

Health Impact Assessment

Downtown Senior Housing Development

2018



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EXECUTIVE SUMMARY

In 2017, the City of Wisconsin Rapids was chosen as a participant for the Wisconsin Legacy Community Alliance for Health (LCAH) project through UW-Madison School of Medicine and Public Health. The goal of the project is to help local governments in Wisconsin improve health and health equity using evidence based policies and programs through a Health in All Policies (HiAP) approach. In the form of an Advisory team, City staff and other community stakeholders received training and embarked on a process of discovery and concept development to identify what this program could look like locally. The Team decided to develop a Health Impact Assessment Matrix, while concurrently conducting a series of Rapid Health Impact Assessments (HIA) on timely projects or developments in the community. To learn more about the Matrix and broader scope of this grant, refer to the separate summaries in the Appendix of this report.

The Advisory Team selected this senior housing development as a viable choice for the first HIA because vulnerable populations would be affected, health was not explicitly incorporated into the planning process, and the timeline of planning for the development aligned so that decisions could still be altered based on recommendations provided in the HIA. Based on the results from the 2017 Wood County Community Health Assessment, the 2017 Encourage Community Survey, and the interests and concerns of the HIA Advisory Team, the scope of this HIA examines availability of quality affordable housing, site design, and street and sidewalk design, as they each relate to active living, safety, and social cohesion + wellbeing.

The senior housing development will be located in downtown Wisconsin Rapids, just to the south of the soon-to-be constructed YMCA and Boys and Girls Club facility. Senior housing was one of the identified opportunities in the recently completed Rapids Mall Feasibility Study and would work to bring additional residential housing downtown. The development will include four stories with underground parking, totalling 40 apartment units. The complex is age restricted, with 80% of the population required to be in the 55+ demographic. The development is also supported by Wisconsin Housing and Economic Development Authority (WHEDA) issued tax credits as a Low Income Housing Tax Credit project, so >80% of the occupants will qualify as low-income. As mentioned, the development will neighbor the new South Wood County YMCA and Boys and Girls Club facility, as well as the Veterans' Affairs Clinic, Centralia Center, Tribune Building, and others, making it an ideal location in many ways for prospective residents.

Development plans for the senior housing development had not yet been approved by the Wisconsin Rapids Common Council until all steps of the HIA were completed, except for the final report write-up. HIA recommendations for the associated Planned Development District (PDD) were provided to the Wisconsin Rapids Planning Commission to be included as conditions in the PDD. These recommendations were approved by both the Planning Commission and the Common Council in December 2018.

The project leads made it a priority to actively engage with the senior housing developer, which made for a transparent and ultimately successful process. City staff believe future HIAs and the incorporation of a health lens into development will serve as a win for the community as well as the developer, ensuring the mutually shared priority of successful development.

The recommendations for the senior housing development are provided in this report, and are based on predicted health impacts determined by an extensive literature review and local primary and secondary data, which includes direct data from an intensive community input workshop. Workshop attendees included prospective residents and their family members, as well as other community members who were interested in the process. Although the subject of this HIA is a senior housing project, we believe that the recommendations represent cross-generational ideas that speak to the health of the community at large.

This report should be consulted by planners, developers, decision-makers, and others engaged in future development and design proposals for the neighborhood to ensure design elements are mitigating negative health effects and bolstering positive health effects for all populations.

SUMMARY OF FINDINGS & RECOMMENDATIONS

The predicted health impacts for the decision points of the development are summarized in the table below. Findings are based on the literature review, primary data, and secondary data.

	Health Impact	Likelihood of Impact	Scale of Impact
HOUSING			
Availability of affordable housing	Positive	Likely	Low
Safety	Positive	Likely	Low
Social cohesion + wellbeing	Mixed	Possible	Low
SITE DESIGN			
Opportunity for active living	Positive	Possible	Medium
Safety	Positive	Likely	Medium
Social cohesion + wellbeing	Positive	Possible	Low
STREET + SIDEWALK DESIGN			
Opportunity for active living	Positive	Possible	High
Safety	Positive	Likely	High
Social cohesion + wellbeing	Mixed	Possible	High

Likelihood of Impact

Unlikely - Little evidence effects will occur
 Possible - Effects may occur
 Likely - Evidence suggests effects will occur
 Uncertain - Unclear if any impacts will occur

Scale of Impact

Low - less than 100 people will be impacted
 Medium - 100-1000 people will be impacted
 High - more than 1000 people will be impacted

ACTIVE LIVING RECOMMENDATIONS

1. Install a lit and clearly delineated sidewalk along southern boundary of the district, connecting the senior housing building to 3rd Ave S.
2. Create well lit crosswalks that connect the area to the north/northeast of the development to the existing Centralia Center sidewalks and entrance area.
3. Add pedestrian crossing signage to parking lot entry/exit at 3rd Ave S.
4. Consider enhanced pedestrian crossing features at intersections surrounding the PDD in future improvement projects to promote pedestrian connectivity to the YMCA complex, VA Clinic, river, and downtown amenities. Key intersections include Hale St. and Goggins St.
5. The development site is surrounded by open parking lot space for organizations and businesses including the VA Clinic, Lowell Center, various banks, and the future YMCA and Boys & Girls Club. To minimize safety concerns, additional traffic control should be implemented in these open areas to give both motor vehicle operators and pedestrians more direction when navigating the space.
6. The Wisconsin River to the east of this development and directly in the center of downtown is seeing added improvements and investment from the City and other organizations. To promote active use and equitable access to these improvements, sidewalk and pedestrian connectivity to this adjacent amenity should be implemented.
7. Educate residents on the modes to be active in (downtown) Wisconsin Rapids, in conjunction with Wisconsin pedestrian laws.

HEALTHY HOUSING RECOMMENDATIONS

1. Establish a “housing team” to increase collaboration across government agencies and between stakeholders from community groups, public health organizations, and private groups to ensure a coordinated approach to healthy housing.
2. Evaluate future housing plans and proposals to ensure new investments will benefit current residents.
3. Review and implement necessary recommendations from the 2016 Wisconsin Rapids Housing Study & Needs Assessment.
4. Explore mixed-income housing strategies to ensure a variety of dwelling types for a range of income levels.
5. Develop public-private initiatives to expand affordable housing options through subsidies and tax benefits enabling individual tenants to rent in the private sector through construction of new health-promoting affordable housing.
6. Update local housing codes and guidelines to reflect current knowledge regarding hazards within the home.
7. Explore local land use and zoning policies to promote fair housing choices in communities.

8. Educate and empower private and public sector housing providers, owners, and tenants on the dangers of unsafe and unhealthy housing and about their rights and responsibilities.
9. Explore private initiatives - such as Habitat for Humanity - to create more affordable, healthy housing.

SOCIAL COHESION + WELLBEING RECOMMENDATIONS

1. Incorporate green space planning and amenities, including trees, open space, and parks, into neighborhood planning and design in the central core of the City.
2. Consider surrounding social amenities and connections in downtown planning efforts to promote contiguity between residential, commercial, and civic spaces.
3. Ensure regular and consistent communication between like-oriented organizations that serve senior populations in the Wisconsin Rapids area to ensure programs and services are not duplicated, but rather are complementary.
4. Include a communal outdoor area / gathering space for residents of the senior housing development.
5. Implement more robust public transportation systems in and around the central core of the City to connect residents to amenities and events.
6. Include pedestrian connectivity features like crosswalks and adequate lighting in the Planned Development District to ensure safety and increase likelihood of socialization opportunities in the surrounding neighborhood (including nearby facilities or destinations).
7. Promote the addition and recruitment of additional businesses and diverse destinations downtown.

RECOMMENDATIONS / NEXT STEPS FOR HIA ADVISORY TEAM

1. Finalize the draft of the Health Impact Assessment Matrix and create a plan to operationalize its use.
2. Determine the next development/project/program in the local landscape to serve as the focus of the next rapid HIA.
3. Work with county planner to incorporate a health chapter in the Wood County Comprehensive Plan.
4. Work towards adopting a Health in All Policies city ordinance to systematically incorporate a health lens into all aspects of city government.
5. Consider including a standalone health chapter, or health language within each existing chapter, of the next city comprehensive plan update.
6. Continue to revisit monitoring and evaluation questions related to the process and impact of the HIA.

INTRODUCTION

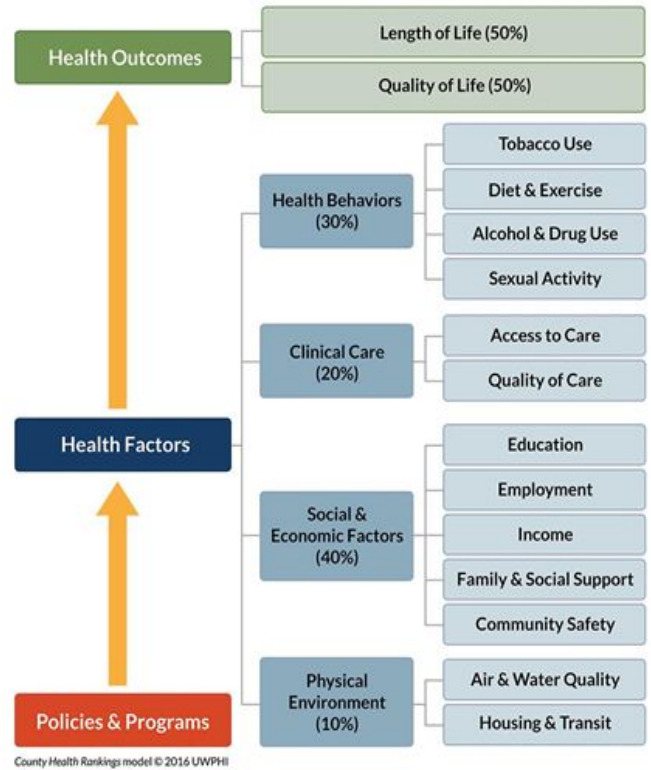
HIA OVERVIEW & COMMUNITY CONTEXT

When we think of what makes us healthy, many of us think of healthcare and individual behaviors. However, many of our health outcomes are actually shaped by the social, economic, and environmental conditions in the places where we live, learn, work, and play - *see image to the right*. In order to effectively improve health, we must routinely consider health when making decisions about policies, projects, and plans that shape our world outside the doctor's office.

In 2017, the City of Wisconsin Rapids embarked on a five-year project through the Legacy Community Alliance for Health (LCAH), aimed at enabling local governments to work on health equity in a data-driven, evidence-based way by imbedding consideration of health and equity within the regular operation of departments and staff. The overarching goal of the project is for local governments to adopt a localized Health in All Policies (HiAP) approach.

Broadly, HiAP is a collaborative and comprehensive proven framework for identifying public policy alternatives that have a positive impact on health outcomes, and avoiding the unintended impacts of public policy that can adversely impact health. Throughout the duration of the grant, the City of Wisconsin Rapids will be exposed to various tools to implement HiAP, equipped with the best available data and policy alternatives relevant to local needs and opportunities, and receive technical assistance to capture health and health equity gains in at least one of four policy areas including active transportation, local food, healthy housing, and water quality.

Local leaders convened an Advisory Team to determine how to best implement HiAP in Wisconsin Rapids, and the Team decided to use the health impact assessment (HIA) process as a starting point in tandem with the creation of a health impact assessment matrix specifically designed for local long-term use. (More information on the matrix can be found in the appendix.) HIA is a systematic tool to evaluate the potential positive and negative health impacts from a proposed policy, project, or plan that is not already focused on health. It helps identify unintended risks, reduce unnecessary costs, and find practical solutions to improve the health of the community. HIAs are conducted to inform decision-makers by using existing academic research, baseline community data, and input from the community to create a report that provides recommendations to manage potential negative impacts, or optimize anticipated positive impacts. Additionally, HIAs can enhance community engagement and transparency in decision-making by bringing together affected community members and decision-makers to ensure that all perspectives and priorities are included in the decision-making process (Health Impact Project, 2016).



In 2012, Incourage led the first ever Community Survey for the South Wood County area. Results from the follow up 2017 Incourage Community Survey show 73% of respondents said transparency and trust in public decision making is very important for the future of the community, and elected officials are among the lowest performing for those addressing challenges in the community. Additionally, 73% of respondents said it is very important to the future of the community for local organizations in public, private, and nonprofit sectors to work together to address challenges in the community. The ultimate goal of the HIA Advisory Team's involvement in the LCAH project is to determine a systematic tool and process that will allow health to be more routinely incorporated into community development decisions and increase transparency in the decision-making process - this will likely manifest as the health assessment matrix being used in conjunction with the HIA process.

SENIOR HOUSING DEVELOPMENT OVERVIEW

The senior housing development will be located in downtown Wisconsin Rapids, just to the south of the soon-to-be constructed YMCA and Boys & Girls Club facility. Senior housing was one of the identified opportunities in the recently completed Rapids Mall Feasibility Study and would work to bring additional residential housing downtown. The development will include four stories with underground parking, totalling 40 apartment units. The complex is age restricted, with 80% of the population required to be in the 55+ demographic. The development is also supported by WHEDA issued tax credits as a Low Income Housing Tax Credit project, so >80% of the occupants will qualify as low-income. As mentioned, the development will neighbor the new YMCA and Boys and Girls Club facility, as well as the Veterans' Affairs Clinic, Centralia Center, Tribune Building, and others, making it an ideal location in many ways for prospective residents.

The Wisconsin Rapids HIA Advisory Team selected the senior housing development project as a viable choice for an HIA because vulnerable populations would be affected, health was not explicitly incorporated into the planning process, and the timeline of planning for the development aligned so that decisions could still be altered based on recommendations provided.

Policy decisions that affect housing quality, affordability, and location as well as neighborhood characteristics can influence whether these places support or diminish community health and wellbeing and can play important roles in reducing and preventing disease (Health Impact Project, 2016). Based on the results from the 2017 Wood County Community Health Assessment, the 2017 Incourage Community Survey, and the interests and concerns of the HIA Advisory Team, **the scope of this HIA examines availability of quality, affordable housing, site design, and street and sidewalk design, as they relate to active living, safety, and social cohesion + wellbeing.**

GOALS OF SENIOR HOUSING DEVELOPMENT HIA

- Increase transparency and trust in public decision-making.
- Evaluate the potential positive and negative health impacts of the senior housing development as they relate to active living, safety, and social cohesion + wellbeing.
- Serve as an initial project for the City to understand how best to incorporate HIAs and HiAP work into planning processes and development approvals.

