

# City of Fitchburg Healthy Neighborhoods Initiative – Action Items

Adopted: March 12, 2019

## 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, topically 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.



**PEOPLE**

1. Develop a pilot program, in conjunction with Dane County Department of Human Services, to identify and hire “neighborhood navigators” in one Priority Neighborhood
2. Develop a pilot program to identify and formalize a relationship with a “lead partner” in one Priority Neighborhood
3. Develop a pilot program to identify and formalize a relationship with a partner to address a “priority issue” in one Priority Neighborhood
4. Develop a Priority Neighborhood program/service provider inventory, City and neighborhood/community partners volunteer system, and marketing/distribution scenario
5. Develop a Housing Strategy Committee, as identified in the Fitchburg Housing Plan, to examine various housing issues and opportunities in Priority Neighborhoods
6. Explore development of various other committee frameworks composed of neighborhood residents, property owners/managers, employers, program/service providers, and City staff to oversee HNI implementation

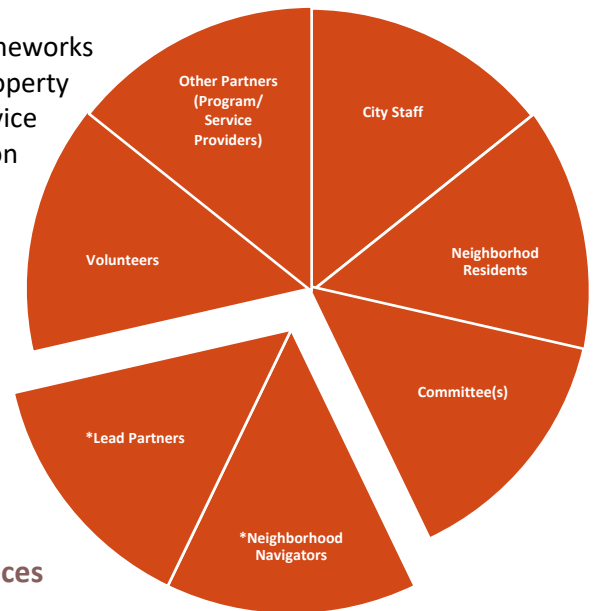
**Neighborhood Navigator – A qualified Priority Neighborhood resident “leader” that works to facilitate communication and collaboration among neighborhood residents, groups/organizations, program/service providers, and the City/Dane County.**

**Lead Partner – A qualified organization or group of individuals, working in partnership with the City, that coordinates activities, programs, services, and people in a Priority Neighborhood.**

**Priority Issue – A prominent deficiency or need in a Priority Neighborhood, as identified through data collection, that the City and a community/neighborhood partnership is capable of and interested in addressing. Example priority issues include public safety, food security/access, or employment.**



Source: Liz Zimdars, City of Fitchburg



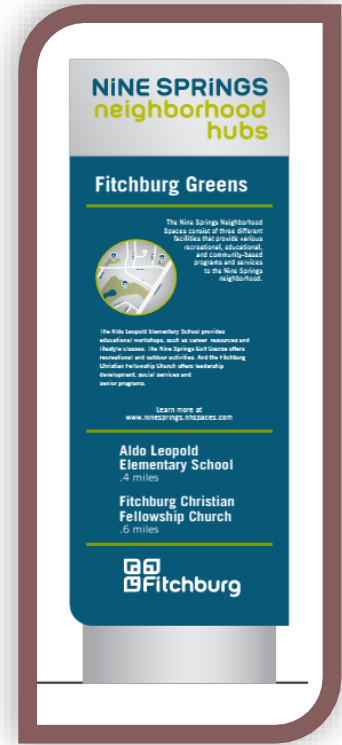
**HNI People Pieces**

## PLACES

1. Develop a neighborhood hub feasibility study and site plan at the Nine Springs Golf Course, in the North Fish Hatchery Road Neighborhood, in conjunction with interested partners
2. Work in conjunction with interested partners to identify other potential neighborhood hubs in other Priority Neighborhoods

**Neighborhood Hub – A public or private place, open and easily accessible to all Priority Neighborhood and other City residents, that houses HNI people, activities, programs, and services.**

3. Develop a pilot Priority Neighborhood Streetscape and Public Lighting Plan in one Priority Neighborhood
4. Develop an inventory of undeveloped or underdeveloped land sites within Priority Neighborhoods, as identified in the City's Housing Plan, that the City could potentially acquire to initiate and/or guide new or re-development opportunities
5. Update the North Fish Hatchery Road Opportunities Analysis or develop a new North Fish Hatchery Road Corridor/Redevelopment Plan



*Potential Neighborhood Streetscape Kiosk – NFH Neighborhood*



*North Fish Hatchery Road Corridor – NFH Neighborhood*

