

**BUILD 2015 Grant Application  
City of Madison**

**Worthington Park Neighborhood Health Impact Assessment**

**Project Overview**

The city of Madison believes in creating strong neighborhoods. Neighborhood planning provides an opportunity for citizens, the business community, and major stakeholders to take an active role in the planning process. The goal of neighborhood planning is for diverse interests to come together and develop a shared vision for their neighborhood.

With this goal in mind the City is currently working on updating the Worthington Park- Schenk Neighborhood Plan. While work on this planning initiative is underway and is expected to be completed and adopted later next year, the City wants to be proactive in securing funding to perform a Health Impact Assessment (HIA). A Health Impact Assessment is a structured process that brings together scientific data, public health expertise and stakeholder input to assess the potential health consequences of a proposed plan or policy to craft health based recommendations.

The Worthington Park Neighborhood Plan will be developed using the CDBG funds dedicated for planning services. The Madison CDBG Committee designated the Worthington Park Neighborhood as one of the neighborhoods to receive planning services. This determination was based on the percentage of low and moderate income population residing in the area, the initiative on the part of the residents to update the existing neighborhood plan to reflect changing needs and conditions, and past successes of neighborhood based organizations in executing neighborhood projects.

**Description of the Planning Area:** The proposed planning area is bounded by Commercial Ave on the north; Starkweather Creek on the east; East Washington Ave on the west; and the Wisconsin and Southern Railroad corridor on the south. The neighborhood includes East Washington Ave, Milwaukee St, and Hwy 30 which are some of busiest arterial streets that carry heavy traffic.

The planning area also includes potential infill and redevelopment areas and Transit Oriented Development (TOD) Districts that were identified by City of Madison's

Comprehensive Plan along East Washington Ave and Milwaukee St Corridor. The neighborhood is also a food desert area with no access to fresh food market, community gardens, grocery store or a supermarket within the planning area.

**Description of the population to be impacted:** According to the 2010 Census Data the Worthington Park Neighborhood planning area had a population of 3600 people. The neighborhood has a diverse population with racial composition of 73 percent White, 14 percent African American, 4 percent Asian, 7 percent Latino and 2 percent two or more races. This neighborhood has a higher concentration of African American population and according to MMSD (Madison Municipal School District) schools attended by students in the planning area also has a diverse population with higher percentage of Asian and Latino students compared to other racial and ethnic groups. The neighborhood is a concentrated low income area with higher concentration of low and moderate income population. Based on the ACS (American Community Survey) 2013 data the Worthington Park Neighborhood planning area has a median household income of \$39,338, 36 percent lower than the median household income in Madison of \$61,074. Worthington Park Neighborhood is one of the CDBG target areas with 51 percent or more of the population meeting the income eligibility for the CDBG funds.

**Map of Planning Area:** Please see attached planning area map.

**Description of how the project will advance BUILD objectives:** Implementation of this planning initiative is important for the city of Madison to improve the quality of life and health of the community. With a growing emphasis on public health, Health Impact Assessments are emerging as a promising approach to help decision makers and other stakeholders make informed decisions. This gives communities an opportunity for intervention before plans and policies are approved and adopted.

Many of the most urgent health problems facing our nation—such as obesity, asthma, diabetes, heart disease, and injuries—are shaped by the conditions in the places where we live and work. To address skyrocketing medical costs, prevent illness, and improve the well-being of Americans, health must be taken into account when making decisions. One promising way to factor health into decisions in a systematic way is through the use of

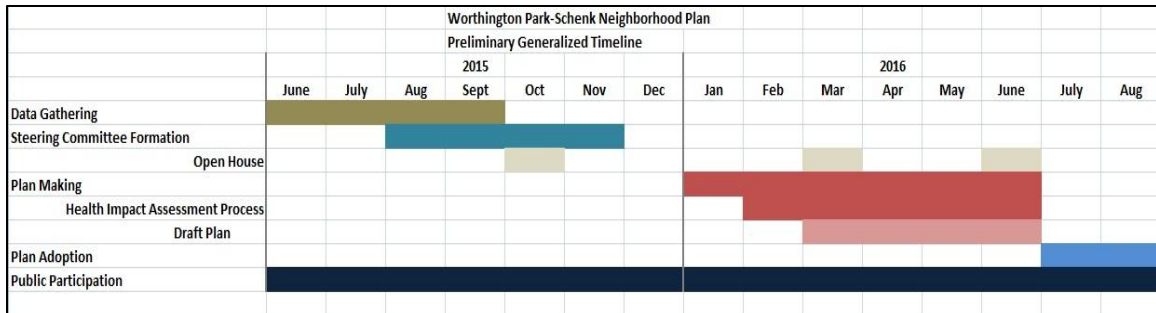
Health Impact Assessments (HIAs). While HIAs are becoming more common across the nation, they remain underutilized. Currently there isn't a legal or regulatory requirement to conduct these or a dedicated funding source that support their use.