ASSESSMENT FINDINGS PART 1:

BACKGROUND DATA

The assessment phase of a health impact assessment provides a profile of existing baseline health conditions and assesses potential impacts of the decision. Part 1 of the assessment phase provides an overview of demographics in Wisconsin Rapids and existing baseline data as it relates to the main focus areas of the HIA - active living, healthy housing, and social cohesion.

Wisconsin Rapids Demographics Overview from United States Census Data, July 2018

Census data was collected for the City of Wisconsin Rapids and compared to Wood County overall to provide an overview of demographics. The data is from the most recent population estimates in July 2018. The City of Wisconsin Rapids is home to 17,806 residents and is the county seat for Wood County. About 88% of the city's residents are non-Hispanic White with the next largest racial and ethnic groups being Hispanic (5.0%), Asian (3.5%), two or more races (2.5%), and Black or African American (1.2%), making Wisconsin Rapids more diverse than the county overall. More than 20% of the population is 65 years and older in both the city (20.7%) and the county (20.1%). Median household income in Wisconsin Rapids is \$38,322 compared to \$51,603 in Wood County overall. Additionally, the percent of people in poverty Wisconsin Rapids is 17%, which is higher than both the county's 10.7% and the state's 11.3%.

Wood County Community Health Assessment & Community Health Improvement Plan

The most recent community health assessment (CHA) and community health improvement plan (CHIP) for Wood County was completed in 2017. The Steering Committee used a mixed-methods approach to identify community health priorities and assure input from key stakeholders. In addition to gathering quantitative community health data, the Steering Committee conducted a CHA survey with nearly 1,600 respondents, a community stakeholder meeting with 48 attendees, five focus groups with underserved populations, and six key informant interviews with health care providers. Through this process, the following were among the top five most important community health concerns: income and employment, healthy activity and food environments, mental health and well-being, healthy growth and development, and alcohol and other substance use. Additionally, the approach to all priorities emphasizes the underlying social determinants of health inequity in an effort to build power and advance health equity in Wood County. These "determinants" refer to the social, economic, and political forces that shape inequalities in health.

City of Wisconsin Rapids Housing Study and Needs Assessment

The City of Wisconsin Rapids Housing Study and Needs Assessment was published in July 2016. This report provides an analysis of the current and prospective housing stock within the City of Wisconsin Rapids and makes recommendations based on the anticipated future housing demands of the community.

County Health Rankings

The County Health Rankings provide a snapshot of a county's health. Nearly every county in the nation is ranked to help communities understand what influences how healthy residents are and how long they will live. The rankings are based on a model of population health that emphasizes the many factors that deeply impact a person's ability to be healthy. The rankings are compiled using county-level measures from a variety of national and state data sources.

Governors Highway Safety Association, Pedestrian Traffic Fatalities Report

Earlier studies by the Governors Highway Safety Association (GHSA), based on preliminary data reported by State Highway Safety Offices (SHSOs), were the first to predict recent increases in pedestrian fatalities. The present study, based on preliminary data from all states and the District of Columbia (DC), estimates the number of pedestrians killed in motor vehicle crashes nationwide in 2017 was 5,984, essentially unchanged from 2016. This means that nearly 6,000 pedestrians died in motor vehicle crashes in 2016 and 2017. It has been more than 25 years since the U.S. experienced this level of pedestrian fatalities.

Encourage Community Survey

In 2012, Encourage Community Foundation led the first ever Community Survey for the South Wood County area. Five years later, they conducted another survey to understand residents' current hopes and concerns and identify priorities for the community. Among all respondents, the top two priorities for the future of the community were economic and housing priorities. The majority of respondents said that local organizations in all sectors need to collaborate to address community priorities and concerns identified. Additionally, residents indicated a desire for increased transparency and trust in public decision making and a more engaged community.

Encourage Vital Signs

In 2014, Encourage released the Vital Signs Report to capture community-level data in the South Wood County area (SWCA). While Wisconsin Rapids has a population of 17,806, the SWCA has a population of 45,579, making the potential reach of this development even greater. The SWCA has seen a tremendous amount of change in recent decades due to economic disinvestments and the rebounding efforts it has generated. Vital Signs was created to show what is working well, what needs more work, and what lies ahead for the region in regards to social, economic, and physical health.

Survey of the Health of Wisconsin (SHOW)

SHOW is a comprehensive ongoing annual health survey gathering data on health and a wide range of health determinants. Surveys are complemented by physical measurements and biosample collection. Data are collected from participants living in diverse urban and rural communities, towns, and cities across the state.

Walk Score

Walk Score is available for any address in the United States, Canada, and Australia. They ranked the largest 3000 cities and over 10,000 neighborhoods because they believe that walkable neighborhoods with access to public transit, better commutes, and proximity to the people and places you love are the key to a happier, healthier, and more sustainable lifestyle.

The scale for scores ranges from 0-100 with 0 being the least walkable and 100 being the most walkable. The area for the senior housing development has a walk score of 62.

Wisconsin Health Atlas

The purpose of the Wisconsin Health Atlas is to help make Wisconsin the healthiest state by connecting local change makers with data that informs and supports their health promotion efforts. It is an accessible web portal that connects community groups working to improve health to the local area data and information they need to inform and evaluate their work. It aims to provide a comprehensive picture of the multiple factors that impact health including individual behaviors, policies, systems, and environments.

Wisconsin Pedestrian and Bicycle Crash Analysis

This study explores the characteristics of pedestrian and bicycle crashes reported between 2011 and 2013 in Wisconsin, focusing especially on serious crashes (crashes resulting in fatal and severe injuries). The crash numbers cited throughout the report are based on all police-reported crashes in the WisTransPortal Database except deer-related crashes. The results help Wisconsin DOT identify education, enforcement, and engineering treatments to help achieve its goals to improve pedestrian and bicycle safety.

WisDOT Fatalities by County

The Wisconsin Department of Transportation tracks fatalities by county as a result of motor vehicle crashes. Their data represents final year-end total figures for the years 2014-2017. The 2018 and 2019 data are preliminary figures reported to the Crash Records Unit.

BASELINE CONDITIONS DATA

HEALTHY HOUSING

- [\(WR Housing Study\)](#) More than 42% of respondents indicated they spent more than 30% of household income on rent and other housing-related expenses, which is the standard for determining whether housing is classified as “affordable”
- [\(WR Housing Study\)](#) 32% of respondents stated they know someone who is struggling with housing costs and may be in danger of becoming homeless
- [\(Encourage CS\)](#) 49% of residents said increased access to affordable housing is a very important priority for the future of the community and an additional 38% of residents said it was somewhat important
- [\(Encourage CS\)](#) 45% of residents said increased access to affordable housing is a very important priority for the future of the community and an additional 42% of residents said it was somewhat important
- [\(WR Housing Study\)](#) Need for a proactive approach to counter often inaccurate perceptions and stereotypes regarding affordable housing for seniors and low-income residents
- [\(WR Housing Study\)](#) Need for more quality and affordable housing options for both owners and renters
- [\(US Census Bureau\)](#) Median gross rent cost 2013-2017 was \$699 per month in Wisconsin Rapids

ACTIVE LIVING

- (SHOW 2016) 77.6% of adults in Wisconsin Rapids fail to meet national physical activity recommendations
- (Wisconsin Health Atlas) 47.6% obesity prevalence among all 18+ year olds in the 54495 zip code of Wisconsin Rapids (where the senior housing project is located)
- (CHA/CHIP) Physical activity increases with income in Wood County. More than 90% of the two highest income groups exercised in the 30 days before the survey. Among the lowest income quartile only 63% had exercised that month.
- (Encourage CS) 68% of residents said preserving natural resources is a priority for the future of the community and an additional 27% of residents said it was somewhat important
- (WalkScore) Walk Score for area: 62
- (WisDOT Fatalities by County) Wood County has an average of 7 fatalities per year due to motor vehicle crashes from 2014-2018
- (Governors Highway Safety Association) Wisconsin had 63 pedestrian fatalities in 2017; almost half of the pedestrians were between ages 55-84
- (WI Pedestrian and Bicycle Crash Analysis) Fatal Pedestrian Crashes Data in Wisconsin years 2011-2013
 - 31% involved pedestrians aged 65 or older
 - 55% occurred on roadways between intersections
 - 65% of fatalities at intersections involved driver error
 - 12% involved pedestrian error
 - 28% involved a driver not yielding to a pedestrian in a crosswalk
 - 31% involved alcohol
 - 52% occurred between 3pm-12am; the peak 3-hour period was 3-6pm (24%)
 - 20% were at night on roadways with no lights
- (WI Pedestrian and Bicycle Crash Analysis) Fatal Bicycle Crashes Data in Wisconsin years 2011-2013
 - 70% were on roadways with speed limits of 35 mph or higher
 - 67% were at locations with no traffic control for the driver
 - 64% were on roadways between intersections or mid-block
 - 27% involved alcohol

SOCIAL COHESION + WELLBEING

- (CHA/CHIP) Mental health and wellbeing was the highest ranked health priority according to the community health assessment survey and community stakeholder meeting
- (County Health Rankings) Social associations for Wood County: 15 per 10,000
- (Encourage CS) 85% of residents cited “many residents active in civic life” as very important to achieve in the future
- (Encourage Vital Signs) Voter turnout is a common measure of resident engagement through civic participation. In the most recent mayoral election, Wisconsin Rapids saw 3,376 voters head to the polls (35% turnout), which is well above the national turnout norm of 25%.
- (County Health Rankings) 12% of adults reported fair or poor health in Wood County
- (CHA/CHIP) Depression is common among adults in Wood County - only 16% of cases are ever diagnosed

- (CHA/CHIP) Approximately 1 in 10 adults suffer from frequent mental distress in Wood County
- (CHA/CHIP) Many adults in Wood County have had ACEs (adverse childhood experiences) - 46% had at least one ACE and 11% had 4 or more
- (County Health Rankings) The average number of mentally unhealthy days reported in past 30 days was 3.3 in Wood County
- (County Health Rankings) There are fewer mental health providers in Wood County compared to WI overall. The ratio of population to mental health providers in 2017 was 710:1.
- (County Health Rankings) The premature death rate in Wood County is 5,700 per 100,000

DATA SOURCES (in the order mentioned above)

- U.S. Census Bureau, Wisconsin Rapids - <https://www.census.gov/quickfacts/fact/table/wi.woodcountywisconsin.wisconsinrapidscitywisconsin/PST045218>
- Wood County Community Health Assessment (CHA) & Community Health Improvement Plan (CHIP) 2017 - https://static1.squarespace.com/static/585a36e0cd0f681882faf326/t/59881530e4fcb5f1f1896a65/1502090559530/CHA_report_v23_FINAL_wSig+%282%29.pdf
- City of Wisconsin Rapids Housing Study & Needs Assessment, 2016 - <http://growrapids.com/documents/Wisconsin%20Rapids%20Housing%20Study%202016.pdf>
- County Health Rankings, Wood County - <http://www.countyhealthrankings.org/app/wisconsin/2018/rankings/wood/county/outcomes/overall/snapshot>
- Governors Highway Safety Association, Pedestrian Traffic Fatalities by State Report - <https://www.ghsa.org/sites/default/files/2018-02/pedestrians18.pdf>
- In courage Community Survey Results, 2017 - <https://incouragecf.org/wp-content/uploads/2018/04/Incourage-2017-Community-Survey-Full-Results-2018-04-13.pdf>
- In courage Vital Signs, 2014 - <https://incouragecf.org/learn/vital-signs/>
- Survey of the Health of Wisconsin (SHOW) - <https://www.med.wisc.edu/show/>
- Walk Score - <https://www.walkscore.com/cities-and-neighborhoods/>
- Wisconsin Health Atlas - <https://www.wihealthatlas.org/>
- Wisconsin Pedestrian and Bicycle Crash Analysis - <https://wisconsin.gov/Documents/safety/education/crash-data/bikeped-crash-2011-2013.pdf>
- WisDOT Fatalities by County - <https://wisconsin.gov/Pages/about-wisdot/newsroom/statistics/countyfatality.aspx>

ASSESSMENT FINDINGS PART 2: LITERATURE REVIEW, COMMUNITY DATA, AND RECOMMENDATIONS

Part 2 of the assessment phase provides an overview of the existing research related to the research questions and offers recommendations. Extensive literature reviews were conducted for each research question to learn how various decisions related to the development could impact health. The literature reviews allow us to apply findings from other places and make predictions about how similar decisions might impact health in our local community. We then take this information combined with local community data to develop recommendations related to the development project to manage potential negative impacts and optimize anticipated positive impacts.

This section contains three subsections:

1. Active Living Literature Review, Community Data, and Recommendations
2. Healthy Housing Literature Review, Community Data, and Recommendations
3. Social Cohesion & Wellbeing Literature Review, Community Data, and Recommendations

Each subsection includes an introduction to provide an overview of the health area of focus, a pathway diagram to show how the environment change related to the development can impact health outcomes, a literature review with community data for each research question, and overall recommendations.

