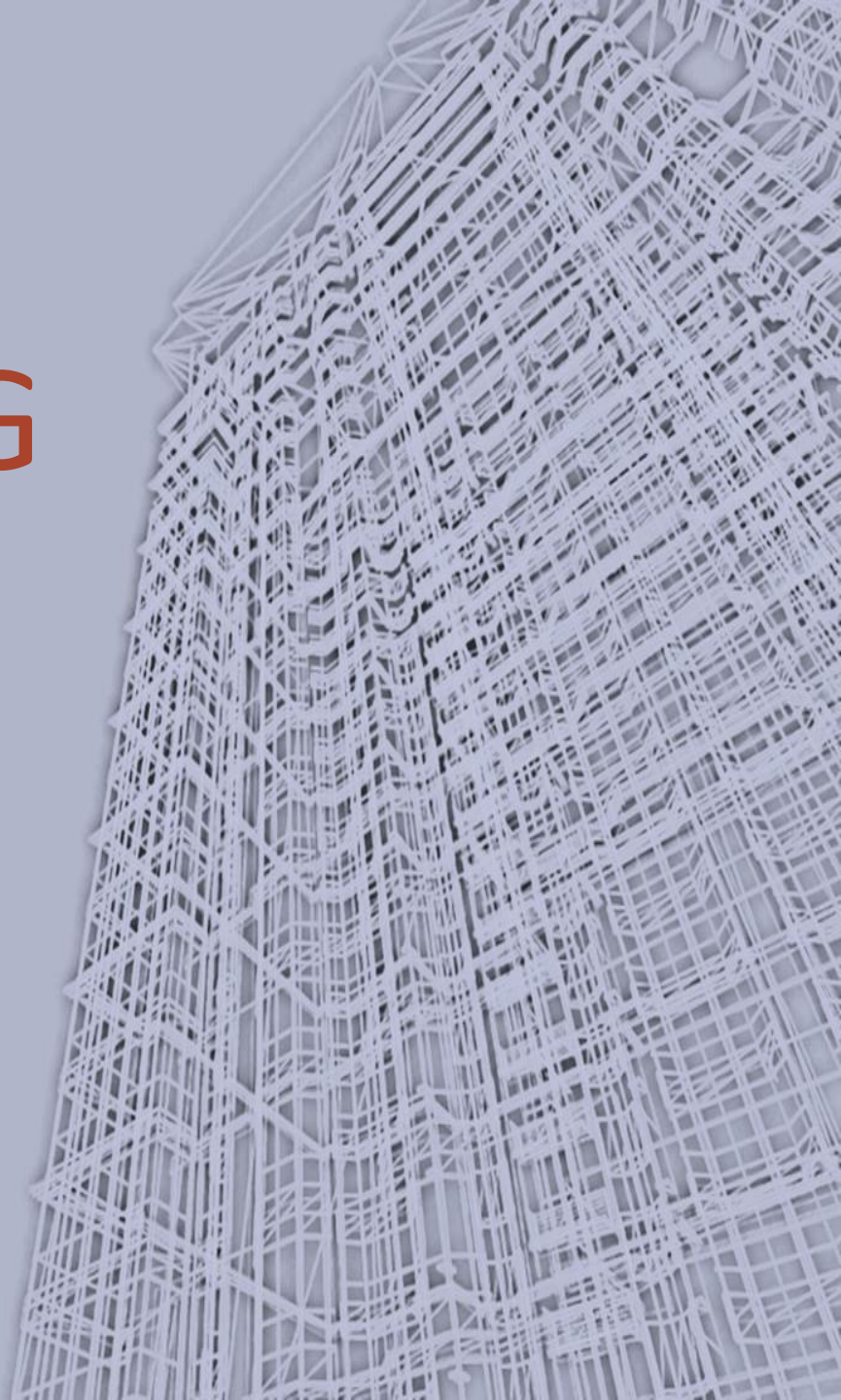


TRANSFORMING EAU CLAIRE

Designing a Healthy Community

Ned Noel
Eau Claire City Planning

Terry Brandenburg
Medical College of Wisconsin





LEARNING OBJECTIVES

- Apply concepts of a health impact assessment (HIA)
- Identify barriers and opportunities for key stakeholders to accept HIAs as a valued tool
- Identify best practices to better implement the relationship of the built environment to improve health
- Institutionalize greater public health into planning



