

# CHAPTER X.X

## Community Health and Wellness

The planning area includes many of the elements and characteristics of a vibrant and healthy community. There are people of all ages from different racial, ethnic and socio-economic backgrounds living and working in the area. Most residences and businesses appear to be well maintained, and there are strong employment and commercial areas.

There is also a wealth of parks and open space in and around the planning area. There are 7 city parks and convenient access to Lake Mendota, Lake Monona, and the Yahara River. Off-road paved bike paths are easy to access, linking people throughout the city and beyond, and there is an extensive bus system providing a convenient and sustainable alternative to driving.

This area is also well-served by quality institutions such as centers of worship, community service organizations, a variety of schools for pre-school through grade 12, and there is convenient access to Madison College and U.W. Madison (see Appendix x.x for a more complete listing of community organizations and centers of worship).

While the EEPY planning area is largely a wonderful place to be, there are a number of issues that could be addressed to further improve upon community health and wellness.

### Community Health and Wellness Issues

- There is minimal access to fresh food, including limited access to open, sunny land to garden, and lack of a larger scale farmers market.
- It is difficult to find viable land to locate community gardens due to industrial residue in the soils and landfills that cover a good portion of the area's park and open space.
- Nearby grocery stores are relatively expensive and difficult to access.
- There are not enough places for kids to buy healthy, affordable snacks, especially near the schools.

- Homelessness is a problem both within the planning area and citywide, and teen homelessness is increasing.
  - There is a lack of homeless shelters
  - There is a lack of services to treat mental health and other needs of the homeless
  - There is a lack of cooperation among Dane County communities to address homelessness.
- Noise from the Dane County Airport, Oscar Mayer plant, and rail corridor decreases the quality of life in the planning area.
- Emissions from area industries can be an issue.
- Large areas of standing water are mosquito havens.
- There is a high volume of litter generated by East High students.
- There is a prevalence of petty theft and break-ins which make our neighborhoods feel unsafe.
- Drug activity persists in pockets such on Dahle Street and at Sherman Terrace.
- Homeless people who sleep in area parks sometimes hang around in the neighborhood and disturb residents.
- It is difficult to be active in the winter as there is a lack of indoor exercise facilities in and around the planning area.
- Many of the students attending area schools lack adequate medical care; schools are trying to expand offerings but it would help if there were facilities in the planning area that serve uninsured and low-income clients.
- The area needs more indoor and outdoor community gathering places; Goodman Community Center is several miles east, and E. Washington Avenue is a major barrier for children, the elderly and others with mobility limitations.
- Demand for services/programs is growing at Goodman Community Center and capacity for expansion is limited.

### **Community Health and Wellness Goals**

- Ensure a happier, healthier neighborhood environment.
- Improve neighborhood access to fresh food.
- Encourage location of an affordable, quality grocery in or near the planning area.
- Work with area schools and school district to provide fresher, nutritious food options in and around the schools.
- Work with area schools to educate kids about local, nutritious food production and distribution.
- Increase medical services in planning area for underinsured and uninsured elementary and high school students attending area schools.
- Increase indoor and outdoor community gathering space.
- Improve environmental health.
- Improve safety and an overall feeling of security for residents.
- Promote existing indoor health and wellness programming and develop new opportunities for indoor and outdoor exercise in area parks and open spaces.

WORKING DRAFT

**Table 3: Community Health and Wellness**

<i>Recommendations and Strategies</i>	<i>Implementation Steps</i>
<p>1. Improve feeling of community comfort, safety and security; assist people with mental illness, those who are homeless, and others in need; and encourage more people to participate in programmed and unstructured events and activities in public places.</p>	<p>1. <u>Lead:</u> Community Resources Division; <u>Partners:</u> Madison North District Police; Neighborhoods, Parks Division, Madison Metropolitan School District</p> <ul style="list-style-type: none"> <li>▪ Develop a strategy to address needs of people living with mental illness.</li> <li>▪ Bring more programmed activities to area parks and other public places for all ages.</li> <li>▪ Develop a neighborhood and park watch that brings residents together to walk through Burr Jones and Demetral Parks and along E. Washington Avenue.</li> </ul> <p><u>Estimated cost and timeframe:</u> \$</p>
<p>2. Address retail theft, disturbances, trespassing and other incidents at East Washington/East Johnson businesses through the City’s Collective Community Ban.</p>	<p>2. <u>Lead:</u> Madison Police ; <u>Partners:</u> Neighborhoods, businesses, property owners, offenders</p> <ul style="list-style-type: none"> <li>▪ Work together with all partners to implement the Collective Community Ban.</li> <li>▪ Encourage offenders to get off ban list and stay off of it, and help others do so.</li> </ul> <p><u>Estimated cost and timeframe:</u> City staff and partner time; ongoing.</p>
<p>3. Address petty theft, break-ins, drug activity and other pockets of crime in a cooperative manner between the neighborhood and police.</p>	<p>3. <u>Lead:</u> City of Madison North District Police and Town of Madison Police; <u>Partners:</u> Neighborhoods</p> <ul style="list-style-type: none"> <li>▪ City of Madison and Town of Madison work together with neighborhoods to address pockets of crime in planning area.</li> <li>▪ Neighborhood associations develop Neighborhood Watch groups that regularly walk the neighborhoods.</li> </ul> <p><u>Estimated cost and timeframe:</u> City and town staff time; ongoing.</p>
<p>4. Organize Neighborhood Walks and National Night Out events and activities to encourage residents to get to know each other and to become more familiar with the neighborhood.</p>	<p>4. <u>Leads:</u> Neighborhood associations; <u>Partners:</u> East Isthmus Neighborhoods Planning Council, police departments</p> <ul style="list-style-type: none"> <li>▪ Partner with neighborhood associations and other community groups to stage neighborhood safety activities and events.</li> <li>▪ Neighborhood associations meet with EINPC to plan events and activities.</li> <li>▪ Recruit volunteers and raise funds.</li> <li>▪ Host activities/events.</li> </ul> <p><u>Estimated cost and timeframe:</u> Dependent on chosen activities and events; start within one year and ongoing.</p>