ACTIVE LIVING

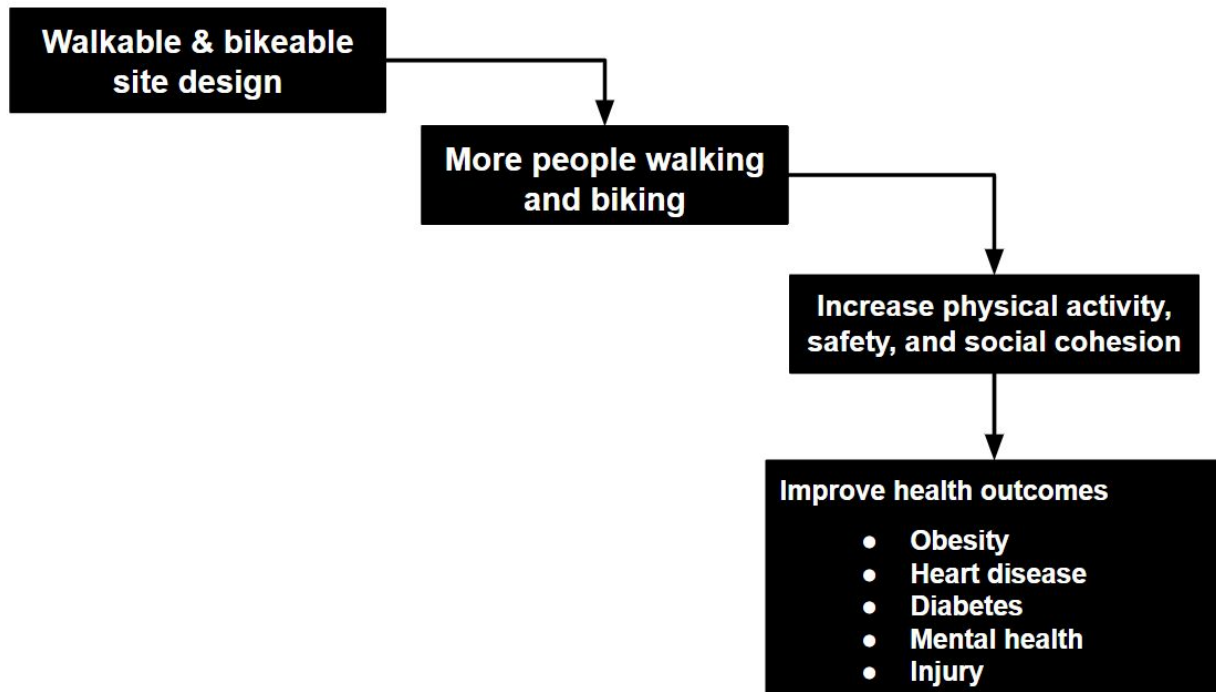
LITERATURE REVIEW, COMMUNITY DATA, & RECOMMENDATIONS

INTRODUCTION

Active living is a community-identified priority in the Wood County Community Health Improvement Plan and a focus area of the LCAH grant, making it an important health impact of interest for this HIA. Locally, Wisconsin Rapids boasts higher rates of walking than Wisconsin overall. Augmenting this fact, local planners and HIA team members anticipate noticeable increases in walking in the neighborhood of the senior housing development due to not only this new housing complex, but additional development and improvements taking place nearby that are likely to catalyze increased pedestrian activity in general. This neighborhood is an extension of the western portion of downtown and the amenities it has to offer. **All of these factors combined make thoughtful street and sidewalk design, that supports safe pedestrian activity like walking and biking, not only important, but essential.** Necessary considerations when discussing active living related to this project include mobility and safety for all users, supporting active modes of transportation as a route to positive health impacts, quality of life outcomes through instilling livable and walkable communities, and equitable access to any features and/or modalities.

PATHWAY DIAGRAM

The pathway diagram shows how the environment change - a walkable and bikeable site design - can improve health outcomes.



RESEARCH QUESTIONS

1. How does street and sidewalk design impact pedestrian safety?
 2. What factors related to street and sidewalk design increase physical activity?
-

RESEARCH QUESTION 1

HOW DOES STREET AND SIDEWALK DESIGN IMPACT PEDESTRIAN SAFETY?

LITERATURE REVIEW

According to a report prepared for the Governors Highway Safety Association (GHSA), **the number of pedestrian fatalities in Wisconsin increased 27 percent from 2007 to 2016** (Retting, 2018). Between 2015 and 2016, there was a 9 percent increase in pedestrian fatalities resulting in 5,987 pedestrians killed in traffic crashes in the United States in 2016. These pedestrian deaths accounted for 16 percent of total motor vehicle crash deaths in 2016, and this number has steadily increased every year since 2007. These numbers are alarming because pedestrian fatality numbers have not been this high in over 25 years (Retting, 2018). In 2017, **Wisconsin saw a record 63 pedestrian fatalities** (Mills, 2018).

In 2017, **almost half of Wisconsin's 63 pedestrian fatalities were people between the ages of 55 and 84**, according to the Department of Transportation (Mills, 2018). Since the development under analysis will primarily house seniors (at least 80% residents 55 years or older), the site should especially be accommodating for senior mobility and safety. According to AARP, **about 20 percent of seniors today do not drive**, and half of all non-drivers age 65 or older stay at home on any given day because they lack transportation (New Jersey Department of Transportation, 2014). This is problematic because it often limits their ability to meet everyday travel needs such as grocery shopping, going to the doctor, participating in social activities including visiting friends and family, and much more. Additionally, a large percentage of non-drivers live in areas that have very limited public transit, which often leaves them with the options of walking or using other non-motorized modes of transportation.

Many factors are influencing the rising trend in pedestrian fatalities in Wisconsin. The following data comes from the most recent Wisconsin Pedestrian and Bicycle Crash Analysis, which includes years 2011-2013 (Schneider & Stefanich, 2015).

Fatal Pedestrian Crashes Data

- 55% occurred on roadways between intersections
- 46% were on roadways with speed limits of 35 mph or higher
- 65% of fatalities at intersections involved driver error; 12% involved pedestrian error
- **28% involved a driver not yielding to a pedestrian in a crosswalk**
- 31% involved alcohol
- 52% occurred between 3pm and midnight; the peak 3-hour period was 3-6pm (24%)

- 20% were at night on roadways with no lights
- **31% involved pedestrians aged 65 or older**

Fatal Bicycle Crashes Data

- 70% were on roadways with speed limits of 35 mph or higher
- 67% were at locations with no traffic control for the driver
- 64% were on roadways between intersections or mid-block
- 27% involved alcohol

The design of the built environment, traffic safety laws, and pedestrian and bike education all contribute to increased safety (Cannery HIA Project Team, 2017). A 2014 report from the New Jersey Department of Transportation provides many strategies and techniques proven to improve pedestrian and bicycle safety including:

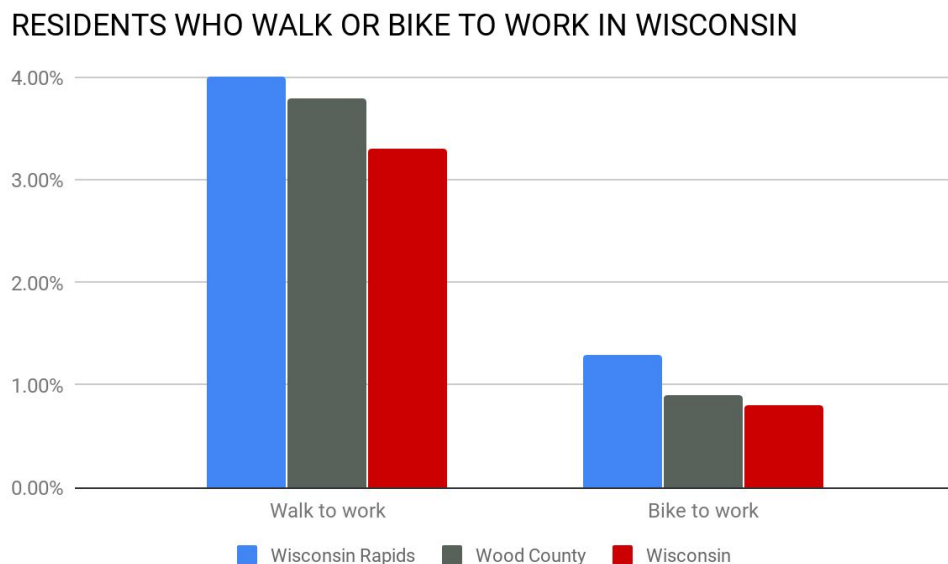
- Reduced roadway design speeds
- Improved roadway lighting
- Reduced roadway crossing distances
- Accessible designs to fully accommodate persons with disabilities
- Pedestrian and bicycle facilities such as sidewalks, paved shoulders, and bicycle lanes
- **High-visibility crosswalks**
- Mid-block crossings such as crossing islands, raised pedestrian crossings, pedestrian hybrid beacons, and rectangular rapid flashing beacons
- Intersection crossing treatments such as pedestrian signal timing options, reduced curb radii, curb extensions, and right turn on red restrictions

Additionally, **specific strategies to aid in senior mobility and safety include:**

- Longer signal timing options to account for walking speed among older populations
- Accessible designs to fully accommodate wheelchairs, walkers, and other aids

COMMUNITY DATA

Figure 01: According to the US Census Bureau, **5.3% of workers 16 years and older walked or biked to work in Wisconsin Rapids** - higher than Wood County and Wisconsin overall.



Qualitative Data from Community Input Workshop

- **Lighting was one of the most important concerns** among attendees; they described lighting as playing a major role in their sense of safety while walking through the parking lot to reach nearby destinations.
- Additionally, attendees were concerned about slower walking speeds among the age group 55+ and said **traffic calming measures would help them feel safer**. The top traffic calming measures identified by attendees included **clearly delineated crosswalks and speed bumps**.

RESEARCH QUESTION 2

WHAT FACTORS RELATED TO STREET AND SIDEWALK DESIGN INCREASE PHYSICAL ACTIVITY?

LITERATURE REVIEW

According to the Behavioral Risk Factor Surveillance System (BRFSS, 2014), 27.5% of adults age 50 and older reported no physical activity outside of work during the past month, and this percentage only increases as age increases (35.3% of those age 75 and older). Because this data is self-reported, social desirability biases and recall issues can lead to underestimations of physical inactivity.

A recent Centers for Disease Control and Prevention (CDC) report discusses how **physical activity can help delay, prevent, or manage the chronic diseases that typically affect adults over age 50** (Watson et al, 2016). Furthermore, health benefits gained from physical activity in adults over age 50 are not exclusive to those suffering from various chronic diseases.

The report goes on to mention how even when older adults want to be active, barriers such as limited places to be safely active in their community might be inhibitive. To mitigate these issues, “community design can support physical activity, for example, by locating residences within short walking distance of destinations (e.g., stores) and building well-connected safe paths between destinations” (Watson et al, 2016). To specify, the authors recommend **measures that improve safety and aesthetics, as well as addressing physical barriers experienced by those with disabilities or mobility concerns, as ways that street design can bolster pedestrian physical activity**.

Supporting this CDC recommendation, the ‘Step it Up!’ Surgeon General’s Call to Action to Promote Walking and Walkable Communities includes general recommendations for city and neighborhood designs to include **well maintained sidewalks, pedestrian-friendly streets, and adequate lighting** (US Department of Health and Human Services, 2015). Landscaping, reduced traffic speed, street medians and pedestrian crossing islands were some specific features mentioned.

Goal 2 within the Call to Action includes “designing communities that make it safe and easy to walk for people of all ages and abilities”. Strategy 2A of this Goal is to “Design and maintain streets and sidewalks so that walking is safe and easy,” and includes the following design factors to consider:

- Sidewalks
- Adequate pedestrian space allotment for walking, wheelchairs, and bikes
- Using trees, curbs, or physical space to separate pedestrians from bicyclists and vehicles
- Decreasing vehicle speeds; speed humps, reduced speed limit, signal modifications
- Increasing number of safe pedestrian crossings, medians, and pedestrian crossing islands
- Regular maintenance of sidewalk quality and safety
- Increasing the appeal of sidewalks through lighting and landscaping

This was not the only report to mention landscaping and vegetation factors. Another study found that **increased vegetation, particularly trees, in neighborhood designs increases physical activity and well-being among residents** (Zuniga-Teran et al., 2017).

In the article *Community Design for Physical Activity*, the authors found that older adults living in mixed-use communities with **walkable destinations experience higher levels of physical activity** than older adults living in residential-only neighborhoods (Sallis, Millstein, & Carlson, 2011). The American Planning Association (APA) *Planning Active Communities* publication includes recommendations to include wide, thoughtful sidewalks in all new developments, along with ped-centric architecture (APA, 2006).

COMMUNITY DATA

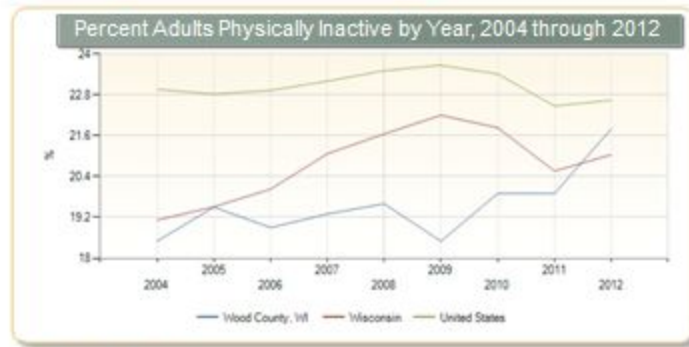
Qualitative data from workshop

Participants in the HIA Community Input Workshop anecdotally shared their opinions and ideas for how to facilitate pedestrian connectivity and by extension physical activity related to this site. Attendees often cited safety and easy access as main factors influencing their ability to engage physically with the built environment. Some practical examples of their suggestions for this site include **well lit sidewalks and streets, connectivity between sidewalks/paths, and seasonality concerns like traction related to ice and snow.**

Physical Activity Statistics

Figure 02: Survey of the Health of Wisconsin (SHOW) data from Wood County in 2014 demonstrates that Wisconsin Rapids lags behind the rest of the county in regards to meeting physical activity recommendations. CDC data would show the same with respect to Wood County compared to Wisconsin and US numbers.

Physical Inactivity



Source: Community Commons
Data: CDC National Center for Chronic Disease Prevention and Health Promotion, 2012.

SHOW data

Adults not meeting national physical activity recommendations:

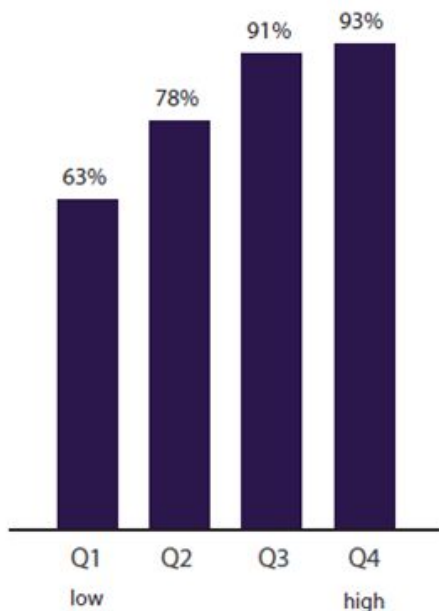
(Self report)

Wood County – 25.9%
Wisconsin Rapids – 34%
Marshfield – 32.5%

(Accelerometry)

Wood County – 70.9%
Wisconsin Rapids – 77.6%
Marshfield – 57.6%

Physical Activity by Income Quartiles (Q1 to Q4) in Wood County, 2001 to 2014¹⁰⁵



Physical Activity and Income

Figure 03: Physical activity increases with income in Wood County. More than 90 percent of the two highest income groups exercised in the 30 days before the survey, while only 63 percent had exercised that month among the lowest quartile. At least 80 percent of the senior housing development is designated as low-income, so it is important to have street and sidewalk designs that support physical activity near the development.

