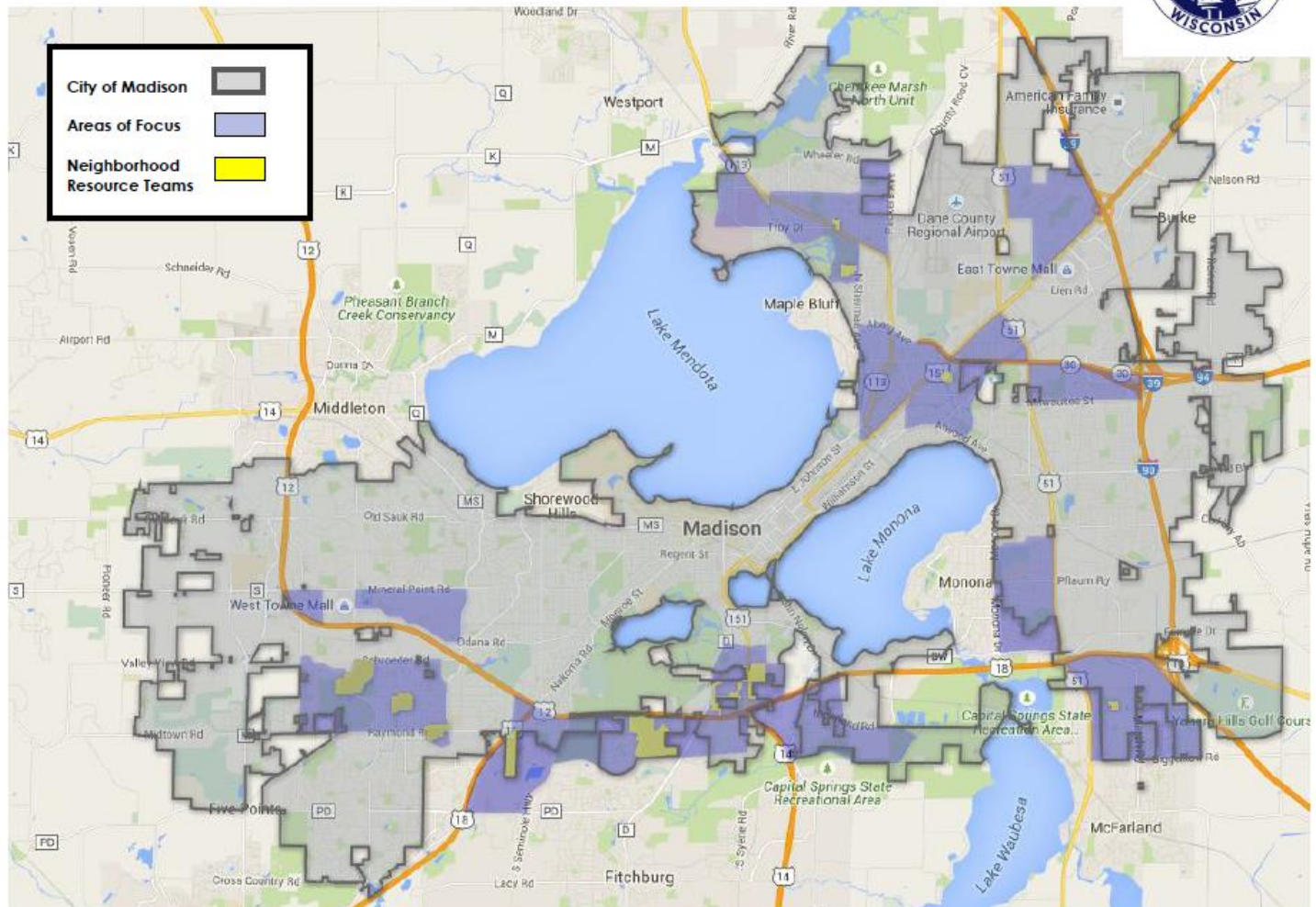
- Benefit the population more in need,
- Have the opportunity to make the greatest impact,
- Focus multiple programs in specific geographic areas