<p>5. Promote FoodShare, food pantries, Community Supported Agriculture shares, and other food and nutrition assistance programs to residents; consider combining food with dry goods pantry.</p>	<p>5. <u>Lead:</u> U.W. Madison Extension Nutrition Education Program  <u>Partners:</u> FoodShare of Wisconsin, local food pantries, faith community, area schools and libraries</p> <ul style="list-style-type: none"> <li>▪ Include food and nutrition assistance program information at area libraries.</li> <li>▪ Share food and nutrition assistance information with families in the neighborhood, include in newsletter, etc.</li> </ul> <p><u>Estimated cost and timeframe:</u> City staff time; one year to establish, and ongoing.</p>
<p>6. Develop a Pollinator Pocket and Pathway Plan identifying existing habitats and potential new locations to help boost such species as butterflies, bees, bats, and wasps.</p>	<p>6. <u>Lead:</u> Neighborhoods; <u>Partners:</u> Madison’s Pollinator Task Force, Parks Division and Engineering Division</p> <ul style="list-style-type: none"> <li>▪ Working with partners, identify and preserve existing pollinator habitats and identify and establish potential new habitats.</li> <li>▪ Pursue Pollinator Pathway Certification.</li> </ul> <p><u>Estimated cost and timeframe:</u> \$; two to three years.</p>
<p>7. Work with Madison Public Market planning and design efforts to encourage that:</p> <ul style="list-style-type: none"> <li>▪ Community food production is incorporated such as raised garden beds.</li> <li>▪ A bio-digester is installed to process waste into nutritional supplements.</li> <li>▪ The Market sells locally made and raised products with an emphasis on Madison area producers.</li> </ul>	<p>7. <u>Lead:</u> Office of Business Resources; <u>Partners:</u> Neighborhoods, local producers, Dane County Community Gardens, Planning Division</p> <ul style="list-style-type: none"> <li>▪ Give preference to local producers for space to display, demonstrate, sell and otherwise promote their products.</li> <li>▪ Explore community food production options with neighborhoods and incorporate preferred option(s) within Market or in another nearby, approved location.</li> </ul> <p><u>Estimated cost and timeframe:</u> City staff time; 5 years.</p>
<p>8. Assist in establishing more robust local food production and marketing in planning study area; for example honey from pollinator habitats; herbs for food, health and beauty products; fruits and vegetables to supply area restaurants; and more.</p>	<p>8. <u>Lead:</u> Office of Business Resources; <u>Partners:</u> Madison Food Policy Network, Madison Community Development Division and Dane County Department of Planning and Development</p> <ul style="list-style-type: none"> <li>▪ Identify existing local food producers and build neighborhood area network.</li> <li>▪ Help area producers and others who are interested to identify and take advantage of opportunities to establish food production businesses.</li> <li>▪ Explore tapping into other nearby food production facilities and business assistance such as the FEED Kitchen, area networks of chefs and other restaurant staff, WWBIC, small business assistance, Community Development Division, and others.</li> </ul> <p><u>Estimated cost and timeframe:</u> City staff time; three to five years.</p>
<p>9. Explore establishing fresh produce vendors in study area: the Yumm cart model from Philadelphia where tricycles carrying refrigerated boxes of small bags of fruits and vegetables are sold at affordable prices; and the Stockbox model from Seattle entrepreneurs where shipping containers are placed in ‘food desert’ areas and stocked with fresh produce and other staples.</p>	<p>9. <u>Lead:</u> Neighborhood Associations; <u>Partners:</u> Mayor’s Office, Office of Business Resources</p> <ul style="list-style-type: none"> <li>▪ Assist neighborhoods and vendors with food cart application and zoning regulations.</li> <li>▪ Help identify locations and work with neighborhoods and vendors to ensure applications are submitted and regulations are followed.</li> </ul> <p><u>Estimated cost and timeframe:</u> City staff time; one to two years to establish, and ongoing.</p>