ACTIVE LIVING RECOMMENDATIONS

1. Install a lit and clearly delineated sidewalk along southern boundary of the district, connecting the senior housing building to 3rd Ave S.
2. Create well lit crosswalks that connect the area to the north/northeast of the development to the existing Centralia Center sidewalks and entrance area.
3. Add pedestrian crossing signage to parking lot entry/exit at 3rd Ave S.
4. Consider enhanced pedestrian crossing features at intersections surrounding the PDD in future improvement projects to promote pedestrian connectivity to the YMCA complex, VA Clinic, river, and downtown amenities. Key intersections include Hale St. and Goggins St.
5. The development site is surrounded by open parking lot space for organizations and businesses including the VA Clinic, Lowell Center, various banks, and the future YMCA and Boys & Girls Club. To minimize safety concerns, additional traffic control should be implemented in these open areas to give both motor vehicle operators and pedestrians more direction when navigating the space.
6. The Wisconsin River to the east of this development and directly in the center of downtown is seeing added improvements and investment from the City and other organizations. To promote active use and equitable access to these improvements, sidewalk and pedestrian connectivity to this adjacent amenity should be implemented.
7. Educate residents on the modes to be active in (downtown) Wisconsin Rapids, in conjunction with Wisconsin pedestrian laws.

HEALTHY HOUSING

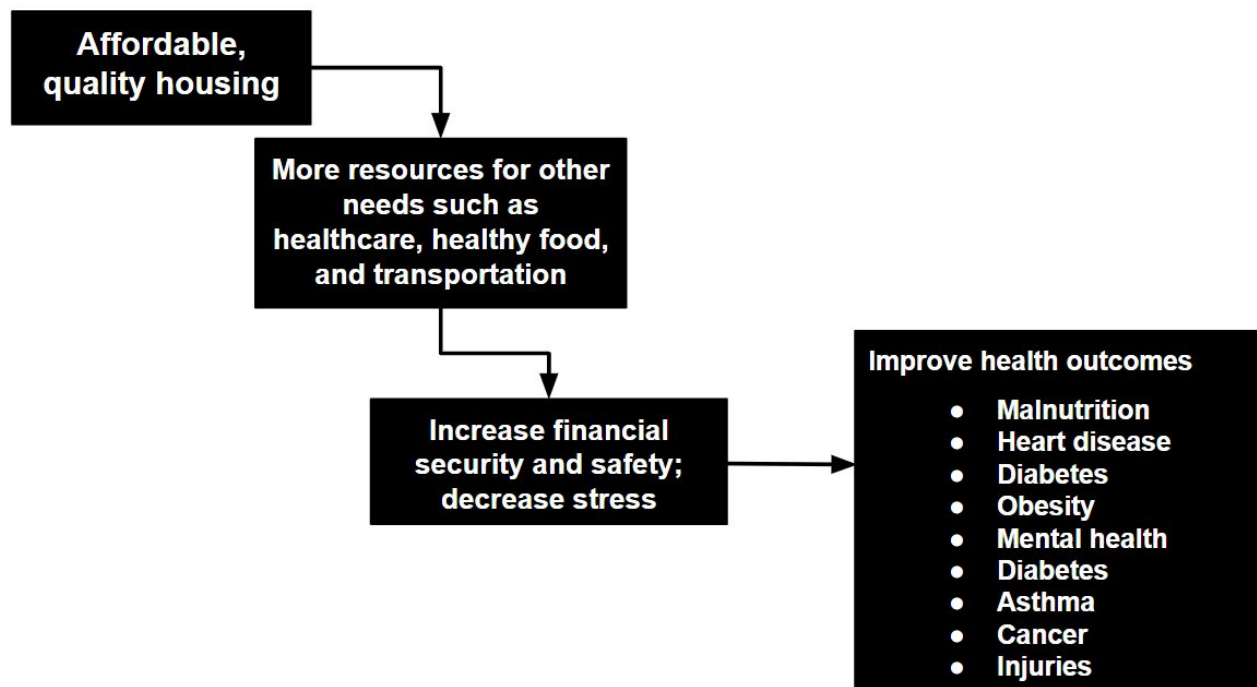
LITERATURE REVIEW, COMMUNITY DATA, & RECOMMENDATIONS

INTRODUCTION

The link between housing and health has been well-documented in the literature making it clear that **housing is an important determinant of health**. Research clearly demonstrates decisions that affect housing quality, affordability, and location, as well as neighborhood characteristics, can shape those places to be supportive of health and help reduce, or even prevent, disease (Fukuzawa, Morley, & Schwarz, 2016). In the 2016 Wisconsin Rapids Housing Study & Needs Assessment, residents identified the need for more quality and affordable housing options for both owners and renters, and in the 2017 Inourage Community Survey, **more than 50% of residents said that increased access to quality and affordable housing is a priority for the future of the community**. Healthy housing is a community-identified priority and a focus area of the LCAH grant, making it an important health impact of interest for this HIA.

PATHWAY DIAGRAM

The pathway diagram shows how the environment change - investment in affordable, quality housing - can improve health outcomes.



RESEARCH QUESTIONS

1. Why is affordable housing important for health?
 2. How does housing quality impact health?
 3. How does mixed-income housing impact health?
-

RESEARCH QUESTION 1

WHY IS AFFORDABLE HOUSING IMPORTANT FOR HEALTH?

LITERATURE REVIEW

Housing is undoubtedly essential to health as it fulfills a basic human need for shelter; however, the cost of housing has the ability to enhance or exacerbate a variety of health outcomes. The federal government considers housing to be affordable if a family spends no more than 30 percent of its income on housing costs, including utilities (US HUD, n.d.). A lack of affordable housing can limit the capacity to meet other basic needs and force people to make difficult choices between paying for rent, utilities, food, transportation, prescription medications, or healthcare services (Health Impact Project, 2016). **Unaffordable housing often causes financial strain, which has been linked to negative health outcomes including anxiety, depression, toxic stress, malnutrition, diabetes, and many other chronic conditions** (Pollack, Griffin, & Lynch, 2010; Health Impact Project 2016). Affordable housing allows families to spend more resources on other basic necessities such as healthy food, healthcare services, education, clothing, and transportation, which can reduce these negative health outcomes (Health Impact Project, 2016).

Unaffordable housing is often an equity issue as it disproportionately impacts low-income families and seniors. The availability of affordable housing shapes people's choices about where they live, often leaving low-income families living in substandard housing in neighborhoods with higher rates of poverty and crime and fewer health promoting resources such as parks, walking/biking paths, social activities, etc. (Pollack, Sadegh-Nobari, Dekker, Egerter, & Braveman, 2008). **Many older adults must make ends meet on fixed incomes and do not drive, so they especially benefit from the availability of affordable and accessible housing options near transportation and other services.** "If affordable housing is not available, quality of life and health could seriously suffer due to lack of access to services and lack of money for other essential needs" (Faber, Shinkle, Lynott, Fox-Grage, & Harrell, 2011). Housing stability among older adults is linked with less emergency room use, lower rates of geriatric health problems such as falls and memory loss, and lower rates of nursing home entries (Cannery HIA Project Team, 2017).

Additionally, economic factors are important determinants of health, and **affordable housing is important to the economic vitality of communities.** Affordable housing can help attract and retain employees to a community and support the local workforce by allowing people to live close to their jobs. When people live close to their jobs, they have a shorter commute, which

can lead to community benefits such as reduced traffic congestion, air pollution, and road infrastructure expenditures (Housing Virginia Toolkit, 2019).

Tax benefits for homeowners and rental subsidies are among the most prominent policy programs affecting housing affordability. Programs and policies that reduce housing costs and promote affordable housing may help lessen the potential trade-offs that individuals and families make between housing and health (Pollack, Griffin, & Lynch, 2010).

COMMUNITY DATA

Figure 04: According to the 2016 Wisconsin Rapids Housing Study and Needs Assessment, **more than 27% of respondents indicated they spent more than 30% of household income on rent and other housing-related expenses**, which is the standard for determining whether housing is classified as “affordable.”

Percentage of household income spent on housing costs in Wisconsin Rapids

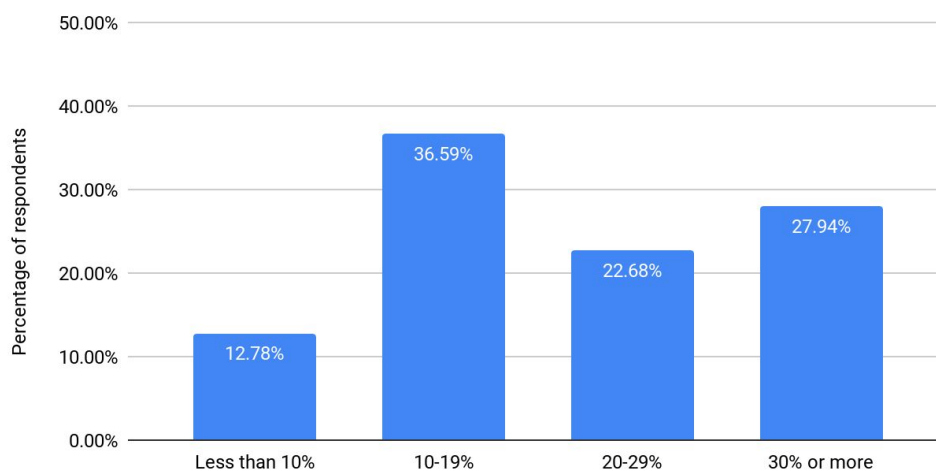
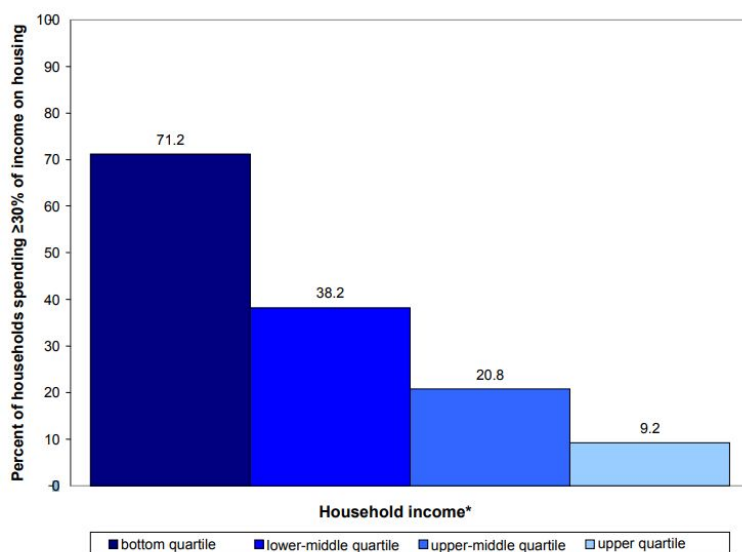


Figure 05: The percentage of families who spend at least 30 percent of their income on housing decreases dramatically with higher income levels. 71.2% of households in the bottom income quartile spend at least 30% of their household income on housing compared to only 9.2% of those in the upper income quartile. **Families in the lower income quartiles are more likely to experience negative health impacts due to unaffordable housing** (Pollack, Sadegh-Nobari, Dekker, Egerter, & Braveman, 2008).



*Income quartiles are equal fourths of all households sorted by pre-tax income. Based on 2006 American Community Survey tabulations from The State of the Nation's Housing, 2008.

Life Expectancy Increases with Income in Wood County

Wood County Life Expectancy for Females and Males by Income Quartiles, 2001 to 2014¹⁰¹

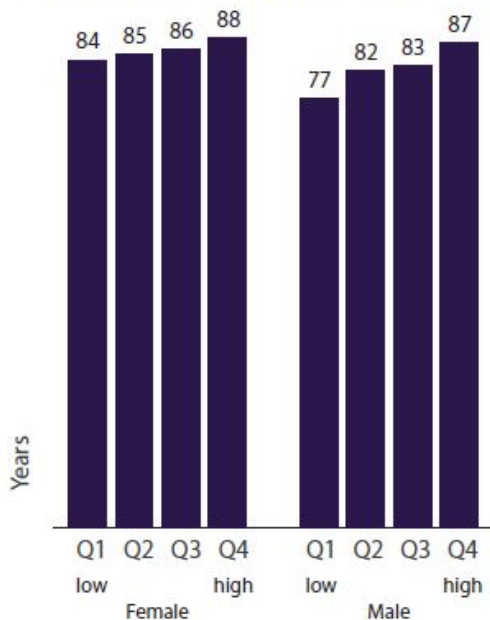


Figure 06: From 2001 to 2014, life expectancy increased as income increased in Wood County for both females and males. The life expectancy gap between higher income individuals and lower income individuals has been increasing nationally. **Individuals in the lower income quartiles are more likely to live a shorter life than individuals in the higher income quartiles.**

RESEARCH QUESTION 2 HOW DOES HOUSING QUALITY IMPACT HEALTH?

LITERATURE REVIEW

Physical and mental health are directly impacted by housing quality. Housing that is safe, dry, clean, maintained, adequately ventilated, and free from pests and contaminants, such as lead, radon, and carbon monoxide, can reduce negative health outcomes such as injuries, asthma, cancer, neurotoxicity, cardiovascular disease, respiratory problems, anxiety, depression, and poor childhood development (Health Impact Project, 2016; Keall, Baker, Howden-Chapman, Cunningham, & Ormandy, 2010). Additionally, **those with fewer financial resources are most likely to experience unhealthy and unsafe housing conditions**, which contributes to the growing number of health inequities experienced by specific population groups (Pollack, Sadegh-Nobari, Dekker, Egerter, & Braveman, 2008). These housing-related health issues have implications for local, state, and federal budgets as they result in billions of dollars spent on unnecessary healthcare costs.

“Features of substandard housing that have been identified as major concerns include: structural defects, inadequate insulation leading to dampness and mold, lack of heating and ventilation, lead, asbestos exposure, volatile organic compounds, lack of safe drinking water,

ineffective waste disposal, inadequate facilities for food storage and preparation, household pests, and radon.” (Keall, Baker, Howden-Chapman, Cunningham, & Ormandy, 2010).