- 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

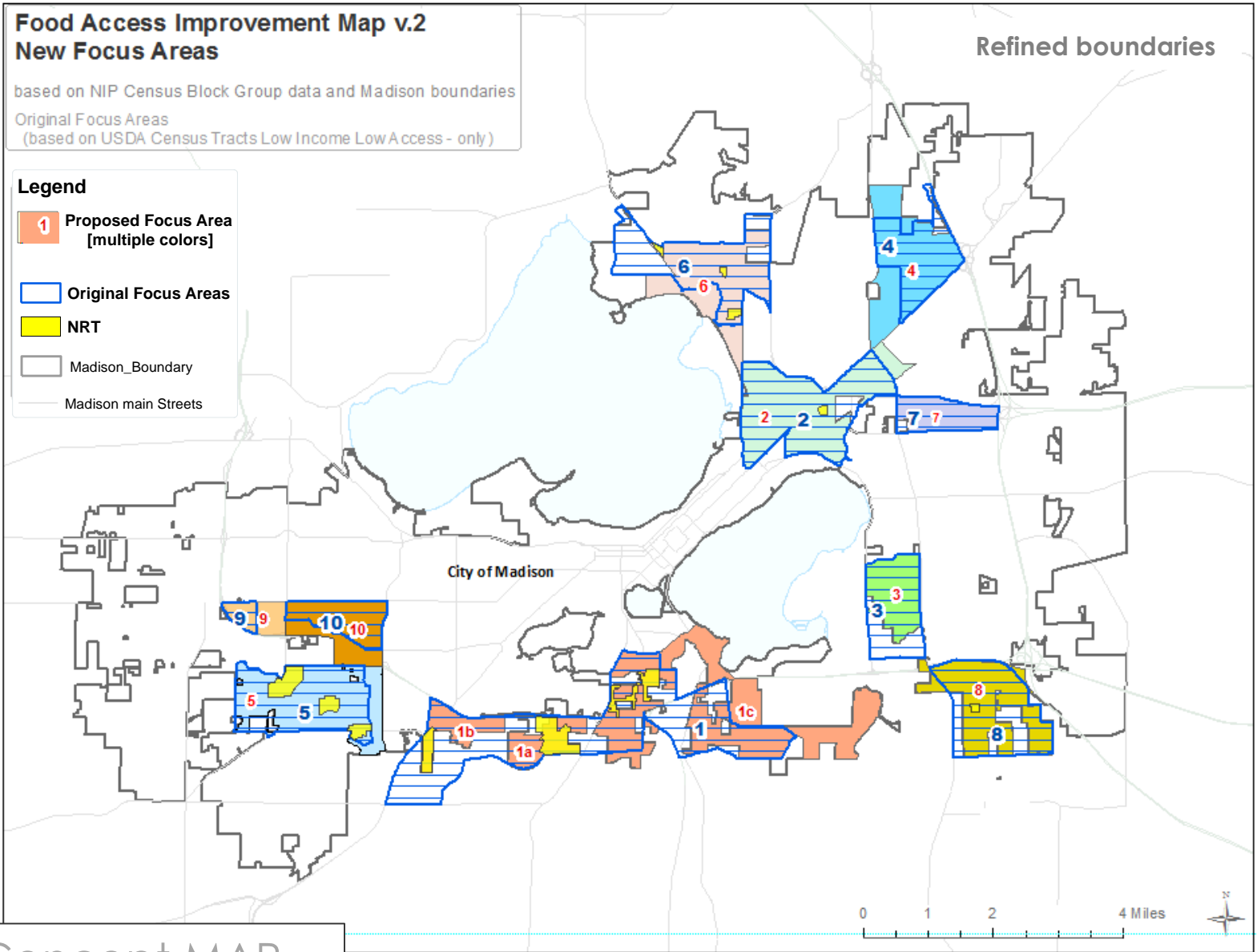
based on NIP Census Block Group data and Madison boundaries

