



Madison Neighborhood Indicators

Past, Present, & Future

www.cityofmadison.com/ni



Applied Population Laboratory, University of Wisconsin –Madison

Background

- Principal Figures: Bruer, Cieslewicz, Statz
- Funding: City ~\$50K/yr, Planning Office, No Federal or Foundations \$\$
- Internal/External Purposes
- Four years of data: 2008-2011 Demographics, Housing, Economic, Health and Family, Transportation, Public Safety, Community Involvement, Conservation
- Indicators: geographically specific, regularly updated and consistently and systematically collected.



Madison Neighborhood Indicators 2011

Badger Planning District

Madison Planning Districts:

Planning districts are delineated by the City of Madison Planning and Development Office. They are designed to provide data at a useful scale with full coverage of the city. Their boundaries were originally derived from census tract boundaries and they generally include portions of several neighborhoods and alder districts.

Total Area: 748 Acres

Boundary change from previous year: NO

Note: Any areas of a neighborhood boundary that lie outside the City of Madison are not included in the map or the table below.



The Madison Neighborhood Indicators project seeks to quantify and depict the diverse and changing social conditions in Madison neighborhoods. The project staff has endeavored to provide up to date neighborhood level characteristics each year, bringing together data from a variety of sources and compiling them into suite of variables used to generate neighborhood level reports.

The annually updated neighborhood indicators are shown on page two. To provide a demographic context to the annually updated data, a demographic profile sourced from U.S. decennial censuses of 2000 and 2010 is provided below.

DEMOGRAPHIC PROFILE	Neighborhood				City of Madison	
	Census 2000		Census 2010		Census 2010	
	Number	Percent or Rate	Number	Percent or Rate	Number	Percent or Rate
Number of Housing Units	1,471	n/a	1,419	n/a	108,507	n/a
Owner Occupied Units	847	60.2%	762	58.5%	50,387	49.3%
Total Population	3,213	n/a	3,296	n/a	232,576	n/a
Age						
Young Children (Age 0 to 4)	262	8.2%	294	8.9%	13,529	5.8%
Youth Population (Age 0 to 17)	740	23.0%	886	26.9%	40,638	17.5%
Senior Population (Age 65 and Over)	116	3.6%	194	5.9%	22,327	9.6%
Race and Ethnicity						
White	2,407	74.9%	1,714	52.0%	175,936	75.6%
Black or African American	288	9.0%	381	11.6%	16,509	7.1%
Asian	156	4.8%	186	5.7%	17,045	7.3%
Other Races or Multiracial	97	3.0%	137	4.1%	7,149	3.1%
Hispanic or Latino	265	8.2%	877	26.6%	15,938	6.9%
Household Structure						
Total Households	1,406	n/a	1,302	n/a	102,205	n/a
Family Households	770	54.8%	738	56.7%	47,700	46.7%
Families with Children	383	27.2%	413	31.7%	21,312	20.9%
Female Headed Families with Children	88	6.3%	111	8.5%	5,400	5.3%

Annual reports, interactive maps, and neighborhood comparison tools are available online:
www.cityofmadison.com/ni