Indoor allergens and damp housing conditions play an important role in the development and exacerbation of respiratory conditions. For example, an estimated 40% of diagnosed asthma among children in the United States is believed to be attributable to residential exposures such as dampness and mold (Pollack, Sadegh-Nobari, Dekker, Egerter, & Braveman, 2008). Additionally, **injuries occurring at home result in an estimated 4 million emergency department visits and 70,000 hospital admissions each year.** “Contributing factors include structural features of the home such as steep staircases and balconies, lack of safety devices such as window guards and smoke detectors, and substandard heating systems” (Pollack, Sadegh-Nobari, Dekker, Egerter, & Braveman, 2008).

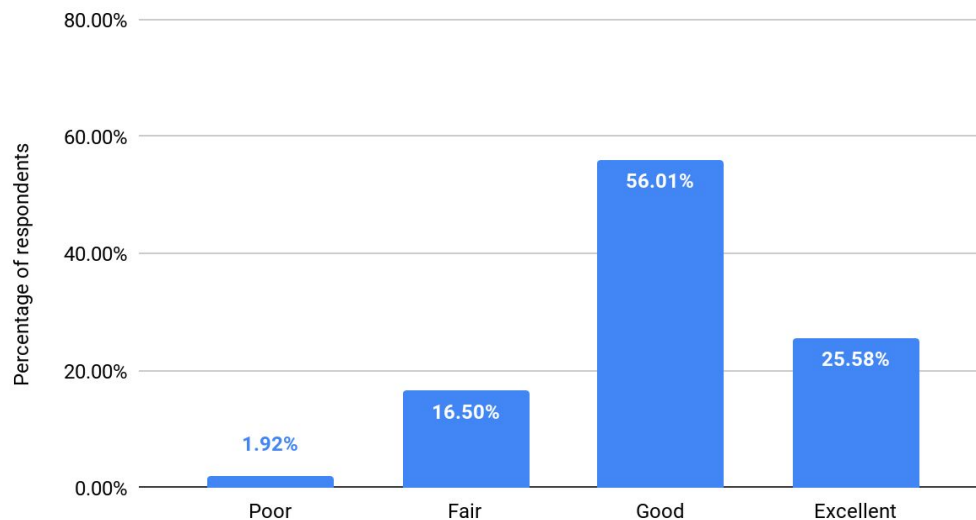
Mental health is also impacted by housing quality. Poorer mental health outcomes such as anxiety, depression, psychological distress, and behavioral problems in children have been linked to overcrowding, substandard housing, and damp, moldy, and cold indoor conditions (Krieger & Higgins, 2002). The psychological stressors of substandard housing, such as perceptions of and satisfaction with one’s home, are associated with one’s self-rated health status (Krieger & Higgins, 2002).

COMMUNITY DATA

Data around housing quality in Wisconsin Rapids is limited; however, in the 2017 Encourage Community Survey, **more than 50% of residents said that increased access to quality housing is a priority for the future of the community.**

Figure 07: This graph shows that more than 18% of respondents described their current housing conditions as fair or poor in the 2016 Wisconsin Rapids Housing Study & Needs Assessment.

Wisconsin Rapids Current Housing Conditions



RESEARCH QUESTION 3

HOW DOES MIXED-INCOME HOUSING IMPACT HEALTH?

LITERATURE REVIEW

Mixed-income housing includes a variety of dwelling types for a range of income levels (Cannery HIA Project Team, 2017). A mixed-income housing strategy often involves redeveloping public housing developments and poor neighborhoods to attract higher income residents and relocating lower income households to less poor areas with an ultimate goal of addressing various problems associated with concentrated poverty and neighborhood disinvestment (Levy, McDade, & Bertumen, 2013). Mixed-income housing strategies include a variety of programs and policies such as inclusionary zoning, subsidized housing vouchers, and transformation of public housing development into income-integrated properties. These strategies have been shown to increase property values, increase tolerance for diversity and differences, improve safety, increase neighborhood amenities, and improve housing quality, services, and neighborhood conditions for lower-income residents (Levy, McDade, & Bertumen, 2013).

Mixed-income housing has also been shown to have economic benefits. In revitalizing communities, the construction of affordable homes can help to stimulate economic growth. A healthy mix of housing options, from market rate and affordable rental housing, single family homes, duplexes, as well as developments for seniors, ensures opportunities for all individuals to improve their economic situation and contribute to their communities. (Housing Virginia Toolkit, 2019).

“Neighborhoods free from segregation and concentrated poverty, and in which residents have close and supporting relationships with one another, can improve physical and mental health by reducing stress and exposure to violence as well as improving school performance and civic engagement” (Health Impact Project, 2016). Moving to a mixed-income community appears to have health benefits for low-income residents including mental health improvements, increased self-esteem and motivation, and a reduction of stress related to neighborhood safety concerns (Levy, McDade, & Bertumen, 2013). **Living in mixed-income developments has also been shown to provide educational, health, and behavioral benefits for children.** Studies have found that children who relocate to income-diverse areas have fewer behavioral and health problems including improved school performance, fewer incidences of arrest and convictions, fewer injuries, and fewer episodes of asthma (Levy, McDade, & Bertumen, 2013). Additionally, residents of mixed-income developments report satisfaction with housing quality, neighborhood services, and public safety.

However, the evidence is unclear as to whether mixed-income housing increases social cohesion for all residents. Studies found that people tend to socialize with others of a similar income level to themselves, so social cohesion between diverse groups may not increase as a result of mixed-income developments.

COMMUNITY DATA

Limited local data is available that indicates income diversity in regards to housing within the City of Wisconsin Rapids. However, Figure 08 below depicts data from the U.S. Census Bureau showing the percentage of total households in Wisconsin Rapids and their corresponding household income. Figure 09 depicts opinions from community workshop attendees regarding adequate housing availability in the city.

Figure 08: This figure shows the mix of household incomes in Wisconsin Rapids in 2017. 27.7% of total households have a household income less than \$24,999 while 18.6% of total households have a household income more than \$75,000.

Household Income in Wisconsin Rapids, 2017

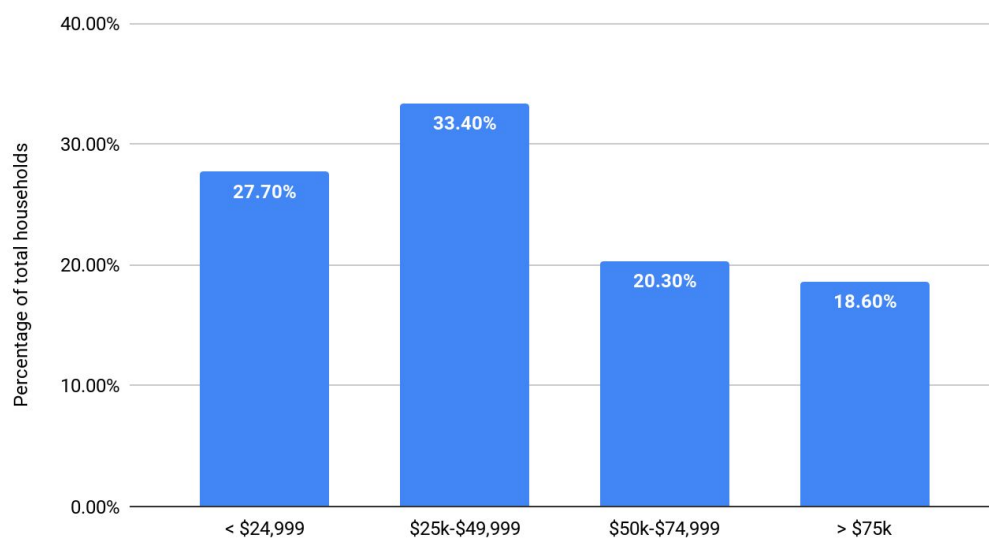
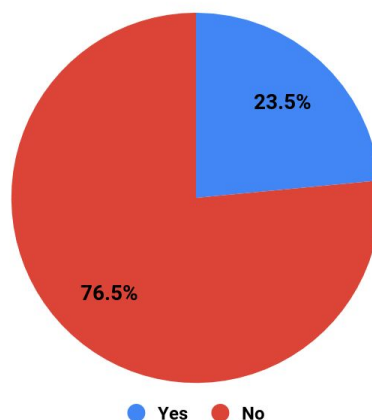


Figure 09: Community workshop attendees completed an evaluation at the end of the workshop. One question asked, “Do you feel there are adequate housing options within the City of Wisconsin Rapids?” The pie chart shows 76.5% of attendees said there are NOT adequate housing options in the city. Those who marked “no” were asked to explain, and the majority of the answers have a theme of **needing increased housing options for a variety of incomes.**

Community workshop attendees' opinions on adequate housing options in Wisconsin Rapids



HEALTHY HOUSING RECOMMENDATIONS

1. Establish a “housing team” to increase collaboration across government agencies and between stakeholders from community groups, public health organizations, and private groups to ensure a coordinated approach to healthy housing.
2. Evaluate future housing plans and proposals to ensure new investments will benefit current residents.
3. Review and implement necessary recommendations from the 2016 Wisconsin Rapids Housing Study & Needs Assessment.
4. Explore mixed-income housing strategies to ensure a variety of dwelling types for a range of income levels.
5. Develop public-private initiatives to expand affordable housing options through subsidies and tax benefits enabling individual tenants to rent in the private sector through construction of new health-promoting affordable housing.
6. Update local housing codes and guidelines to reflect current knowledge regarding hazards within the home.
7. Explore local land use and zoning policies to promote fair housing choices in communities.
8. Educate and empower private and public sector housing providers, owners, and tenants on the dangers of unsafe and unhealthy housing and about their rights and responsibilities.
9. Explore private initiatives - such as Habitat for Humanity - to create more affordable, healthy housing.

SOCIAL COHESION + WELLBEING

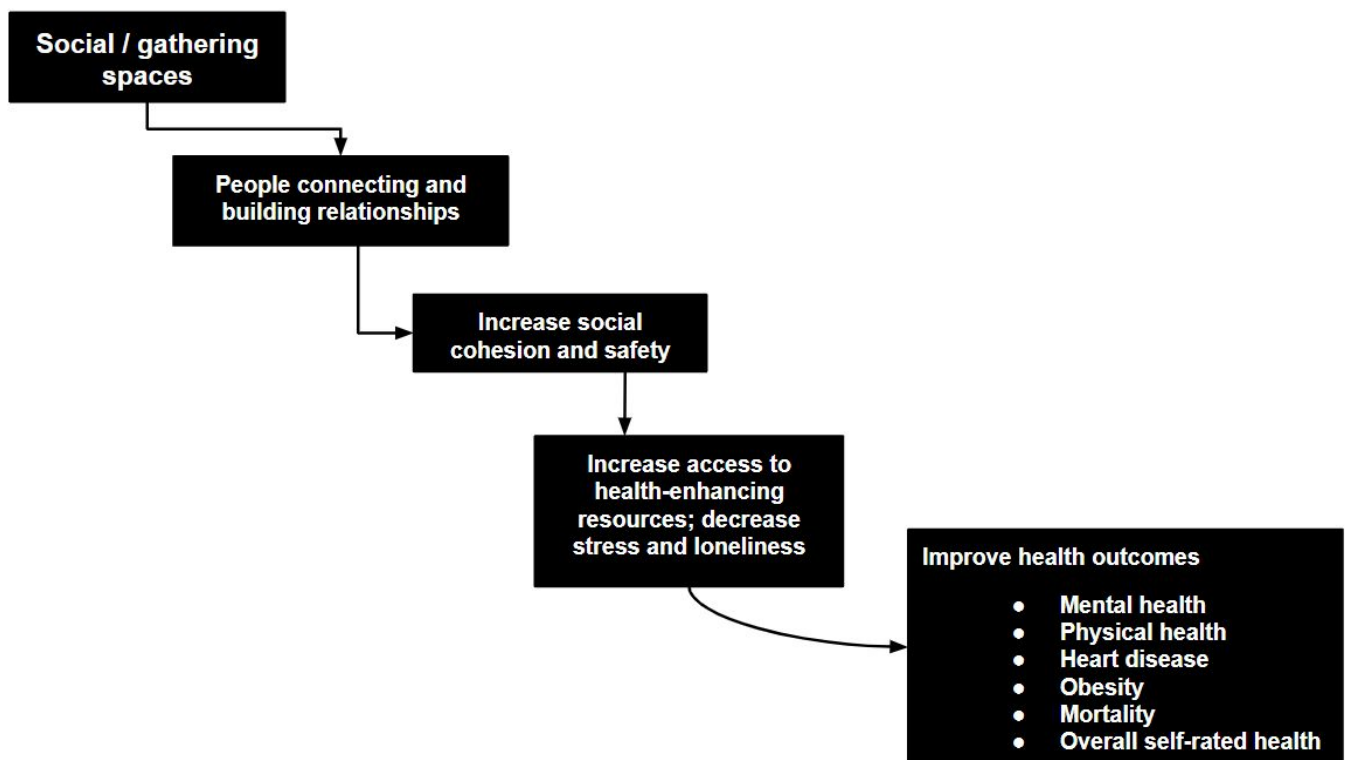
LITERATURE REVIEW, COMMUNITY DATA, & RECOMMENDATIONS

INTRODUCTION

Social cohesion refers to the strength of relationships and the sense of solidarity among members of a community (Healthy People 2020, 2019). Some indicators related to social cohesion include mental health, stress, neighborhood safety, civic participation, social associations, social support, and more. Social cohesion can have both positive and negative effects on a person's health. For example, social isolation is usually detrimental to health and increases mortality, while high levels of social support have been shown to positively impact health outcomes (Healthy People 2020, 2019). Neighborhoods free from segregation and in which residents have close and supporting relationships with one another can improve physical and mental health by reducing stress and exposure to violence and crime as well as improving civic engagement (Health Impact Project, 2016). **Mental health and wellbeing was the highest ranked health priority in the 2017 Wood County Community Health Assessment, making it an important health impact of interest for this HIA.**

PATHWAY DIAGRAM

The pathway diagram shows how the environment change - implementing social / gathering spaces in the housing development site - can improve health outcomes.



RESEARCH QUESTIONS

1. What factors related to site design impact social cohesion and capacity for human connection and interaction?
 2. How does senior housing in the central core of a city impact quality of life for residents who live there?
-

RESEARCH QUESTION 1

WHAT FACTORS RELATED TO SITE DESIGN IMPACT SOCIAL COHESION AND CAPACITY FOR HUMAN CONNECTION AND INTERACTION?