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

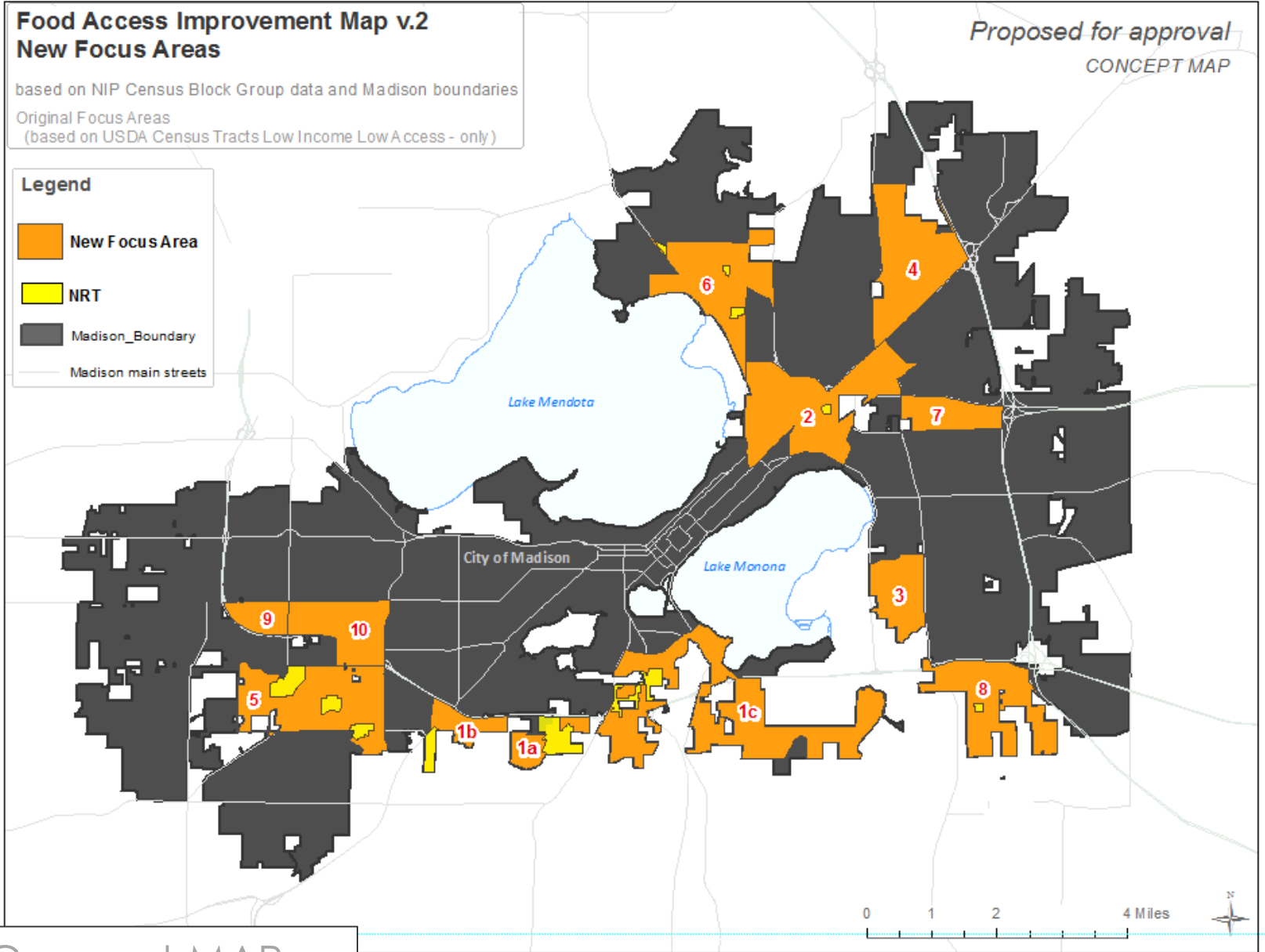
Food Access Improvement Map v.2 New Focus Areas

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

Proposed for approval
CONCEPT MAP

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



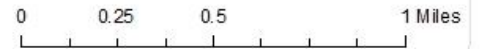
Thank you.