CANNERY DISTRICT

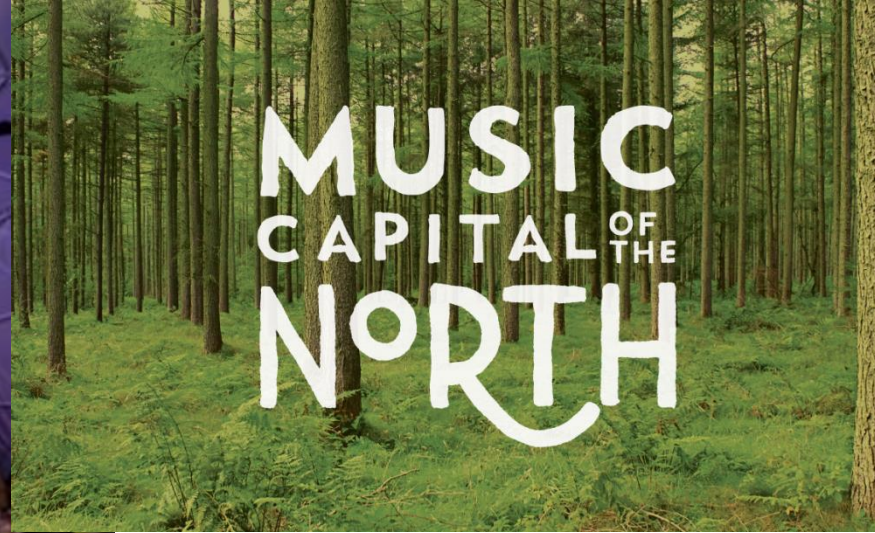
Health Impact Assessment

Academic	Medical College of Wisconsin
Community	Eau Claire City-County Health Department City of Eau Claire Eau Claire Healthy Communities Mayo Clinic Health System
Funding	Healthier Wisconsin Partnership Program





Downtown revival: Eau Claire is now Wisconsin's second-fastest growing city. // Andrea Paulseth
/Volume One



PLAN4Health

An American Planning Association Project



Planning & Public Health

HEALTHY PLAN MAKING

Integrating Health Into the Comprehensive Planning Process:
An analysis of seven case studies and recommendations for change



The built environment impacts our health... ...

HEALTH IN ALL POLICIES

... a collaborative approach to improving the health of all people by incorporating health considerations into decision-making across sectors and policy areas.

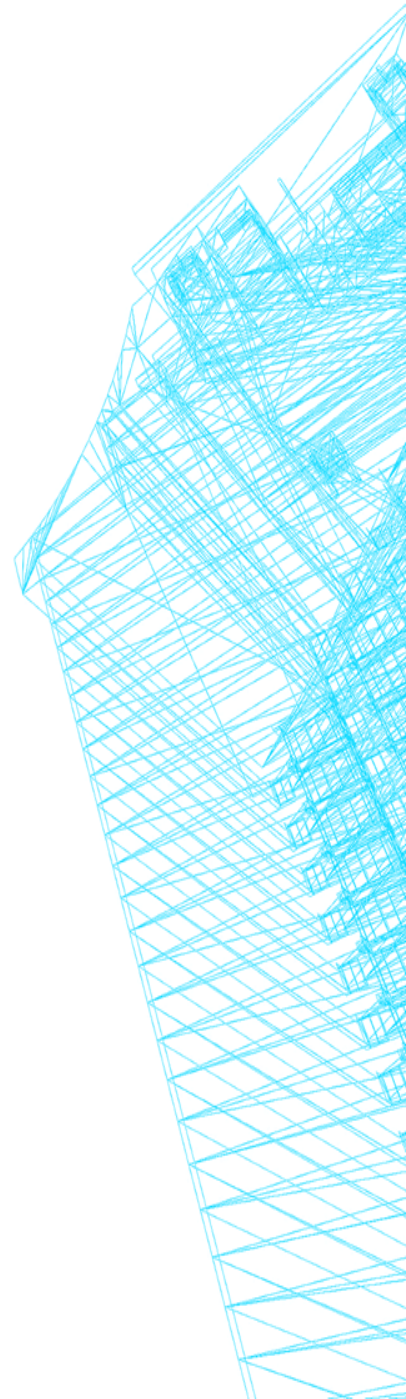
Examples:

Water Fluoridation

Lead Exposure

Restriction of Tobacco Exposure

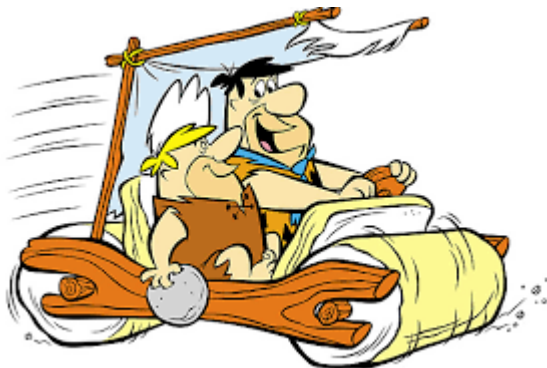
Drunk Driving



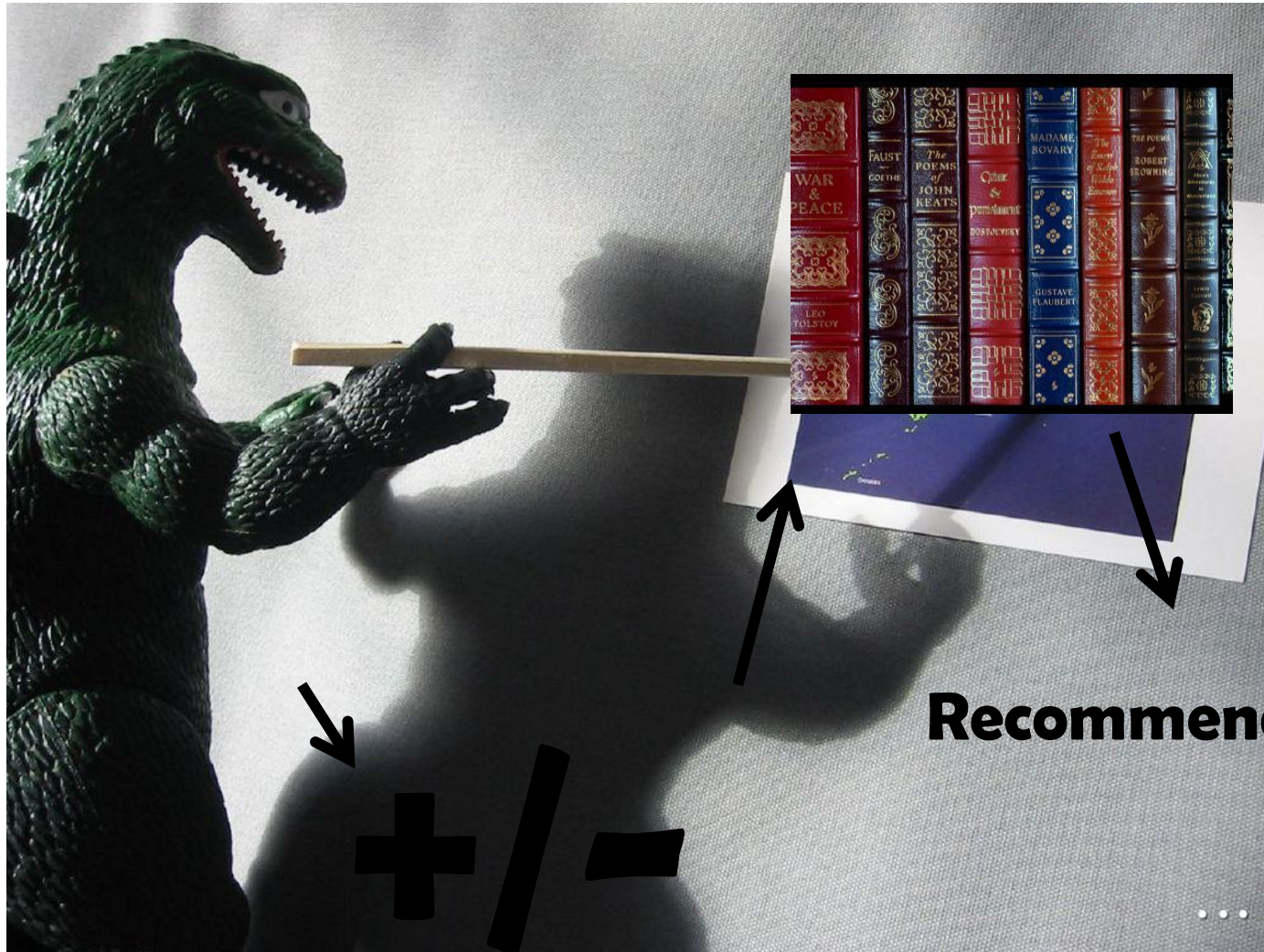
PLAN OF ATTACK



CHOOSING THE VEHICLE



HEALTH IMPACT ASSESSMENT





WHAT IS HIA?

- Health Impact Assessment is a process used to identify how a project, policy or program might influence health.
- HIA uses a combination of procedures, methods and tools to systematically judge the potential—and sometimes unintended—effects of a proposed project, plan or policy on the health of a population and the distribution of those effects within the population.
- The HIA also produces recommendations to enhance the health benefits of the project/policy/program and to mitigate potential harms.

Source:SOPHIA

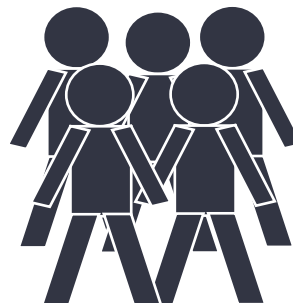
PLAN



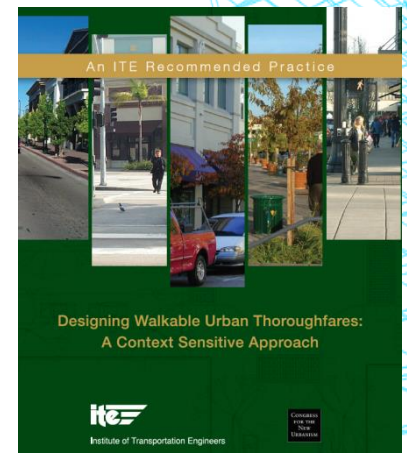
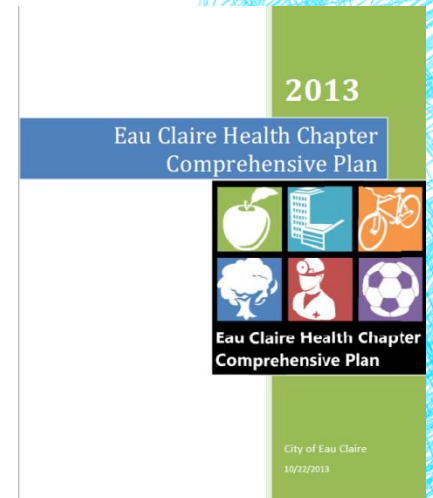
ASSESSMENT

Low-moderate income area
 Higher minority population
 > 40% renters
 > 80% of renter cost-burdened
 No neighborhood association

Engage Stakeholders



RECOMMENDATIONS



HEALTH IMPACT ASSESSMENT

Can we?



1. Screening

2. Scoping



On what?