INDICATORS	Neighborhood				City of Madison	
	2010		2011		2011	
	Number	Percent or Rate	Number	Percent or Rate	Number	Percent or Rate
HOUSING CHARACTERISTICS						
Madison Dwelling Units	1,129	n/a	1,129	n/a	108,294	n/a
Campus Dwelling Units	n/a	n/a	0	n/a	5,095	n/a
Community Pride Violations	59	n/a	39	n/a	3,632	n/a
Property Foreclosures	7	n/a	10	n/a	595	n/a
Assisted Housing Units	26	n/a	26	n/a	6,211	n/a
Average House Value	\$184,775	n/a	\$184,689	n/a	\$241,067	n/a
Square Foot Value of Housing	\$118	n/a	\$117	n/a	\$130	n/a
Median Year Built	1973	n/a	1973	n/a	1971	n/a
HEALTH & FAMILY WELL-BEING *						
Kindergarten Preparedness	115	39.4%	191	59.3%	7,286	59.7%
Parent Education Level: No High School Diploma/G.E.D.	72	16.8%	33	7.4%	1,607	9.2%
Parent Education Level: College Graduate	104	24.1%	227	50.8%	8,580	49.1%
High Mobility Students	33	6.2%	61	11.0%	1,915	8.9%
Free/Reduced Lunch Qualified Students	389	72.8%	415	74.5%	10,110	46.9%
Infant Health: Term or Near Term Births	Spr*	Spr*	Spr*	Spr*	8,452	98.0%
Maternal Health: Appropriate Care	155	79.1%	168	84.0%	7,454	88.0%
COMMUNITY ACTION & INVOLVEMENT						
Registered Voter Turn-out	n/a	n/a	n/a	n/a	n/a	n/a
Youth Opportunity Index	0.0	n/a	0.3	n/a	1.7	n/a
ECONOMIC VITALITY						
Median Household Income	n/a	n/a	\$48,307	n/a	\$56,171	n/a
Families in Poverty	n/a	n/a	83	11.2%	3,729	7.9%
Families Receiving Income Qualifying Assistance	228	n/a	n/a	n/a	n/a	n/a
Basic Goods & Svcs (Hospital, Pharmacy, Bank/CU, Grocery, Childcare)	P,B,G,C	n/a	P,B,G,C	n/a	H,P,B,G,C	n/a
PUBLIC SAFETY INDICATORS						
Crimes Against Persons	39	n/a	33	n/a	2,217	n/a
Crimes Against Property	77	n/a	83	n/a	10,030	n/a
Crimes Against Society	160	n/a	176	n/a	10,048	n/a
Crashes	30	n/a	33	n/a	12,166	n/a
Calls for EMS/Fire Service	294	n/a	282	n/a	23,939	n/a
TRANSPORTATION						
Transit Stop Access	n/a	62.3%	n/a	62.2%	n/a	60.5%
Available Transit Service	356	0.3	356	0.32	12,280	0.11
Households with Access to a Vehicle	1,305	98.0%	1,474	96.8%	86,629	88.4%
Bike Path Access	280	25.0%	625	55.4%	90,838	80.1%
Pavement Condition	7.2	n/a	7.4	n/a	7.0	n/a
CONSERVATION & SUSTAINABILITY						
Average Residential Water Use (Gallons Per Day)	n/a	241	n/a	n/a	n/a	n/a

Notes:

Time series data: In some instances year to year variation in counts and rates will reflect changes in the variable definition, geocoding success, or neighborhood boundaries.

* Student and education data are from the Madison Metropolitan School District and show figures for MMSD students or students' households as available and are not for the entire population.

n/a Cells containing "n/a" indicate that the rate or figure is not applicable or not available for the reference year.

spr* Cells containing "spr*" indicate that data have been suppressed to protect confidentiality. This means there was a count of five or fewer in the category shown or five or fewer in the counterpart of the category shown, the latter being derivable from the percentage. Correspondence between some neighborhood associations and planning district geographies required suppression of these data for neighborhood geographies.



Compare Multiple Geographies and Years

2008 ▾

Arbor-McKee Plan District ▾



2009 ▾

Arbor-McKee Planning District ▾



2009 ▾

City of Madison ▾



Basic Area & Population Profile	Arbor-McKee Plan District	Arbor-McKee Planning District	City of Madison 2009
Acres	477	485	49,734
Housing Units	1,533	1,627	105,680
Total Population	3,115	3,334	227,226
Preschool Age Population	6.4%	6.4%	5.2%
Youth population	20.0%	20.7%	17.8%
Age 65 and Over	9.5%	9.3%	9.8%
White	58.2%	56.7%	77.2%
African American	14.6%	14.6%	5.9%
Asian	4.4%	4.6%	7.5%
Other Races or Multiracial	4.5%	5.0%	3.0%
Hispanic/Latino (of any race)	18.2%	19.1%	6.5%
Total Households	1,430	1,508	98,281
Family Households	681	720	46,108
Families with Children	21.4%	21.4%	21.7%
Female headed households with children	6.7%	6.8%	4.8%
Indicators	Value	Value	Value
Community Action and Involvement			
Voter turn-out	n/a	72.4%	72.5%