APPENDIX

Food Access Improvement Map v.2 New Focus Areas

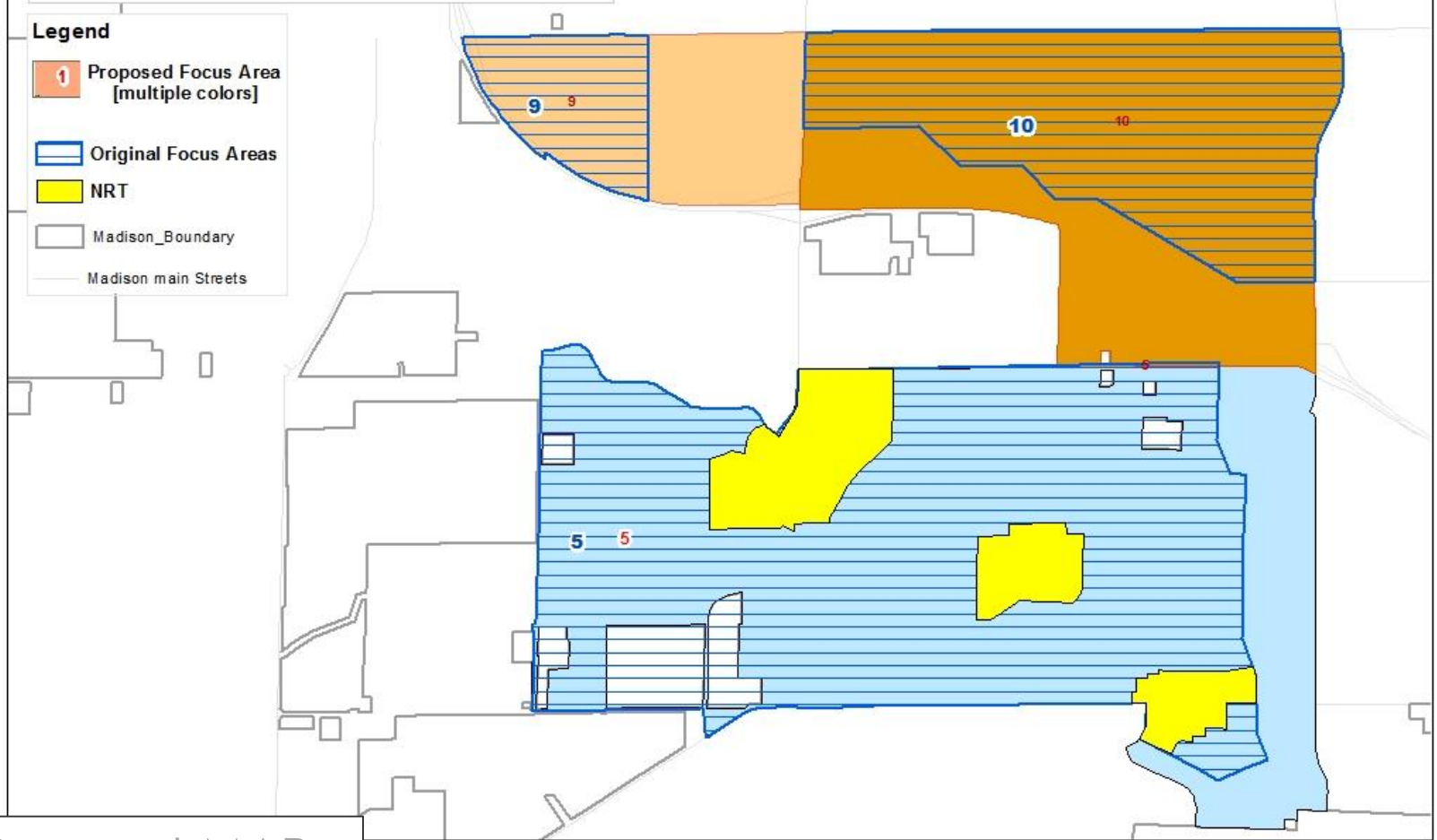
based on NIP Census Block Group data and Madison boundaries
Original Focus Areas
(based on USDA Census Tracts Low Income Low Access - only)