LITERATURE REVIEW

Essential to any senior living facility is the need to enable social interaction to reduce loneliness and feelings of isolation (AARP, 2011). Similar to the research questions on active living, there are factors related to site design that encourage residents to engage with one another and build relationships. Namely, planning for locations within the site design specifically created for the purpose of social interaction.

When evaluating open space attributes in neighborhoods, one study found that **pleasantness and safety of open spaces** positively affects quality of life for older people living in the neighborhood, along with the **quality of the paths** that lead to these spaces (Alves, Sugiyama, & Thompson, 2008).

Greenspace design in site planning seems to play an important role in wellbeing and human interaction. According to a research article on the value of green spaces to wellbeing, urban greenspaces have direct health benefits by providing a space for residents to interact, “allowing psychological restoration to take place.” **This reduces isolation, creates social capital and “leads to greater personal resilience and wellbeing”** (Lee, Jordan, & Horsley, 2015). The authors go on to note that planning in this way is particularly important for elderly population groups.

A US Department of Agriculture Publication arrives at the same consensus, summarizing that **quality green space, variety of plants, maintenance, orderly arrangement, absence of litter, and general impression matters most in promoting social cohesion** (USDA, 2018). “Walkable green space is associated with greater longevity in older people; likely connected to the increased social interaction that is often associated with the outdoor time for elderly individuals,” (USDA, 2018).

COMMUNITY DATA

The local data related to site design and social cohesion is limited. However, **the need for prioritizing social cohesion and wellbeing has been well established in recent years.** Through an extensive information gathering process, the Wood County Health Department Community Health Assessment (CHA, 2017) identified “mental health and wellbeing” as the top ranked key health concern in the area.

Depression is Common among Adults in Wood County

Adult Frequent Mental Distress (FMD) and Depression, 2013 to 2015¹³⁹

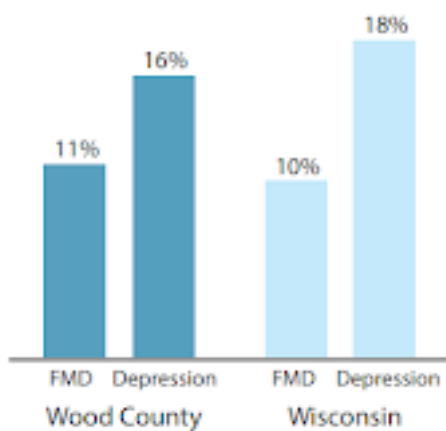


Figure 10:

The CHA publication also found that depression is common among adults in Wood County, with 16% of the adult population being diagnosed. In addition, about 1 out of 10 adults suffer from frequent mental distress in Wood County. Based on these statistics, multiple people within the senior housing development will suffer from one or both of these mental health challenges.

The County Health Rankings (2018) data shows that there are fewer mental health providers in Wood County compared to Wisconsin overall. This demonstrates a need to address mental health concerns from two directions; by fostering community assets that mitigate issues or unhealthy situations before they emerge, and also by augmenting support systems for those already suffering.

This reality has gained the attention of local leaders, many of whom were involved with this Health Impact Assessment. **The Advisory Team acknowledges the need to incorporate planning techniques and interventions that will help bolster social cohesion and subsequently mental health.** The nature of this development offered the opportunity to instill specific site design approaches.

Possible options based on the site specifics and layout of the proposed building were drafted and taken to the Health Impact Assessment Community Input Workshop for feedback and suggestions. The attendees at the meeting were assumed to be broadly representative of the populations that may be interested in taking up residence at the new development, and

therefore understanding of the social needs of that group. The participants expressed the desire to see ample space for communal activities and informal gatherings incorporated to support opportunities to build social cohesion among residents.

The City of Wisconsin Rapids also adopted a new zoning code in the fall of 2018. The code includes an enhanced approach to landscaping in new developments, which will be incorporated into site plans at the senior housing development. Many of the green space recommendations found in the literature review are included in the plans by virtue of the new landscaping code.

RESEARCH QUESTION 2

HOW DOES SENIOR HOUSING IN THE CENTRAL CORE OF A CITY IMPACT QUALITY OF LIFE FOR RESIDENTS WHO LIVE THERE?

LITERATURE REVIEW

Urban centers of communities typically offer greater amenities, greater walkability, and sometimes safer environments for potential residents of these areas. It appears seniors are familiar with this concept. According to a new study by the nationwide senior living referral service “A Place for Mom” (the 2017 Senior Living Preferences Study), **older Americans strongly value walkable urban centers.**

With more amenities that are often inherent to central cores of cities comes more opportunity to experience social interaction and physical activity. An article in the American Journal of Epidemiology (2013) titled “Neighborhood Amenities and Mobility in Older Adults” discusses how **diversity of amenities may promote mobility of older adults and also increase pedestrian use and improved feelings of safety and social capital** (which also lend well to mobility). Echoing the findings in the previous research question discussion, another study demonstrates that levels of social capital are higher in more walkable neighborhoods, ultimately forming an important component of quality of life (Carlson, Gardner, Halstead & Rogers, 2010). Additionally, the Health Impact Project found that “easy access to public transportation, parks and recreation, quality schools, good jobs, healthy foods, and medical care can help reduce the incidence of chronic disease, injury, respiratory disease, mortality, and poor mental health” (2016). This suggests that greater access to resources and amenities, generally, contributes to higher quality of life.

Additional neighborhood determinants of quality of life include street lighting, well maintained sidewalks, and tree coverage (Gandelman, Piani, & Ferre, 2012). Central cores of cities tend to offer these features. A study on neighborhood parks, health, and quality of life outlines how social events and the ability to interact with others at a park is more important to residents than the aesthetics or features of the park, especially for marginalized populations (Klodawsky & Plane, 2013). Downtowns tend to offer frequent social events in open spaces and parks, which bodes well for often isolated senior residents.

COMMUNITY DATA

Similar to Research Question 1, there is limited local data explicitly linking senior housing downtown and quality of life. However, **the need to increase quality housing downtown** has been shown via the City of Wisconsin Rapids Housing Study & Needs Assessment (2016) and other anecdotal data from local conversations surrounding housing needs. As of the 2010 Census, less than ten people called downtown Wisconsin Rapids home. The senior housing project is expected to add approximately 60 people to that list.

In the case of this senior housing development specifically, the list of neighboring amenities is thriving. The development will share a parking lot with the Lowell Center, whose mission is to “enhance quality of life for adults age 50 and over and to promote positive attitudes toward aging” (Lowell Center, 2019). Programming at the facility includes arts and crafts, cards/games, cultural experiences, fitness, trips, volunteering, and socialization/recreation.

The development will also be directly adjacent to a currently under construction state-of-the-art YMCA and Boys and Girls Club facility, set to begin offering programming in 2020. The new facility will offer ample programming for seniors, in addition to volunteer opportunities with the Boys and Girls Club. Also connected to the YMCA is the Veterans’ Affairs Clinic, a community based outpatient clinic specifically designed for veterans.

In addition to these direct connections, the development is within short walking distance to the Wisconsin River and other downtown attractions and offerings, including multiple free events such as the annual downtown Grand Affair, weekly Lunch By the River in the summer, the Wisconsin Rapids Downtown Farmers Market, and many more.

SOCIAL COHESION + WELLBEING RECOMMENDATIONS

1. Incorporate green space planning and amenities, including trees, open space, and parks, into neighborhood planning and design in the central core of the City.
2. Consider surrounding social amenities and connections in downtown planning efforts to promote contiguity between residential, commercial, and civic spaces.
3. Ensure regular and consistent communication between like-oriented organizations that serve senior populations in the Wisconsin Rapids area to ensure programs and services are not duplicated but rather are complementary.
4. Include a communal outdoor area / gathering space for residents of the senior housing development.
5. Implement more robust public transportation systems in and around the central core of the City to connect residents to amenities and events.
6. Include pedestrian connectivity features like crosswalks and adequate lighting in the Planned Development District to ensure safety and increase likelihood of socialization opportunities in the surrounding neighborhood (including nearby facilities or destinations).
7. Promote the addition and recruitment of additional businesses and diverse destinations downtown.

ASSESSMENT FINDINGS PART 3: KEY STAKEHOLDERS & DECISION POINTS

INTERVIEWS WITH KEY STAKEHOLDERS / INFORMANTS

Adam Tegen, Community Development Director with the City of Wisconsin Rapids, was interviewed as a key informant to this project due to his current position and expertise with zoning processes and development in Wisconsin Rapids. The purpose of this interview was to gather information related to what decision points the HIA results could impact, and to learn about the Planned Development District (PDD) process and relationship with the HIA.

Northpointe Development Corporation (the lead on the senior housing development) was also interviewed on two separate occasions throughout the course of this project. One of the meetings occurred before the Community Input Workshop to gauge the areas of influence, or factors that future tenants and/or the community at large could have influence over. The second meeting occurred after the Community Input Workshop, and included a tour of a similar and representative development in Oshkosh, WI. The second meeting offered the opportunity to clarify discussion points or questions that were raised from the Community Input Workshop, as well as understand many of the features and plans already inherent to the development.

DECISION POINTS

Technical assistance from the LCAH grant program staff, the investigation of similar HIA projects in other communities, and discussions with City staff and Northpointe Development Corporation were all utilized to uncover the critical points in the planning and execution of this senior housing development where the HIA project could interject recommendations and provide justification for decisions.

Decisions points offered to the public for feedback and recommendations at the Community Input Workshop include site and street design specifics, pedestrian connectivity features, community and outdoor gathering space options, safety and lighting features, and programmatic suggestions.

Furthermore, through this investigation, the team discovered that the approval of the PDD represented a key point at which HIA recommendations could be incorporated. The site and immediate surrounding area are part of the PDD - a customized zoning district that outlines specific conditions that developments within its boundaries must meet. This involved synthesizing appropriate and pertinent site level recommendations for the Planning and Zoning Commission and subsequently Common Council to approve as part of the PDD conditions.

Another key decision point in the timeline of the development is the approval of building plans and issuance of building permits. At the time of this publication, this decision point had not been reached. However, the pertinent recommendations have been generated and shared with the developer for review and incorporation into building plans. The point at which management

assumes a role on site and tenants are inhabiting the building is also important for more programmatic level recommendations.

Decision points related to the broader site, surrounding and/or affiliated organizations, and general downtown vicinity are ongoing. It is recommended that local leaders, health professionals, and those who serve senior or related populations should consider the recommendations presented in this HIA in key decisions that could affect this development.

ASSESSMENT FINDINGS PART 4: COMMUNITY INPUT WORKSHOP

Overarching Goals of the Workshop

- Creating good plans and policies as a result of a more holistic understanding of the needs and goals of residents
- Generating additional data on impact of health from diverse perspectives and recommendations for increasing positive impact and mitigating negative impact
- Increasing trust through transparency in decision making and meaningful engagement with residents

The aim of the community input workshop was to gauge public opinion on potential impacts the development could have on health, and to gather specific recommendations regarding how to support positive health outcomes associated with the development. Some of the recommendations are more applicable to the Planned Development District process, while others are more targeted towards the developer, such as amenities in the building proper.

Process Description

Turnout at the meeting exceeded 45 people, mostly representative of the demographics that will inhabit the future building. That said, family members and general community members attended as well, and this additional voice confirmed how the recommendations from the meeting reflect cross-generational ideas that will speak to the health of the community at large. The meeting organizers utilized the aid of facilitators from the UW Population Health Institute's MATCH Team to collect data and guide conversations to guarantee a productive and targeted process. To start, participants were presented with baseline information about health statuses and outcomes in the community related to active living, housing and social cohesion. Attendees also received background information on the proposed development and developer before diving into the workshop segment of the event. (See Appendix A for the additional summary handout they received.)

With the aid of table facilitators, participants broke out into three guided rounds aimed at exploring and analyzing health impacts related to the development, as well as generating recommendations to influence specific decisions within the development process. Attendees also prioritized these recommendations. The figure on the next page provides a list of the ideas and recommendations from participants along with prioritization scores. Follow up steps were disclosed, as well as concluding steps for the HIA process and development.

Recommendations

Recommendations included with the final city zoning approval of the development include the following, which can be reviewed in full detail in section 15 of this report:

- 1) Install a lit and clearly delineated sidewalk along southern boundary of the district, connecting the senior housing building to 3rd Ave S.

- 2) Create well lit crosswalks that connect the area to the north/northeast of the development to the existing Centralia Center sidewalks and entrance area.
- 3) Add pedestrian crossing signage to parking lot entry/exit at 3rd Ave S.
- 4) Consider enhanced pedestrian crossing features at intersections surrounding the PDD in future improvement projects to promote pedestrian connectivity to the YMCA complex, VA Clinic, river, and downtown amenities. Key intersections include Hale St. and Goggins St.

Recommendations forwarded to the developer include the following information:

Idea / Recommendation	average score	for building/ developer	for PDD
SAFETY			
safety + security; lights and security system (x2)	4.6	x	
gated for safety (x2)	3.75	x	
safety + security; card for entrance into complex	3	x	
PEDESTRIAN CONNECTIVITY + ACCESSIBILITY			
prioritize clear and wide sidewalks	5		x
clearly delineated crosswalks, and speedbumps	5		x
walkability and lit path to the Lowell Center (x3)	4.75		x
stamped concrete, accessible sidewalks to downtown/river	4.75		x
bike + walk path to connect to river path (x2)	4.5		x
lighting same as downtown - continued through campus	4		x
enclosed overhead walkways from apt bldg to Centralia and YMCA	3.8		x
PROGRAMMING			
bus transportation for services like pharmacy, grocery (x3)	3.83	x	
organized activities - card, bingo, performances	3.2	x	
UNIT SPECIFIC			
deck outside units for personal garden pots	5	x	
community garden / space	5	x	
thick / insulated windows for train noise (x2)	4.6	x	
no-carpet units available	4	x	
COMMUNITY AND OUTDOOR AREA			
patio area - shade structure (x3)	5	x	
mini kitchen in community room - coffee	5	x	
flowers, shrubs, trees in outdoor patio	5	x	
moveable patio furniture	5	x	
outdoor firepit	4.5	x	
gazebo or tables/umbrellas (x2)	4.1	x	
heat lamps for patio	2.75	x	
LOW SCORES			
discounted rates for YMCA	2.25	x	
grocery + pharmacy close - old Book World site	2		
beauty salon in complex	2	x	
have fewer, but larger, units, and charge rent accordingly	1.75	x	
underground storage for bikes/ personal things	1.2	x	
heated building for smoking	1		
a small dog space	0.5	x	

Evaluation Data

Each attendee was given the option to complete an evaluation form immediate following the meeting. Some of the data points summarizing the feedback are included here:

- Nearly 75% of respondents said the facilitators did “well or very well” explaining the information
- 77% of respondents said were “satisfied” or “highly satisfied” with the level of opportunity to share their thoughts
- Nearly 100% of respondents said they would recommend others to attend similar types of meetings in the future to provide input on projects they might be interested in
- 76.5% of respondents felt that currently there are not adequate housing options within the City of Wisconsin Rapids

The organizers also collected information on how attendees heard about the meeting, time allotted for the meeting, sentiment towards local government responsiveness and transparency, and open ended feedback. In general, the meeting organizers were pleased with the outcomes of the meeting, and felt the data and responses gathered in the evaluation form were helpful for this project and upcoming future projects.