So what?



3. Assessment

4. Recommendations



Now what?

Here's why



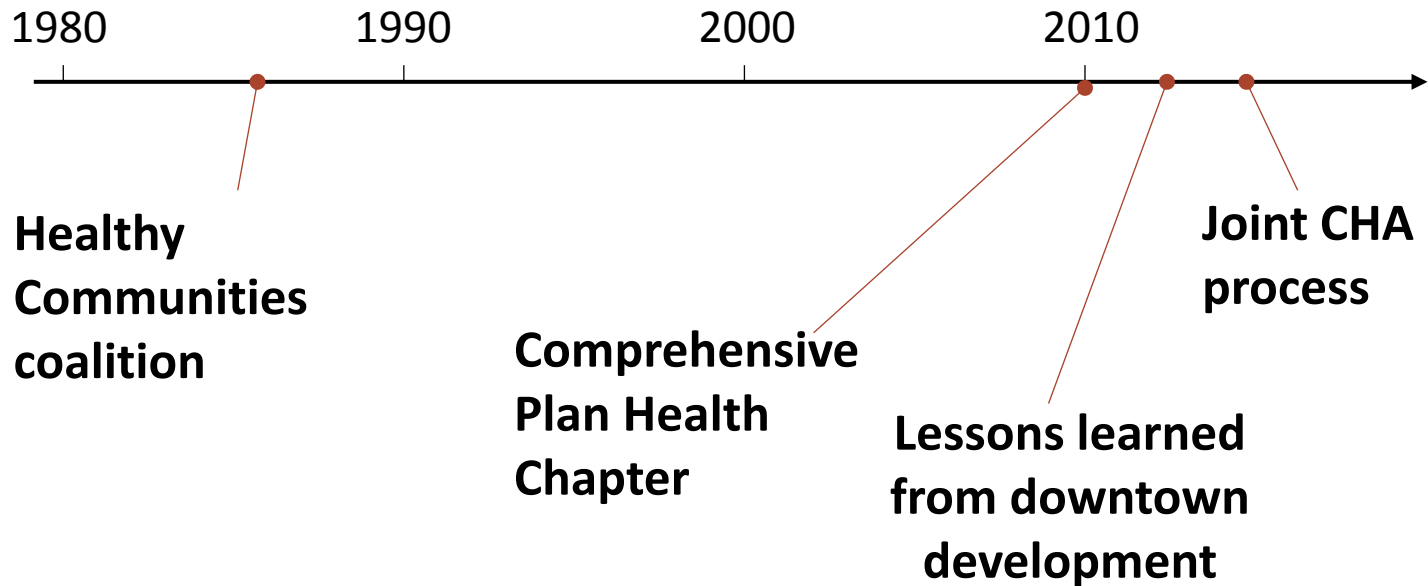
5. Reporting

6. Monitoring & Evaluation

Did it work?

LOCAL MOMENTUM FOR HIA

Building the case for including health





Case Study

CAL
DIS

Health Impact As

LONG-TERM PROJECT GOALS

How do we include health impacts in future work?