Focus Areas 5 - 9 - 10



Legend

- Proposed Focus Area [multiple colors]
- Original Focus Areas
- NRT
- Madison_Boundary
- 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

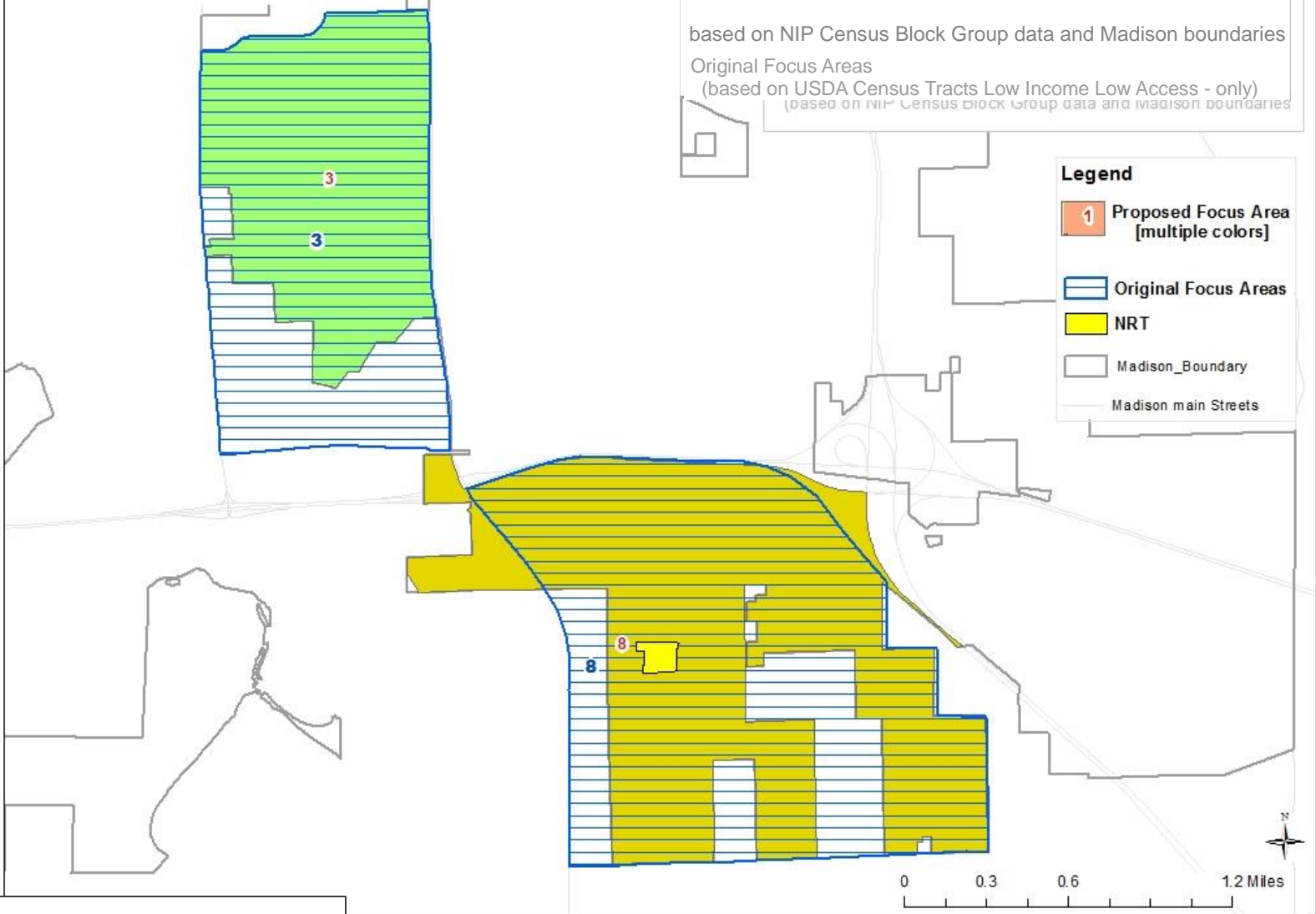
Original Focus Areas

(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



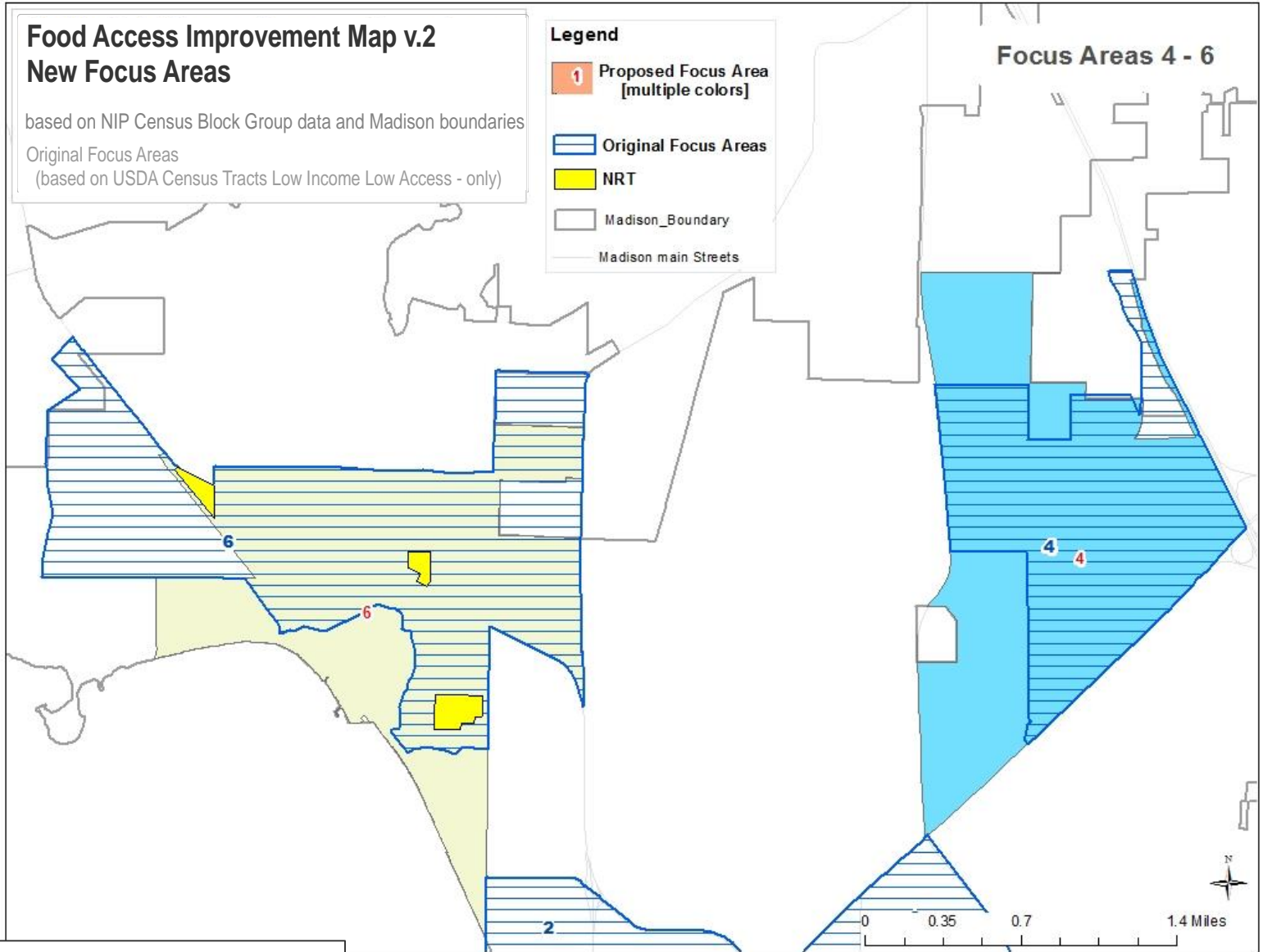
Concept MAP

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