SUMMARY OF FINDINGS & RECOMMENDATIONS

The predicted health impacts for the three decision points of the development are summarized in the table below. Findings are based on the literature review, primary data, and secondary data.

	Health Impact	Likelihood of Impact	Scale of Impact
HOUSING			
Availability of affordable housing	Positive	Likely	Low
Safety	Positive	Likely	Low
Social cohesion + wellbeing	Mixed	Possible	Low
SITE DESIGN			
Opportunity for active living	Positive	Possible	Medium
Safety	Positive	Likely	Medium
Social cohesion + wellbeing	Positive	Possible	Low
STREET + SIDEWALK DESIGN			
Opportunity for active living	Positive	Possible	High
Safety	Positive	Likely	High
Social cohesion + wellbeing	Mixed	Possible	High

Likelihood of Impact

Unlikely - Little evidence effects will occur
 Possible - Effects may occur
 Likely - Evidence suggests effects will occur
 Uncertain - Unclear if any impacts will occur

Scale of Impact

Low - less than 100 people will be impacted
 Medium - 100-1000 people will be impacted
 High - more than 1000 people will be impacted

RECOMMENDATIONS

ACTIVE LIVING RECOMMENDATIONS

1. Install a lit and clearly delineated sidewalk along southern boundary of the district, connecting the senior housing building to 3rd Ave S.
2. Create well lit crosswalks that connect the area to the north/northeast of the development to the existing Centralia Center sidewalks and entrance area.
3. Add pedestrian crossing signage to parking lot entry/exit at 3rd Ave S.
4. Consider enhanced pedestrian crossing features at intersections surrounding the PDD in future improvement projects to promote pedestrian connectivity to the YMCA complex, VA Clinic, river, and downtown amenities. Key intersections include Hale St. and Goggins St.
5. The development site is surrounded by open parking lot space for organizations and businesses including the VA Clinic, Lowell Center, various banks, and the future YMCA and Boys & Girls Club. To minimize safety concerns, additional traffic control should be implemented in these open areas to give both motor vehicle operators and pedestrians more direction when navigating the space.
6. The Wisconsin River to the east of this development and directly in the center of downtown is seeing added improvements and investment from the City and other organizations. To promote active use and equitable access to these improvements, sidewalk and pedestrian connectivity to this adjacent amenity should be implemented.
7. Educate residents on the modes to be active in (downtown) Wisconsin Rapids, in conjunction with Wisconsin pedestrian laws.

HEALTHY HOUSING RECOMMENDATIONS

1. Establish a “housing team” to increase collaboration across government agencies and between stakeholders from community groups, public health organizations, and private groups to ensure a coordinated approach to healthy housing.
2. Evaluate future housing plans and proposals to ensure new investments will benefit current residents.
3. Review and implement necessary recommendations from the 2016 Wisconsin Rapids Housing Study & Needs Assessment.
4. Explore mixed-income housing strategies to ensure a variety of dwelling types for a range of income levels.
5. Develop public-private initiatives to expand affordable housing options through subsidies and tax benefits enabling individual tenants to rent in the private sector through construction of new health-promoting affordable housing.
6. Update local housing codes and guidelines to reflect current knowledge regarding hazards within the home.

7. Explore local land use and zoning policies to promote fair housing choices in communities.
8. Educate and empower private and public sector housing providers, owners, and tenants on the dangers of unsafe and unhealthy housing and about their rights and responsibilities.
9. Explore private initiatives - such as Habitat for Humanity - to create more affordable, healthy housing.

SOCIAL COHESION + WELLBEING RECOMMENDATIONS

1. Incorporate green space planning and amenities, including trees, open space, and parks, into neighborhood planning and design in the central core of the City.
2. Consider surrounding social amenities and connections in downtown planning efforts to promote contiguity between residential, commercial, and civic spaces.
3. Ensure regular and consistent communication between like-oriented organizations that serve senior populations in the Wisconsin Rapids area to ensure programs and services are not duplicated, but rather are complementary.
4. Include a communal outdoor area / gathering space for residents of the senior housing development.
5. Implement more robust public transportation systems in and around the central core of the City to connect residents to amenities and events.
6. Include pedestrian connectivity features like crosswalks and adequate lighting in the Planned Development District to ensure safety and increase likelihood of socialization opportunities in the surrounding neighborhood (including nearby facilities or destinations).
7. Promote the addition and recruitment of additional businesses and diverse destinations downtown.

RECOMMENDATIONS / NEXT STEPS FOR HIA ADVISORY TEAM

- Finalize the draft of the Health Impact Assessment Matrix and create a plan to operationalize its use.
- Determine the next development/project/program in the local landscape to serve as the focus of the next rapid HIA..
- Work with county planner to incorporate a health chapter in the Wood County Comprehensive Plan.
- Work towards adopting a Health in All Policies city ordinance to systematically incorporate a health lens into all aspects of city government.
- Consider including a standalone health chapter, or health language within each existing chapter, of the next city comprehensive plan update.
- Continue to revisit monitoring and evaluation questions related to the process and impact of the HIA.

MONITORING & EVALUATION

Evaluating whether the HIA has influenced the decision making process and the development is an important component of an HIA and is the final step in the HIA process. The goal of monitoring and evaluation is to monitor the changes in health and health determinants, and to evaluate the efficacy of HIA recommendations and the HIA process as a whole (Pew Charitable Trusts, 2014). Monitoring the implementation of the development is critical to ensure that any recommendations that decision makers agreed to actually occur. Longer term monitoring of the health of populations is sometimes a component of larger proposals, but will not be a focus of this Rapid HIA (World Health Organization, 2019).

Monitoring tracks indicators that can be used to inform process, impact, and outcome evaluations. The table below describes the two types of evaluation and lists questions that will be used to monitor and evaluate this HIA.

Evaluation Type	Description	Evaluation Questions
Process	Assesses the HIA’s quality according to established standards and the original plan for the HIA	<ul style="list-style-type: none"> ● Did the HIA follow practice standards? ● Were decision-makers and community members engaged? ● Were HIA goals achieved? ● How was the HIA disseminated?
Impact	Assesses the HIA’s impact on decision-making and its success according to the objectives established during scoping	<ul style="list-style-type: none"> ● How were HIA recommendations incorporated into development decisions? ● Were the HIA conditions included in the planned development district fulfilled? ● Were any processes implemented to institutionalize the incorporation of health into community development projects? ● How has local capacity for conducting HIAs changed?

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APPENDIX

- A** **HIA / Housing - Handout for Community Input Meeting**
- B** **PDD / HIA - Recommendations & Summary**
- C** **HIA Matrix - Senior Housing Development**

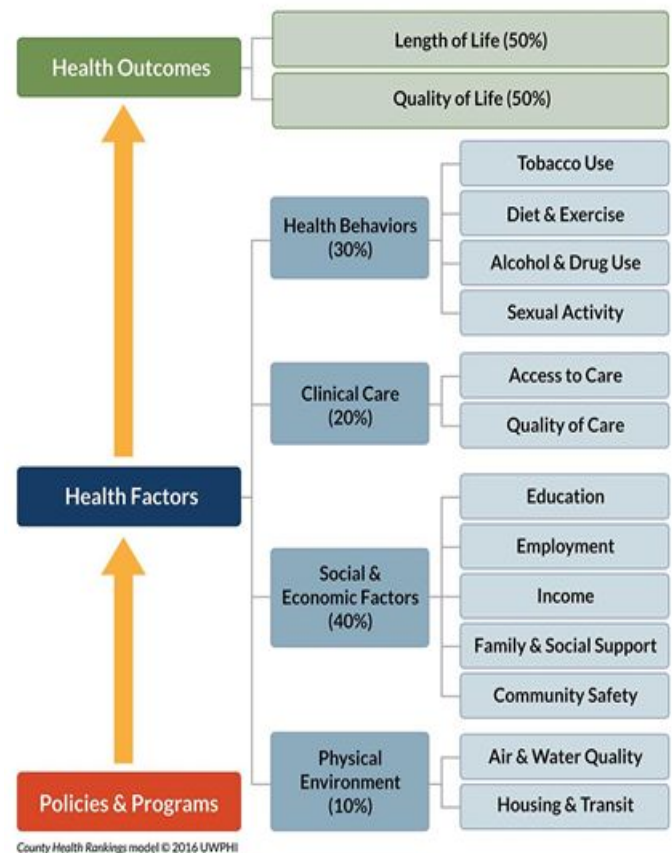
WISCONSIN RAPIDS DOWNTOWN SENIOR HOUSING DEVELOPMENT HEALTH IMPACT ASSESSMENT

Why conduct a health impact assessment?

When we think of what makes us healthy, many of us think of healthcare and individual behaviors. However, many of our health outcomes are actually shaped by the social, economic, and environmental conditions in the places where we live, learn, work, and play - *see image to the right*. In order to effectively improve health, we must routinely consider health when making decisions about policies, projects, and plans that shape our world outside the doctor's office.

What is a health impact assessment (HIA)?

HIA is a systematic tool to evaluate the potential positive and negative health impacts from a proposed policy, project, or plan that is not already focused on health.



What are the benefits of a health impact assessment (HIA)?

- Helps identify unintended risks, reduce unnecessary costs, and find practical solutions to improve the health of the community
- Informs decision-makers by using existing academic research, baseline community data, and input from the community to create a report that provides recommendations to manage potential negative impacts, or optimize anticipated positive impacts
- Supports community participation and transparency in government processes by bringing together community members and decision-makers to consider diverse perspectives in the decision-making process

Goals of the Downtown Senior Housing Development HIA

- Increase transparency and trust in public decision making
- Evaluate the potential positive and negative health impacts of the senior housing development as they relate to active living, safety, mental health, social cohesion and wellbeing
- Serve as an initial project for the City of Wisconsin Rapids to understand how best to routinely incorporate health into planning processes and development approvals

Connection between Housing and Health

Policy decisions that affect housing quality, affordability, and location as well as neighborhood characteristics can influence whether these places are supportive of or detrimental to community health and wellbeing and can play important roles in reducing or even preventing disease. Based on the results from the 2017 Wood County Community Health Assessment and the 2017 Inourage Community Survey, and the interests and concerns of the Wisconsin Rapids HIA Advisory Team, the scope of this HIA examines availability of affordable and quality housing, site design, and street and sidewalk design, as they relate to active living, safety, mental health, social cohesion, and wellbeing.

What are we interested in learning from this HIA?

- How does street and sidewalk design impact pedestrian safety?
- What factors related to street and sidewalk design increase physical activity?
- Why is affordable housing important for health?
- How does housing quality impact health?
- How does mixed income housing impact health?
- What factors related to site design impact social cohesion?
- How does senior housing in the central core of a city impact quality of life for tenants?
- How do neighborhood amenities affect health?



Health Impact Assessment: PDD Recommendations Downtown Senior Housing Development

Background and Community Input Meeting

Over the past 18 months, the City has been engaged in a grant program through the Legacy Community Alliance for Health (connected with Green Tier) to receive training and technical assistance with incorporating a health perspective into city planning. Through an extensive process involving a steering committee with representation from various organizations throughout the City, our leadership group decided to conduct a series of rapid Health Impact Assessments (HIA) on complementary and timely developments, mainly focused on the downtown area. Similar to Environmental Impact Assessments, HIAs research and analyze components of a development to report on potential health impacts and how they can be bolstered and/or mitigated. Additionally, HIAs enhance community engagement and transparency in decision-making by bringing together affected populations and stakeholders to ensure all perspectives and priorities are included.

Because of timing and the nature of the project, the first HIA our team is conducting is on the subject Senior Housing Development. To date, we have developed research questions, conducted a literature review, and facilitated a community input workshop (Nov 15) with affected community members.

The aim of the workshop was to gauge the potential impacts the development could have on health, as well as gather specific recommendations as to how to support positive health outcomes associated with the development. Some of the recommendations are more applicable to the Planned Development District process, while others are more targeted towards the developer specifically, such as amenities in the building proper. Turnout exceeded 45 people, and we had the aid of facilitators from UW Madison to collect data and guide conversations to guarantee a productive and targeted process.

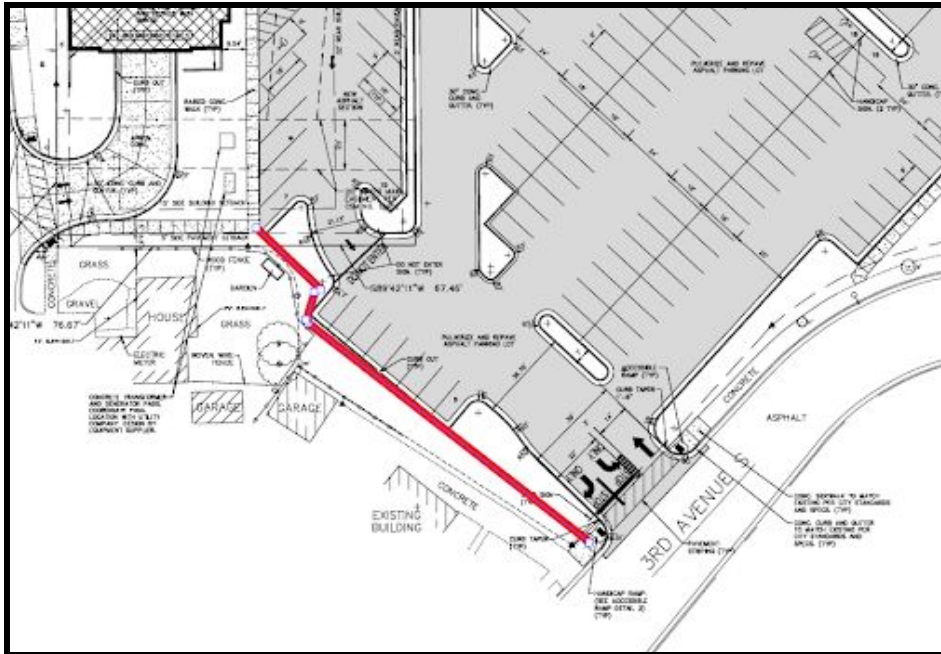
Recommendations

Based on the extensive literature review of research validated, academic, peer-reviewed journal articles, along with the recommendations from the community input meeting, the HIA leadership team proposes the following recommendations (also detailed below the list with maps) be added as conditions to the Planned Development District for the subject development.