**Institutionalization
(Health in all Policies)**

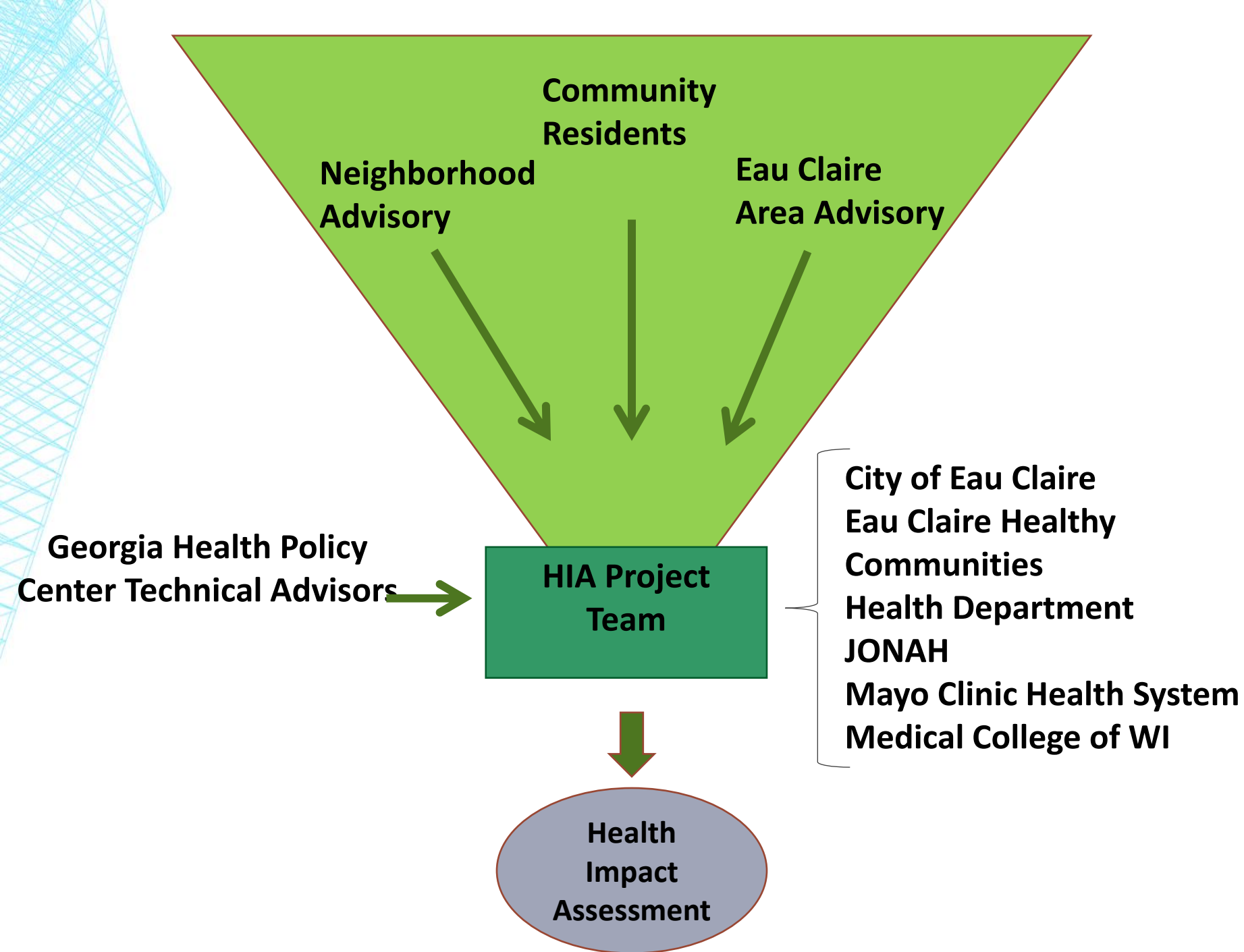
Local capacity



Policy/systems change

Stakeholder buy-in

Community support



**Community
Residents**

**Neighborhood
Advisory**

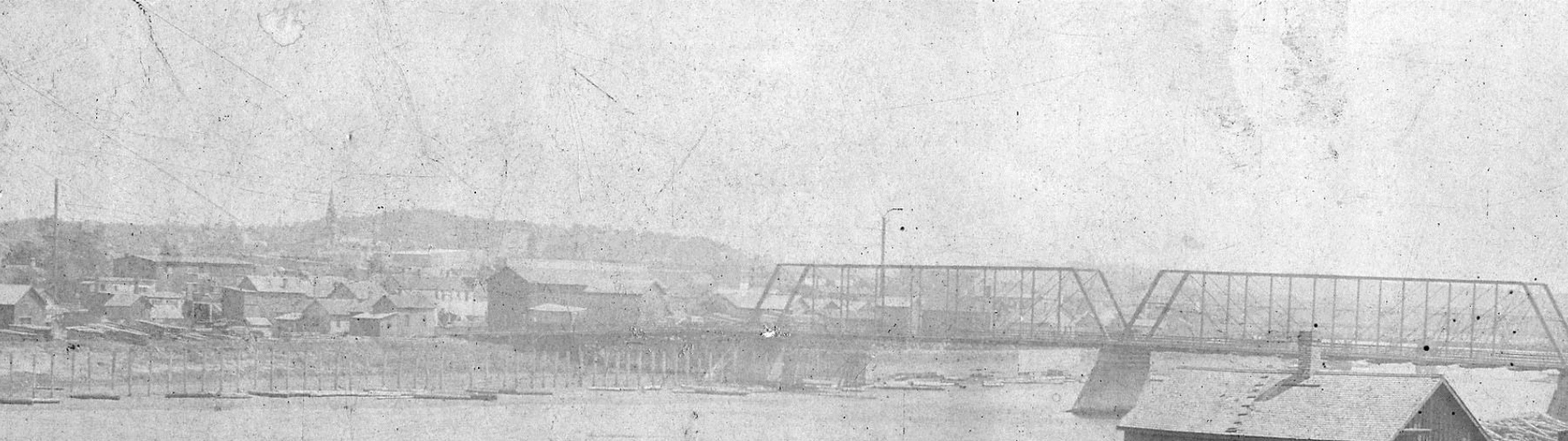
**Eau Claire
Area Advisory**

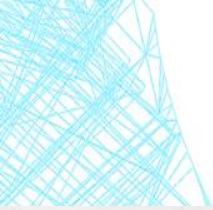
**Georgia Health Policy
Center Technical Advisors**