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Create a Line Chart

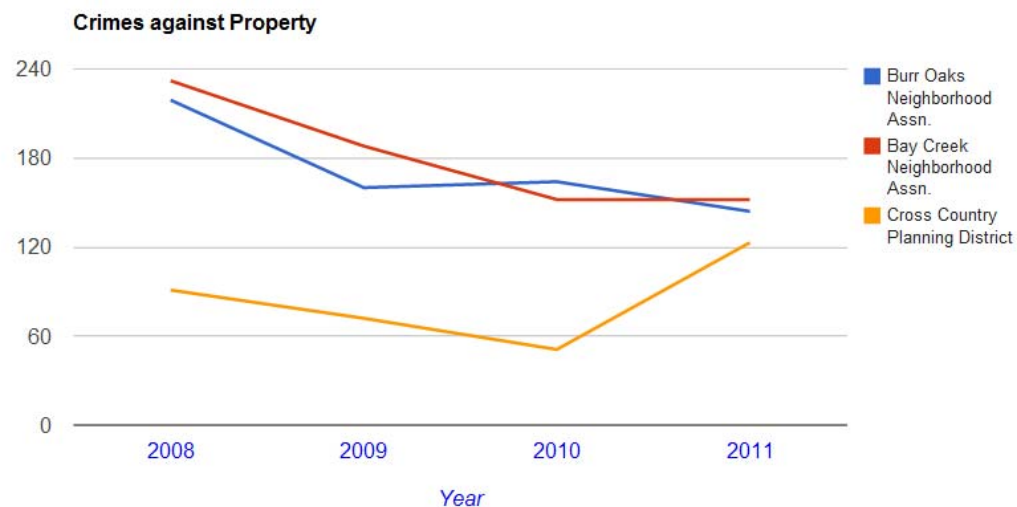
Select a Geography(ies)

Neighborhoods	Burr Oaks Neighborhood Assn.
Neighborhoods	Bay Creek Neighborhood Assn.
Planning Districts	Cross Country Planning District

Select a Variable

Crimes against Property	Create Chart
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Data points and lines may appear missing from the chart either due to data suppression or because they are not available for the reference year.