Concept MAP

Food Access Improvement Map v.2 New Focus Areas

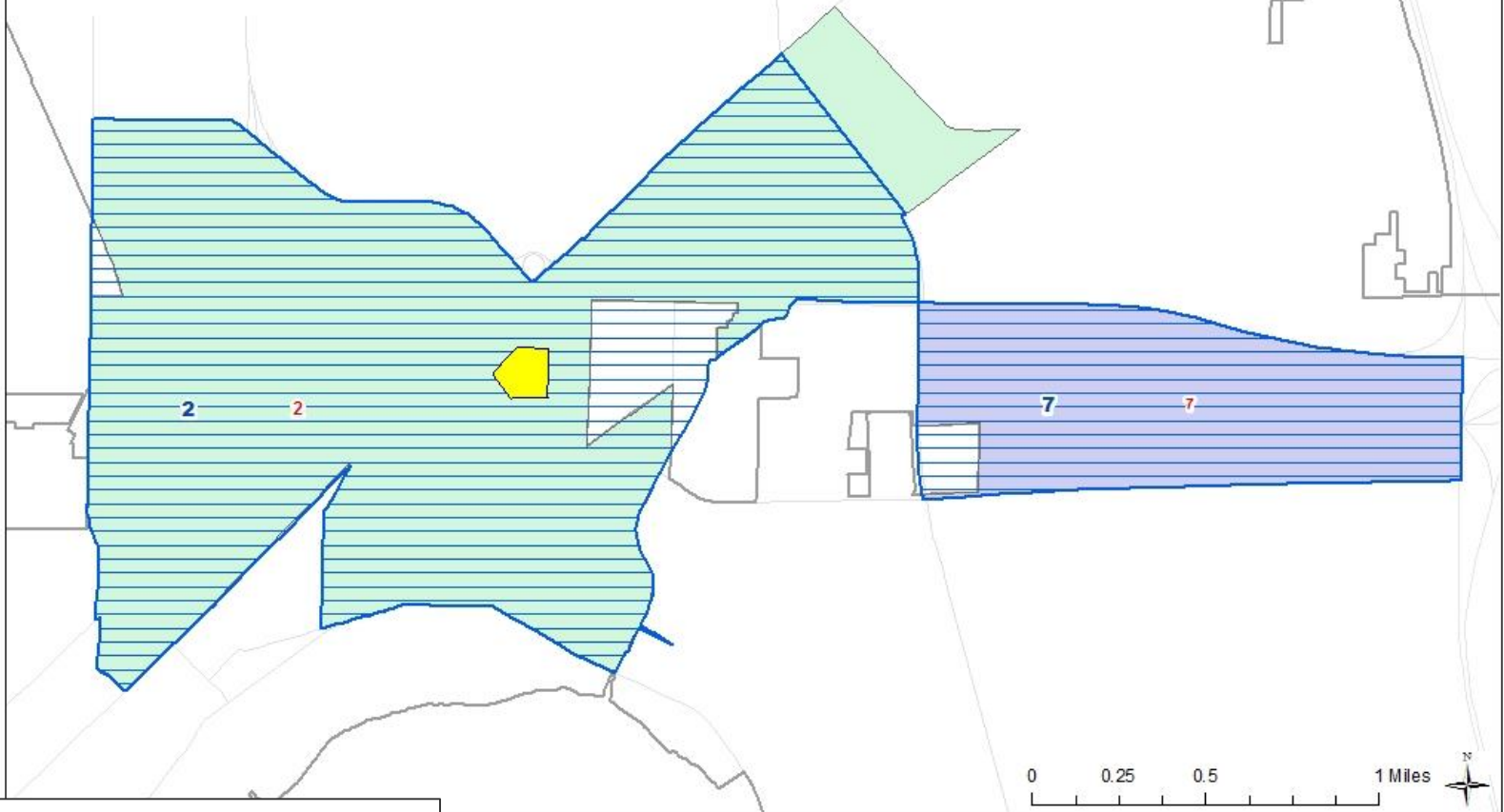
based on NIP Census Block Group data and Madison boundaries