**HIA Project
Team**

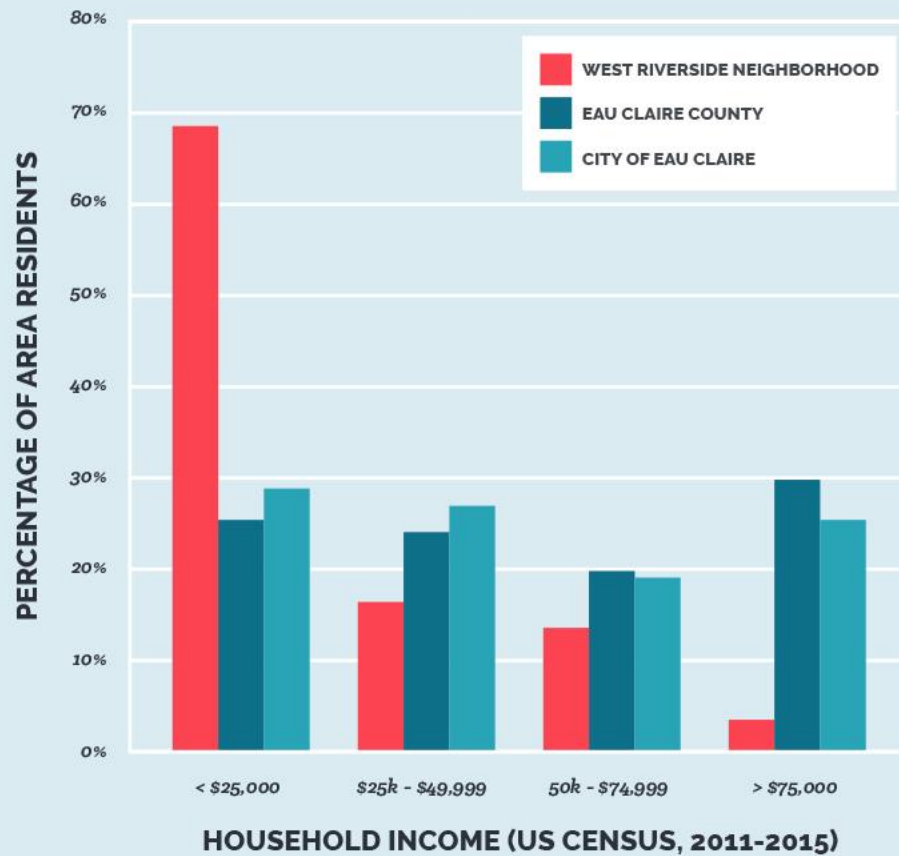
**City of Eau Claire
Eau Claire Healthy
Communities
Health Department
JONAH
Mayo Clinic Health System
Medical College of WI**

**Health
Impact
Assessment**









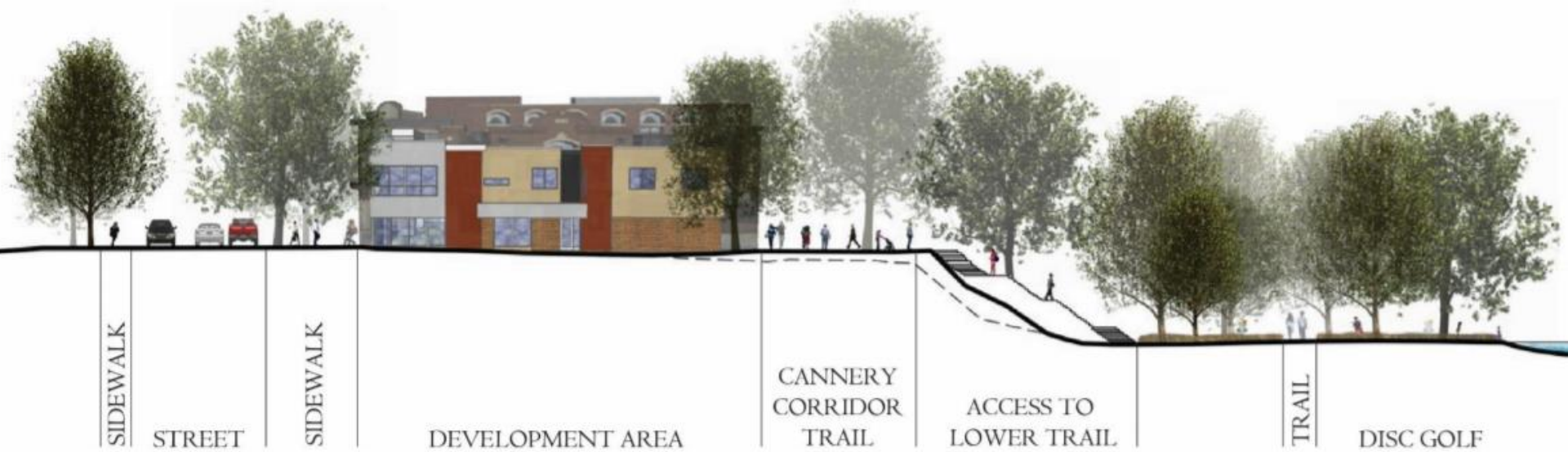
graphic designed by odd brand strategy
for the eau claire city health department







SECTION C-C'







Highbridge Neighborhood Park 4.2 Acres

Cannery Park 8.84 Acres (Includes disc golf)

Cannery Trail Corridor 2.98 Acres



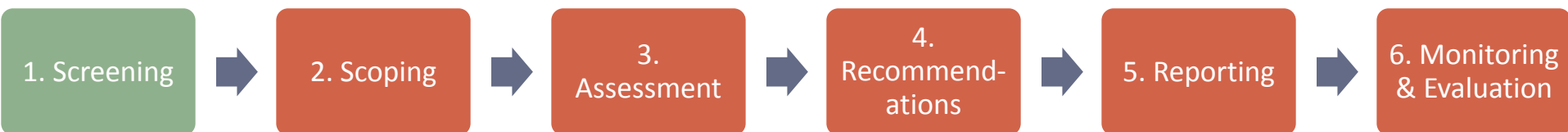




Process

SCREENING

- Timing was right
- Place was right
- Gentrification concern
- Make a difference
- Not been used before
- Learning opportunity