Madison Neighborhood Indicators Project, Last updated December 2010

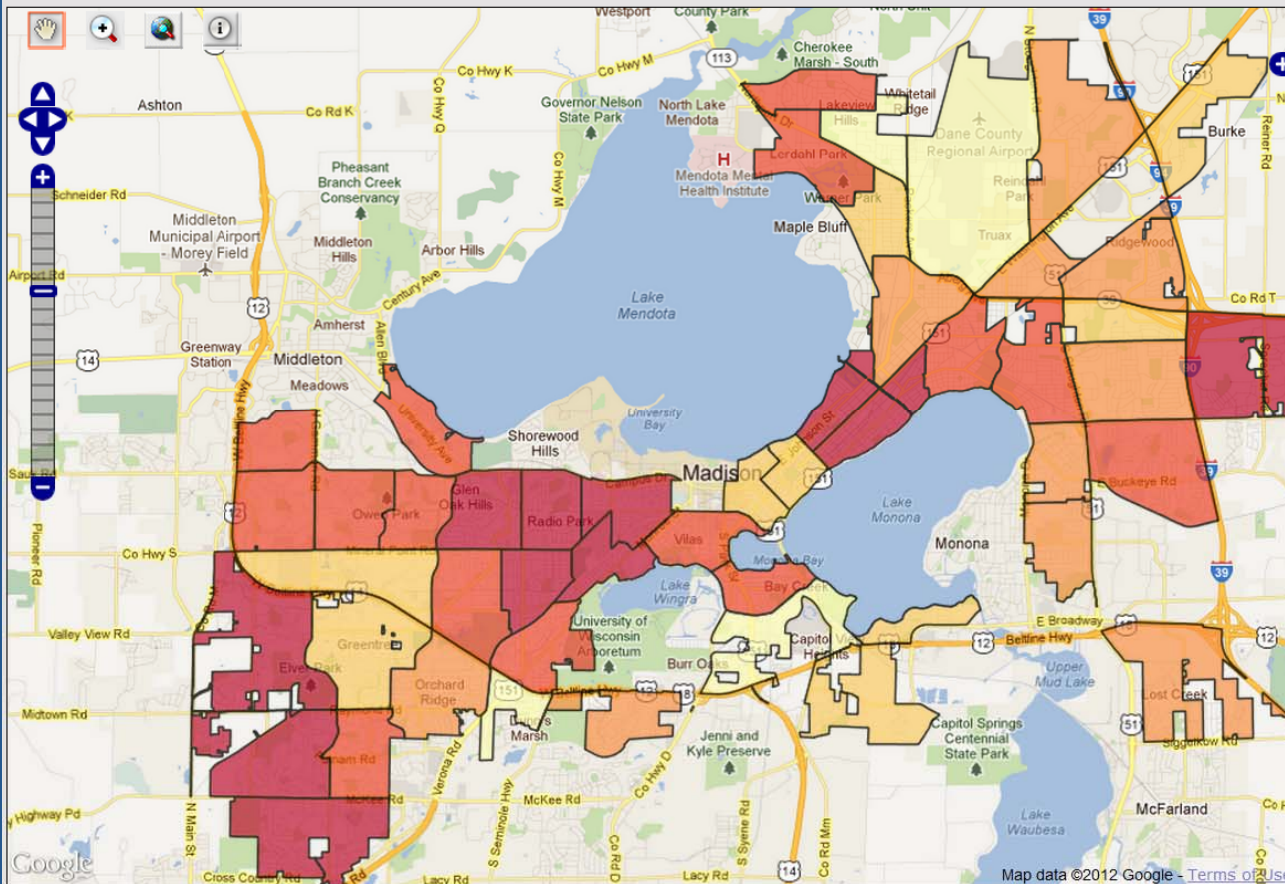


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Planning Districts ▾ 2010 ▾ Maternal health: appropriate care ▾



