

# City of Fitchburg Healthy Neighborhoods Initiative – Action Items

## PROMOTION

1. Modify and continue to fund the HNI Grant Program
2. Complete formation of United Way Fitchburg Fund in conjunction with United Way and other interested partners
3. Develop a fee in lieu of parkland/parkland improvement fee/park fees study to examine the potential to utilize these funds to support the HNI

### HNI Grant Program Modification Ideas:

1. Develop a coordinated marketing campaign
2. Improve outcome/evaluation mechanisms
3. Support new applicants but also continue to foster partner relationships with past applicants
4. Prioritize collaborative partnerships
5. Refine program focus areas based on data and neighborhood feedback

**United Way Fitchburg Fund – A community-giving campaign, typically focused on education, income, and health, and geographically focused on one or more Priority Neighborhood.**

4. Develop a process to submit relevant HNI applications to the Dane County Community Development Block Grant Program
5. Explore development of long-term, stable non-City HNI funding via a community foundation model in conjunction with interested partners

Although the HNI strategic framework is premised on the assumption that the City will provide annual financial resources, its long-term viability will be dependent on identifying and utilizing other financial resources, including grants and community-giving.