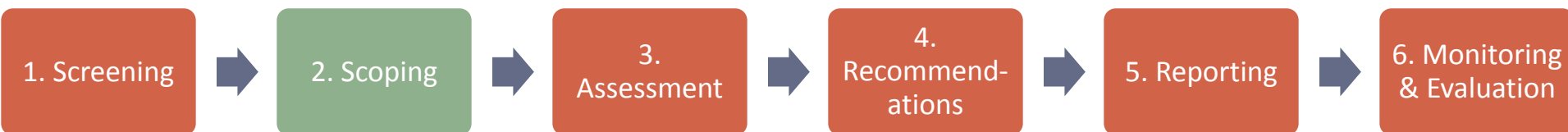


SCOPING

SELECTED SCOPING TOPICS BY HIA ADVISORY COMMITTEES

NEIGHBORHOOD ADVISORY COMMITTEE	EAU CLAIRE AREA ADVISORY COMMITTEE
Safety/Crime	Housing
Social cohesion	Social cohesion
Park, Trails, & Transportation	Access (physical access to the redevelopment area, as well as food)

graphic designed by odd brand strategy
for the eau claire city health department



DEEPER ENGAGEMENT

- Community forums
- Redevelopment Authority
- Committees – policy and neighborhood
- One-on-one stakeholder interviews
- Door-to-door surveys



“The housing needs to be affordable and accommodate many different people, rich or poor.”

ONE-ON-ONE INTERVIEW RESPONDENT

Neighborhood Environment Walkability Scale (NEWS) - Abbreviated

We would like to find out more information about the way that you perceive or think about your neighborhood. Please answer the following questions about your neighborhood and yourself.



A. Types of residences in your neighborhood

Please circle the answer that best applies to you and your neighborhood.

1. How common are detached single-family residences in your immediate neighborhood?

1	2	3	4	5
None	A few	Some	Most	All

2. How common are townhouses or row houses of 1-3 stories in your immediate neighborhood?

1	2	3	4	5
None	A few	Some	Most	All

ASSESSING HEALTH IMPACTS

What questions are we asking?

- How do local parks impact social cohesion?
- What features of parks increase perceived safety?
- What factors relations to street/sidewalk design increase physical activity and social cohesion?
- Why is safe and affordable housing important for health?
- How can gentrification be mitigated?



LITERATURE REVIEW



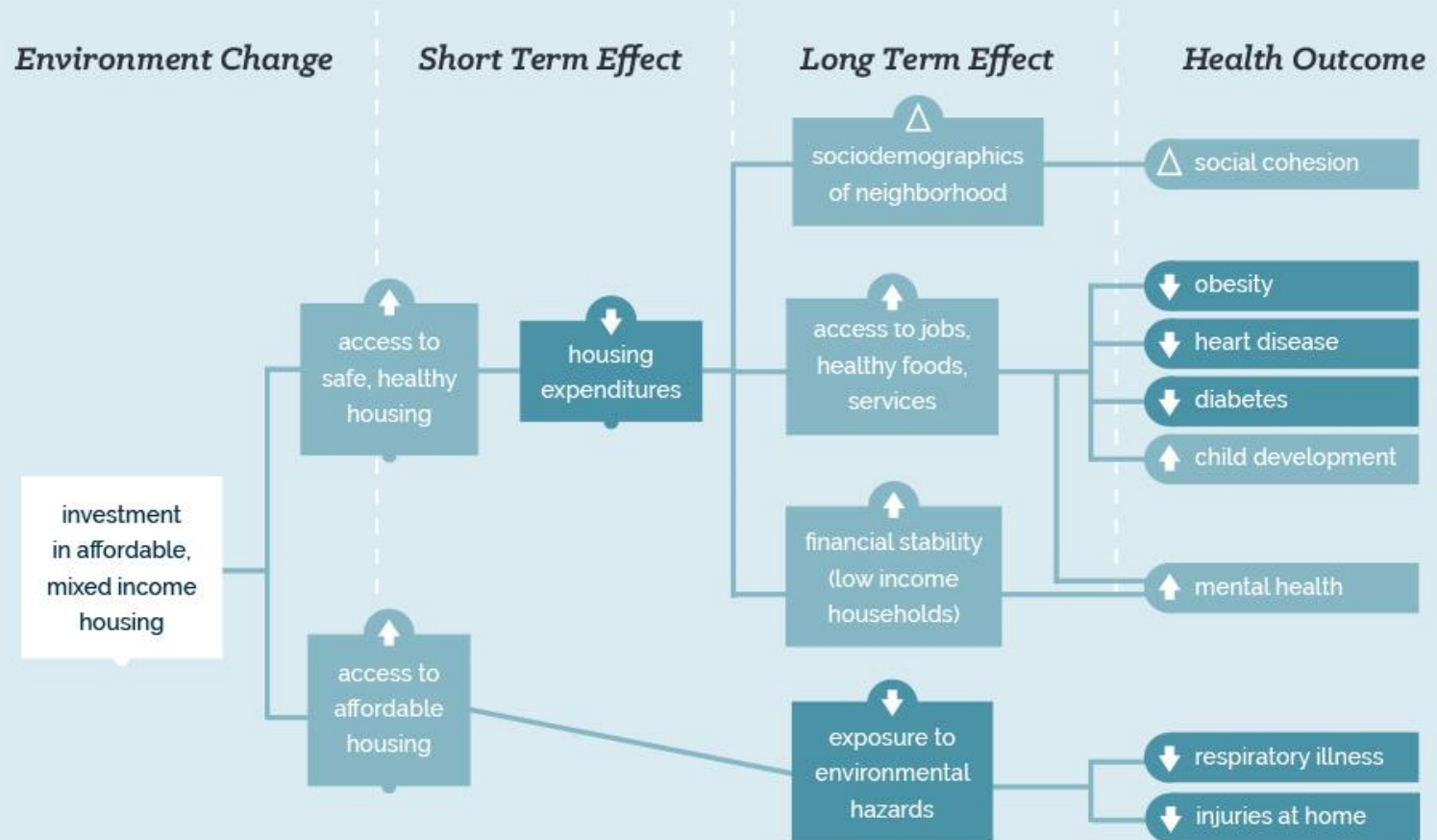
- *There is evidence that housing in safe, walkable neighborhoods can encourage physical activity, and that residents who move from high-poverty to low-poverty neighborhoods improve their weight and mental health problems (Maqbool et al., 2015).*
- *Opportunities for social bonding can be increased through housing design elements such as close proximity to other living units, door orientation to high-use pathways, and visual exposure from porches, balconies, and outdoor spaces (Evans et al., 2003).*
- *Mixed-income housing policies have benefited communities, alleviating concentrated poverty and the related stigma and social isolation (Jacobus, 2015).*
- *Many studies have found that mixing affordable units within market rate units may have a positive or at least neutral impact to surrounding property values (Nguyen, 2005, Policy, 2009).*