This HIA will help reduce health disparities and inequity by assessing the potential health consequences of the plan on the neighborhood population particularly the vulnerable population. The BUILD funds will provide us with the opportunity to perform a Health Impact Assessment to help identify community based strategies to create a healthy, livable and inclusive community with ample choices and opportunities.

**Town of Blooming Grove Approval:** Please see attached letter of support from Blooming Grove Town Chair.

**Description of the planning project work plan and timeline:** A Steering Committee will be formed to initiate the planning process and guide the development of this plan. The Steering Committee is currently being formed and the planning process for the Neighborhood Plan will formally start early next year and will be approved and adopted by fall of 2016. A HIA Team will be formed that will function as a Working Group to the Neighborhood Steering Committee to guide the Health Impact Assessment process.

The project is obligated by the City of Madison in their 2016 budget cycle; however the HIA process will not begin until the formal planning process for the Neighborhood Plan initiates in 2016. After the project begins, it is expected to be completed in about 4 to 5 months timeframe. Below is a Gantt chart that shows the generalized timeline.



**Description of the desired outcome of the planning process:** Implementation of the Health Impact Assessment for the Worthington Park Neighborhood Plan will help ensure:

- Increased access to physical activity, opportunity and social equity
- Reduce disparities in implementation, access & outcomes to promote health equity
- Healthy and sustainable transportation choices to people from all walks of life
- Help promote infill redevelopment along East Washington Ave and Milwaukee St that were identified by the City's Comprehensive Plan as corridors with potential infill and redevelopment opportunities
- Create dense neighborhood centers that embrace walking and transit oriented development
- Viable alternatives to auto trips thereby reducing the need for costly future investments in public infrastructure to address traffic
- Improve air quality and congestion by reducing vehicle trips
- Access to healthy food by encouraging community gardens, farmers market, and full service grocery stores
- Safety and security of neighborhood residents by providing direct and easy access to jobs, schools, parks, services and commerce

**Description of relevant previous planning:** In 2000, the City adopted the Schenk-Atwood-Starkweather-Worthington Park Neighborhood Plan. Many of the plan recommendations have been implemented; however the city and the neighborhood leadership decided to revisit the plan and update it to reflect current conditions and needs.

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**Steering committee:** The Worthington Park-Schenk Neighborhood Steering Committee will be an eleven person Mayor appointed committee. The steering committee will be a

representational and inclusive committee that will guide the planning process by working with the city project team, Darbo-Worthington NRT to solicit input from the city and town residents, business community, and stakeholders.

The HIA team that will be formed to function as a working group to the Neighborhood Steering Committee will include city staff, public health experts, technical advisors, stakeholders, and other partners.

**Estimated Cost:** Health Impact Assessment (HIA) Project Cost:

Build Grant funding - \$15,000  
Local Match - \$5,000  
Total Project Cost - \$20,000

The total project cost will be used to cover staff time and services, data collection and analysis, as well as consultant services. Some of the project costs will also cover stipends for stakeholders and neighborhood advocates assisting with data collection by conducting stakeholder interviews.

Consultant services will include:

- Facilitation of meetings
- Create profile of baseline or existing conditions
- Analysis of plan alternatives
- Communicate the findings and analysis
- Create a final report to document the purpose, findings and recommendations

**Attachments:**

Mayor Soglin Letter  
Blooming Grove Letter  
Planning Area Map  
2000 Worthington Park Neighborhood Plan  
City of Madison Comprehensive Plan Map  
Planning Area Map with Health data