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

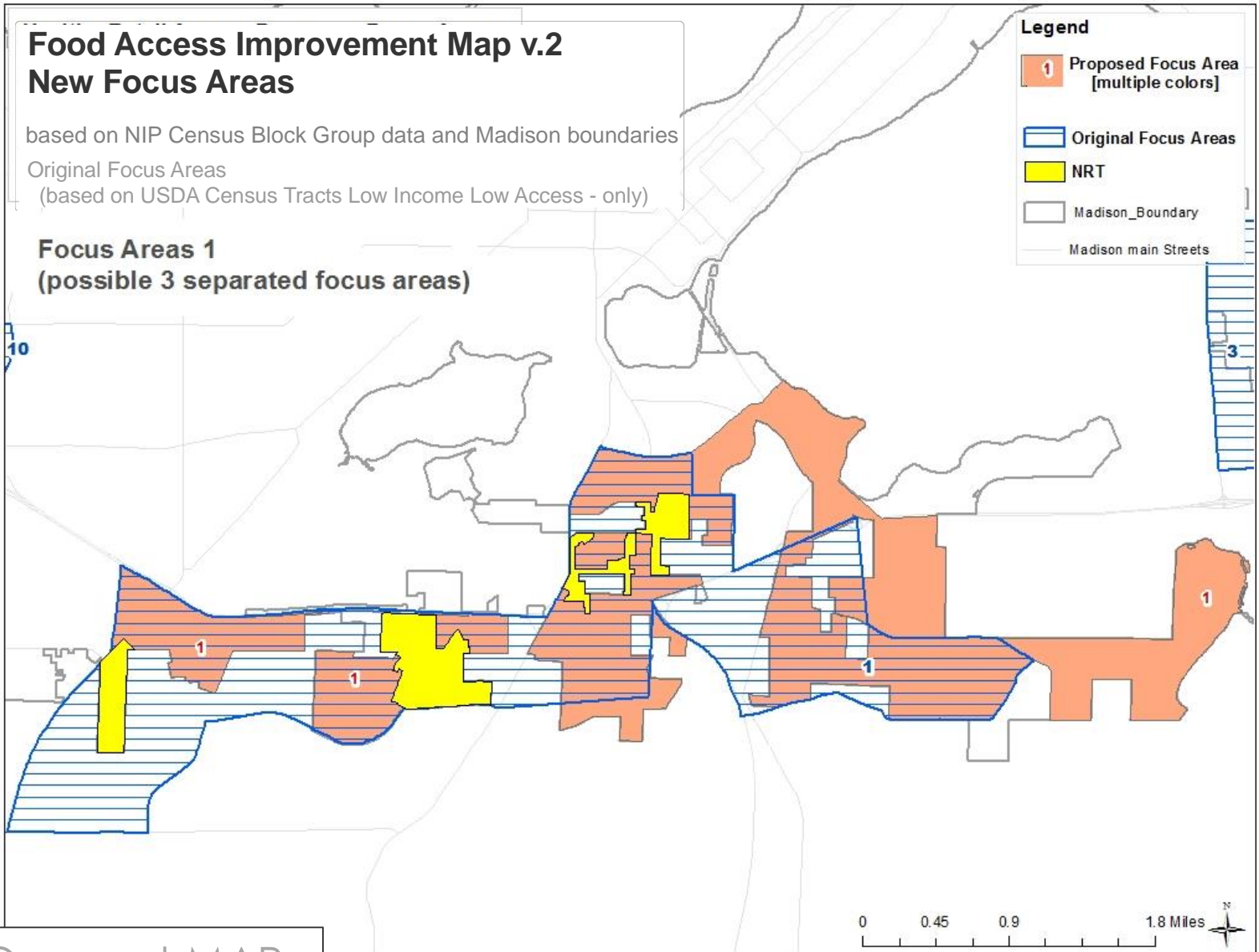
Original Focus Areas

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

Focus Areas 1
(possible 3 separated focus areas)

Legend

- 1 Proposed Focus Area [multiple colors]
- NRT
- Original Focus Areas
- 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