<p>10. Help service providers identify and get necessary assistance to people of all ages with mental illness; watch for people in danger or otherwise in need during neighborhood safety walks.</p>	<p>10. <u>Lead:</u> Community Development Division; <u>Partners:</u> Neighborhoods, Dane County Health and Human Services, other service providers, Goodman Community Center, area schools</p> <ul style="list-style-type: none"> <li>▪ Identify potential sites and recruit a mental health clinic that would serve uninsured and low-income clients.</li> </ul> <p><u>Estimated cost and timeframe:</u> Ongoing.</p>
<p>11. Create an inventory of existing health and wellness programs and activities offered in and around the planning area and share this information through neighborhoods, libraries, schools and other venues.</p>	<p>11. <u>Lead:</u> Community Resources Division; <u>Partners:</u> Neighborhoods, Dane County Health and Human Services, Madison School and Community Recreation, Goodman Community Center, area schools, Hawthorne Branch Library</p> <ul style="list-style-type: none"> <li>▪ Create inventory of existing health and wellness programs and activities.</li> <li>▪ Develop information sharing plan through neighborhoods, libraries, schools and other venues.</li> </ul> <p><u>Estimated cost and timeframe:</u> City staff time; two to three years.</p>
<p>12. Explore hosting community service and health fairs at such locations as East High School, Goodman Community Center, or Dane County Job Center.</p>	<p>12. <u>Lead:</u> Public Health Madison/Dane County; <u>Partners:</u> East High School, Goodman Community Center, Dane County Job Center</p> <ul style="list-style-type: none"> <li>▪ Coordinate establishment of annual community service and health fairs.</li> <li>▪ Promote fairs through neighborhood association and other community organization newsletters, membership meetings and listservs.</li> </ul> <p><u>Estimated cost and timeframe:</u> \$2,000-\$5,000 per fair; one to two years to establish, and develop regular schedule such as bi-annually.</p>
<p>13. Develop outdoor exercise facilities in parks and open spaces such as exercise equipment, slack lines, bike paths, tracks, and more.</p>	<p>13. <u>Lead:</u> Parks Division; <u>Partners:</u> Neighborhoods</p> <ul style="list-style-type: none"> <li>▪ Evaluate master plans and determine where facilities could be added to parks.</li> </ul> <p><u>Estimated cost and timeframe:</u> City staff time and facilities cost; three to 5 years.</p>
<p>14. Develop more community gathering places and programming in planning area.</p>	<p>14. <u>Lead:</u> Community Resources Division; <u>Partners:</u> Neighborhoods, area schools, Hawthorne Library Branch, Goodman Community Center</p> <ul style="list-style-type: none"> <li>▪ Create inventory of existing community gathering places and programs.</li> <li>▪ Encourage providers to bring more programming of all types and for all ages to planning area.</li> <li>▪ Encourage transportation be provided for programming outside the neighborhood area.</li> </ul> <p><u>Estimated cost and timeframe:</u> City staff time; two to three years.</p>

15. Increase programming for children and youth within the neighborhood. Expand and create after and before school programs for school age children, and provide positive youth development activities, and academic support and recreation for middle school and high school age youth.

15. Lead: Community Resources Division; Partners: Madison School and Community Recreation, area schools, Goodman Community Center, other community recreation and education organizations, neighborhood associations

- Survey existing programming and identify gaps in service; expand and create programming to fill gaps.
- Help identify programming needs by providing input to lead implementers on area kids’ interests.
- Target planning area for Madison Out of School Time program implementation.
- Develop program information sharing plan through neighborhoods, libraries, schools and other venues.

Estimated cost and timeframe: Cost depends on types of programming; two to three years.

16. Survey affordable childcare needs in the study area and develop options such as childcare co-ops in apartment community spaces and at other locations.

16. Lead: Community Resources Division; Partners: Neighborhoods, Dane County Health and Human Services, Madison School and Community Recreation, Goodman Community Center

- Create inventory of existing childcare providers including information on those offering subsidized service.
- Encourage additional providers to locate in and near planning area.
- Develop childcare services information sharing plan through neighborhoods, libraries, schools and other venues.

Estimated cost and timeframe: City staff time; two to three years.

17. Help promote Goodman Community Center parenting program.

17. Lead: Goodman Community Center; Partners: Neighborhoods, Dane County Health and Human Services, Madison School and Community Recreation

- Develop targeted promotion plan for parenting program that includes advertising in neighborhood publications, on websites and listservs, church bulletins, local businesses, libraries, schools and other venues.

Estimated cost and timeframe: \$ and City staff time; ongoing.