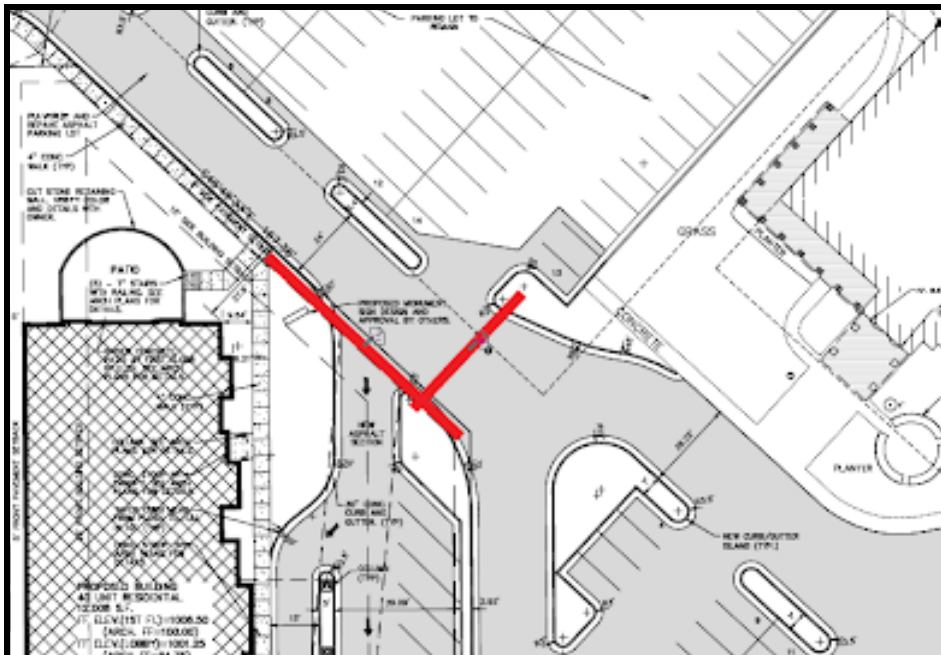
- 1) Install a lit and clearly delineated sidewalk along southern boundary of the district, connecting the senior housing building to 3rd Ave S.
- 2) Create well lit crosswalks that connect the area to the north/northeast of the development to the existing Centralia Center sidewalks and entrance area.
- 3) Add pedestrian crossing signage to parking lot entry/exit at 3rd Ave S.
- 4) Consider enhanced pedestrian crossing features at intersections surrounding the PDD in future improvement projects to promote pedestrian connectivity to the YMCA complex, VA Clinic, river, and downtown amenities. Key intersections include Hale St. and Goggins St.

Planned Development District recommendations

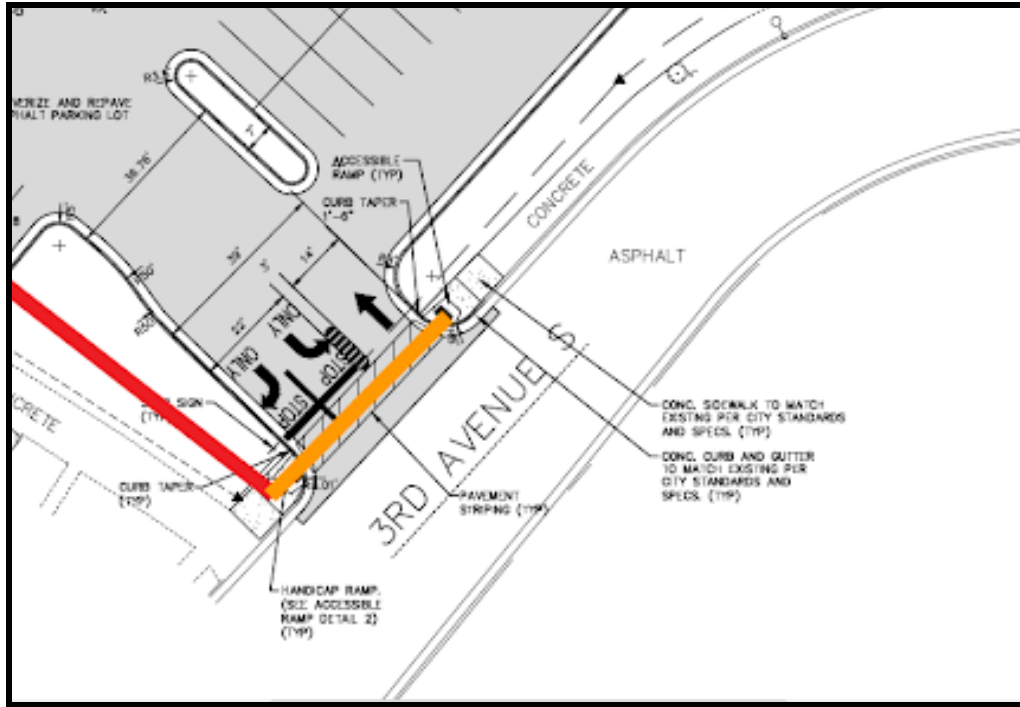
- 1) Install a lit and clearly delineated sidewalk along southern boundary of the district, connecting the senior housing building to 3rd Ave S.:



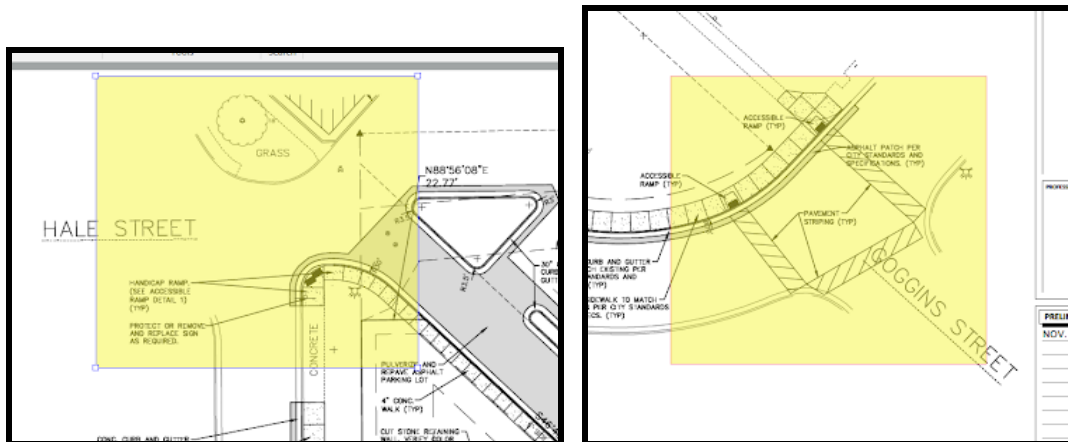
- 2) Create well lit crosswalks that connect the area to the north/northeast of the development to the existing Centralia Center sidewalks and entrance area.:



3) Add pedestrian crossing signage to parking lot entry/exit at 3rd Ave S. :



4) Consider enhanced pedestrian crossing features at intersections surrounding the PDD in future improvement projects to promote pedestrian connectivity to the YMCA complex, VA Clinic, river, and downtown amenities. Key intersections include Hale St. and Goggins St. :



Rapid Health Impact Assessment (HIA) Matrix Tool Introduction

Through support from the Legacy Community Alliance for Health Project (funded by the University of Wisconsin-Madison School of Medicine and Public Health), Wisconsin Rapids area leaders engaged in Health in All Policies (HiAP) trainings and set out to create a localized tool that can be used to gauge health impacts of various development and programmatic proposals.

In connection with the results of the Wood County 2017 Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP), along with the results of the Incourage Community Survey from 2017, the Advisory Team on the project ascertained five main areas of health related outcomes of interest in the community; ***Active Living, Economy, Healthy Housing, Local Food, and Social Cohesion + Wellbeing.***

The intent of the HIA Matrix is to help ensure that a health lens is applied when evaluating and creating planning proposals in Wisconsin Rapids. When a development, project, or proposal emerges in the community, City staff will objectively evaluate associated health impacts by way of the Matrix. This exercise will reveal potentially unnoticed health impacts associated with the development, and/or legitimize or demonstrate health impacts that are already anticipated. After this exercise, if the Advisory Team deems that a deeper look is warranted, local capacity exists to conduct a Rapid HIA on the development.

** Note: This matrix tool is partly modeled after London's Healthy Urban Development Unit's "Rapid Health Impact Assessment Tool".

1 HEALTHY HOUSING

Assessment Criteria <i>Does the proposal...</i>	Does this apply?	Details/Evidence - why and how	Potential Health Impact?	Recommended mitigation or enhancement actions
Promote connectivity between housing and amenities like services, programs, parks and trails?	Yes	<ul style="list-style-type: none"> - Site design influencing connectivity 	Positive Negative Neutral Uncertain	Include crossings / sidewalks / safety features
Increase downtown housing accessibility and availability?	Yes	<ul style="list-style-type: none"> - # of units downtown 	Positive	Verified need in housing study
Promote a range of housing types and sizes, including affordable housing responding to local housing needs?	Yes	<ul style="list-style-type: none"> - Affordable senior housing needed here, new - Look at research around unlocking development opportunities - 80% low-income housing 	Positive	Housing study shows a need for housing for young families and multi-family housing -- Needs to be addressed in near future
Increase access to and sustained availability of quality housing stock and associated environment?	Yes	<ul style="list-style-type: none"> - Yes - that environment doesn't exist now as an option 	Positive	Maintain the housing quality - codes, standards, sustainability, longevity, inspections
Increase availability of housing options for multiple generations?	Yes	<ul style="list-style-type: none"> - 80% allocated for ages 55+ 	Neutral	<ul style="list-style-type: none"> - Still need for additional housing diversity, multi-family - Consider program to increase occupancy in houses left uninhabited after 50+ population moves out

2 LOCAL FOOD

Assessment Criteria <i>Does the proposal...</i>	Does this apply?	Details/Evidence	Potential Health Impact?	Recommended mitigation or enhancement actions
Increase general food options, on-site and off sale consumption; including range of uses, sizes, and costs?	No			
Increase healthy affordable options?	No			
Support the local food system and associated economy?	Yes	- Close to WR Downtown Farmers Market and other downtown food options	Positive	-vouchers from adrc, educational info about accessing market
Avoid contributing to an over-concentration of fast food and/or unhealthy options?	No			
Consider the environment, context, and space surrounding the food?	No			

3 ACTIVE LIVING

Assessment Criteria <i>Does the proposal...</i>	Does this apply?	Details/Evidence	Potential Health Impact?	Recommended mitigation or enhancement actions
Increase family friendly recreation opportunities (internally and/or in the public realm)?	Yes	<ul style="list-style-type: none"> - Depending on connectivity with Y and river, etc. 	Positive	<ul style="list-style-type: none"> - Ed about what's accessible, Y class offerings - Include conditions in the PDD that create trail/rec linkages
Prioritize walkability and bikeability (including internal and external site connectivity) considering infrastructure and programming?	Yes	<ul style="list-style-type: none"> - Sidewalks and paths - Bike racks and trail proximity - Proximity and connection to surrounding amenities 	Positive	
Ensure safety and accessibility, including traffic calming and control?	Yes	<ul style="list-style-type: none"> - Approach - Site thoroughfares - Parking angles - Speed limits - Crosswalks - Ramps for wheelchairs 	Positive	<ul style="list-style-type: none"> - Site plan, dev agreement to incorporate these
Encourage active living, by way of access to programs, information, and methods to engage?	Yes	<ul style="list-style-type: none"> - River info, trails - Indoor amenities (gym) 	Positive	<ul style="list-style-type: none"> - On site management company to follow through
Encourage active living by way of improvements to the built environment?	Yes	<ul style="list-style-type: none"> - Sidewalks and paths - Connections to river, YMCA 	Positive	<ul style="list-style-type: none"> - PDD conditions to include added sidewalks and crosswalks to surrounding amenities

4 ECONOMY

Assessment Criteria <i>Does the proposal...</i>	Does this apply?	Details/Evidence	Potential Health Impact?	Recommended mitigation or enhancement actions
Support quality jobs with living wages, associated employee wellness, quality affordable child care, and benefits?	Yes	<ul style="list-style-type: none"> - 1 employee at the facility - Local contractor on the project 	Neutral	<ul style="list-style-type: none"> - Recommend local materials and labor
Increase access to diverse job options for diverse populations?	Yes	<ul style="list-style-type: none"> - Potential tenants could still work in retirement 	Positive	<ul style="list-style-type: none"> - Connecting residents to nearby jobs
Support local entrepreneurs and business owners (such as through pathways to business ownership)?	No			
Contribute to innovation and economic diversity by incorporating components of shared culture, inclusion, and workspace options?	No			
<i>Child care standalone?</i>	No			

5 SOCIAL COHESION + WELLBEING

Assessment Criteria <i>Does the proposal...</i>	Does this apply?	Details/Evidence	Potential Health Impact?	Recommended mitigation or enhancement actions
Promote age diversity and intergenerational connectivity?	Yes	- Elderly demographics downtown, downtown demographics	Positive	Programmatic pieces to connect these residents to other nearby age groups such as Boys & Girls Club
Generate awareness of the diverse and shared histories of the local area?	Yes	- Name and programming options to generate awareness of local history	Positive	Recommend adopting Centralia Senior Living as name
Promote shared culture, inclusion, and/or neighborhood identity?	Yes	- Increasing residential presence and voice in this neighborhood	Positive	Establish a neighborhood group
Provide space and opportunity for people to connect and interact?	Yes	- Commons area - Gazebo, courtyard	Positive	Incorporate gathering features into site and building design
Foster engagement and/or consultation with the local community? Volunteer and community facilities?	Yes	- proximity to other programs/ orgs	Positive	Promote connection to Centralia Center and new SWC YMCA + BGC