Legend

Maternal health: appropriate care

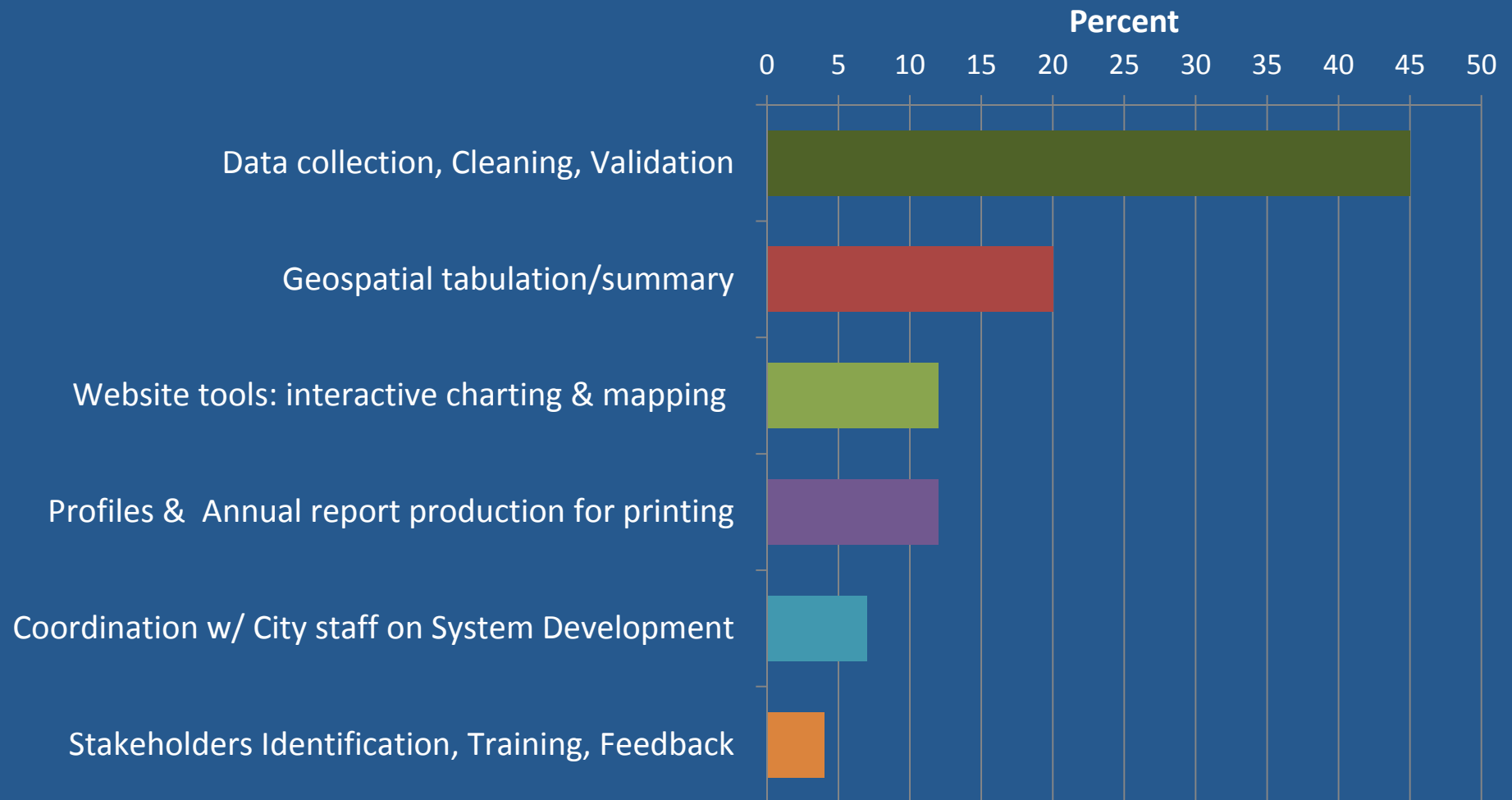
- Change Transparency: 8 ▾

- Your Geography
- Suppressed Values
- 71.7% to 73.9%
- 79.1% to 81%
- 82.1% to 84.2%
- 85.3% to 88.4%
- 89.3% and Over

Site Created by: The Applied Population Lab 
 Madison Neighborhood Indicators Project, Last updated December 2010



Share of APL effort by task



NI Goals

- Understanding neighborhood conditions
- Early warning system which would identify trends in social, economic, and physical characteristics
- Support program and resources allocation decisions



Ongoing Challenges

- Identify *stakeholders* (and when possible *institutionalize* their relationship to NI system)
- Train users & designated staff to become indicators data analysts
- Actively and objectively solicit *constructive* feedback & assess utility



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2008-2011 Neighborhood Indicators Project

When developing a new program or allocating funding, we can use data to guide our decisions and better target our limited resources. For the City of Madison, we have a lot of timely data but it's often available only at geographies much larger than the city or its neighborhoods. With the US Census, we have detailed data but it comes along once every ten years and is quickly out of date. What we want is something timely and at the right geography to let us know what Madison's neighborhoods are like and how they're doing.

Indicators as a tool. The *Neighborhood Indicators Project* is a demonstration of key characteristics and various indicators that relate to the quality of life in Madison at the neighborhood level. The goal of the Neighborhood Indicators Project is to:

- Give us a better understanding of our neighborhoods;
- Help us tailor solutions to a neighborhood's particular needs or characteristics;
- Over time, help us see emerging trends; and
- Give us early warning signs of stress so that problems can be addressed quickly, effectively and less expensively.

Indicators are not a substitute for local knowledge or the personal experiences of residents, but they will provide us with a more comprehensive view of our neighborhoods. They can help us make data-driven decisions about service delivery. They can provide us with a first-scan for deeper issues, show where to drill down for additional information and flag where to investigate causes. All of this information can become part of our considerations to increase or reallocate funding for programs or pursue new policies.

Public input. Our roster of indicators was developed with over a year of public input that started with the 2006 Neighborhood Conference. The plot was also featured at the Mayor's Neighborhood Roundtable in 2007 and 2008 and during sessions with the Northside Planning Council, East Isthmus Neighborhoods Planning Council, South Metropolitan Planning Council and Neighborhood Resource Teams. Input from alders and department and division heads was gleaned during project overviews and progress reports. The plot was presented to several of the Council's standing committees including Public Safety Review Committee, Board of Education-Common Council Liaison Committee, Housing Committee, Community Services Commission, and Community Development Block Grant Commission. The Madison Metropolitan School District offered guidance on which indicators it felt were most relevant. During each of these sessions, suggestions and recommendations were recorded and considered by a work group of City managers and staff for inclusion.

Privacy and confidentiality. *Neighborhood Indicators* will be a useful tool, but we have to balance this desire with the need to ensure confidentiality and privacy for the residents living in our neighborhoods. Accordingly, some neighborhood associations may not be listed because they are too small. In other instances, individual indicators may identify so few or so many people that you would know that everybody living in that neighborhood has certain characteristics. To ensure their privacy, these too have not been added to the neighborhood profiles.

The goal of the Neighborhood Indicators Project is to be a useful tool for City staff, citizen committees and members of the general public. Feedback from users like you will help refine and improve the package for years to come.

You can share your thoughts by clicking the "Leave Feedback" link above, by sending an email directly to NHFeedback@cityofmadison.com, or by calling my office at 266-4611.

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(Jim Beaudoin, Dan Veroff, & Roz Klaas)

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