RECOMMENDATIONS

- Consider a portion of new housing development to include affordable housing (housing available for families at 50% and 80% of AMI)
- Leverage TIF ½ boundary provision to provide new funding source for affordable quality housing
- Promote greater homeownership or job programs to increase individuals assets - “workforce housing”
- Advance housing policies/building designs that ensure affordability and aging-in-place





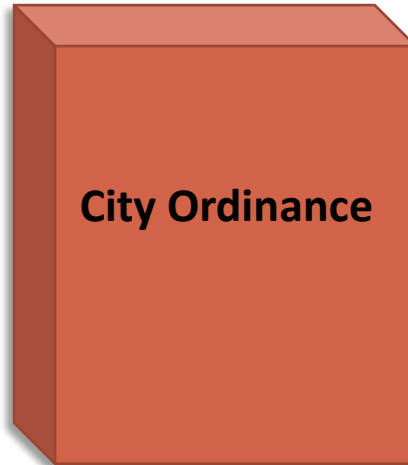


Challenges

COST



**LOCAL STRUCTURES &
PLANS**



**“SILOED”
STRUCTURE**



The image features five folding rulers, also known as beam compasses, arranged in a slightly overlapping, fan-like pattern on a green surface with a white grid. Each ruler is made of metal and has multiple segments connected by small circular joints. The rulers are marked with numbers and lines, indicating measurements. A semi-transparent dark horizontal band is overlaid across the middle of the image, containing the text "Measuring Success" in a white, sans-serif font.

Measuring Success

OUTCOMES TO-DATE

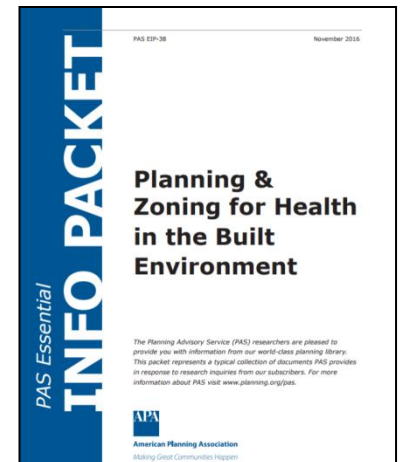
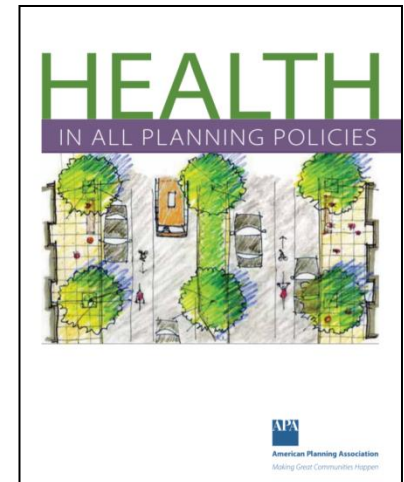
- Health in All Policies being embraced
- Public health at the executive redevelopment table
- More community awareness built by deeper engagement
- Park and design consultants integrated health concepts in master park planning
- Greater desire for affordable housing
- Increased health use in neighborhood planning
- Report release soon – November 13th



INSTITUTIONALIZATION

Best practices to consider:

- **POLICY** [HiAP / equity planning / executive order]
- **PLANS** [Comprehensive Plan / Neighborhood / CNA/CHIPs]
- **STUDIES / PROJECTS** [HIAs, Rapid or Desktop HIAs, Health Lens Analysis, Development Review Team, Development Checklists]
- **PROGRAMS** [Housing quality programs, etc.]
- **EDUCATIONAL** [BE Fit Forum, trainings]





**CANNERY
REDEVELOPMENT
PARK PLAN**

THANK YOU

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